



COMPANY CONFERENCE
**CREATIVE INDUSTRIES –
MADE BY DESIGN**

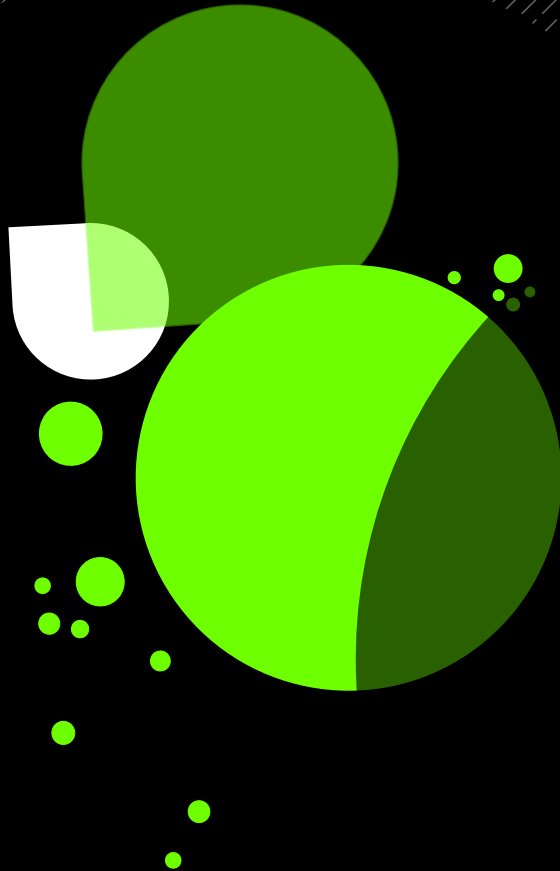
„UNLIMITED – CLIENTS – MARKETS – INNOVATIONS“

NOVEMBER 24, 2009

KEYNOTE, LECTURES, WORKSHOPS, CREATIVE-CAFÉ

**UNESCO WORLD HERITAGE ZOLLVEREIN
ESSEN**





COMPANY CONFERENCE

CREATIVE INDUSTRIES – MADE BY DESIGN

“UNLIMITED – CLIENTS – MARKETS – INNOVATIONS”

In the 21st century, consumer-goods markets have undergone major changes: Due to the continuously expanding product variety, customers rarely prefer the product offering the largest number of technological innovations, but increasingly often the one offering the greatest benefit for themselves. The central message is to understand innovation no longer in the sense of “technologically new”, but “exactly tailored”. However, how can I offer the customer exactly what he wants? And how can I establish a communication directly addressing the single customer, without compromising visual identity and unique selling propositions? How can sustainable economic success be derived from visionary thinking and individual convictions?

New thoughts for new businesses are offered on November 24, 2009 from 10.00 to 18.00 during the company conference “creative industries – made by design” at Zollverein. Significant personalities from the international design scene are expected: Ed Annink and Timo de Rijk, Design Den Haag, Professor Andreas Uebele, büro uebele, Ralph Anderl, ic! berlin, and Eva Gronbach, german jeans. In keynote and impulse lectures they will give an insight into current developments and will be available for discussions with the audience. Subsequently various workshops invite to debate creative issues.

ATTENDANCE FEE AND REGISTRATION

The attendance fee for the conference is 59.00 Euros. With a valid student card, students pay a reduced attendance fee of 19.00 Euros. Board is included in the fee. On our website, www.zollverein.de/business you can register quickly without complication. Application deadline is November 17, 2009.

ORGANISER

The conference “creative industries – made by design” is an event by Zollverein Business.Services of Zollverein Foundation.

WORLD HERITAGE ZOLLVEREIN

The World Heritage Site Zollverein – formerly the “most beautiful coal mine of the world” – is today the most famous industrial monument and centre of the creative industry in the Ruhr area. 100 hectares in Essen’s north, Shaft XII, Shaft 1/2/3, and the Zollverein Coking Plant. In 1847, the first shaft was constructed; in 1986, the last coal was produced; in 1993 the coking plant was closed down. Since 2000, buildings and facilities are officially under a preservation order. In 2001, the inscription on the UNESCO World Heritage List followed. ‘Preservation through Conversion’ is the motto. Variety determines the offered services. History, culture, creativity, events, restaurants and cafés, leisure – this is the variety Zollverein offers to about 800,000 visitors per year.

