

AGENDA

DesignEuropa Talks 2022

Date: 20 October 2022

Venue: European Union Intellectual Property Office
Avenida de Europa, 4, 03008 Alicante, Spain

Thursday, 20 October 2022

10.45 – 11.15 Registration and welcome coffee

11.15 – 11.30 Welcome

Christian Archambeau, Executive Director, European Union Intellectual Property Office

11.30 – 12.30 Design education and IP protection – necessity or desire?

Moderator: *Kari Kivinen*, Observatory, European Union Intellectual Property Office

Christian Guellerin, former President of Cumulus, The Global Association of Art and Design Education and Research. Executive Director of L'École de design Nantes Atlantique
Isabelle Vérilhac, President, Bureau of European Design Associations (BEDA)
Chris Basias, Founder, Studio Chris Basias

12.30 – 13.15 Shaping the design world – challenges and opportunities in the design industry

Moderator: *Gemma Tost*, Editorial and creative director, On Diseño magazine, Jury member of the DesignEuropa Awards 2018

Päivi Tahkokallio, CEO, Tahkokallio Design+, Chair of the DesignEuropa Awards 2021 Jury
Luisa Bocchietto, Founder, Luisa Bocchietto Studio di Architettura e Design, Chair of the DesignEuropa Awards 2018 Jury
Robin Edman, Founder, Robin Edman Innovation, Chair of the DesignEuropa Awards 2016 Jury



13.15 – 13.30 New European Bauhaus Initiative: introduction and developments
Borislava Woodford, Policy Analyst, New European Bauhaus Initiative, European Commission

13.30 – 14.45 Cocktail lunch

14.45 – 15.45 Protect your assets – the impact of design on the value of your business

Moderator: *Nathan Wajzman*, Observatory, European Union Intellectual Property Office

Hannie van Iersel, Head of Trademark & Design, Philips, Winner DesignEuropa Awards 2021

Wojciech Radomski, CEO & Co-Founder, Stethome, Finalist DesignEuropa Awards 2021

Niels Marcus Pedersen, CEO, Marcus Pedersen, Winner DesignEuropa Awards 2018

Anna Szonyi, Founder, Studio Anna Szonyi, Finalist DesignEuropa Awards 2016

15.45 – 16.00 The EUIPO in a nutshell

Mar Portillo, Operations Department, European Union Intellectual Property Office

16.00 – 16.30 Coffee Break

16.30 – 17.30 Design driven businesses – success stories in design protection management

Moderator: *Päivi Tahkokallio*, CEO, Tahkokallio Design+, Chair of the DesignEuropa Awards 2021 Jury

Marco Bozzola, Founder and CEO Relio Labs, Winner DesignEuropa Awards 2021

Carolin Kunert, Founder and CEO, Knister, Finalist DesignEuropa Awards 2021

Franco Caimi, CEO, Caimi Brevetti, Winner DesignEuropa Awards 2016

Open discussion

17.30 Event is closed

