

International Innovative Design Education Forum 2022 & Awarding Ceremony of International Street Design Challenge 2022

PROGRAMME

1. Background

In November 2022, the 27th United Nations Climate Change Conference has been held in Sharm el-Sheikh, Egypt. In order to continue to echo the theme of the conference, make our education focus on environmental and climate changes, and promote exchanges and cooperation between creative cities in the field of design education, the UNESCO Cities of Design Curitiba, Querétaro and Wuhan have jointly held the second International Street Design Challenge (SDC 2022). This edition has received 26 proposals by the college teams from 11 creative cities around the globe.

In an aim to further expand the influence of the Challenge, consolidate its accomplishments, enhance the cooperation amid participating colleges and universities from different creative cities in the field of design education, and further explore the future innovative design education, 2022 International Innovative Design Education Forum will be hosted by the Wuhan City of Design Promotion Centre in concerted efforts with Hubei Institute of Fine Arts on the evening of 17 December 2022(Beijing Time), and the awarding ceremony of the SDC 2022 will also be held during this forum. Under the theme of "Innovative Design Education for the Future", this forum will be held in a hybrid way. All the participating cities are to be invited to attend and participate in the virtual exchanges .



2. Concept Note

Innovative Design Education for the Future

Human's vision on the future world is being realized at a faster pace, and science and technology is becoming more and more significant for us to drive the economy and society. The designs carrying human wisdom are participating in many social changes with unprecedented innovation initiatives. How the future innovative design education can build a new design education paradigm with a macro vision, advanced concept and diversified path will be the challenge and opportunity given by times.

Driven by the strategic goals of creating new forms of human civilization, deeply participating in the global industrial division of labor and cooperation, expanding international scientific and technological exchanges and cooperation, and strengthening the international exchange of talents, innovation has become the strongest engine driving high-quality development. The key to innovation lies in people, and innovation education is a necessary way to cultivate innovative talents. Under the perspective of globalization, civilization exchange, mutual learning and knowledge cross-integration will become the gathering point of future design innovation, and will also become the main track of future innovative design education.

Professional boundaries are being dissolved, subject knowledge is constantly reconstructed, and the connotation of design concepts is expanded because of the intervention of new technology clusters. Design education has entered a new stage of cross-border and coordinated development. It will co-evolve with various fields, constantly integrate with other knowledge systems, take the diversified values as the exploration category, aim at stimulating people's innovative spirit and creative ability, and emphasizing the concept of whole-person education. The forum aims to gather our heterogeneous thinking and exploration, make our thoughts collide with other's opinions and give mutual feedback. We hope to create a far-reaching cross-border and interdisciplinary communication platform for international academic institutions from different backgrounds, and promote the development of future-oriented innovative design education.

3. Agenda

Date: 17 December 2022, Saturday

Time: 11:00 –15:00 ,UTC/ 19:00 – 23:00, Beijing Time

Platform: ZOOM, Hybrid

Language: Chinese and English

Theme: Innovative Design Education for the Future

PART 1: Awarding Ceremony of SDC 2022

Host: Mr. **Cai Hui**, Secretary-General, Wuhan City of Design Promotion Center

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| 10:30–11:00 | Registration & Play the SDC Video |
| 11:00–11:05 | Speech by Mr. Wu Tianyong , Deputy Director, Publicity Department, CPC Wuhan Municipal Committee |
| 11:05–11:10 | Speech by Mr. Zhou Caizhi ,Deputy Director, Wuhan Municipal Urban-Rural Development Bureau |
| 11:10–11:15 | Video Speech by Ms. Denise Bax , Secretary-General,UCCN |
| 11:15–11:20 | Speech by Mr. Guilherme Zuchetti , Focal Point of UNESCO City of Design Curitiba |
| 11:20–11:25 | Speech by Ms. Ana Eugenia Vázquez ,Focal Point of UNESCO City of Design Querétaro |
| 11:25–11:35 | On-line Awarding by Mr. David Grossman , Former President of ICoD/ Offline Awarding to domestic winning teams |
| 11:35–11:40 | MoU Signing: HIFA with Universidade Federal do Paraná in Curitiba and Autonomous University of Querétaro |
| 11:40–11:45 | Closing Speech by Mr. Zhou Feng , the Vice President,Hubei Institute of Fine Arts |

11:45 – 12:00 Coffee Break

PART 2: 2022 International Innovative Design Education Forum

MAIN FORUM (open session)

Theme: Innovative Design Education for the Future

Moderator: Prof. **Zhou Tong**, Dean of the School of Environmental Arts, Hubei Institute of Fine Arts

12:00–12:30 Round-table Dialogue

Prof. **He Renke**, Director of the Academic Commission, Design and Art School, Hunan University; Prof. **Yu Jihong**, Director of the College of Product Design, Donghua University; Mr. **Luo Cheng**, founder, Chairman and President of ARTOP Group

12:30–14:30 Keynote Speeches

Prof. **Chen Zhili**, Vice President, Hubei Institute of Fine Arts :

Standards to evaluate Chinese modern design education

Mr. **Tamas Makany**, Associate Professor of Communication Management (Practice) at the Singapore Management University, Lee Kong Chian School of Business:

About Design Education Advisory Committee (DEAC)

Mr. **David Grossman**, Former President, International Council of Design:

A lexicon for future design education

Ms. **Isabelle Vérilhac**, Head of Innovation and International Affairs, Cité du design – Esadse: *Cité 2025, transformation of a place of learning (New European Bauhaus project) for innovative design education*

Ms. **Gisele Raulik Murphy**, Director of the Design Professional Association PróDesignPr : *Systemic thinking brought to the complexity of our streets*

Ms. **Paula Paola Bárcena Mapi**, professor and coordinator of C+Lab (Laboratory of Cities) of the School of Architecture, Art and Design of the Tecnológico de Monterrey for the Central-South Region:

Re-naturalize the urban. Regenerative processes in the territory to achieve healthy, just and resilient cities

SUB-FORUM (in parallel, closed session)

Theme: Possibilities of Design Education in the Future

Moderator: Associate Prof. **Zhang rui**, Deputy Dean of the School of Industrial Design, Hubei Institute of Fine Arts

12:00–14:30 **Keynote Speeches**

Prof. **Renato Partenope**, Sapienza University of Rome

Director **Peter Spring**, University of Wales Trinity Saint David

Prof. **Timi Isaac O'Neill**, University of Wales Trinity Saint David

Prof. **Liu Xinxiong**, Huazhong University of Science and Technology

Prof. **Li Zhirong**, Central South University

Aassociate Prof. **Li Zhuo**, Wuhan University of Technology

Another 5 experts from HIFA:

Dr. **Yan Jie**, Visual Arts and Design

Associate Prof. **He Fang**, Environmental Arts

Associate Prof. **Yang Yi**, Industrial Design

Ms. **Yu Yue**, Fashion Arts

Mr. **Zhang Xuelong**, Crafts

14:30–15:00 **Teams Online Networking (For SDC 2022 participating teams)**

There will be 4 break-up rooms on the zoom. Each room has a moderator and a group of care takers to guide the talks and exchanges. Wuhan Team will take care of two rooms, Curitiba Team one room and Querétaro Team one room. You might be asked:

Can you share with us your experience of your participation the Challenge 2022?

Do you like the idea of presenting your design solutions in one of the local exhibitions? Can you think of other tools we can use to present them?

What topics do you wish the Challenge to address in future editions? Do you have any suggestion on future editions?