

IncredibleEurope

Innovative. Creative. Europe.

IncredibleEurope was initiated by



We wish to thank our sponsors and supporting partners for having made this initiative a reality.



Dear participant of IncrediblEurope,

Welcome to the Incredible Summit. We are delighted to have you here with us, and are looking forward to discussing solutions, synergies and opportunities for Europe. This year, as we mark the European Year of Creativity and Innovation, it is clearer than ever that innovation and creativity are the key components of Europe's sustainable future in an ever more global world. At the same time, as humankind marks the 40th anniversary of the Moon landing in 1969, we dare look forty years into the future: what will Europe be like in 2049? How do we envision the "small steps" that we take today, but that will influence and change the way we think about the world in forty years.

We will begin this exciting day with visionary design continue by exploring the puzzle that makes incredible Europe, discuss the need for an umbrella brand called "Europe" followed by some outstanding stories about successful implementation of creative, innovative and incredible visions. Our program ends with the Brainswork Make a Difference awards, awarded in recognition of some unique and outstanding efforts to make a difference in the community.

Our hope is, ultimately, that today's event will inspire you to make a difference, in Europe and beyond, today and tomorrow.

Yours



Selma Prodanovic

Initiator of the IncrediblEurope Summit | Founder and CEO, Brainswork

"The entire Viennese economy should be banking on the enormous potential of Vienna's creative scene in order to achieve success in global markets with premium products. Professional creativity not only increases profitability, but also delights with extraordinary and innovative product solutions. Design - as visual manifestation of product quality - has long become a decisive competitive factor. Yet for me, it is not about the pure commercialization of creative output. Instead, the goal is to bring creatives and businesses together as equal partners and to stimulate an interdisciplinary discourse."

KR Brigitte Jank, President of the Vienna Chamber of Commerce and Industry

09.30 Welcome

SELMA PRODANOVIC (Initiator, IncredibEurope, Brainswork)

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

09.45

Keynote on Visionary Creativity: **PROF. LUIGI COLANI** (Design legend & pioneer of organic design, Germany/China)

10.30 Coffee Break

11.00

Presentation/Workshop: Design in 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 New Creative Leadership: **PROF. DANICA PURG** (Founder, Bled School of Management, Slovenia)

14.20

Keynote on Orchestrating Europe: **MIHA POGACNIK** (Violin virtuoso and cultural ambassador, Slovenia/Germany)

14.50

Workshop: Idea Generation "Europe 2049"

15.20 Coffee Break

15.50

Panel discussion: Creative Places, Innovative Spaces

CHRISTIAN HENSE (Grameen Creative Lab, Germany)

OUTI LIEDES (Creative Industries Finland, Finland)

BETTINA VON STAMM (Innovation Leadership Forum, UK)

ROMAN TOLIC (Tolikas & Hercules Filmnetwork, 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 Innovations Capacity: **MARIANA FERRARI** (PROCESOi, Spain)

Architecture and Space Design: **BARBARA IMHOF** (Liquifer, Austria)

17.50 Coffee Break

18.30 "MAKE A DIFFERENCE"

The Brainswork Make A Difference Award Ceremony presented by **MIRKO ILIC**

19.30 Chillout Lounge

Moderated by **MARTINA GLEISSENEBNER**



SELMA PRODANOVIC (www.brainswork.at)

Selma is Chief Networking Officer (CNO) of Brainswork, international top management consultant and a famous networking expert. She is known as the "discoverer and connector" - of human and business potentials. She is a specialist for networking and strategic marketing, following 20 years of business experience in New Business Development in CEE. In 2005, Selma founded Brainswork, a boutique business development firm assisting clients in developing their recognizable identities and sustainable business models world-wide.



BRIGITTE JANK (www.wkw.at)

Brigitte Jank is an entrepreneur and certified expert in real estate, and has been President of the Vienna Chamber of Commerce and Industry as well as Chairwoman of the Viennese Business Alliance since 2004. Apart from her work in business and politics, she is also the Chairwoman of the University Council of the Modul University Vienna, Vice Chairwoman of the University Council of the University for Applied Arts and Vice Chairwoman of the "Austria Wien" Football Club.



