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Social Design for Sustainable Cities

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GALLERY

PROM Kultury

IF – Social Design for Sustainable Cities is a project by EUNIC Warsaw and PJAIT, the Polish-Japanese Academy of Information Technologies. EUNIC – European Union National Institutes for Culture – is Europe's network of national cultural institutes and organisations, with 36 members from all EU Member States.

WELCOME /

Rupert Weinmann
President EUNIC Warsaw

Ladies and gentlemen,

People increasingly live in cities. Sustainable urban development depends on the successful management of urban growth – technology alone does not make cities 'smart'. For creativity to prosper and an inclusive society to emerge, a culture of innovation is needed that values and supports social design and technology equally.

The European Union National Institutes for Culture (EUNIC) Cluster Warsaw – a network of cultural institutes and embassies of European Union member states – strives to build bridges between culture, society, economy and technology in cooperation with local partners. Within the project IF – SOCIAL DESIGN FOR SUSTAINABLE CITIES, we had the privilege, pleasure and honour of working together with the Polish-Japanese Academy of Information Technology, the City of Warsaw and the European Commission Representation in Poland.

By highlighting the involvement of culture and social design in the societal debate on sustainable cities and, at the same time, interconnecting different perspectives we anticipated something new would emerge as a result. We are confident the project IF – SOCIAL DESIGN FOR SUSTAINABLE CITIES has contributed to a framework for continuing interdisciplinary discussions including creative minds, thus paving the way for sustainable urban growth.

Rupert Weinmann
Director Austrian Cultural Forum Warsaw
President EUNIC Warsaw

Rupert Weinmann studied law at the Universities of Vienna and Dijon and acquired a management degree (MBA). In 1999, he entered the Austrian diplomatic service, and had many postings including at the Austrian embassies in The Hague and Berlin. In 2017 he was appointed Director of the Austrian Cultural Forum Warsaw. As President of EUNIC Cluster Warsaw in 2020, he initiated and co-organized the IF - Social Design for Sustainable Cities conference.

Prof. Jerzy Paweł Nowacki
Rector of PJAIT

Ladies and gentlemen,

It gives me great pleasure to welcome you all. In particular, I would like to express my gratitude to all the speakers, and also to Mr. Marek Prawda – Head of the European Commission Representation in Poland, Mr. Rafał Trzaskowski – Mayor of Warsaw and Mr. Rupert Weinmann – President of EUNIC Warsaw.

We all experience what it means to work and learn remotely with all its benefits and challenges. Since March, we are facing a coronavirus pandemic, and the Academy has been organising a series of online workshops and panel discussions with our partners around the world.

The mission of our Academy is not only to focus on science, research, and development of new technologies but also to shape civic attitudes and advance intercultural cooperation. Our courses like Social Design or Cross-Culture and also the great international events like this conference, organized in cooperation with the city authorities and an international network of cultural institutions, contribute to integrate the Academy with the social environment – the immediate and the global.

Prof. Jerzy Paweł Nowacki
Rector of PJAIT

Professor Jerzy Pawel Nowacki graduated from Faculty of Mathematics, Informatics and Mechanics of Warsaw University. Author or editor of several monographs and more than 80 articles on computer science, mechanics and e-learning. From 1994, Founder and Rector of Polish-Japanese Academy of Information Technology (PJAIT), Warsaw, Poland.

REFLECTIONS /

Social Design for Sustainable Cities
Reflections on the Conference

A rapidly growing majority of the world's population lives in urban areas with 75% of global CO2 emissions attributable to cities. The responsibility, knowledge and design-skills for collective health and well-being lies not just with local leaders. Cities get built as a result of decisions made by diverse stakeholders of whom few are directly answerable to public concerns and cannot be voted out if a city's inhabitants do not like what they do. The conversation about sustainability often focuses on the environmental and economic aspects of the issue and ignores the social dimension. However, creating cities of the future requires concepts, courage and competencies based on social design as much as on technical skills. Should not all design be social design?

Moving the conference online was a socially sustainable solution to an acute problem yet the need for integrating knowledge from diverse sources in a sustainable way will remain long after the 2020 pandemic ends. If more developers, lobbyists, government officials and citizens continue to share their knowledge and expertise with the help of social design techniques, would a greater appreciation of the challenges and trade-offs result in more parks and fewer parked cars?

The European Union National Institutes for Culture (EUNIC) Cluster Warsaw in cooperation with the Warsaw-based Polish-Japanese Academy of Information Technology (PJAIT) decided to facilitate such interdisciplinary knowledge exchange and organized the IF – Social Design for Sustainable Cities conference on 23 October 2020 inspired by United Nations Sustainable Development

Goal 11 – Make cities and human settlements inclusive, safe, resilient and sustainable.

The conference, accompanied by workshops and a poster exhibition by international design students, brought together a wide array of stakeholders from 13 countries to speak to an audience of over 500 registered participants on-line. Speakers included the Mayor of Warsaw, Rafał Trzaskowski; the Head of the European Commission Representation in Poland, Marek Prawda; and the Rector of the University of Applied Arts Vienna, Gerald Bast; together with a diverse gathering of leaders from academia, practitioners, artists, and other voices from all over Europe and beyond.

The conference was created to inspire thoughts, present facts, and stimulate discussion. The future of cities must include creating more civic space where people feel free to be outside their homes without feeling pressured to spend money. Spaces such as a river park that was added to the plans in Nijmegen in the Netherlands when opening built-up areas around waterways to combat flooding. The park had an immediate effect on the well-being of Nijmegen's citizens in addition to the long-term benefit of reduced risk of floods.

Well-being is also behind efforts by cities to re-purpose spaces (such as disused industrial land) for new public uses. For example, by creating small-scale civic spaces such as neighbourhood regeneration projects in Antwerp or building temporary plaza risers in Barcelona. Protecting the environment must happen not only in cities but also around cities. Buying up exhausted agricultural land and, provocatively, doing nothing with it, is one idea which is striking both in its simplicity and its rarity. All of which argues for social, sustainable design to now be viewed as the preferred approach.

THEME /

The theme of IF – Social Design for Sustainable Cities conference was citizenship and responsibility of cultural, educational, design and city institutions, that are shaping the future of our interactions. We talked and worked on diversity, accessibility and green future in the context of the United Nations' Sustainable Development Goal 11: Make European cities and human settlements inclusive, safe, resilient and sustainable.

Social and thus sustainable design has great appeal for younger generations. Where better to raise awareness for the consequences of zoning and development choices than among the youth who stand to suffer the most from short-sighted actions? Our speakers share the goal of communicating not only good design practices but also a critical way of thinking and a sense of responsibility. Young change makers need a glimpse of hope in our uncertain future. Even the youngest of students can be reached with innovative educational practices. For example, Urban Dots is a game designed for children that makes learning about urban planning fun.

Wasteful and destructive practices reassert themselves quickly. If we are already taking action in new ways, we will see the already-existing, already-effective, solutions shared by our speakers spread across Europe sooner rather than later.

The conference showed the usefulness of leading a broad discussion on how to bring about sustainable urban growth and made it very clear: If we do not experiment with open-ended architecture, social design, and urban planning now, who will and when?

Rafał Trzaskowski
Warsaw

The environment as a strategic urban resource

The development potential and size of the city are a privilege, and they bring a number of unquestionable benefits for all users, but also a series of challenges, such as air pollution, a negative impact on the environment, excessive car traffic, and the spreading of buildings, along with social and economic problems, such as increased social stratification, security issues or a lack of social integration.

