

Sava Centre
10/11/12/ May
Belgrade Design
Week 2007

Belgrade Week 2007
50 locations x the whole
city of Belgrade

"Belgrade truly touched and moved me. It is difficult to describe feelings that overflow me. Your desire to bring people together, your dedication and commitment to an idea, the need to look the people in the eye, the inner beauty I have encountered here, all is so sincere and real. There are not many such places on the planet. Please, invite me again!"
Ross Lovegrove, Belgrade, April 2006.

change?

7-12 May Belgrade Design Week, the second time!

Three days of the most exciting global business and educational conference “**change**”, again in Belgrade, at the Sava Centre, from May 10 until May 12, 2007. The world’s best in branding, design, architecture, publishing, advertising and business will explain WHY THE WORLD IS CHANGING and how to be READY.

A must for every businessmen planning the future of their business, community, region as well as for creatives planning their own future and the future of their clients. Over 50 exhibitions and events, premieres and presentations throughout the city of Belgrade, from May 7 until May 12, 2007. You are invited! //////////////////////////////////////

**Why did we name the whole conference “change²”?
Some of the most prominent contemporary thinkers,
people who change the world of today and create the
world of tomorrow are speakers at the conference and
guests at BDW 07.**

- **Global paradigm shifts**
- **Partner country - Netherlands**
- **Innovative publishing**
- **Super-women at the Super-festival**

innovation² - May 10, 2007: dedicated to branding. Successful companies (Swarowski, Alessi, Gaia&Gino), as well as popular destinations (Istria/Croatia, Rioja/Spain), stand out from their competitors by being familiar with the most complex secrets of branding and are willing to share their knowledge with you. Introduction: the leading global magazine for market communications – Creative Review, UK, and cutting edge luxury branding consultants – The Partners from London.

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revolution² - May 11, 2007: dedicated to architecture and design. Powerful women who have shaken traditionally male disciplines such as design and architecture, from Zaha Hadid and Winka Dubbeldam to Matali Crasset, Hella Jongerius and Patricia Urquiola, will reveal what is so revolutionary about the “female creative principle”. Accompanied with the legendary Italian magazine– Domus, and the rising stars of New Europe – the formidable duo Bevk-Perovic from Ljubljana.

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evolution² - May 12, 2007: in short, the greatest hits of this creative conference, intended for the curious minds not content with staying within only one profession. It is difficult to single out the biggest star among the following: the Dutch cult magazine Frame, the Saloni Satellite design guru Marva Griffin, the architect Rem Koolhaas – equally good at shopping and politics, one of the youngest and most successful global designers – Ora Ito, branding/advertising agencies Wieden&Kennedy and BSUR that have changed the rules of the game.

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They change the world.
Come and watch from the front row.

innovation²

branding

Thursday, May 10^h 2007

9:00 - 10.30

Innovative Publishing: **Creative Review, UK**

10:30 - 12.00

Branding Luxury: **Nick Clark, The Partners UK**

12.00 - 13.00

Place Branding: **Denis Ivošević, Head of the Istrian Tourism Board, CRO**

13.00 - 14.00

Place Branding: **Rioja, Spain***

14.00 - 15.00

Lunch

15.00 - 16.30

Design as Brand: **Alberto Alessi, Alessi SpA ITA**

16.30 - 17.30

Branding a Family: **Nadja Swarovski, Swarovski AUT**

17.30 - 18.30

Branding from Scratch: **Gaye Cevikel, Gaia & Gino, TUR**



Denis Ivošević

One of the masterminds behind plan of the development and rebranding of Istria, whose successful application has made Istria a place not to be missed on every recent list of the most attractive world destinations, and its products recognizable by their origin.

www.istra-istria.hr



Rioja

In the mid-'90s, we witnessed the awakening of the sleepy port city of Bilbao as Frank Gehry's Guggenheim Museum turned it into a mecca for art and architecture lovers. Now the Bilbao effect has spread slightly south to Rioja, one of the richest wine-producing areas of Spain. The starchitectural branding is being applied to some of Rioja's oldest and most respected wineries. Representatives of Rioja's regional authorities discuss the process of branding, architectural tourism phenomenon, their challenges and successes.



