



World Design Summit™
Sommet Mondial du Design^{MC}

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PRESS RELEASE

World Design Summit: all the coming trends brought together in one special place

Montreal, September 28, 2017 – Between October 16 and October 25, Montreal, UNESCO City of Design, will host an international reunion of unequalled scope: the [World Design Summit](#). Under the overarching theme *Bring About Change by Design*, this global meeting will bring together professionals working in the 4 corners of the globe and in the 6 design disciplines: **architecture, landscape architecture, urban planning, graphic design, industrial design and interior design**.

The [World Design Summit](#) has 3 distinct components: [an Expo](#) highlighting the main innovations and solutions in the area of design, with more than **350 exhibitors**; [a Summit](#) where as many as **50 international organizations** will endorse the **first worldwide declaration of design** and agree on a 10-year action plan designed to confront the emerging global challenges; and, [a Congress](#) bringing together more than **650 expert speakers, including more than 30 renowned keynote speakers** who will address a panoply of provocative subjects related to the **6 design disciplines**. More than **500 talks** will take place.

Among the **subjects addressed**, the summit's lively program will explore six main interdisciplinary themes: **Design for Earth, Design for Beauty, Design for Participation, Design for Sale?, Design for Transformation and Design for Extremes**. All the sessions are organized along interdisciplinary lines, so as to promote sharing of know-how between the silos. With a mixture of sessions aimed at delegates, round tables for specific disciplines, workshops and plenary meetings, this 4-day summit – from Monday, October 16 through Thursday, October 19 – is a not-to-be-missed international meeting for anyone connected to design anywhere on the planet.

Under the theme *Design for Participation*, the architects **Scott Francisco (USA), Brigitte Shim (USA) and Benoit Therrien (USA)** will be presenting a panel discussion all about wood. This compact material has the physical and symbolic potential to inspire the next generation of designers to bring about innovative solutions in this era of climate change.

David Jalbert-Garnier (USA) will show that public transportation must be made appealing if citizens are to be encouraged to make regular use of it. **Elise Shelley (Canada)** will present a case study establishing the need for clear and comparable facts, demonstrating the real effects of well-intentioned proposals in urban contexts. **Aldo Cibic (Italy)** will introduce new ways to build a better future through active participation of citizens in the design process.

The theme *Design for Sale?* will be addressed by, among others, **Tine Poot (Belgium)**, who will discuss the revitalization and animation, without “Disneyfication”, of heritage sites. **Paddy Harrington (Canada)** will look at the power of design within a context of diversity, such as is found in Canada. **Laurent Devisme (France)** will explore how “design thinking” has become an issue in urban transformation, while **Mireille Diestchy (France)** will outline the contributions of design in the transformation of health care.

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In the category *Design for Extremes*, **Anita Bakshi (USA)** will discuss the emotional aspects of environmental changes and will underline the importance of providing spaces in which people can identify and mourn the losses brought about by climate change.

Lastly, in the section *Design for Transformation*, **Kevin Katigbak (Canada)** and **Annie Bergeron (Canada)** will identify the variables that affect our behaviour, and in particular the ways in which innovation can be encouraged. **Christophe Abrassart (Canada)** will give an overview of the circular economy and prospective co-design in Montreal. **Lorenzo Petrilo (Singapore)** will promote a better way to live in public spaces by inspiring citizens to play an active role in the transformation of these spaces. Finally, **Virginia Burt (Canada)** will advocate for an exploration of the relationship between the post-industrial environment and health care, emphasizing the healing properties of a healthy visual environment.

[Link to the complete programming](#)

The [World Design Summit—Montreal](#) at a glance:

- [Congress](#): October 16–19, 2017
- [Expo](#): October 17–20, 2017
- [World Design Summit Meeting](#) (by invitation only) : October 23–25, 2017

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