City development reflects a mixture of growth processes, unforeseen challenges and appropriate management, including responses to changes and emerging challenges. This year has proven that we are not always able to predict what may happen and prepare for it. Nonetheless, in the long-term management of the city, the **conscious creation of its development becomes crucial.** In our city we are working on ensuring **a high quality of life** for the present and future residents and users of the city. Providing the comfort of living and operating in a large city requires a balance between metropolitan and capital functions while maintaining the environment of everyday life of the inhabitants. We, therefore, focus on the availability of basic services in each district by enhancing care, educational, healthcare and support services for small and medium-sized enterprises. By this I mean to name a few:

- Introducing one of our crucial projects – *the Warsaw Nursery Voucher* – over 13.000 free new nursery places for children aged 0 to 3.
- Implementing programmes increasing the quality of teaching: *WARS* and *SAWA* – a system of supporting gifted students.
- *Start-up JUMP* – a programme aimed at shaping proactive attitudes among school youth, subsidising students' participation in cultural, educational and sports activities. The expenditure

on education constitutes the largest part of the city's expenses (25%; more than PLN 4.8 billion).

- More than 250 thousand individuals have benefited from Warsaw's health programmes, including HPV and flu vaccinations, and birthing schools.
- We support couples trying to have children: over 1.5 thousand couples benefited from the in vitro programme in 2019.
- We also care for the elderly: more than 7.5 thousand seniors benefited from transport services, and more than 6.5 thousand from care services, provided by the City of Warsaw and its subordinate units.
- Last but not least, we support entrepreneurs: *At the Smolna Entrepreneurship Centre* over 900 people received individual advice and over 1000 events were organised (lectures, debates, etc.).

Warsaw is a city for everyone – a city where people feel at home, no matter where they come from, what religion they have, or what lifestyle they prefer.

Warsaw is **open to everybody** – many people from different parts of the world choose our city as their new home. According to official data, there were over 40 thousand foreigners in Warsaw in 2019 (that is in fact over 30% more than a year before). That is why the *Multicultural Centre* was established as a place providing assistance to immigrants and an incubator of intercultural initiatives.

Warsaw is also a city pursuing its development through **a dialogue with its residents, supporting non-governmental organisations and civic society.** For several years now, we have been providing part of the budget for the implementation of projects submitted and selected by residents. This year's **Citizens' Budget** was PLN 83 million, and 109.000 people cast their

vote. A large part of the votes was given to projects that increase and enrich urban greenery and to projects related to the development of bicycle infrastructure. The results of the vote reflect the real demands of the residents of Warsaw – not only ensuring a better quality of life, but also focusing on ecology and care for the environment; for us, they also confirm the rightness of the choices made and prove the synergy between the City of Warsaw's activities and the will of its residents.

Culture is highly important for Warsaw. It is the basis of human bonds, a significant instrument for the development of a democratic society, and a source of innovation in various spheres of our life. Moreover, it is a place of critical thinking and reflection. **It is culture that provides the tools to activate social imagination and thinking about the common good – for all of us, the inhabitants of Warsaw.** In the new cultural policy of Warsaw adopted this year, three priorities in thinking about culture and cultural activities in Warsaw are indicated. These are: **Free Culture** – the protection of culture as a space of freedom and imagination, **Education** – the recognition of culture as a tool of education shaping competences, participatory attitudes and ways of talking about the world, and **the Concern for the Work and Living Environment** – which is the recognition of the role of culture as an important dimension of a friendly, social and natural environment.

The urban natural environment cannot be seen as an addition or luxury, and its protection as a cost. **The environment is a strategic urban resource, and its protection is an investment in a better quality of life.** Climate change is a real threat to large agglomerations, and poor air quality means poor health of the residents. We build the city's sustainability and resilience to the effects of climate change by replacing the bus fleet with low- and

zero-emission vehicles – 150 low-emission buses in 2019, developing rail transport – 3 new Metro stations in 2019, 213 ordered tram rolling stocks, or investing in bicycle infrastructure – 50 km of new bicycle routes built in 2019. The *Veturillo* city bicycle network is of significant importance to promoting and encouraging residents to cycle around the city. In 2019 *Veturillo* was used nearly 6 million times.

The top priority for us is to improve air quality in the city. Between 2017 and 2019, we **eliminated 2150 black-smoke-belching stoves,** including 993 in municipal resources. By 2022, the city will have completely eliminated such stoves from municipal resources and will continue the programme of grants to their exchange in private resources. Simultaneously, we make efforts to protect green areas. **In 2019, more than 16.5 hectares of greenery** were added to Warsaw, so at the end of the year, the residents of Warsaw benefited from 88 parks with a total area of 930 hectares.

Resilience of the city also includes the ability to respond to changes by implementing innovative solutions. **Warsaw is undergoing transformation using state-of-the-art technologies.** We are implementing numerous digital projects that translate into an increase in the quality of services offered by the city and, consequently, in a further increase in the quality of life of Warsaw residents, such as **digital platforms:** the *Municipal Contact Centre Warsaw 19115*, a Big Data analytical platform. Currently, the end-stage work is underway before the launch of Warsaw's platform of e-services *Moje 19115*. The platform will provide all the services that residents, taxpayers, students or tourists can perform via the Internet, without leaving home. Earlier this year, **we launched the eduwarszawa.pl platform** – a tool for remote working, via which all students and teachers at Warsaw schools have access to Microsoft Office.

"The city will never be a static, formalised creation – it remains in constant motion, currently particularly vigorous. In order to understand the city and be able to work on it, we should see it as a combination of the results of human deeds and will, which create the appearance, shape and functioning of the city. [....]" (Joseph Rykwert (2000): *The Seduction of Place: The History and Future of Cities*).
To build upon this and at the same time to sum up.
The city will not be:

• inclusive unless we fully accept the other person as he or she is;
• safe unless we behave responsibly;
• resilient unless we are aware of changes and threats, ready to deal with them, and open to innovative actions;
• sustainable unless we are able to fulfil our needs without diminishing the chances of future residents to do the same.

Rafał Trzaskowski is a Polish politician and the current Mayor of Warsaw. He is also a political scientist specialising in European studies. Warsaw has become Poland's first city to join EBRD Green Cities, which strives to build a better and more sustainable future for cities and their residents. The programme achieves this by identifying, prioritising, and connecting cities' environmental challenges with sustainable infrastructure investments and policy measures.

https://youtu.be/IwhN0gfvUhU

Social Design for Sustainable Cities

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POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

Keynote

RAFAŁ TRZASKOWSKI

Mayor of Warsaw

Warsaw as a Sustainable City:
How We Think and What We Do to Make It Happen

Marek Prawda
Brussels | Warsaw

Making the necessary beautiful

Ladies and gentlemen,

It was my great pleasure and honour to open this conference on 'Social Design for Sustainable Cities' on behalf of the European Commission. As happy as I am to be a part of this exciting discussion, I certainly regret – as I am sure many of us do – that we cannot meet in person. The pandemic has, indeed, changed our routines. However, we need to keep in mind that the issues we were dealing with before the pandemic broke out are not gone. Those issues remain with us and are likely to rebound even stronger when the pandemic is over.

The primary aim of the European Union (EU) was to ensure sustainable peace, but also to make Europeans' lives better and to make Europe a better place to live. The EU has been very successful in doing so for many years. However, with a series of crises that hit our continent in the 21st century and with the ever more alarming effects of climate change, it has become clear that we have come to a point where the European Union needs to redefine its mission.

That is exactly what the new European Commission did. In December 2019, Ursula von der Leyen formulated a set of new priorities for Europe to follow in the years to come. When listing those priorities, it is always the *European Green Deal* that comes first. And for a good reason. Europe has set an ambitious goal to become the first climate-neutral continent. This will require more than cutting emissions. We must rethink and replan. We need a different way of living, of doing things, of consuming and of travelling.

Even more is at stake: a new cultural project for Europe. Every movement has its own look and feel. This systemic change needs its own aesthetics – blending design and sustainability. This is why the EU is about to launch a project called a *New European Bauhaus*. It is inspired by the historic "Bauhaus" founded in Weimar a hundred years ago, which has influenced creative thinking and helped the social and economic transition to an industrial society. Of course, this time we have different problems and are facing entirely new challenges. But we are sharing the same ambitions. The New European Bauhaus should trigger a similar dynamic. It should show that the necessary can also be beautiful; that style and sustainability can go together.