Alberto Alessi, Alessi

Alberto Alessi has taken over the management of his family's company in 1970. Exploring the ranges of technology and design, he has radically expanded the offer of products, leading Alessi into a new era of cooperation with the most significant world designers and architects such as Jasper Morrison, Richard Sapper, Ron Arad, Michael Graves, Aldo Rossi, Philippe Starck.

www.alessi.com



Mark Sinclair, Creative Review

Creative Review is a British magazine sold in over 80 countries worldwide. It represents the leading global periodical for visual communications which, over the last 25 years, has been presenting the best new works, the most interesting new talents and the most important trends in the field of branding, graphic design, advertising, photography and the new media.

www.creativereview.co.uk



Nadja Swarovski, Swarovski

Founded in 1895, Swarovski has an annual turnover of over 1.8 billion USD, the reputation of a leader in modern design and represents one of the most glamorous names of high fashion. Nadja Swarovski, the vice-president of the Swarovski Company in charge of communication, is responsible for the renaissance of this global producer of crystal. By cooperating with the big names in fashion industry and giants of design- with Gaetano Pesce, Ron Arad, Karim Rashid, Jurgen Bey and Tobias Wong among others she has changed the perception of the brand.

www.swarovski.com



Nick Clark, The Partners

Based in London, they represent one of the most prominent consultants for design, branding strategy and project management in Britain. Founded in 1983 with the aim to be "the most creative agency in the world", their clients are Ford, National Gallery, Nat West etc., confirming their reputation. Nick Clark is the leading creative consultant, with Davidoff, Ford, Hilton and the London Symphony Orchestra as his clients.

www.thepartners.co.uk



Gaye Cevikel, Gaia and Gino

The founder of the first Turkish company which has created a recognizable international brand with Turkish identity. They have cooperated with Karim Rashid, whose modular collection Morphscape had brought them the incredible publicity. Further cooperation with designers such as Tom Dixon, Ron Arad and Denis Santechiara is underway. Gaye Cevikel, creative director and the owner of this young company, discusses the secrets of creating a new brand and positioning it in the increasingly competitive global market of luxurious products.

www.gaiaandgino.com

revolution²

architecture / design

Friday, May 11th 2007



9:00 – 10:30

Revolution in Publishing: **Domus Magazine, ITA**

10:30 – 12.00

Revolutionary Design: **Hella Jongerius, NL**

12.00 – 13.00

Revolutionary Design: **Patricia Urquiola ESP - ITA**

13.00 – 14.00

Revolutionary Design: **Matali Crasset, FRA**

14.00 – 15.00

Lunch

15.00 – 16.30

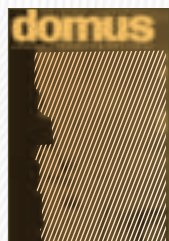
Revolutionary Architecture: **Zaha Hadid, UK**

16.30 – 17.30

Revolutionary Architecture: **Bevk Perović SLO - SER**

17.30 -18.30

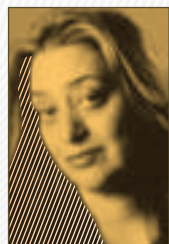
Revolutionary Architecture: **Winka Dubbeldam, NL - USA**



Domus

Italian bilingual magazine on architecture, design, art and communication with a high international reputation. It was started in 1928 by Gio Ponti as a lifestyle magazine, which, after first few years, eventually focused on architecture, industrial and interior design, photography and art. Domus had significant influence on Italian visual culture as well as on global architecture and design. The publishing house Taschen, one of the partners of Belgrade Design Week, has recently published the collection of the best articles published in the magazine from 1928-1999.

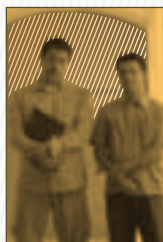
www.domus.it



Zaha Hadid

The first female laureate of the prestige Prizker's prize. She is famous for her visionary, radically new approach to designing and dramatic architectural projects. She has been a lecturer at the Architectural Association in London and for a long time famous for her projects that remained spectacular ideas only. In 1993 the Vitra Fire Station, her first realized project, was built. Today, her architecture represents a distinctive brand, and her objects have become icons of the cities in which they are located.

www.zaha-hadid.com



Bevk Perović

One of the most successful architectural offices in Slovenia, founded in 1997, whose projects are characterized by good design and perfect technical performance. By developing the architecture which deals with the author's detail, their architectural solutions are results of function, structure and esthetic analysis. The high quality of projects signed by this team is confirmed by series of international prizes and nominations.