Prof. LUIGI COLANI (www.colani.de)

Born in 1928 in Berlin, Luigi Colani is widely considered one of the absolute pioneers of organic design. Professor Colani, who describes himself as a legitimate successor to Galileo Galilei, shaped in over 50 years spectacular designs for automobiles, airplanes, architecture, more than 1,000 pieces of furniture and individual products up to countless technical innovations and world records. His individualistic yet spectacular designs and products were epochal milestones in design history, decades before their time.



ERWIN WERDENIGG (www.edelwiser.com)

Erwin Werdenigg is founder and CEO of Edelwiser.com. Edelwiser offers a professional range of high-quality, sidewall laminated, all-mountain and carving shaped skis. Each pair of skis shows its individual topsheet graphic design, brought in by the customer in an interactive and collaborative process, retailing at the same price as comparable mass production products. Edelwiser received several awards, including the Austrian Multimedia & e-Business National Award 07 and the Volvo SportsDesign Award at ISPO 2007.



JILLIAN DE BEER (www.debeer.co.nz)

Jillian de Beer is an international strategist specialising in creative enterprise, business transformation, economic development, cultural identity, international market development, and the creative industries. Jillian has advised on the creation of niche industries and new markets, creative environments, urban revitalisation, and the protection of authentic cultural expression in New Zealand, USA, Australia, Canada and Eastern Europe.



AB KUIJER (www.jr-sr.com)

Ab Kuijer is a conceptual thinker, a writer and a communicator. He started 25 years ago as a journalist for several newspapers and magazines. In the years that followed Ab had his daily breakfast shows being a radio host, he became owner of a dance radio station and the publisher of a Nightlife magazine. He worked for several media and after two years of being a TV producer Ab started his own communication agency JuniorSenior. He is one of the best European youth marketing experts.



THOMAS CARLHED (www.sj.se)

Thomas Carlhed is the Director of the Department for Branding and Coordination at the Swedish Institute. For over eleven years, Thomas Carlhed has worked with Public diplomacy within the framework of the Swedish Institute's activities. The institute, a public agency for the promotion of Swedish interests and for international relationship building, is entrusted with the task of informing the world about Sweden and of organizing exchanges with other countries in the spheres of culture, education, research, and public life.



GEORG WAGNER (www.spiritdesign.at)

Georg Wagner was born in Vienna in 1964. After graduating from the University of Business Administration in 1991, he co-founded Spirit Design / Innovation and Branding and went on to develop innovation and brand strategies for renowned companies. He also lectured Product Lifecycle Management for Deutsche Telekom and has helped develop and implement a course for innovation and product managers titled "Management of Innovation Processes".



THOMAS KRATKY (www.kratkys.net)

You probably have read more from Thomas Kratky than even from your favourite author. If you are an Austrian, the chances are pretty good that he told you which bank to choose, which car to buy, or which President and Chancellor to vote for. As Creative Director he brought McCann-Erickson within 3 years among the most creative agencies in the Creative Club of Austria, after renewing the complete agency. At Young and Rubicam, he was as Chief Creative Officer not only responsible for the most creative year in history of the agency, he moved the firm within 5 years from top 9 to top 4 of Austria's leading agencies.



Prof. DANICA PURG (www.iedc.si)

Professor Danica Purg is the founding and current President of the IEDC-Bled School of Management, and the founding President of the Central and East European Management Development Association, which has 170 members from 42 countries and whose aim is to enhance management development in Central and Eastern Europe. She is also chairperson and director of the European Leadership Centre, established with the aim of assessing and promoting European leadership through the organization of forums and research.



MIHA POGACNIK (www.mihavision.com)

Miha Pogacnik is an exceptional virtuoso, in the corporate and political world, as well as the musical stage. He is the creative force for intercultural and diplomatic missions, using his music as the media to channel his thought. Miha Pogacnik is a visionary in every sense. 1981 Miha founded IDRIART, the Institute of the Development of Intercultural Relations Through the Arts, based in Germany. As cultural ambassador of Slovenia, Miha follows the dynamic principle that artists and their audiences purposefully travel throughout the world and gather in places that really need them.