Cities are living organisms whose needs go far beyond clean air and access to environmentally friendly facilities. I believe this conference is a refreshing and necessary reminder of that obvious, yet often ignored, truth. *Why not make our homes, the cities we live in, more beautiful and inspiring? Why not have culture and art have a stronger say in how our cities look and feel?*
Take for example the famous artistic project *Dotleniacz (Oxygenator)* by Joanna Rajkowska that was installed a couple of years ago at Grzybowski Square in Warsaw. Municipal authorities had a completely different idea of how to use that space but owing to the strong and long-lasting engagement of artists and the local community the authorities decided to completely change the development plan. That square was given back to the people and it became a completely different common space. This space is close to my heart, because it is not far from my office and I used to invite my guests there, not because it is a nice space but because it is encouraging that I have a story to tell. This conference has a big chance to encourage many more stories like this.
The European Union has been supporting a great number of municipal revitalisation and culture-related projects across Europe. However, I realise that we are only at the beginning of our journey

here and that we need a strong input and contribution from the art and culture community. This conference has the potential to mark a major step on the way towards social design for sustainable cities of the future. One might say to oxygenate our cities in a broader sense.

Marek Prawda is since 1 April 2016, Head of the European Commission Representation in Poland. In 2012-2016 he served as Permanent Representative at the Permanent Representation of Poland to the European Union in Brussels; in 2001-2005, as Polish Ambassador to Sweden; in 2006-2012, as Polish Ambassador to Germany. Marek Prawda was an active member of the Solidarity movement in the 1980s. In 1984, he received his PhD degree in Sociology from the Polish Academy of Sciences. Mr Prawda is author of numerous publications on Polish-German relations and European integration.

https://youtu.be/0eO3qF1-jI0

Social Design for Sustainable Cities

European Commission

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POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

Keynote

MAREK PRAWDA

Head of European Commmission Representation in Poland

The European Union's Perspective on Sustainable Cities

KEYNOTE 3/

Gerald Bast
Vienna

Arts as radical answer to radical challenges

Social design for sustainable cities is the most important topic of this conference, and I am really honoured to be part of this conference. Let me start my speech with a video foundation of the topic.

Over the next 25 years, the way people live and work will change as never before in human history. Unpredictability and uncertainty will continue to shape peoples' lives. AI, genetic engineering, robotics, quantum technology and the continual fusion of man and machine will launch entirely new dimensions of thinking and acting. These technologies all pose philosophical questions on human life and its role in the universe.
The climate crisis has a dramatic global impact. It is not a question of whether climate change will occur, but how we can deal with its consequences. Regions with the highest population density will be hit the hardest. Millions will be forced to migrate.
By 2050, two thirds of the world's population will live in cities. The number of individuals aged 65 or over will double to 1,5 billion. Democracy faces increasing challenges. Radical new technologies, impending economic crises and environmental migration will further threaten democracies. Now more than ever a society of understanding will need to combine information in creative ways. Knowledge is power. Change into creativity is power. Digitisation and automation will lead to a dramatic transformation of labour markets. Heisenberg's uncertainty principle teaches us to accept uncertainty as a fundamental component of the universe.
New professions require new skills, critical thinking, dealing with complexity, creativity. Education must provide the capability to deal with uncertainty and ambiguity, think in alternatives, change

perspectives, search for unusual connections, utilise intuition and imagination, predict the mechanisms of fundamental technologies and the potential societal impacts.
To shape the future, we need to know both the alphabet of the sciences and the alphabet of the arts.

Indeed, to meet global challenges we need to know the alphabet of the arts. Challenges will primarily hit people living in cities.

Till now, cities always have been laboratories for social development. Paradigmatic models in business, art and politic – such as the bank, library, university, marketplace, guilds, museum, theatre and democracy – were developed, tested, and refined in the city. The city was a place where the exchange of knowledge, services, goods and ideas between people of different origins, education, occupation and worldview took place. Can the city maintain its function as a socio-economic development laboratory? As a laboratory that creates paradigmatic innovations for the coexistence of people in a world that is about to change dramatically in terms of social life, economy and politics. How can we avoid that cities rather become areas of social and economic problems than places of innovation? What role can the power of the arts play in the process of developing and negotiating new ideas and models for urban life?

'Arts as urban innovation,' this is the subtitle of the Social Design master programme the University of the Applied Arts Vienna established in 2012. Our focus is not on designing products, rather we aim to design the Social. Let me highlight only a few of the many projects which were realised in the last years.

The most recent one, CORONITY RADIO is a virtual space that encourages sharing of knowledge. It opens a counter-position to the contemporary reality of social distancing.

Social designers from the University of Applied Arts Vienna have already completed a project in Poland. SPOTTING TREASURES IN BEŁCHATÓW was a series of artistic interventions and workshops, realised in Bełchatów, a town which was built near declining coal industries. Using local elements in workshops, like pierogis and the milk bar, young citizens were invited to explore and rethink innovative alternatives for their current industrial and social environment. Thereby, opening the sense of imagination of both administration and residents.
FEEL DEMENTIA: In a new way the project makes visible the individual challenges that people with dementia face every day. At interventions in public spaces people were given the opportunity to experience disorientation, uncertainty, and overstimulation. Improving social awareness about dementia to change the minds of ordinary people and politics for a better life of people living with dementia.
The European Union project PLACECITY is dealing with the variety and diversity of urban centres in Oslo and Vienna, analysing the potentials and setting fresh impulses. The 30-month project follows a transdisciplinary approach and mediates between citizens, organisations in the private sector and city administration focusing on the use and appropriation of public space.
On 20 November 2019, the next project symbolically gathered GLOBAL PLAYERS,

GLOBAL WARMERS AND CLIMATE SINNERS around one table, gambling for nothing less than the climate crisis.

The title of the installation SPIELFELD refers to the Austrian border town Spielfeld where in 2015 many refugees crossed the Austrian border. The concrete wall with barbed wire refers to border walls like the wall now being built between the United States and Mexico or the ones in Israel, or the former one in Berlin; the list could easily be continued.
The variety of projects that social designers realise all share approaches that integrate artistic knowledge, apply transdisciplinary and collaborative procedures, and are concerned with social and urban challenges. That could be focusing on urban mining, on looking at the role of art and design in an atmosphere of fear, or on the right to the public. *Who owns the city?* A question raised by Saskia Sassen, the grande dame of urban sociology, who also was in Vienna for a conference we organised. Another focus could be on an examination of fundamental issues of housing and coexisting.
We are facing radical challenges. Fundamental radical change can only be met by radical innovation. But *what does it mean to be radical?* It means using a mindset that is used by artists. Working with uncertainty and ambiguity, thinking out of the box, changing perspectives, applying non-linear perception, using intuition and imagination.
If politicians and IT companies are talking about the future of the city, we often can hear the term Smart City – developing the city by implementing technology, as we also always did. Following the mindset of the first three industrial revolutions in a quite linear way. Is this smart? If we understand the term smart as a precondition for meeting the recent challenges, which are radical like never before? If we understand the term smart as a precondition for human civilization? A smart city is not just a city dominated by technology. Technology is only the condition of possibilities. A smart city is dominated by creativity, using technology as a tool
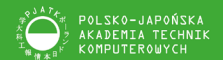
for social innovation. Hence, I am rather with the urbanist Jan Gehl, who claimed *power to the people.*

Dr. Gerald Bast studied law and economics at the Johannes Kepler University Linz. He also attended the Austrian Federal Academy of Public Administration. Since 2000, Gerald Bast is Rector of the University of Applied Arts Vienna. Under his leadership the University of Applied Arts implemented the Social Design - Arts as Urban Innovation master programme, dealing with the shaping of reality in urban agglomerations as well as closely working with and in the urban context of the City of Vienna.

https://youtu.be/SVAslTpmplQ

Social Design for Sustainable Cities

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POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