www.bevkperovic.com



Winka Dubbeldam

Director of Archi-Tectonics studio in New York dealing with the efficacy of architectural programs, features of urban regions and innovative materials, as well as possibilities of hybrid materials and "intelligent buildings". Lecturer at the University Columbia, NYC, and University of Pennsylvania in Philadelphia. Participated at the exhibition "The Unprivate House" in 1999 in the Museum of Modern Art. She has designed Gear magazine's new building and a gallery in West Broadway Street in NYC, developed urban planning and consulted on municipal authorities in Holland.

www.archi-itectonics.com



Patricia Urquiola

Along with Hella Jongerius, she has acquired the status of the leading female star in the world of industrial design, traditionally ruled by men. Her works can be found everywhere: elite brands such as Driade, B&B Italia, MDF, Moroso, Kartell, Knoll and others, presented her creations at this year's furniture exhibition in Milan (I Saloni Milano) followed by newspaper headlines that the new star with "volcano" character is taking over the design world. Her designs reflect paradoxical combinations of strictness and anarchy, conformity and individualism. She runs her studio in Milan.



Matali Crasset

Cooperated with Denis Santachiara on architectural and design projects, worked with Philippe Starck in his agency and afterwards in Thomson Multimedia as a manager of the Thim Thom Design Centre. In 1998, she founded her own studio, and the „Matali Crasset productions company“ in 2002. In 1997, the city of Paris awarded her the prize "Grand Prix du Design". In her multidisciplinary practice, she explores the limits of personal and public space, turning the rituals of everyday life into new excitements. Her works can be found in the collections of modern art museums worldwide.

www.matalicrasset.com



Hella Jongerius

Combining traditional craft techniques and high-tech materials, she creates objects that are new, different and provocative. Regardless of what she designs - ceramics, textile or furniture, she shows traces of development, emphasizing imperfection and unusual combinations of materials and techniques. Worked with Droog Design, famous for its radical concepts. In 2000, she started her own company "JongeriusLab" in Rotterdam. She designs unique and serial products for famous firms such as Vitra, Maharam, Rozenal and Nimfenburg.

www.jongeriuslab.com

evolution²

future - the best of the best
Saturday, May 12th 2007

9:00 - 10.30

Future of Publishing: **Frame Magazin, Robert Thiemann, editor, NL**

10:30 - 12.00

Evolution of Architecture: **Rem Koolhaas, NL**

12.00 - 13.00

Evolution of Design: **Marva Griffin Wilshire, Saloni Satellite Milano, ITA - USA**

13.00 - 14.00

Design Evolution: **Droog Design*, NL**

14.00 - 15.00

Lunch

15.00 - 16.00

Evolution of Design: **Ora Ito, FRA**

16.00 - 17.00

Evolution of Advertising: **Wieden&Kennedy, UK**

17.00 -18.00

Brand Iconics: **Joost Perik, BSUR, NL**

18.00 -19.00

Surprise guest*



FRAME, Robert Thiemann, editor

International magazine, started in 1997, dedicated to interior design, which combines a British kind of journalism with the Italian sense of esthetics, a unique Dutch product in other words. With over 10.000 subscribers, it represents one of the most influential magazines in the field of design, affirms architects and industrial designers, promoting their clients thereby. Characteristic of its specific, ever-divergent design, it has won the Art Directors Club's and The Society of Publication Designers' prestigious prizes.

www.framemag.com



Rem Koolhaas, OMA/AMO

An architect, laureate of Prizker's prize, one of the most influential thinkers of today. In 1975, he founded the Office for Metropolitan Architecture (OMA), and afterwards, AMO think tank, which pertains to concepts and consulting. Some of his numerous projects are Casa da Musica in Porto, CCTV and Beijing Books Building in Beijing, Seattle Public Library in Seattle. He is the author of numerous books and studies - Delirious New York, SMLXL, Mutations, The Harvard Guide to Shopping.



Marva Griffin

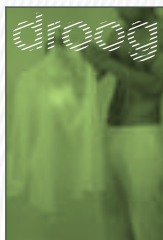
In 1998 she founded and still is the curator and director of Salone Satellite, which is organized within the Milan Furniture Exhibition (I Saloni Milano), and promotes young, up-and-coming designers. Director for media relations of the International Furniture Exhibition in Milan and a member of the Design and Architecture Board of the MOMA in New York. She cooperates with magazines of the publishing house Conde Nast: Maison & Garden, Vogue Decoration, American House & Garden and Vogue.



