

# 서울디자인어워드 컨퍼런스

SEOUL DESIGN AWARD CONFERENCE

2022.Oct.24<sup>(MON)</sup> ~ Oct.25<sup>(TUE)</sup>

Seoul Design Homepage  
[www.seouldesignaward.or.kr](http://www.seouldesignaward.or.kr)

## ■ Program ■

Changing daily lives,  
people who make  
changes through design



# ‘SEOUL DESIGN AWARD CONFERENCE’

## SUMMARY

Through the theme of changing daily lives through design, people who make changes through design, we discuss future design directions with experts who have made a positive impact on the every day lives of people around the world, and share the role and core values of the Global Design Award.

The Seoul Design Award Conference will be held online for 2 days from October 24th to 25th.

In this year's conference, we will have time to recognize issues and problems from the eyes of society, not design, through people (non-professionals) called by other designations.

In addition, based on an attitude of consideration for others through design experts, it was prepared as a time to start with small actions courageously, find a way to live together, share the fruits of our efforts, and suggest a direction for creating a better future together.

TOPIC | Changing daily lives, people who make changes through design

DATE | Day 1: 2022 Oct 24 (Mon) from 14:00 ~ 17:00(KST)  
Day 2 : 2022 Oct 10 (Tue) from 14:00 ~ 16:00(KST)

LOCATION | Seoul Design Award Homepage(online)

Main speech 1

“Design in action for  
coexistence between generations”

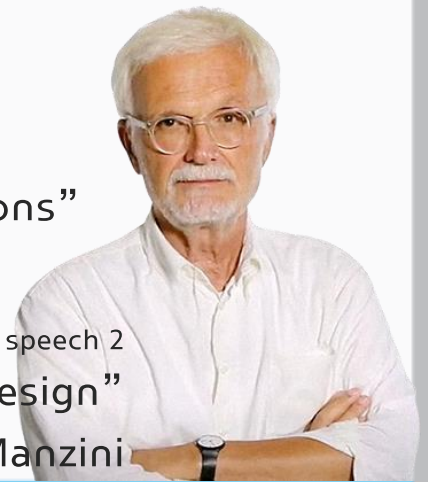
Patricia Moore



Main speech 2

“Sustainability through Design”

Ezio Manzini



# Conference Schedule

| Date  | Program  | Content  | Speaker   |
|---|--|--|---|
| 24.Oct<br>(Day 1)   | Opening video  | Video about DDP to be screened   |   |
|   | Opening remarks  | Opening by moderator   |   |
|   | Opening speech   | CEO of Seoul Design Foundation   |   |
|   | Congratulatory speech                                      | 1. The meaning of learning and sharing with the world  | UNESCO  |
|   |  | 2. The power of design that changes the world  | WDO   |
|   | Keynote speech   | 1. Design in action for generational coexistence   | Patricia Moore (Designer)   |
|   |  | 2. Q & A   |   |
|   | Session 1<br>“Considerate design; start of good influence” | 1.[Problem Recognition] Attitude toward people called by other designations<br>“Try becoming them” | Nam Hyung-Do, Journalist (Money Today)                            |
|   |  | 2. [Solution/refugees] Prefabricated refugee home “better housing”                                 | Johan Karlsson (Better Shelter)                                   |
|   |  | 3. [Solution/Change] We are not able to see even though we can't - Dot Pad                         | Ahrum Choi Team Leader (Dot Co., Ltd.)                            |
|   |  | 4. [Solution/participation] For the independence of children whose legal protection have ended     | Dae-Hyun Ko President (SOYF Studio)                               |
|   |  | 5. Panel discussion and closing remarks  |   |
|   | BREAK TIME   | Screening of video for break   |   |
|   | Session 2<br>“Design in action; Changes we make”           | 1. [Problem recognition] The power of one step I took that made my heart flutter                   | Kyung-Hoon Kim Journalist (Reuters Tokyo Branch)                  |
|   |  | 2. [Solution/Environment] Ecological heritage, digitally listening to the sound of nature          | Professor David Monacchi (State Conservatory “G. Rossini” Pesaro) |
| 3. [Solution/Participation] Enzo Mari's gift for self-reliance      |  | Sebastian Däschle (Cucula)   |   |
| 4. [Solution/Third World] Buying a bag makes Ugandan children safer |  | Joong-Yeol Park President (Jerrybag)   |   |
| 5. Panel discussion   |  |  |   |
| 25.Oct<br>(Day 2)   | Opening video  | Screening of Seoul Light video   |   |
|   | Opening remarks  | Opening by moderator   |   |
|   | Keynote speech   | 1. Sustainability achieved through design  | Ezio Manzini President (DESIS Network)                            |
|   |  | 2. Q & A   |   |
|   | BREAK TIME   | Screening of video for break   |   |
|   | Session 3<br>“Coexisting design; sustainable world”        | 1. [Problem Recognition] There is no place on earth where you can do anything recklessly.          | Ga-ram Kim PD (KBS)   |
|   |  | 2. [Solution/Resource] Waste Curator “People who create values from garbage”                       | Alberto Nanclares da Veiga (Basurama)                             |
|   |  | 3. [Solution/Animal] Finding new families for 10,000 abandoned animals every year                  | Hwan-Hee Lee CEO (PawInHand)                                      |
|   |  | 4. Panel discussion  |   |
| Award launch declaration  | Award launch declaration                                   |  |   |

# SEOUL DESIGN AWARD

for sustainable life



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