Keynote

GERALD BAST

Rector of University of Applied Arts Vienna

Designing the Social with the Alphabet of the Arts

WELCOME /

Social Design for Sustainable Cities

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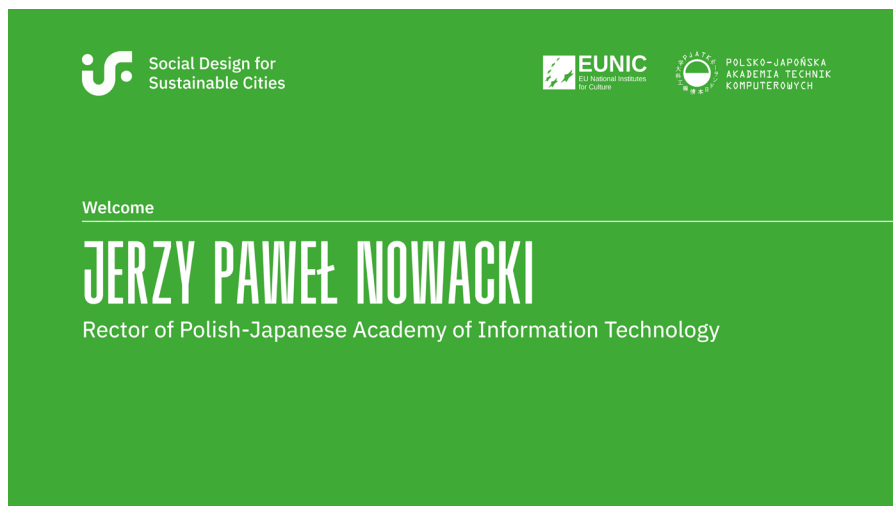
POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

Welcome

RUPERT WEINMANN

Director of Austrian Cultural Forum Warsaw
President of EUNIC Warsaw

https://youtu.be/dt4umpCm3Po

Social Design for Sustainable Cities

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POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

Welcome

JERZY PAWEŁ NOWACKI

Rector of Polish-Japanese Academy of Information Technology

https://youtu.be/0-n6dup4BFc

OPENING PANEL /

Social Design for Sustainable Cities

EUNIC EU National Institutes for Culture

POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

OPENING PANEL

Gerald Bast Rector of the University of Applied Arts Vienna
Iwona Kurz Head of the Department of Film and Visual Culture at the University of Warsaw, representing the City of Warsaw
Witold Naturski Deputy Head of the Representation of the European Commission in Poland

Moderators:
Bulent Akman & **Olga Rafalska**

di:'ʌngewʌndtə

European Commission

https://youtu.be/p2ntykr6V6c

Iwona Kurz
Warsaw

A professor in the Institute of Polish Culture at the University of Warsaw. Her fields of interest include the visual history of modern culture, the visual memory of the Shoah, the anthropology of body and gender. Editor and co-author of publications on culture animation. Member of the Program Team of the Forum for the Future of Culture (http://forumprzyszloscikultury.pl/). Co-author of the cultural policy for Warsaw (2020, http://2030.um.warsza-wa.pl/wp-content/uploads/2020/08/Polityka-kulturalna-m.st_.-Warszawy-2020_internet.pdf).

Witold Naturski
Brussels | Warsaw

Witold Naturski holds a degree in economics and has been working for EU institutions since 2004, first in the European Parliament and since 2016 in the European Commission. He is currently serving as deputy head of the EC Representation in Poland. His previous institutional experience includes, inter alia, speechwriting for the President of the European Parliament and heading the communication team of the EC Rep. Between 2006 and 2010 he has also served as an elected member of the regional council (Sejmik) in the Polish region of Silesia.
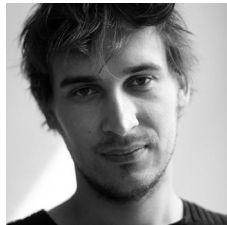
LECTURE 1 /

Social Design for Sustainable Cities

EUNIC EU National Institutes for Culture

POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

10:30–10:50   CHANNEL 1

SEPPE DE BLUST

Safe Ground for Learning

https://youtu.be/ZyqV9quAhxQ

Seppe De Blust
workshop: Safe Ground for Learning: Creating the Right Conditions to Discuss and Learn from Social Design Practices in Processes of Urban Transformation
Leuven / Antwerp / Zürich

Seppe De Blust is a sociologist and urban designer. After working in between politics and policy, he co-founded endeavour, an Antwerp based office for socio-spatial research. Seppe conducted his PhD research in Architecture at KU Leuven with focus on the position of critical spatial practitioners in processes of urban transformation. At the NEWROPE chair of Architecture & Urban Transformation (ETH Zürich), Seppe leads the action research on reflexive pedagogies, collective learning in action and intervention driven design.

LECTURE 2 /

Social Design for Sustainable Cities

EUNIC EU National Institutes for Culture

POLSKO-JAPOŃSKA AKADEMIA TECHNIK KOMPUTEROWYCH

10:50–11:10   CHANNEL 1

PEDRO AIBÉO

If You Want to Change Society, Don't Build Anything

https://youtu.be/WFDbFANdxpY

Pedro Aibéo
workshop: Who Owns My City?
lecture: If You Want to Change Society, Don't Build Anything
Porto
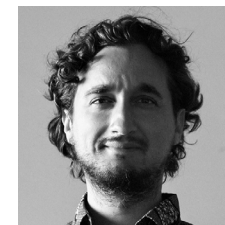
Aibéo is an internationally awarded architect (M.Sc., TU Darmstadt, DE) and civil engineer (M.Sc., FEUP, PT) with over 50 buildings designed and built in 18 countries, currently practicing at the Gamified Cohousing Oy, of which he is the CEO of. He is a Kone Foundation Research Fellow, a Vis. Ass. Prof. at UNAM, Mexico and at Wuhan U.T., China, and a PhD candidate at Aalto Univeristy, Finland, on its research of Architectural Democracy. In arts and the public understanding of science, Aibéo is the founder and Artistic Director of Cidadania Theatre Group, with written and directed plays on urban slavery and astronomy. He is the founder and Chairman of the World Music School Helsinki, he runs the art gallery cooperative Myymälä2, teaches drawing at Croquis Nights and at Kiasma. He is a graphic novelist, with its latest bestseller being on mathematics. In politics, he is the Vice-Chairman of "Perpetuum Mobile" and, in 2017, Aibéo ran as a candidate for the Helsinki Municipal elections.

IF YOU WANT TO CHANGE SOCIETY DON'T BUILD ANYTHING

Pedro Aibéo
23.10.2020

Photo by Peter Guenzel

Social Design for
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POLSKO-JAPOŃSKA
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KOMPUTEROWYCH

Moderated chat

SEPPE DE BLUST & PEDRO AIBEO

Flanders
State of the Art

CAMÕES
INSTITUTO
DA COOPERAÇÃO
E DA LÍNGUA
PORTUGAL
MINISTÉRIO DOS NEGÓCIOS ESTRANGEIROS

https://youtu.be/LTUX6XJa0zk

LECTURE 3 /

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AKADEMIA TECHNIK
KOMPUTEROWYCH

10:30–10:50   CHANNEL 2

RAMA GHEERAWO

Inclusive Design: Five Things Every Designer Should Know

https://youtu.be/Sa-Duunor04

Rama Gheerawo
*lecture: Inclusive Design:
Five Things Every Designer
Should Know*
London

Rama Gheerawo is an international and inspirational figure within design. He is a serial innovator in the fields of Inclusive Design, Design Thinking and Creative Leadership having personally led over 100 projects working internationally with governments, business, academia and the third sector. He won a 'Hall of Fame' award for his work at the Design Week Awards in 2019 and was named a 2018 Creative Leader by Creative Review alongside Paul Smith and Björk, Empathy is at the heart of his practice. As Director of the Helen Hamlyn Centre for Design, he uses design to address society's toughest issues from ageing and healthcare, to ability and diversity. He looks at how to instigate positive change in individuals and organisations through personal research in Creative Leadership, with workshops delivered globally to thousands of people including 700 civil servants. He is in high demand as a keynote speaker, and writes, curates exhibitions and runs workshops for audiences that range from students to business executives. Rama sits on a number of advisory boards and committees for awards, universities and organisations such as the UK Design Council, The International Association for Universal Design, UX India, the Design Management Institute and the Design Intelligence Awards. He has worked as a Visiting Professor at the Royal Danish Academy of Fine Arts and the Katowice Academy of Fine Art.