CHRISTIAN HENSE (www.grameencreativelab.com)

Christian Hense is a project manager at The Grameen Creative Lab (GCL). GCL was founded by Nobel Peace Prize Laureate Muhammad Yunus and Hans Reitz, his creative European director. Its vision is to eradicate poverty by accelerating the use of Grameen social business. The GCL interacts with the interested community through books, articles, and events on social business. The GCL creates social businesses by advising companies on how to set-up social businesses worldwide.



OUTI LIEDES (www.ceb.fi)

Outi Liedes is the project manager of Creative Industries Finland in Helsinki University of Technology TKK Dipoli and responsible for the international Creative Economy and Beyond (CEB) conference. Outi has previously managed national developing programmes like Center of Expertise Programme and projects in Turku Science Park Ltd and has worked in areas such as cultural and digital content production and cultural tourism.



BETTINA VON STAMM (www.innovationleadershipforum.org)

Bettina von Stamm is hugely passionate about understanding and enabling innovation, particularly in large organisations. For this purpose she has set up her own company, the Innovation Leadership Forum (ILF). Part of the ILF is a Networking Group to exchange and further knowledge around innovation; the currently 20 members include BOC Linde, Cancer Research UK, Danone, GSK, Marks & Spencer, Ordnance Survey, Smith & Nephew and Unilever.



TULGA BEYERLE (www.viennadesignweek.at)

Since 2006, Tulga Beyerle has been responsible - alongside Thomas Geisler and Lilli Hollein - for the organizational development and program of the VIENNA DESIGN WEEK Design Festival. In 2009, she became the Managing Director for the festival. Tulga Beyerle is an independent design consultant, author and curator. She is currently working on an exhibition titled "Pace of Design" for the Design Biennale Experimentadesign in Lisbon, opening in September 2009.



ÁRON LOSONCZI (www.litracon.hu)

Áron Losonczy is an award-winning architect and Ambassador of the European Year of Creativity and Innovation. He got his degree from architecture in Budapest, in 2001. Currently he is not working in that profession, but instead he is managing his own enterprise in Hungary, which is engaged with the development of his invention named Litracon – the Light Transmitting Concrete. This is a new construction material, which, thanks to the built in optical fibres transmits light, while preserves the constructional characteristics of concrete.



MARIANA FERRARI (www.procesoi.com)

Mariana Ferrari Quijano is an international marketing and innovation professional, with over 15 years of multinational experience. Diverse, open-minded and energetic executive and entrepreneur, who embraces challenges. She is currently CEO of PROCESOi, an innovation consultancy firm based in Madrid, Spain. At PROCESOi she has developed along with her team and Prof. N. Ramamoorthy from the University of Houston, the first study that analyzed the factors that influenced the innovation capacity of firms.



BARBARA IMHOF (www.liquifer.at)

Barbara Imhof is the Co-Founder and Partner of LIQUIFER Systems Group, a multidisciplinary platform that takes innovative approaches to terrestrial and extraterrestrial architecture. LIQUIFER develops concepts for living and working environments tracing, advancing and reflecting future development potentialities and anticipates deepening the exploration of synergies between space and earth applications for architecture. In addition to being a practicing architect, Barbara Imhof lectures and publishes regularly in the field of both earth and space architecture.

This award was initiated by Brainswork, designed by Mirko Ilic and recognizes those outstanding individuals that employ their unique talent, creativity, ideas and visions for the benefit of their communities, for the development of human values, for peace and understanding, for sustainable and respectful sharing of knowledge, resources and experiences, but most importantly, for encouraging others to make a difference.



MIRKO ILIC (www.mirkoilic.com)

The extraordinary designer Mirko Ilic, who often appeared in the media because of his provocative and occasionally political works, was born in Bosnia-Herzegovina, but has been acting and living in the US since 1986. Among other things, he worked as the Art Director for the international edition of Time Magazine. In 1995, he founded the Mirko Ilic Corporation, a studio for graphic design and 3D animation.

