



El futuro es hoy
3er Encuentro
BID de enseñanza y diseño

Forum organised by
Central de Diseño and DIMAD, Fundación Diseño Madrid /
Asociación Diseñadores de Madrid (Madrid Designers' Association)/
>>> November 28th to 30th 2011

PROGRAMME

Monday, November 28th

Morning 10:00-14:00h.

10:00 - 10:30h.

Inauguration

Attendance of authorities. Welcome

10:30 - 11:30h

Opening debate

The future is today

Manuel Estrada, Henrique Cayatte, Oscar Pamio, Lita Talarico.

This round table takes as a starting point the reflections that the members of the Scientific Committee have made about the thematic axis of the 3rd Meeting BID. Its objective is to start the activities with a discussion forum open to all participants of this international meeting which, with a special focus on the Ibero American sphere, will analyze the teaching of and design nowadays, having in mind the present and the future.

11:30 - 12:00h

Coffee break

12.00 – 12.45h

Conferences

12:45 - 13:00h.

Lita Talarico, New York, USA. Co-founder and co-director of the School of Design and of the MFA Design - Designer as Author + Entrepreneur program - of the School of Visual Arts of New York.

12.00 – 13.45h.

Conferences. Open to the public

Moderator: Sonia Díaz

12:00 - 12:45h.

Design entrepreneurship. Building an entrepreneurial ecosystem to facilitate its development

Lita Talarico. Co-founder and co-director of the School of Design and Visual Arts Program - MFA Design - Designer as Author + Entrepreneur program - School of Visual Arts, New York, USA.

Q&A session

13:00 - 13:30h.

Design for all

Fefa Álvarez Ilzarbe. Head of Accessibility of the Physical Environment Department at ONCE Foundation.

Q&A session

13:30 - 14:00h.

Design and Designers

Henrique Cayatte. President of the Portuguese Design Centre in Lisbon (CPD) and Visiting Professor at the University of Aveiro, Portugal.

14:400 - 14:30h.

Q&A session

Afternoon 16:00 - 21:00h.

16:00 - 16:30h.

BID Space. Poster Presentation | Meetings

16:30 – 18:00h.

Presentations. Pre-registration

18:00 - 21:00h.

Conferences. Open to the public

Moderator: Alberto Marcos

18:00 -18:30h.

Doing and Thinking. Industry Challenges and Education Inspiration

Óscar Peña.

Global Creative Director Lighting Philips. Head of Department "Man and Activity" at Design Academy Eindhoven, Netherlands.

18:30 - 19:00h.

Design activism in design education and public space

Thomas Markussen.

Associate Professor at Kolding School of Design. Denmark.

19:00 - 19:30h.

Coffee break

19:30 - 20:00h.

Aim higher | Building a livable future (by design)

Robert L. Peters. Graphic Designer and Head of Circle Design Incorporated, Manitoba, Canada. ICOGRADA President 2001-2003.

20:00 - 20:30h.

If Design Frames Life, Design Education Forms the Future. The Vision Of Design Academy Eindhoven

Walter Amerika. Head of Market Department at Design Academy Eindhoven, Netherlands. President of Creative Board of CCAA (Creative Cities Amsterdam Area).

20:30 -21:00h.

Q&A session

Tuesday, November 29th

Morning 9:00 - 14:30h.

9:00 - 10:30h.

Presentations. Pre-registration

10:30 - 12:00h. (Classroom)

Presentations. Pre-registration

10:30 - 12:00h. (Cube)

Presentations. Pre-registration

12:00 - 12:30h.

Coffee break

12:30 - 14:30h.

Conferences. Open to the public

Moderator: David Pérez Medina

12:30 - 13:00h.

Re-cognising pre-colombian art: A proposal to re-create design from the roots

Marita Quiroz. Graphic designer. Lead professor at the Centro de la Imagen, Lima (Peru) and member of the Consultative Committee of the Professional Graphic Design Studies at the Universidad Peruana de Ciencias Aplicadas, UPC.

13:00 - 13:30h.

Systematic models of organisation of knowledge: From design strategy... to the consumer and the Academy... a reality

Ruth León. Associate professor and coordinator of the Master's Programme in Design, Organisation and Development of New Products at the Faculty of Architecture and Design of the Industrial Design School at the Universidad de los Andes, Merida (Venezuela).

13:30 - 14:00h.