LECTURE 4 /

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KOMPUTEROWYCH

10:50–11:10   CHANNEL 2

JOANNA MURZYN

Digital Ecology

https://youtu.be/RcPSwjHVTlE

Joanna Murzyn
*workshop: Reinventing the
Cloud
lecture: Digital Ecology*
Warsaw

Joanna Murzyn is a founder of Radicalzz, a social movement that investigates the influence of information and communication technologies on the environment and equips society with tools that stand with them in the process of unplugging themselves from the dependency of the predominating system. Technology enthusiasts, but radical in pushing its desire to serve humans' needs. As a part of her activities, she is responsible for research, community directing, and social engineering for meaningful purposes. Gained professional experience while conducting projects with UNESCO MGIEP, African Leadership Academy, and Sustainability Department of IKEA.

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KOMPUTEROWYCH

Moderated chat

RAMA GHEERAWO & JOANNA MURZYN

BRITISH
COUNCIL

LECTURE 5 /

11:50–12:10   CHANNEL 1

ROGER PAEZ

Ephermal Architecture and Social Purpose

https://youtu.be/XzbCa-lFRDI

Roger Paez
workshop: COVID-19 Niches
lecture: Ephemeral Architecture and Social Purpose
Barcelona

Roger Paez, PhD is an architect, professor and researcher. Professional experience in the studios of Alison+Peter Smithson and Enric Miralles. Founder of AiB (www.aib.cat). Architectural design professor at ETSALS, research leader and MEATS director at ELISAVA (meats.elisava.net), guest professor at universities worldwide. Author of *Critical Prison Design* (Actar 2014) and *Operative Mapping* (Actar 2019). Works at the intersection of design, architecture and the city, focusing on experimentation, temporality and social impact.

LECTURE 6 /

SARA DANG

Understanding City Through Motion

https://youtu.be/GYgu_RrVLpg

Dang Thuy Duong
lecture: Understanding city through motion
Warsaw
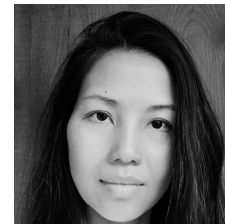
Dr Dang Thuy Duong is an architect, researcher, and academic teacher. In 2019 she developed the research method „City in motion" dedicated to the study of the relationship between urban spaces and pedestrian practice. She teaches research methods at Polish-Japanese Academy. As architect, she designed number of public spaces and buildings in Poland, Kazakhstan, and Russia among others.

3

Drawing cognitive map and assessing attention that relate to elements on the cognitive map.
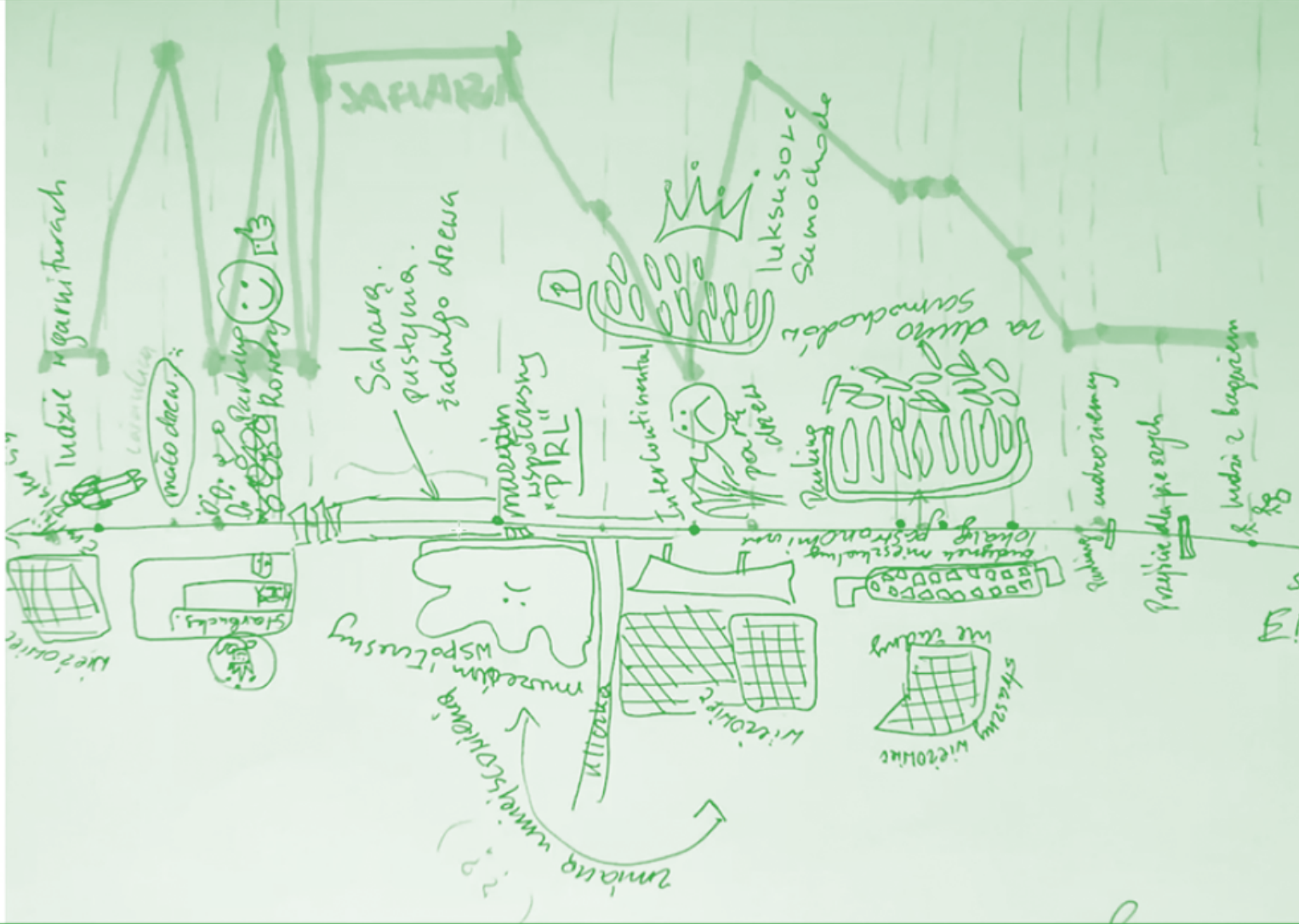
...is that really so?

Trinità dei Monti stairs, Rome (2018, 1661 Bernini)

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ROGER PAEZ & SARA DANG

Instituto
Cervantes

https://youtu.be/jkzxhNfCa-M

LECTURE 7 /

<div style="background-color: green;">

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11:50–12:10   CHANNEL 2

MARTIN PONEC & JAN STRUCHLÍK

Atelier 304 and Missing Studies

</div>

https://youtu.be/-anwoIGbzac

Martin Ponec
*lecture: Atelier 304 and
Missing Studies*
Prague

Martin Ponec is a graphic designer. He studied Theory of Art and Culture at Faculty of Arts at Masaryk University in Brno. In 2018, he graduated at the Studio of Graphic Design and New Media at the Academy of Arts, Architecture and Design in Prague. Between 2014 and 2015, he studied at Bezalel Academy of Arts and Design in Jerusalem. Since 2019, he works as an assistant at the Studio of Graphic Design and New Media at UMPRUM in Prague.

