gdynia
design
days

DESIGN TALKS BUSINESS
S U M M I T

12 JULY
FRIDAY

09:30 - 10:00 **registration & morning warm-up session**
| hall building III

10:00 - 11:15 **main stage – inspirations** | 8

presentation | **Fjord Trends 2019**
I Fjord

presentation | **Navigating the Fog – how purpose can guide your future** | IDEO

presentation | **Circular (a)round - design for circularity at IKEA** | IKEA

11:15 - 11:45 **networking & theme-focused tables**
| hall building III

table 1 | **Session of signal analysis**
I Very Human Services

table 2 [en] | **Rapid Ideation Game**
I PDR International Centre for Design and Research

table 3 [en] | **Service design for good**
I kiuub studio

11:45 - 12:30 **main scene - case study** | 8

lecture | **The adventures of building in-house innovation labs** | kiuub studio

lecture | **An IoT strategy for the Kitchen - Kenwood** | PDR International Centre for Design and Research

lecture | **Furniture as Software - connecting designers & users**
I Tylko

12:30 - 13:15 **networking & theme-focused tables**
| hall building III

table 1 | **Session of signal analysis**
I Very Human Services

table 2 [en] | **Rapid Ideation Game**
I PDR International Centre for Design and Research

table 3 [en] | **Service design for good**
I kiuub studio

13:15 - 16:15 **small scene - open lecture** | 6

open lecture | **next: land - how to build organizations of the future?**
I Dwarfs and Giants, Boldare

open lecture | **Different way of working can be done in Poland – turquoise organization / womenomics / beyond center**
I Dinksy

13:15 - 16:15 **workshops**

workshop | **Design your Mindset**
I Dorota Cetnarska

workshop | **Understanding the persona - how to free yourself from stereotypes & not build your own clone**
I Very Human Services

workshop | **What can we redesign?**
I Fuzers

workshop [en] | **User Research for strategy development**
I PDR International Centre for Design and Research

workshop [en] | **How to build an in-house innovation lab?**
I kiuub studio

16:15 - 16:45 **main scene - summary & reflections** | 8

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DESIGN TALKS BUSINESS

SUMMIT

13 JULY

SATURDAY

AGENDA

day 2

09:30 - 10:00 registration & morning warm-up | 17

10:00 - 10:45 open scene - inspiration | 17

lecture [en] | **Shaping experiences we love** | Spark Reply

11:00 - 14:30 design challenges - polarization

challenge [en] | **Social innovation acceleration** | kiuub studio

challenge | **Holacracy - let's design organizations for the future** I Dwarfs and Giants

challenge | **Cards on the Table: our own tool for creating teams out of groups of individual people** | Dinksy

challenge [en] | **Service design vs Public polarity** I PDR International Centre for Design and Research

11:00 - 14:30 open scene - polarization | 17

talk [en] | **Working at the intersection of desirability, viability & feasibility** I Elisa

talk | **Try and adapt - a challenge or a chance for business?** I Sinterit

talk | **Designing Value Proposition for multi-sided markets and Gen-Z users** I Jazzy Pro

talk | **Developing a fashion brand in the conditions of the new economy** I Transparent Shopping Collective

14:30 - 15:00 open scene - summary & reflections | 17

20:00 - 00:00 DtB Summit closing party | House of Ideas | ul. Zawiszy Czarnego 1, Gdynia

ADVISORY BOARD

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(PL) Change Pilots

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(UK) Design Connect

team **Design talks Business Summit**

PPNT Gdynia | Centrum Designu:
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