

**Medical design,  
inventing care  
solutions for  
tomorrow**

20<sup>th</sup> November 2012  
Cité du design, Saint-Etienne  
Within the framework of the  
XXV<sup>th</sup> Entretiens Jacques Cartier

# Medical design, inventing care solutions for tomorrow

## Scientific Committee

Saint-Etienne

**Ludovic NOËL**, General Manager, Cité du design

**Josyane FRANC**, Manager of International Affairs, Cité du design

**Marie-Haude CARAES**, Research Director, Cité du design

**Isabelle VÉRILHAC**, Manager of Economic Relations, Cité du design

**Stéphane AVRIL**, General Manager of Centre d'ingénierie santé, École Nationale Supérieure des Mines de Saint-Étienne

Montréal

**Marie-Josée LACROIX**, Manager of Bureau du design, City of Montréal

**Alain DUFOUR**, General Manager, Mission design Québec

## Organization Committee

**Camille VILAIN**, International Projects Officer, Cité du design

**Dominique MC GREGOR**, Projects Manager, Bureau du design, City of Montréal

## Topic

Design gives a new look on medical techniques and holds an outstanding potential of innovation. At the interaction of human being and object, design creates products and services adapted to the person, and contributes to improve the comfort of the patient's environment. Design obviously cannot have therapeutic effects as it is generally understood, but it is a mean to make the disease less alarming ; it enables to consider new modes of care, prevention and support for the patients and their family, in particular at home. This symposium proposes to develop the issue of medical design as an innovation driver to:

- Collaborate with research, innovating in the field of medical technologies (artificial organs, implants or biomaterials, etc.);
- work on the comfort and improvement of treatments for the patients, or imagine new diagnosis and intervention devices for doctors and medical staff;
- reconsider the notion of care and invent the context of evolution for the forthcoming medical practices

## Partners

Saint-Etienne

IFRESIS, CHU Saint-Étienne, Université Jean Monnet - Faculté de médecine, École nationale supérieure des Mines de Saint-Étienne (ENSMSE), ICL, Institut Français du sang, Centre Ingénierie et Santé, Pôle des Technologies médicales, CETIM, Cluster I-care

Montréal

Bureau du Design, Ville de Montréal, Mission Design, CHU Montréal, CHU Montréal, Société des Arts Technologiques, Hôpital Sainte Justine, Campus des technologies de Santé

# Programme

09H00/09H45 Welcome and registration

09H45/10H00

**Maurice VINCENT**, Senator and Mayor of Saint-Etienne, President of Saint-Etienne Metropolis and Cité du design Public Establishment of Cultural Cooperation  
**Ludovic NOËL**, General Manager of Cité du design

10H00/10H45

**Vito ORAZHEM**, Managing Director, Design Zentrum Nordrhein Westfalen, Essen  
*Life science design*

10H45/11H30

**Prof. Dr Jacques DEMONGEOT**, Responsible of the medical information Department, General Hospital of Grenoble  
*e-care, towards a translational personalized, predictive and participative medicine*

11H30/12H00

Discussions and debates animated by **Laetitia WOLFF**, futureflair, New-York

Lunch

Session 1

## Improving the everyday life for all

Session president

**Alain DUFOUR**, General Manager of Mission Design Québec

14H00/16H00

**Sebastian PEICHL**, Creative Consultant, Otto Bock medical science center, Berlin  
*Mobility for People - Designing Independence*

14H20/15H00

**Onny EIKHAUG**, Programme Leader Design for All, Norwegian Design Council, Oslo  
*Inclusive design as a tool for innovation*

14H40/15H00

**Marie GERARD**, Designer, Thuasne, Saint-Etienne  
*Design and medical textile*

15H00/15H20 Pause

Session 2

## Imagining a new environment for the patients

Session president

**Dominique MCGREGOR**, Project Manager, Bureau du design, City of Montreal

15H20/15H40

**Patrick DUBE**, Coordinator of *Living Lab* Société des Arts Technologiques / Ste Justine Hospital, Montréal  
*Digital pad developed with the children patients of Sainte-Justine Hospital*

15H40/16H00

**Jeroen RAIJMAKERS**, Senior Creative Director for Phillips Healthcare, Eindhoven  
*Design for Life ; people focused innovation in healthcare*

16H00/16H20

**Rama GHEERAWO**, Deputy Director, Helen Hamlyn Centre, Royal College of Art, London  
*Design, health and security*

16H20/16H40 Pause

Session 3

## Innovating facing the medical & healthcare stakes

Session president

**Arnold BEAUDIN**, Director of Economic and Urban development, City of Montreal

16H40/17H00

**Xiaolan XIE**, Head of Hospital Industrial Engineering, Center of Engineering and Health ENSMSE  
*Modeling of health care system and management of the flows*