LECTURE 8 /

<div style="background-color: green;">

iʔʏ Social Design for
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12:10–12:30   CHANNEL 2

BRIGITTE FELDERER

Social Design is Invisible

</div>

https://youtu.be/yOD_PkaZl4I

Brigitte Felderer
*workshop: No Man's Land
lecture: Social Design is Invisible*
Vienna

Brigitte Felderer is a curator, head of department of Social Design-Arts as Urban Innovation at the University of Applied Arts in Vienna. Her projects focus on themes within the field of cultural history and technology.

The core question of a "thick description" (C. Geertz) of the context our work is addressing is closely linked to a reflection on our self-understanding as Social Designers, and, as a result, also on our artistic methodology. We see ourselves confronted with an all too familiar paradoxical situation: to be initiators on the one hand and, so-to-say, to "disappear" in the process and hand it over to those acting in such dynamics on the other hand. Being aware of this paradox, we would like to focus on experiences we are confronted with when we look for examples of place-making in the city or develop strategies to trigger them.

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Moderated chat

MARTIN PONEC & JAN STRUCHLÍK
& BRIGITTE FELDERER

CZESKIE CENTRUM
ČESKÉ CENTRUM

austriackie forum kultury waw

https://youtu.be/Jig3Lzugovk

LECTURE 9 /

13:50–14:10   CHANNEL 1

MICHIEL HUSTINX

Nijmegen: European Green Capital 2018

https://youtu.be/z52h6reaPR8
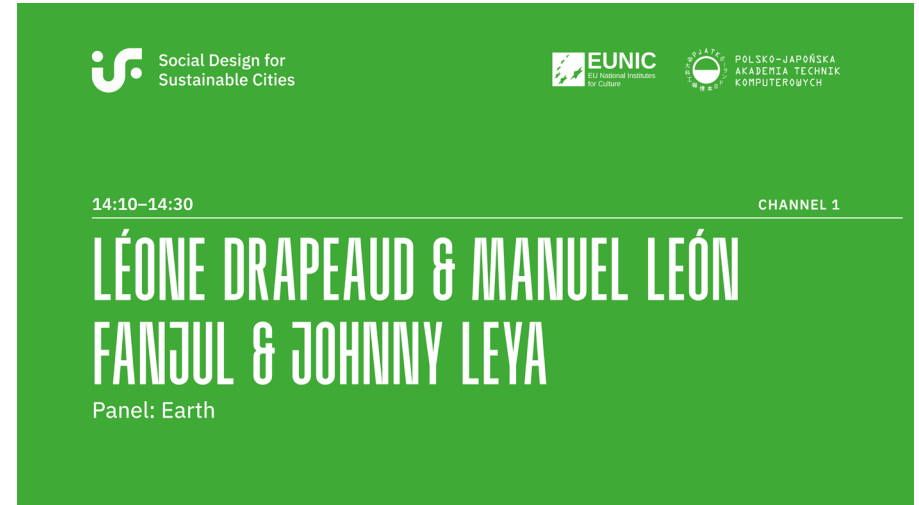
Michiel Hustinx
lecture: Nijmegen: European Green Capital 2018
Nijmegen

Michiel Hustinx served as programme manager of sustainability at the municipality of Nijmegen. He was responsible for the organisation of the Nijmegen Green Capital year 2018 (an annual competition of the EU, in which one European city that has consistently achieved high environmental standards is selected for the EU Green Capital award), and now works at De Bastei, a museum for nature and cultural history in Nijmegen.

Four types of government and the responsive way of acting by the local government during the Green Capital Year (and the preparation of the year) are the main topic of Mr Hustinx's presentation. He will talk about respecting the contributions of citizens, entrepreneurs, institutions and how you deal with these as a government.

LECTURE 10 /

14:10–14:30   CHANNEL 1

LÉONE DRAPEAUD & MANUEL LEÓN FANJUL & JOHNNY LEYA

Panel: Earth

https://youtu.be/py7ZI4XjdGg

Traumnovelle
Léone Drapeaud
Manuel León Fanjul
Johnny Leya
lecture: Earth: Addendum
Brussels | Bruxelles

Traumnovelle is a militant faction founded by three Belgian architects: Léone Drapeaud, Manuel León Fanjul and Johnny Leya. Traumnovelle uses architecture and fiction as analytical, critical and subversive tools to emphasize contemporary issues and dissect their resolutions. Traumnovelle alternates between cynicism and enthusiasm all the while advocating for critical thinking in architecture. Traumnovelle champions a multi-disciplinary approach with architecture at the crossroads. Traumnovelle distances itself from current forms of naive architecture and refuses to glorify the mundane. Traumnovelle sides with those who have not sacrificed ambition and criticism.

LECTURE 11 /

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14:30–14:50   CHANNEL 1

PETER ANDREAS SATTRUP

Be Smart. Create Value by Intelligent Design

Peter Andreas Sattrup
*lecture: Be Smart. Create Value
by Intelligent Design*
Copenhagen

Dr. Peter Andreas Sattrup is advocating sustainable architecture as senior adviser and head of sustainability at the Danish Association of Architectural Firms. Drawing on his background as a practicing architect and as a researcher, Sattrup works on documenting how architecture creates value to investors, users and societies in multiple ways that are both qualitative and quantifiable. He argues that documenting the value of design can support policy making and design decisions at all levels for the good of society, while enhancing the business potentials of architects.

CASE: Moesgaard – Henning Larsen Architects

Photo by Jens Markus Lindhe

Peter Andreas Sattrup Architect MAA PhD Senior Adviser

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Moderated chat

MICHIEL HUSTINX & LÉONE DRAPEAUD
& MANUEL LEÓN FANJUL & JOHNNY LEYA
& PETER ANDREAS SATTRUP

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INSTITUT

DUŃSKI
INSTYTUT
KULTURY

LECTURE 12 /

13:50–14:10   CHANNEL 2

CLYDE DOYLE & SHIRLEY CASEY

Design for Change

https://youtu.be/YnH2Dk5ESU8

Clyde Doyle & Shirley Casey
workshop: Design as Nature
lecture: Design for Change
Dun Laoghaire Co. Dublin

Clyde Doyle is a lecturer in design and Co-Chair of the MA in Design for Change at the IADT. His professional career since 1995 has spanned a variety of creative industries; industrial design, model making/rapid prototyping, fine art fabrication and production design for film, TV and theatre. Currently engaged in his PhD in Design at the National College of Art and Design (NCAD), he is developing non-anthropocentric design methodologies with the aim of facilitating ecological design practice.

Shirley Casey is a lecturer in the Visual Communication Design programme, recognised by Domus magazine as one of the top 25 Graphic Design programmes in Europe, and co-chair of the MA in Design for Change at IADT, a programme run in collaboration with the Institute without Boundaries (IwB) at George Brown College in Toronto. She has taught spatial design for over a decade with a focus on experiential graphic design, facilitating several industry projects with a variety of government, cultural, educational and sporting organisations. She previously specialised in packaging design and retail branding for a broad range of Irish and international clients.

LECTURE 13 /

14:10–13:30   CHANNEL 2

RUEDI & VERA BAUR & ESTEBAN GONZALES

Imagine a Possible Future

https://youtu.be/3KjQwH6pv-I

Ruedi Baur
workshop: Make Diversity Credible
lecture: Imagine a Possible Future
Paris | Zürich | Medellin

Ruedi Baur has been placing his design work in the context of the public space since the 1980s. Working primarily as a graphic designer for numerous cultural institutions in different countries, he has also been teaching interdisciplinary courses at different schools since 1990s. He lead the Research Institute Design2context in Zurich, then Civic City in Geneva. As designer, he intervenes on problems related to the identification, orientation, scenography and, in broader terms, the representation of institutions, urban spaces and political territories, often alongside architects and urban planners. A proponent of interdisciplinary design, Baur created the Intégral network in 1989 with its own workshops: Intégral Ruedi Baur in Paris and Zurich. Today, he lectures and develops research programs in the HEAD University of Geneva, ENSAD in Paris and at the University of Strasbourg. He lectures and implements research in different countries around the world. Among the most recent of many wayfinding, visual identity and scenography projects he has designed are the information concept for the four new lines of the Subway Paris, the signs and wayfinding system of the New School in New York, the Cologne-Bonn and Vienna airports as well as social design projects for hospitals, prisons, memorials and neighborhoods.