Design, teaching and companies, the vision of the Universidad Anáhuac
Ricardo Salas. Director de la Escuela de Diseño de la Universidad Anáhuac,
Mexico City (Mexico).

14:00 - 14:30h.

Q&A session

Afternoon 16:00 - 21:00h.

16:00 - 16:30h.

BID Space. Poster Presentation | Meetings

16:30 - 18:00h.

Presentations. Pre-registration

18:00 - 21:00h.

Conferences. Open to the public

Moderator: Pedro Feduchi

18:00 - 18:30h.

What happens after formation?

Alecio Rossi. Coordinator of the design course and responsible for the creation of programmes for the Communication, Art and Design areas at the Centro Universitario Senac São Paulo (Serviço Nacional de Aprendizaje Comercial), Sao Paulo (Brazil).

18:30 - 19:00h.

Structures. Three experiences of co-design in rural communities in Venezuela

Maria Teresa del Castillo. Graphic and industrial designer specialised in teaching and informal qualifications, Caracas (Venezuela).

19:00 - 19:30h.

Coffee break

19:30 - 20:00h.

From theory to practise. Dynamic integration of postgraduates in PYMES (small and medium sized) companies

Josep Treserras. Director of the Centre for Innovation and Conceptual Development of New Products (CID) at the Universidad de Gerona (Spain).

20:00 - 20:30h.

Design startups. The construction of an eco-system of startups to aid development

Adrián Lebendiker. Director of Gloc, startup consultant and creative business, intensives in design and technology linked to creative industries and innovation developments, Buenos Aires (Argentine).

20:30 - 21:00h.

Q&A session

Wednesday, November 30th

Morning 9:00 - 14:30h.

9:00 - 11:00h.

Presentations. Pre-registration

11:00 - 14:30h.

Conferences. Open to the public

Moderator: Javier Fernández

11:00 - 11:30h.

Mutant schools: Education in transition

Jaime Cruz. Founding member and General Director of Prodisegno, School of Communication and Design, Caracas (Venezuela).

11:30 - 12:00h.

Traditions revisited

Eugenio Vega. Director of the Escuela de Arte 10 (Madrid) and associate professor of the Design and Image Arts Department in the Faculty of Fine Arts at the Universidad Complutense of Madrid (Spain).

12:00 - 12:30h.

Coffee break

12:30 - 13:00h.

An experiment of design in New York and the Dominican Republic

Stephen Kaplan. Founder and Rector of the Design School of Altos de Chavón in La Romana (Dominican Republic) a branch of the Parsons New School for Design of New York.

13:00 - 13:30h.

Around design: agitation and propaganda at the EASD-Valencia

Tana Capó. Sub director of the Escuela Superior de Diseño of Valencia (Spain).

13:30 - 14:00h.

Evaluation and transformation of teaching staff

Miguel Alcaide García. Secretary of the commission of Arts and Humanities of the Aneca (Nacional Agency of Evaluation of Quality y Accreditation) Spain.

14:00 - 14:30h.

Q&A session

Afternoon 15:30 – 19:45h.

15:30 - 17:00h.

Presentations. Pre-registration

17:00 - 19:45h.

Conferences. Open to the public

Moderator: Oyer Corazón

17:00 - 17:45h.

Design and accessibility

Design for all in the teaching of design. Dimas García Moreno. Graphic designer.

Library for Graphic Resources of Cognitive Orientation. Mercedes Turrero. Social researcher at Technosite.

Observation of users and the investigation in design. Beatriz García Prósper. Sub director of Investigation and Doctorate Department of Drawing at the Universidad Politécnica of Valencia (Spain).

17:45 - 18:15h.

The teaching of design in a developing society: Colombia

Pastora Correa. Dean of the programmes for Graphic Design, Photographic Image Production and Creation of Audiovisuals and Multimedia at the Universidad Jorge Tadeo Lozano de Bogota (Colombia).

18:15 - 18:45h.

2008-2012. A balance of the first Design degrees in Spain. A critical vision

Delfina Morán. Director of the Art and Design Department at the Universidad Europea de Madrid (Spain).

18:45 – 19:15h.

Minds that build the present, looking to the future

Oscar Pamio. Academic Dean at the Universidad Veritas, San José (Costa Rica). Member of the Scientific Committee of the BID.

19:00 - 19:45h.

Q&A session

Closure

CENTRAL DE DISEÑO di_mad

