



TORINO DESIGN OF THE CITY

10-11 OTTOBRE
2019

www.torinodesigncity.it

INTERNATIONAL FORUM

The Forum is the central moment of
Torino Design of the City 2019

PLENARY SESSION

9.00-13.00

Free admission

Energy Center, via Paolo Borsellino 38/16, Torino

The UNESCO Creative Cities of Design are invited to talk about the projects they presented in response to the call launched by Torino on the occasion of the XIII Annual Conference in Fabriano, last June, many of which were created in collaboration with each other.

Detroit (*Commerce Design*, a project to convince, through a competition, the owners of shops and restaurants to invest in quality design for their premises, with the support of qualified professionals, now involving 14 cities around the world);

Saint Étienne, (*Human Cities_ Challenging the City Scale* which coordinates 12 partner cities, to experiment in innovation of urban spaces through the collaboration of citizens and creative professionals);

Shanghai, (*Regenerated Yuyuan Road to Friendly Connected Community*, focusing on visual design, cultural heritage and innovation, the regeneration of Yuyuan Road aims to recover its cultural and historical characteristics and reactivate its commercial potential);

Cape Town and Kortrijk, (*MyMachine®*, an educational project of inter-generational cooperation between primary school children, students of technical and university institutions collaborating on equal terms);

Singapore, (*UNESCO Creative Cities of Design Public Forum*, for the exchange of experiences, knowledge and good practices in the fields of education, public policy, business and communication);

Kortrijk, (*5X5®* is a project that provides five companies to develop each a new product or service with the support of a senior and junior designer using a program articulated in 12 specific steps).

Other city invited is **Fabriano**, to present the results of the XIII Annual Conference.

The Forum is also an opportunity to take a look at the important events that will take place next year: **Madrid Design Festival**, where Torino is invited as a guest of honour, and **Lille**, with the next WDO General Assembly, during which Torino will have an important role.

WORKING TABLES

14.30-18.00

subject to reservation

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OGR TECH, corso Castelfidardo 22, Torino

A second moment will follow, with smaller working tables for local actors interested in creating partnerships (educational bodies, Chamber of Commerce, trade associations, citizens) or in learning more about the projects presented and in comparing experiences; finally the results of these meetings will be shared with everyone during a plenary session.