CASINO ZOLLVEREIN

10.00_OPENING

“NEW THOUGHTS FOR NEW BUSINESSES”

ROLAND WEISS, MEMBER OF THE BOARD OF ZOLLVEREIN FOUNDATION

10.30_KEYNOTE LECTURE

“DESIGN AND GOVERNMENT”

ED ANNINK, DIRECTOR OF DESIGN DEN HAAG, FOUNDER AND PROPRIETOR OF THE DESIGN OFFICE ONTWERPWERK, DEN HAAG

Public authorities are an important client for the creative sector. Be it architecture, visual communication or the design of the public space – a considerable proportion of our environment is financed with public funds. Design Den Haag 2010-2018 carefully examines how well the collaboration between the responsible designers and the clients in the government works. Under the title “Design and Government”, the foundation will realise from summer 2010 on numerous projects between the poles of government and design, among them five biennials in different European capitals. The objective of this commitment is the improvement of the collaboration of design and government as well as the public support of quality in the fields of design, architecture and visual communication.

LANGUAGE: ENGLISH

11.00_KEYNOTE LECTURE

“IS NORM THE FORM OR FORM THE NORM?”

TIMO DE RIJK, DESIGN DEN HAAG

Since the times of industrialisation, standardisation of dimensions has played a significant role in mass production. Norms have defined standards for more than one century and determined the form of things. However, is that still necessary today? Or do fragmented markets and new distribution channels via the Internet offer completely new possibilities for products beyond any norm? Are we on the way towards the “mass unique specimen”? Timo de Rijk reflects on the 20th century and offers prospects of the framework conditions to be modified for a progressing customization.

LANGUAGE: ENGLISH

11.30_IMPULSE LECTURE

“ARTLESS WORDS” – VISUAL IDENTITY AND ORIENTATION

PROFESSOR ANDREAS UEBELE, BÜRO UEBELE, STUTTGART

Pictures are a weightless language. Pictures are flat and quick, they are legible. Writing is a hardship. It requires time. It needs to be learnt,

slowly. Typography is a demure hobby. It is no art. Art interprets. Writing is a service. It transports the content, the written and the spoken word. It is the neutral administrator of thought. Writing is the basis of design and communication.

LANGUAGE: GERMAN

12.00_IMPULSE LECTURE

“BE REAL”

RALPH ANDERL, MANAGING DIRECTOR OF THE IC! BERLIN, BERLIN

If the Berlin-based manufacture of sheet metal spectacles ic! berlin was to fit in a drawer, it had to be invented first. Here everything is different, simply not comparable with usual market development, neither with regards to the products, nor the store, nor the way of distribution. Behind this concept stands the irrevocable conviction of proprietor Ralph Anderl that sheet metal can be turned into gold if the conviction is right. And Anderl's conviction simply is to be genuine and ignore conventions on one's way. 200,000 spectacles sold per year are a knock-down argument for that. The best salesman is Ralph Anderl himself. His courage to accept the new characterises the label and gives the brand its identity.

LANGUAGE: GERMAN

12.30_PANEL DISCUSSION WITH CHRISTA THOBEN, MINISTER OF ECONOMIC AFFAIRS AND ENERGY OF THE STATE OF NRW*

“UNLIMITED – CLIENTS – MARKETS – INNOVATIONS”

WITH ED ANNINK, TIMO DE RIJK, PROFESSOR ANDREAS UEBELE, RALPH ANDERL, EVA GRONBACH AND CHRISTA THOBEN, MINISTER OF ECONOMIC AFFAIRS AND ENERGY OF THE STATE OF NORTH RHINE-WESTPHALIA
PRESENTATION: BARBARA WENDLING, HEAD OF ZOLLVEREIN BUSINESS.SERVICES OF ZOLLVEREIN FOUNDATION

LANGUAGE: GERMAN/ENGLISH

* The commitment of Mrs. Thoben had not been confirmed at the time of going to press.

13.00 TO 14.00_LUNCH-BREAK

14.00_LECTURE/PRESENTED INTERVIEW

“FASHION-CONSCIOUS” – TALK WITH EVA GRONBACH

EVA GRONBACH, PROPRIETOR OF THE EVA GRONBACH FASHION LABEL, COLOGNE
PRESENTATION: BARBARA WENDLING

Eva Gronbach is a label with a vision and a designer, who uses her pieces of clothing to make a socio-political point. Time and again the young designer relates topical issues to a new fashion context and is thereby raising discussions. In the dialogue with Eva Gronbach the participants are offered exclusive insights into the career and projects of the young fashion designer and get to know interesting facts about development of new ideas and realisation of her exciting collections. In this process, her latest commitment will be a subject, too: Besides her activities as a fashion designer and curator, Eva Gronbach has been conducting fashion design courses at various schools in the Ruhr area since 2009.