Ora Ito

The most prominent designer of his generation, whose list of clients includes Davidoff, L'Oréal, Heineken, Adidas, Kenzo, Honda, Guerlain, Swatch, Nike, Toyota, B&B, Artemide. Starting with a simple concept, he combines futuristic and retro elements and creates refined and sensual products. He famously left his design studies and placed fake creations for real brands on his site having over 200 000 visits a month. The fiction turned into reality when his imaginary products became objects of desire and he himself became a brand.

www.ora-ito.com



Droog Design

A group founded in Amsterdam in 1993, famous for its alternative and radical approach to design. Reinventing the interaction between products, consumers and innovative materials, they have defined a most specific and recognizable approach to design. Droog Design represents one of the globally most influential creative teams, in which a whole generation of now famous Dutch designers such as Hella Jongerius, Marcel Wanders, Jurgen Bey and Richard Hutten have started their careers.

www.droogdesign.nl



Wieden&Kennedy

Wieden&Kennedy have become advertising legends thanks to the campaigns for Nike. Their attitude: "Don't be afraid. Make mistakes." Their incredible creativity has since attracted premium global clients like Coca Cola, ESPN, Starbucks and many others.

www.wk.com



Joost Perik, BSUR

BSUR deals with the provision of consulting services for development and communication of new concepts of brands for international companies. The activities of the organization include the creation of brand, reconception, brand portfolio management, business conceptions, identity design and integrated communications. Among their clients one can find names such as Imperial Tobacco, Campina International, Resources Connection, The Body Shop, O'Neill Europe, Wrangler Europe and Corporate Express.

www.bsur.com

The most useful business event of the year

- You will comprehend the way of thinking and methodology of the greatest world experts in the field of advertising, branding, design and architecture.
- You will be given clear insights into “mysterious” factors that draw a distinction between hits and misses on the market.
- You will be given a bulk of advices and ideas that you can immediately apply in your job.
- You will estimate possibilities and threats that you can face in local and global marketplaces in the near future.
- You will meet global, regional and local decision- and opinion-makers in key business fields.
- You will join open and interactive discussions with business leaders.

Take advantage of these remarkably valuable contacts!



The Festival's Chairman
Jovan Jelovac

Why BDW again in Belgrade, and why is the conference specifically named change??

For two reasons mainly: 1) above all, due to the outstanding success of the last year's festival and its key event- the **brandscaping serbia** conference and 2) because it is extremely important that, in a region of 50 million people from Milan to Istanbul, in its focal point - Belgrade, **design and creativity** account for the change of the world: new rules of communication, new democracy, new thoughts - as well as a new chance for life and new economic possibilities, especially for “small nations” and “new states”. If the world wishes South Eastern Europe to be successful - it should come to Belgrade to showcase best practises attainable in the near future. If SEE wants to join the world - it should visit the **conference**, to learn, take notes, imagine, dream ... and make use of these experiences. Changes that shape the new world are best shown in creative disciplines, which search for them by default, but now those changes become the key drivers of the overall modern economy. BDW is thereby the ideal “shop window” of the global production of **changes**, in which the whole region now traditionally meets once a year. In the course of that week, just as in the time of ancient Olympics, one attends, on neutral ground, an intense course on how to enter modern global tendencies and how to succeed on the increasingly competitive local and global marketplace. In addition, the last year's guests, now ambassadors of BDW, such as Peter Saville, Jan Rijkenberg, Eugenio Perazza, KesselsKramer, Landor, Miles Newlyn, Deyan Sudjic, Metadesign, Ben Evans and others, have actually set us extremely high standards: to convene in one place, in Belgrade, lecturers that have never and nowhere been gathered together before in such an impressive line-up. We managed it last year; it seems that we are going to be even better this year. Unbelievable! Welcome to changes squared.



Program director
Maja Vidaković

Super-women at the Super-festival!

It is a deeply rooted opinion that the world of design, architecture and communication is ruled by men. The presence of male design-super stars at the last year's festival - starting from legends like Luigi Colani and Gaetano Pesce, and the middle generation stars like Karim Rashid, Konstantin Grcic and Ross Lovegrove, to the youngest of them like Maxim Velcovsky, Sacha Lakic and others - is probably a good illustration of that thesis.

This year our wish is to bring to Serbia, the only country which has its own “Female Government”, some strong creative personalities, powerful energies, which introduce into the male world of design a particular sensuality, narration and wit, completely different from the male one. Please examine the festival program carefully and remember, May in Belgrade will be marked by these super-women. And the whole world will again witness a tiny miracle that we have created. Our wish is to become thereby not “the only” but “the first of”.

Welcome to the super-festival!

