

# Professional Platform Meeting Agenda

**DAY 1 - Saturday 25 October 2014**

**Location: Parsons The New School for Design  
Theresa Lang Community Center  
55 W 13th St, New York**

## **Introduction**

14:00 - 14:15 Introduction and Objectives  
14:15 - 14:30 Host Presentation: Associate Dean, Lucille Tenazas

## **Session 1 - COMMUNITY - Empowering Designers and Design Organizations**

Relevance of Design, Relevance of Prof. Organizations, Membership Growth, Value of Design, Engagement with Governments, National Policies, Design for Society

*Moderator: Ric Grefé*

14:30 - 14:50 *Professional Accreditation: implications & models*  
Adrian Jean, GDC  
Lionel Gadoury, RGD  
James Harper, DIA

14:50 - 15:00 *National Design Policy Challenges*  
Yuri Nazarov, Russia

15:00 - 15:10 *Challenges of Membership Growth*  
Eili-Kaija Kuusniemi, Grafia

15:10 - 15:40 *BREAK (30 min)*

15:40 - 17:30 Open discussion on Session 1

17:30 End of Day 1

**DAY 2 - Sunday 26 October 2014**

**Session 2 - ENGAGEMENT - Communicating The Value of Design**

Collaboration and networking, Icograda benefits and initiatives (accreditation, sustainability, spec work, best practices...)

*Moderator: Iva Babaja*

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|---------------|---|
| 9:00 - 9:20   | <i>Promoting understanding of design</i><br>Rick Grefé, AIGA<br>Katsuhiko Shibuya, JAGDA                  |
| 9:20 - 9:30   | <i>Speculative Practice</i><br>Patricia McKiernan, GAG  |
| 9:40 - 9:50   | <i>Interaction between education and professional practice</i><br>Ismail Cihangir Istek, Bilgi University |
| 9:50 - 10:00  | <i>Advertising and Design</i><br>Kevin Swanepoel, The One Club for Art and Copy                           |
| 10:00 - 10:10 | <i>Best Practices</i><br>Tyra von Zweigbergk, Svenska Tecknare  |
| 10:10 - 10:20 | <i>Sustainability</i><br>Umut Südüak, GMK   |
| 10:20 - 11:00 | <i>BREAK (40 min)</i>   |
| 11:00 -12:30  | Open discussion on Session 2  |
| 12:30 - 13:30 | <i>LUNCH</i>  |

**Session 3 - UNITY - Uniting Efforts for Bettering The Profession**

Definition of next steps, Icograda benefits, establishing Agenda

*Moderator: David Grossman*

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|---------------|----------------------------------|
| 13:30 - 13:45 | Summary of ideas and initiatives |
| 13:45 - 15:00 | Discussion                       |
| 15:00 -15:30  | <i>BREAK</i>                     |
| 15:30 - 16:30 | Defining next steps, Discussion  |
| 16:30 - 17:00 | Conclusions                      |
| 17:00         | End of Day 2                     |