17H00/17H20

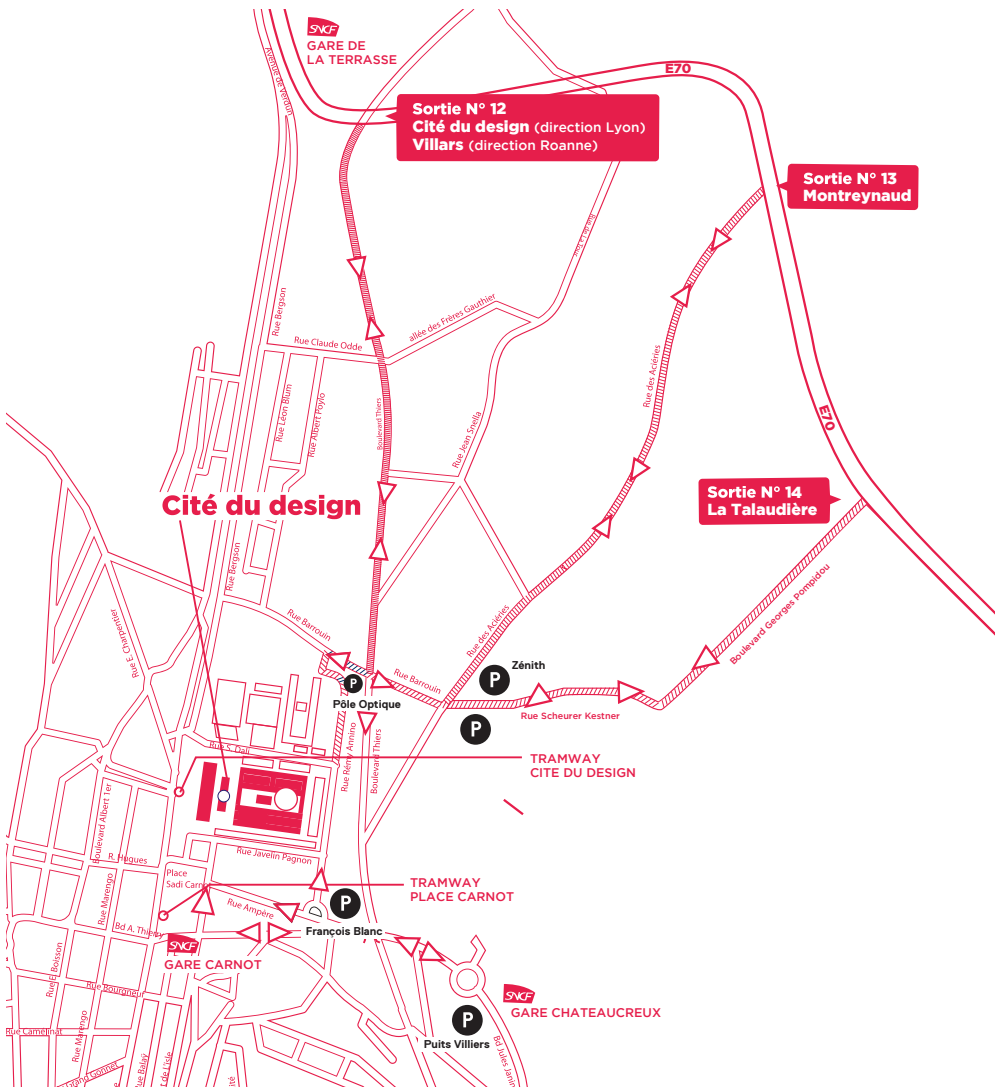
**Mario GAGNON**, Designer and founder of Alto Design Inc. Montréal  
*Medical design... great opportunities*

17H20/17H40

**Hitoshi KONOSU**, Project Manager, Partner Robot Div., Toyota Motor Corporation, Nagoya  
*Development of Toyota Partner Robot for Nursing and Healthcare Assistance*

17H40/18H00

Discussions and synthesis  
**Stéphane AVRIL**, General Manager of Center of Engineering and Health ENSMSE



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# Registration form

To be sent to Centre Jacques Cartier  
before 31<sup>st</sup> October 2012

Conference N°7

## Medical design, inventing care solutions for tomorrow

20<sup>th</sup> November 2012

Within the framework of  
XXV<sup>th</sup> Entretiens Jacques Cartier

Location : Auditorium Cité du design  
3 rue Javelin Pagnon 42000 Saint-Etienne

Surname

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First name

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Position

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Structure/company

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Address

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City

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Country

Phone

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## Registration

(tick the appropriate category)

- Industrials 200 €
- Academics, professionals 100 €
- PhD students (without lunch) 30 €
- 1<sup>st</sup> and 2<sup>nd</sup> grade students: free, without lunch. On e-mail registration only, request to be sent to :  
camille.vilain@citedudesign.com

## Payment by:

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- a € cheque  
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- Purchase order (for invoice payment due on 31st October 2012)  
or
- Bank transfer on the following bank account :  
Banque - 20041 / Indicatif - 01007  
N°compte - 1586593F038 / Clé - 41

## La Banque Postale - Centre Financier de Lyon

IBAN : FR 39 20041 01007  
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BIC-Identifiant international de l'établissement : PSSTFRPLYO

Please specify the following information on the bank transfer order : « EJC 2012/conference n°7 » + your name  
or

- On site : cash (please provide the exact amount)

## Hotels:

<http://saint-etiennetourisme.com/>

**Form to be sent to:**

**Centre Jacques Cartier**

**26, place Bellecour**

**69002 Lyon - France**

contact@centrejacquescartier.com

Please remind that registrations can be refunded only on written request sent on 1st November at the latest.

# Registration form

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before 31<sup>st</sup> October 2012

## Special fee for 2 conferences

N°3 : Living open innovation in  
care technologies - 19<sup>th</sup> November,  
Lyon, organized by I-Care

N°7 : Medical design - 20<sup>th</sup> November,  
Saint-Etienne, organized Cité du design

Within the framework of  
XXV<sup>th</sup> Entretiens Jacques Cartier

Surname

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First name

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Structure/company

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ZIP

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City

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Country

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Phone

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Email

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## Registration

(tick the appropriate category)

Industrials 300 €

Academics, professionals 150 €

Etudiants 1<sup>er</sup> et 2<sup>e</sup> cycle : gratuit, sans  
déjeuner, inscription préalable  
obligatoire par mail à :  
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