Who can benefit the most from this festival?

This event offers a great number of informations, strategic insights and thoughts on key business decisions of a modern organization. Therefore, the participation is especially recommended to:

- Executives
- Presidents and owners of companies in all sizes
- Municipal and regional managers
- State administration
- Marketing experts
- Brand managers
- PR and communications specialists
- Business consultants
- Advertising, branding and design agencies
- Independent design and marketing specialists
- Media and entertainment industry, managers in culture
- Architects and urban planners

This big festival of creativity is supported by: //

- The City of Belgrade
- Sava Centar
- Ministry of Culture of Republic of Serbia
- Ministry of Education and Sports of Republic of Serbia
- Ministry of Trade, Tourism and Services of Republic of Serbia
- Ministry of International Economic Relations of Republic of Serbia
- Ministry of Commerce of Republic of Serbia
- Serbian Chamber of Commerce
- Serbia Investment and Export Promotion Agency (SIEPA)
- National Tourist Organization of Serbia
- Tourist Organization of Belgrade
- Royal Netherlands Embassy
- French Cultural Centre
- Italian Institute

innovation²

branding

Thursday, May, 10th 2007

9:00 - 10:30

Innovative Publishing: **Creative Review**
UK

10:30 - 12:00

Branding Luxury: **Nick Clark, The Partners**
UK

12:00 - 13:00

Place Branding: **Denis Ivošević,**
Istria, Croatia

13:00 - 14:00

Place Branding: **Rioja, Spain*, ESP**

14:00 - 15:00

Lunch break

15:00 - 16:30

Design as Brand: **Alberto Alessi,**
Alessi Spa, ITA

16:30 - 17:30

Branding a Family: **Nadja Swarovski,**
Swarovski, AUS

17:30 - 18:30

Branding from Scratch: **Gaye Cevikel,**
Gaia & Gino, TUR

* pending confirmation

revolution²

architecture/design

Friday, May, 11th 2007

9:00 - 10:30

Revolution in Publishing: **Domus**
Magazine, ITA

10:30 - 12:00

Revolutionary Design: **Hella Jongerius, NL**

12:00 - 13:00

Revolutionary Design: **Patricia Urquiola**
ITA

13:00 - 14:00

Revolutionary Design: **Matali Crasset**
FRA

14:00 - 15:00

Lunch break

15:00 - 16:30

Revolutionary Architecture: **Zaha Hadid, UK**

16:30 - 17:30

Revolutionary Architecture: **Bevk Perović**
SLO

17:30 - 18:30

Revolutionary Architecture: **Winka**
Dubbeldam, NL/USA

evolution²

future - the best of the best

Saturday, May, 12th 2007

9:00 - 10:30

Future of Publishing: **Frame Magazine,**
Robert Thiemann, editor, NL

10:30 - 12:00

Evolution of Architecture: **Rem Koolhaas, NL**

12:00 - 13:00

Evolution of Design: **Marva Griffin**
Wilshire, Saloni Satellite Milano, USA/ITA

13:00 - 14:00

Design Evolution: **Droog Design*, NL**

14:00 - 15:00

Lunch break

15:00 - 16:00

Evolution of Design: **Ora Ito, FRA**

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Evolution of Advertising: **Wfeden&Kennedy**
NL/UK

17:00 - 18:00

Brand Iconics: **Joost Perik, BSUR, NL**

18:00 - 19:00

Surprise Guest*

BDW's media partners:

ICON • CREATIVE REVIEW • GRAFIK • FRAME • COSMOPOLITAN • STORY • MAN'S HEALTH • PROFIL • ELLE • PLAYBOY • MAXIM • GRAZIA
GLORIJA • GENIUS DOMUS • EVROPA • VREME • CKM • JOY • E MAGAZIN • MOBIL MAGAZIN • BRAND • EKONOMIST • MARKET • CAFFE&BAR
YELLOW CAB • EKONOMETAR • MAGAZIN BIZNIS • AMBIJENTI • PRESTUP • KUCA STIL • ENTERIJER • JAT REVUIJA • BIZNIS&FINANSIJE • BLIC
GLAS JAVNOSTI • KURIR • DANAS • TV METROPOLIS • TV STANKOM • MTV ADRIA • RTS • TV AVALA • TV FOX • TV PINK • B92 • KAK • ORIS
KONTRAST MAGAZINE • DOMUS MAGAZINE • WEB: E KAPIJA • OK BERZA • ECONOMY • CHILLOUT

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