

THE HIDDEN POWER OF DESIGN

Małopolska Open Eyes Economy Hub

28th of October 2020, online conference

BLOCK 1 The hidden power of design	
10.00	<i>Opening</i>
10.10	Design as an engine of cities? Mary-Ann Schreurs – former Eindhoven Vice-Mayor of Design
10.25	Sexy urbanism. Full moon for urban transformation Cees Donkers – founder of Architectural Center, QASE – urban studio
10.40	Discussion panel: Multidimensional design: different aspects of creative industry Participants: Professor Jan Sowa, PhD - Academy of Fine Arts in Warsaw Artur Wabik – artist, researcher of pop culture Stanisław Juszcak – designer, artist Moderator: Katarzyna Jagodzińska, PhD – Jagiellonian University in Kraków, Architektura & Biznes
11.40	<i>Summary and closing of discussion block</i>
11.45	Małopolska for your Business - promo movie

BLOCK 2 Business possibilities in the Netherlands	
13.00	Specification of doing business in The Netherlands Katarzyna Vannuci – Executive Director, Polish Chamber of Commerce in The Netherlands *
13.15	Doing business in The Netherlands – possibilities and good practices Daria Kanters - member of the Polish Chamber of Commerce in The Netherlands*
13.30	Business opportunities in The Netherlands and North Brabant Victoria Vasjuta - Project Manager, Brabant Investment Agency
13.45	Summary and closing

* - presentation held in Polish language