Vera Baur
workshop: Make Diversity Credible
lecture: Imagine a Possible Future
Paris | Zürich | Medellin

Vera Baur-Kockot is a sociologist and cultural scientist, specialised in visual and urban anthropology. She is an associate researcher in Sociology of Design at the University St Gallen, Switzerland. Vera Baur develops research and interdisciplinary practice in the crossing of culture, sciences and politics. She founded and lead, since 1989, INTERDIS_Institute for Interdisciplinarity, Berlin and realized numerous publications and exhibitions as well as conferences and research projects. After her international career as independent exhibition curator, critic and director of the museums for contemporary art at the Kunstverein Gütersloh and Albrecht Dürer Gesellschaft Nuremberg, she was a founder and co-director of the Institute of Art, Design and Mediatechnology at the GSO University of Nuremberg (2000–2004), the Institute Design2context at the University of Arts Zurich (2005–2011) and was engaged inter alia, as member of the directory board at the Society of Interdisciplinary Visual Sciences (GIB) and of the Transmedia Academy Hellerau, Dresden. She is a president of the international association Civic City - institute for critical research and sciences in design and runs with Ruedi Baur the research programme Visible / Invisible at the University of Art and Design in Geneva as well as the department of social design at the Designstudio Integral Ruedi Baur, Paris / Zurich.

Esteban González
workshop: Make Diversity Credible
lecture: Imagine a Possible Future
Paris

Esteban González is professor of political philosophy at the Pontifical Bolivarian University of Medellin (Colombia) and researcher attached to the research Groups of Critical Studies (Medellín), Mondes Caraïbes et transatlantiques en mouvement (CNRS/FMSH, France) and the action-research institute "dix-milliards-humains" (Paris). Experienced on social quantitative and qualitative research, he has worked with victims and ex-combattants of the Colombian armed conflict with the aim of finding actions and expressions for the construction of alternative and possible futures.

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14:30–14:50   CHANNEL 2

DAN BUGARIU

Why and How Should We Co-create Balanced Ecosystems

https://youtu.be/RltuhrMo26w

Dan Bugariu
lecture: Why and How Should We Co-create Balanced Ecosystems
Timișoara – European Capital of Culture Association
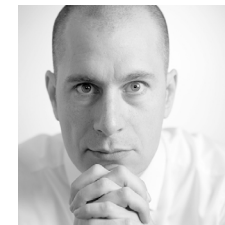
Dan Bugariu is a software architect, entrepreneur and smart city expert. He is coordinator of MultipleXity, the future Center of Art, Technology and Experiment in Timișoara, president of Smart City Association, government adviser on OGP implementation and co-founder of Growceanu Angel Investment. Some of his current projects are: MultipleXity: concept and organisational development for the future Center of Art, Technology and Experiment; Upgrade My City: a program and a platform that develop projects using OGP methodology; Timișoara Startup Ecosystem: development of the regional tech startups ecosystem; Timișoara Data Portal: development of the city open data portal.

I know exactly what you like.
~BAē

Design is
not
neutral.
Neither
are AI
systems.

Transaction history
Personal information
Software preferences
Activity logs & process
Digital interactions
Search history [cookies
Design choices & methods
Written content
Conversation

Team

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Moderated chat

CLYDE DOYLE & SHIRLEY CASEY & RUEDI & VERA BAUR & ESTEBAN GONZALES & DAN BUGARIU

Ambasáid na hÉireann | An Pholainn
Embassy of Ireland | Poland
Ambasada Irlandii | Polska

INSTITUTUL
CULTURAL
ROMÂN

INSTITUT
FRANÇAIS
Pologne

https://youtu.be/JIAXVsDSLdA

WORKSHOPS /

Diversity

Make Diversity Credible

Diversity Manifesto – part 1 and
Still here. Greetings from earth – part 2

Introspection

Green Future

No Man's Land

Design as Nature

Accesibility

Who Owns My City?

Sensing and Desensitisation

*Tell me a Picture; LIVING MACHINE ME
(in, VS., &, about, with) the CITY;
Fixing the living machine;*

https://if.pja.edu.pl/workshops

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IN ORDER TO MAKE IT SUITA- BLE TO THEIR EVENT

EXHIBITION /

IF EXHIBITION – was one of the events accompanying the international IF – Social Design for Sustainable Cities. The aim of the IF exhibition, organized jointly by the PROM Kultury Gallery, the Warsaw cluster of the European Union National Institutes of Culture (EUNIC) and the Polish-Japanese Academy of Information Technology, was to present student social design projects.

Reproductions of student posters, as well as essays and lectures by experts, are available both on the website https://if.pja.edu.pl and in the book "IF" by PJATK publishing house.

Online transmission available: The exhibition opening was broadcasted live on the Facebook channel of the Polish-Japanese Academy of Information Technology in Warsaw and the Facebook page of the project 'IF – Social Design for Sustainable Cities'.

https://fb.watch/2suRzsXYEE/

https://if.pja.edu.pl/exhibition

https://youtu.be/xUOj4N9iLOU

WORKSHOP TUTORS /

Katerina Antonaki
workshop: Diversity Manifesto
Athens

Katerina Antonaki, MA FA, is a visual communication designer, Creative Director of Technopolis city of Athens since 2014 and visiting lecturer at UNIWA at the Department of Graphic Design and Visual Communication since 2013. She is involved in educational and urban research projects and is a scientific member of international interdisciplinary projects. Her interests include, visual communication, the social role of graphic design in the public sphere, design methodologies. She has studied in London, Helsinki and Athens, holds an MA in "Design Critical Theory and Practice" from Goldsmiths University of London. She is an IKY scholar. Her design practice has been awarded and her research has been presented in international conferences and exhibitions. She is inspired by the poetry of things, cities, coding and biology. She lives and works in Athens.

Susanna Cerri
workshop: Introspection
Florence

Susanna Cerri is Professional Associate Senior Communication Designer of AIAP Italian Association of Visual Communication Design; Professor of Communication Design at the Master's degree in Design and at Master's of Documentation and Management of Cultural Heritage of the Department of Architecture of the University of Florence; Creative Director of the Dida Communication Lab. Cerri conducts educational activities for students and organizes communication activities. She focuses her research on social design issues by forging international collaborations that have generated significant results, including the scientific responsibility of the project "Migrant Identity, Signs for a New Geography of Hospitality" presented in Paris during the "Inscriptions en relations. Des traces coloniales aux expressions plurielles."

Frederik De Bleser
workshop: Sensing and Desensitisation
Antwerp

Frederik De Bleser is a PhD researcher and professor at the Sint Lucas School of Arts in Antwerp, Belgium. His research focuses on the link between art and technology, developing free software tools for generative design, data visualisation and creative AI. He co-founded the Experimental Media Research Group (EMRG) in 2004. He coordinates new Master's programme in Digital Media Data starting in 2020–2021. Using NodeBox as a tool he has organised data visualisation workshops in France, Italy, Finland, Poland, Lithuania and Canada. His open-source work is included in tools and applications reaching millions of people. He has worked commercially, creating visualisations for one of the largest Belgian newspapers and an interactive art installation for the Research Foundation Flanders. In his free time he is a coach for Hack Your Future, organizing and teaching web development to refugees.

Anc Lisowski
workshop: Who Owns My City?
Berlin

Anc Lisowski comes to PJATK after years of working as a digital product designer across different industries globally. She likes to approach any new project as a person who knows nothing, and from there strives to reach a complete understanding of business processes, technology, and users' needs. Although her principle role has always been hands-on designer, she jumps at the chance to take on any new challenges. As a design-thinking workshop facilitator, she supported Aalto University Public Sector Hackathon (Helsinki, 2015, 2016), Bosch Connected Experience Hackathon (Berlin, 2017), and PJATK Social Design Course (since 2018). She is attracted to the social side of design and believes that the work of designers has the power to greatly influence people's lives.

