

09.00

Registration

09.30

Welcome

SELMA PRODANOVIC (Initiator, IncredibleEurope, Brainswork)

BRIGITTE JANK (President, Vienna Chamber of Commerce&Industry)

09.45

Keynote on Visionary Creativity: **PROF. LUIGI COLANI**

(Design legend & pioneer of organic design, Germany/China)

10.30

Coffe Break

11.00

Workshop: Design Europe 2049

With **ERWIN WERDENIGG** (Edelwiser, Austria)

11.30

Panel Discussion: An Umbrella Brand Called Europe?

JILLIAN DE BEER (de Beer Communications, New Zealand)

AB KUIJER (JuniorSenior, The Netherlands)

THOMAS CARLHED (Swedish Institute, Sweden)

GEORG WAGNER (Spirit Design, Austria)

Chair: **THOMAS KRATKY** (Agency in progress, Austria)

12.30

Lunch Break

14.00

Keynote on Creative Leadership: **PROF. DANICA PURG**

(Founder, Bled School of Management, Slovenia)

14.20

Keyote on Artistic Inspiration: **MIHA POGACNIK**

(Violin virtuoso and cultural ambassador, Slovenia/Germany)

14.50

Workshop: Envision Europe 2049 &

Break the Idea Generation Record

15.20

Coffe Break

15.50

Panel discussion: Creative Places, Innovative Spaces

CHRISTIAN HENSE (Grameen Creative Lab, Germany)

OUTI LIEDES (Creative Industries Finland, Finland)

BETTINA VON STAMM (Inovation Leadership Forum, UK)

IRENE FIALKA (INiTS, Austria)

Chair: **TULGA BEYERLE** (Vienna Design Week, Austria)

16.50

Presentation Sessions: Imagine Beyond

Innovative Products, Visions and Ideas from Europe

From Concrete to Light Transmitting Concrete:

ARON LOSONCZI (Litracon; Hungary)

Factors that Determine Innovtions Capacity:

MARINA FERRARI (PROCESOi)

Architecture and Space Design

BRBARA IMHOF (Liquifer, Austria)

17.50

Coffe Break

18.30

"MAKE A DIFFERENCE"

Brainswork Award Ceremony

Presented by **MIRKO ILIC**

19.30

Chillout Lounge

