

**Ministry of Economic Affairs and Communications  
Tallinn Technical University & Estonian Academy of Art & Society of Estonian Designers**

**Joint seminar:**

## DESIGN – OPPORTUNITY FOR ESTONIAN ECONOMY?

**Tallinn Technical University, May 7, 2003**

### Program

Wednesday, May 7	
8:30 – 9:00	REGISTRATION AND MORNING COFFEE
9:00 – 9:10	<b>Greeting</b> <b>Andres Keevallik</b> (Rector, Tallinn Technical University)
9:10 - 9:30	<b>Opening remarks:</b> <b>Enn Soosaar</b> , thinker  <b>The moderator of the seminar is Raul Malmstein</b> (Deputy Secretary General on economic development, Ministry of Economic Affairs and Communications)
9:30 – 10:00	<b>Ando Keskküla</b> (Rector, Estonian Academy of Arts) ▪ “The role of design in the society”
10:00 - 10:30	<b>Martin Pärn</b> (President of Society of Estonian Designers, product designer) ▪ “Design as means for creating added value – undiscovered opportunities”
10:30 – 11:00	<b>Tapio Mäkelä</b> (Programme Chair of ISEA2004 Symposium, board member of Finnish Association of Media Culture, Centre for New Media Culture, Helsinki) ▪ “Emergent designs: new media culture and innovation?”
11:00 – 11:30	<b>August Kull</b> (Managing director of AS Thulema, Council Member of Estonian Export Agency) ▪ “Design in enterprise from the viewpoint of entrepreneur”
11:30 – 11:45	<i>Coffe break</i>
11:45 – 12:15	<b>Per Mollerup, Dr.Tech</b> (Managing Director Mollerup Designlab A/S, Project Manager of Estonian Design Project, DK) <b>Ken Friedman, PhD</b> (Norwegian School of Management, associate professor, NO). <b>Pekka Korvenmaa, PhD</b> (University of Art and Design of Helsinki, FIN) ▪ “Design in Estonia today” – on the basis of Estonian design study
12:15 – 12:45	▪ “Design policies in other countries? Best practices”
12.45 – 13:15	▪ “Estonian Design Policy – VISION & How do we get there?”
13.05 – 13: 15	<b>Summary</b>
13:15 – 13: 30	<b>Discussion &amp; Press Conference</b> → moderating: <b>Martin Pärn; Raul Malmstein &amp; Ott Pärna</b>
13.30 – 14:30	<i>Lunch</i>

14:30 – 16.30

**Thematic presentations**

- A. Design for handicapped people
- B. Environment preservation and design.
- C. Design and materials in product development