



Design Currency 2010

FRIDAY 23 April

9:00 - 1:00 **GDC Scholarship judging** @ Capilano University

SATURDAY 24 April

9:00 - 5:00 **GDC Annual Meeting**

SUNDAY 25 Apr

9:00 - 5:00 **GDC Annual Meeting**

7:30 - 10:30 **Dinner with a Side of Design 1** @ The Irish Heather

Theme: Culture
limited seating, purchase ticket in advance

MONDAY 26 Apr

9:00 - 5:00 **Icograda Executive Board Meeting**

7:30 - 10:30 **Dinner with a Side of Design 2** @ The Irish Heather

Theme: Sustainability
limited seating, purchase ticket in advance

TUESDAY 27 Apr

9:00 - 12:00 **Icograda Executive Board Meeting**

1:30 - 5:30 **Icograda Regional Meeting** by invitation

5:30 - 7:00 **PRE-REGISTRATION**

7:00 - 8:30 **Keynote Panel: Defining the Value of Design**
presented by the Vancouver Economic Development Commission
Helen Walters (United States), Don Ryun Chang (Korea), Grégoire Serikoff (France)

8:30 - 10:30 **Welcome Reception**

WEDNESDAY 28 Apr

8:00 - 8:45 **BREAKFAST: Why sitting still is not an option**
Mark Sackett (United States)

9:00 - 9:30 **Welcome remarks**

9:30 - 10:30 **SUSTAINABLE CITIES**
Panel discussion
Cameron Sinclair (United States), Peter Busby (Canada),
Bruce Haden (Canada)

10:30 - 10:45 **COFFEE BREAK**

10:45 - 11:30 **Presentation**
Peter Busby (Canada)

11:30 - 12:15 **VALUE FOR THE BRAND**
Listen, Creating value for the brand
Oscar Pena (The Netherlands)

12:15 - 1:30 **LUNCH**

1:30 - 2:15 **Discussion Group: Defining Design's Value**

2:15 - 3:00 **PASSION FOR THE BRAND**
Passion for the Brand 1
Martin Maruka (Kenya)

3:00 - 3:15 **COFFEE BREAK**

3:15 - 4:00 **If it works in India...**
Ashwini Deshpande (India)

4:00 - 4:45 **Why We Brand, Why We Buy**
Debbie Millman (United States)

4:45 - 5:30 **Changing Design**
Brian Collins (United States)

5:30 - 5:45 **Day 1 Wrap Up**
Dave Mason - MC

6:00 - 9:00 **Australian Party** @ W2 Storyeum
Hosted by AGDA

7:30 - 10:30 **Dinner with a Side of Design 3** @ The Irish Heather
Theme: Economics
limited seating, purchase ticket in advance

THURSDAY 29 Apr

8:00 - 8:45 **Rise & Shine: Breakfast with Adobe™**
Colin Smith

9:00 - 9:45 **VALUE FOR THE BRAND**
Design's Value to Business
presented by The Globe and Mail
Heather Fraser (Canada), Ronald Kapaz (Brazil)

9:45 - 10:30 **The Cultural Value of Art in Design**
Marian Bantjes (Canada)

10:30 - 10:45 **COFFEE BREAK**

10:45 - 11:30 **You can't value design without designing values**
Ian Grais (Canada)

11:30 - 12:15 **Delight in user interfaces**
Frank Chimero (United States)

12:15 - 1:30 **LUNCH**

1:30 - 2:15 **Value for the Brand 3**
Ali Gardiner & Ben Hulse (Canada)

2:15 - 3:00 **Panel: Global Design Procurement**
Blair Enns (Canada), John Gleason (United States),
Debbie Milman (United States), Ali Gardiner (Canada)

3:00 - 3:15 **COFFEE BREAK**

3:15 - 4:00 **Panel: Sustainable practice**
Nathan Shedroff (United States), Valerie Elliott (Canada),
David Berman (Canada)

4:00 - 4:45 **Design and Indigenous Culture**
David Lancashire (Australia) - streamed from Melbourne

4:45 - 5:30 **Design's Higher Calling**
Tony Golbsy Smith (Australia)

5:30 - 5:45 **Day 2 Wrap Up: Closing Remarks**
Russell Kennedy, Icograda President

6:00 - 11:00 **Graphex 2010 Awards**
Reflecting the Best of Canadian Design
limited seating, purchase ticket in advance

FRIDAY 30 Apr

10:00 - noon **Workshop: UX Design for the web** @ VFS Web Café
Steven Fisher, Palantir.net

1:00 - 5:00 **Education Roundtable: Establishing a National Profile for Graphic Design Education in Canada** @ Emily Carr University of Art + Design