Winners of the Brainswork Make a Difference Award 2009



Luigi Colani: Born in 1928 in Berlin, Luigi Colani is widely considered one of the absolute pioneers of organic design. Professor Colani, who describes himself as a legitimate successor to Galileo Galilei, shaped in over 50 years spectacular designs for automobiles, airplanes, architecture, more than 1,000 pieces of furniture and individual products up to countless technical innovations and world records. His

individualistic yet spectacular designs and products were epochal milestones in design history, decades before their time.



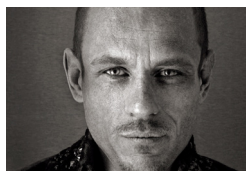
Ilse Dippmann has been passionate about running for the past 23 years. In 1988, she initiated the largest women's running event in Central Europe, which has seen more than 100,000 girls and women take part in a unique run now known as "dm Frauenlauf". Dippmann has run 29 marathons herself and sees her work as a contribution to the affirmation of women in society, which has kept her going for all

these years. In 2008, Dippmann was awarded Austria's Golden Decoration for Service to the Republic.



Suhas Gopinath was recognized, at age 14, as the world's youngest certified Professional Web-developer through his project coolhindustan.com. As he was very assertive to be an entrepreneur and wanted to encourage the youth, he set up Globals Inc., in 2000 at San Jose. He was recently announced as one of the "Young Global Leaders" for 2008-2009 by the prestigious World Economic Forum and he

became the youngest member ever in the World Economic Forum's history.



Gery Keszler is the founder and organizer of Life Ball, Europe's largest and one of the World's most important events dedicated to raising support for the worldwide fight against HIV and AIDS. The Life Ball is organized by AIDS LIFE, an independent non-profit organization founded by Gery Keszler and Dr. Torgom Petrosian in 1992, created with the objective to raise money to support people in areas of the world

most affected by HIV and AIDS.



Muhamed Mesic is a 24-year young social activist, lawyer and polyglot from Tuzla, Bosnia-Herzegovina, who has spent his life so far connecting the realities, visions and ideas of himself and others. Muhamed can communicate in 56 different languages, which he sees as his contribution to understanding, dialogue and peace in the world. Having grown up in war time Bosnia, Muhamed works particularly with

initiatives promoting reconciliation and human rights in post-genocide and post-war societies.



VIENNA DESIGN WEEK

The VIENNA DESIGN WEEK is an annual International Design Festival in October in Vienna with versatile product, furniture and industrial design events, organised by Neigungsgruppe Design. The aim of VIENNA DESIGN WEEK is to show and enable people to experience the many-faceted creative work in the fields of product, furniture and industrial design, but also positions of experimental design. www.viennadesignweek.at



OMA INTERNATIONAL

OMA International is an independent arts & entertainment production company founded by two brothers and a brother and a sister. Based in Vienna, Austria, its activities usually concern visual arts, music, and open source technology. Strongly rooted in live performance, OMA aims to bring off-mainstream productions of high quality to both young and adult audiences - on stage, over the internet, and in public spaces.

<http://oma.wassergasse.org>



WER.K

Wer.K is made up of Katja and Werner Nussbaumer who have been using innovative and original ideas and designs in furniture. "Everything begins with love", they say, a credo which is at the beginning of their work and a feeling that their creations transport, an emotionality contained in every single piece of their work. Every piece of furniture they design is made together with the clients, and inspiration is found anywhere: whether it's a boomerang, a tram seat or a bridge across the Douro: their style is not that of dictated trends, but that of vivid, individual creativity.

<http://www.quand.at/kUw/home.htm>



HERCULES FILMNETWORK – WEB 2.0

Hercules Filmnetwork was founded by Roman A. Tolic and revolutionizes the way films are financed, produced and distributed. It allows consumers to actively engage in the product design already before the market entry. Members of existing and new communities now have the opportunity to participate in the otherwise anonymous film production process and can experience the fascinating world of film first hand. www.herculesfilm.com



BRAINSWORK

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Brainswork was founded in Vienna in 2005 (USA in 2006) by networking and marketing expert Selma Prodanovic. It is aligned to support and consult unique visionaries, whether they are start-ups or well-established trades who want to make a positive change, looking for sustainable development. Brainswork is about people and their relationships, about expending and connecting their visions and businesses. www.brainswork.at