LANGUAGE: ENGLISH

ZOLLVEREIN SCHOOL

15.00_WORKSHOPS

“STANDARDISATION AND IDENTITY”

ED ANNINK AND TIMO DE RIJK, DESIGN DEN HAAG

The Eiffel Tower in Paris is a landmark of France, just as baguettes and Pernod. The main characteristics of the Netherlands are the famous clogs and the large number of windmills. Germany is considered as the country of curry sausages and beer. From the viewpoint of an international community, countries can be characterised by means of certain symbols. However, how decisive are these relationships for the future? – The world has undergone considerable changes over the last 50 years and national identities are under close scrutiny. Are there still any symbols characteristic for a country and if so, what do they mean? Is there a European identity or is Europe just a construct of rules and regulations? In search of answers, the workshop participants identify national identities in changing groups and discuss, who could culturally benefit from another standardised identity.

LANGUAGE: ENGLISH

“LUXURY OF WRITING”

PROFESSOR ANDREAS UEBELE, BÜRO UEBELE, STUTTGART

Writing is luxury. The typeset word has its own beauty. Its sound when being pronounced – the spelling –, the particularity of signs, the pleasure of the variety of forms. Writing has a strange understanding of time, quickly the

signs drip out of a fountain pen and flow away from a pencil. Reading them, however, takes time and is laborious, resembles a conquest. Thoughts are the forerunners of words. Typeset or written – the typeface reflects and corrects the flow of thoughts. Examples illustrate and explain the tremendous importance of writing for corporate design and information.

LANGUAGE: GERMAN

“BE REAL! ECCE HOMO! YES YOU CAN!”

RALPH ANDERL, MANAGING DIRECTOR OF THE IC! BERLIN, BERLIN

In today's crisis-ridden marketing worlds, the slogan “be real” has at best or at worst the power of an advertising message. Beautiful people in beautiful cars drive through pretty blossoming landscapes, in order to sell products, which do not differ from their own plagiarisms. Clever sales strategies and managers driven by shareholder interests, who assess the world according to statistics and market analyses, are standing behind this method. It is new, even though actually obvious that “be real” effectively holds a very real, genuine challenge: “be real”, as is ic! berlin. No notion of glasses. No notion of economy. BUT open, capable of learning and courageous – simply real. Be a human being, think for yourself, act for yourself. Make yourself an expert, to give experts the boot. In the workshop with Ralph Anderl anything revolves around the basic element: Be a human being! Don't be afraid! Just do it...

LANGUAGE: GERMAN

“FASHION-CONSCIOUS”

EVA GRONBACH, PROPRIETOR OF THE EVA GRONBACH FASHION LABEL, COLOGNE

Fashion is identity. As in her fashion design courses at various schools in the Ruhr area, Eva Gronbach wants to encourage the workshop participants to act creatively and develop their personal FASHION CONSCIOUSNESS. “Fashion holds a power, which is able to released undreamt-of creativity.” Therefore the workshop starts with the question for the individual FASHION CONSCIOUSNESS. In the course of the workshop, the participants have the opportunity to express their own consciousness on the fashion level by means of generous sketches drawn with ink and brush.

LANGUAGE: GERMAN

“CREATIVE-CAFÉ: 10 TABLES – 10 SUBJECTS”

WITH DESIGNERS OF THE INITIATIVE DEUTSCHER DESIGNVERBÄNDE (IDD)

Spontaneous events often demand spontaneous reactions – and quite often a high degree of creativity. With the right openness to new subjects, new people and new ways of thinking, unforeseen situations often

WELTERBE ZOLLVEREIN

CASINO ZOLLVEREIN

Schacht XII [A7], Gelsenkirchener Str. 181, 45309 Essen

ZOLLVEREIN SCHOOL

Schacht XII [A35], Gelsenkirchener Str. 209, 45309 Essen

Kontakt:

ZOLLVEREIN BUSINESS SERVICES

Zollverein School, Schacht XII [A35],

Gelsenkirchener Str. 209, 45309 Essen

Fon +49 201 185 03 62, Fax +49 201 185 03 66

business@zollverein.de

www.zollverein.de/business

ANMELDUNG ÜBER:

WWW.ZOLLVEREIN.DE/BUSINESS

REGISTRATION ON:

WWW.ZOLLVEREIN.DE/BUSINESS

