

# DESIGN TALKS BUSINESS SUMMIT

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**  
| Fjord

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

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

## AGENDA

### DAY 1

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

table 1 | **Session of signal analysis**  
| Very Human Service

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

table 3 [en] | **Service design for good**  
| 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**  
| Tylko

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

table 1 | **Session of signal analysis**  
| Very Human Service

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

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

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

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

open lecture | **Different way of working  
can be done in Poland - turquoise  
organization / womenomics / beyond center**  
| Dinky

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

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

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

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

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

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

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

# 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** | frog Design

11:00 - 14:30 design challenges - polarization  
challenge [en] | **Social innovation  
acceleration** | kiuub studio  
challenge | **Holacracy - let's design  
organizations for the future**  
| 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**  
| 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**  
| Elisa  
talk | **Try and adapt - a challenge  
or a chance for business?**  
| Sinterit  
talk | **Designing Value Proposition  
for multi-sided markets and Gen-Z users**  
| Jazzy Pro  
talk | **Developing a fashion brand  
in the conditions of the new economy**  
| 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

**Jerome Goh**

(NYC) Senior Design Lead, IDEO

**Ewa Janczukowicz-Cichosz**

(PL) PPNT Gdynia | Centrum Designu

**Paulina Kisiel**

(PL) PPNT Gdynia | Centrum Designu

**Wojciech Ławniczak**

(PL) Very Human Services

**Maria Potoroczyn**

(PL/NYC) Citi Global Consumer Bank  
& Women in Innovation

**Henryk Stawicki**

(PL) Change Pilots

**Michael Thomson**

(UK) Design Connect

team **Design talks Business Summit**


PPNT Gdynia | Centrum Designu:  
Paulina Kisiel, Ewa Chudecka, Natalia Kawczyńska;

Change Pilots: Henryk Stawicki,  
Justyna Turek, Maciej Otrębski, Paweł Kupczak,  
Ewa Browarczyk

organizers:

 **GDYNIA**  
miękkie miasto

 ppnt gdynia  
pomocnik park  
nowoczesne technologie

 centrum  
designu

 CHANGEPILOTS

partners:

 IDZ Internationales  
Design Zentrum Berlin



 pdr.

 BALMA THINK  
PRO

#gdyniadesigndays  
#gdd2019  
#dtb2019  
#changePilots

wifi: GDD2019  
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