Anna Eichler
workshop: Tell Me a Picture
Warsaw

Anna Eichler graduated in painting at the Academy of Fine Arts in Warsaw. She is a painter, educator and the art director in Red-sheels, the female mural painting crew. She is the co-author of 'Women of Liberty' mural in Gdansk, designed for production and painted many murals in Poland, such as 'Kora' or 'The postcard from Ursynów' in Warsaw.
www.annaeichler.pl

Anna Machwic
workshop: LIVING MACHINE ME (in, VS., &, about, with) the CITY
Katowice

Anna Machwic graduated from the AFA in Katowice. Since 2003, employed with her alma mater, in Studio of Illustration. Since 2008, she has cur ated 6 editions of the international competition A Well-Designed Book – Let's Start with Children and the accompanying conference A Children's Book – How Is It Done? She has published articles about illustration and children's books in 2+3D design quarterly and others and presented at international conferences, including European Art of Illustration in Warsaw (2009), Think(in) Visual Communication in Warsaw (2014), and Illustration Reaserch in Kraków (2012). She has a lso run workshops and lectures on illustration in Poland and abroad.
www.asp.katowice.pl/uczelnia/nauczyciele-akademiccy/anna-machwic.html

Yadzia Williams
workshop: Tell Me a Picture
London

Yadzia Williams is a Senior Lecturer in The Faculty of Art, Science and Technology at Glyndwr University in North Wales. She studied Communication Design at Canterbury College of Art and has been an Educator for 45 years and now works on both the MA Art and Design and the BA Illustration and Graphic Design Programmes. Yadzia was born in a Polish Camp in North Wales to Polish and Czech immigrants. She is an Illustrator and image maker, interested in narrative and story-telling, working mainly through the medium of Printmaking with a passion for creating handmade books.
www.glyndwr.ac.uk/en/StaffProfiles/YadziaWilliams/

Sebastian Trzoska
workshop: Fixing the living machine
Warsaw

Sebastian Trzoska is a visual artist currently living and working in Warsaw. His practice and research focus around the language of drawing, its nature, and its interdisciplinary character in the field of modern art and art education. In 201 6 he began his doctoral studies at the University of Art in Poznan within the structures of Drawing and Painting Faculty. He also works as an assistant at Drawing Studio No. XIII lead by dr. Adam Nowaczyk at the University of Art in Poznan and teaches drawing and painting at the New Media Arts Faculty at the Polish-Japanese Academy of Information Technology in Warsaw. Participant in collective exhibitions in Poland and abroad.
www.mediations.pl/biennale/?page_id=257

Babis Alexiadis
*workshop: Fixing the
living machine*
Athens | London

Babis Alexiadis is an animator and media artist that works between London and Athens. He works mainly with traditional animation. He produces animation and film projects for inter-disciplinary platforms such as theatre, site specific installations, music videos, commercials and other visual media. Recent projects include 2 music video projects for Renard (20 20), a short animated film 'Other' that won the 2nd prize at the European Animation Competition by Eleusis 20 21 / European Capital of Culture. An animation commission for the UK touring exhibition 'The Heart of The Matter' (2017), UK, Ron Arad's 360 projection installation Curtain Call (201 6) London, currently on an international tour. Also an animation commission for the 50th Dimitria Festival (2015), Thessaloniki, the creative direction of moving image for the theatre production The Barometer of My Heart (2015), London, a 360 animation projection for Mark Storor's theatre production The Fat Girl Gets A Haircut and Other Stories (2011), London, an animation for the award winning touring opera production Laika The Spacedog (2012) and an anima tion for the award-winning theatre production For The Best (201 0), London. www.babisalexiadis.com

Ann Bessemans
*workshop: Window Dressing?
Expressing Sustainable
Messages for Sustainable Cities*
Brussels

Ann Bessemans is a legibility expert and award-winning graphic and type designer. She founded READSEARCH at the PXL-MAD School of Arts and UHasselt where she teaches typography and type design. Ann is the program director of the international MA 'Reading Type & Typography'. Ann received her PhD from Leiden University and UHasselt, supervised by Prof. Dr. Gerard Unger. She is a member of the Young Academy of Belgium and lecturer at the Plantin Institute of Typography. Ann is given multiple grants by Microsoft Advanced Reading Technologies (USA) for her innovative and pioneering projects, such as visual prosody.

Johan Vandebosch
*workshop: Window Dressing?
Expressing Sustainable
Messages for Sustainable Cities*

Johan Vandebosch is a senior lecturer and coordinator of the Graphic Design course at PXL-MAD, School of Arts in Hasselt. In 1994, he started his own graphic studio 'ziezo'. For over twenty years, he designed the visual communication for the cultural centre 'De Velinx' in Tongeren (B), which gave him the opportunity to work with national and international artists from various disciplines. He also designed the identities for numerous companies, as well as books for publishers. In 2001 J ohan was selected to be part of 'Design Flanders', an organization of the Flemish Governement who promotes contemporary, high-quality and innovative design. In 2009 he r eceived the 'Plantin-Moretus Prize' for the best designed book in Flanders in the category children books. In 2008 and 2009 J ohan was nominated twice for the 'Cobra Power of Print', an annual award for the best cultural poster in Flanders. Johan regularly participates in solo and group exhibitions in Belgium and abroad. He also curated several art and design exhibitions, such as 'ReCraft – Old and new, an exciting dialogue'. About the historical and religious objects from the Teseum alongside new, contemporary gems of artistic craftmanship. From 2014 on, he forms an artistic duo called 'Le Prince-Évêque' with his colleague Dr. Tom Lambeens. It is characterized by the tangible and physical. Their main goal is to give graphic design a renaissance in this digital and marketing driven era. Recently they created a permanent work of installation art, according to The Third Paradise-concept from the wellknown Italian artist Michelangelo Pistoletto, in the Pliniuspark in Tongeren, Belgium.
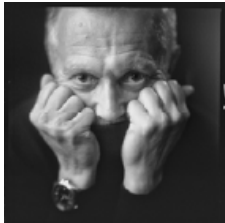
MODERATORS /

Beata Hyczko
*workshop: When actors stand
still. Picturing the architecture*
Warsaw

Beata Hyczko is a screenwriter, film and tv producer, copywriter
and social ads designer. For twenty years (together with Tomasz
Drozdowicz) in charge of Studio Filmowe Autograf film company.
She has written, developed or produced documentaries, televi-
sion feature, educational and documentary series, tv drama and
the cinema feature as well. As former art historian and current
architecture fan, since 2013 creates and produces the Księga
Przestrzeni (dir. Tomasz Drozdowicz) documentary series dedi-
cated to modern Polish architecture and urbanism.

Bulent Akman

Bulent Akman has been a guest lecturer at SWPS Universi-
ty of Social Sciences and the Humanities in Warsaw for the
past 6 years where he has taught communication skills and
public speaking. Born in Istanbul, Turkey and raised in Toron-
to, Canada, he has made Warsaw, Poland his home since 2001.
Bulent writes children's books in English, with his wife Olga, of
which two were published by Edgard Publishing in 2019. Since
2011, he has taught movie making to children at summer camps,
for the last 5 years with Almatur S.A. He was, most recently, the
creative consultant for independent feature film *Florrie* (2019)
which is currently touring festivals across the United States and
Canada. Bulent's podcast about the storytelling process, *Mid-
night Bath*, is available on Anchor and Spotify.

Tomasz Drozdowski
*workshop: When actors stand
still. Picturing the architecture*
Warsaw

Tomasz Drozdowski is a director He majored in Film Direction at
the Film and Television Department of the University of Silesia
in Katowice. He has directed and produced documentaries (e.g.
Znaki Pokuty, Nazukos czyli z biegiem Sprząśli, Dom wielki jak
zamek, Potrójny Hamlet w Elsynorze, Świat według Lema, Kolba,
na szczęście!, Zupa na puentach, Concerto for two – Warsaw Film
Festival – Audience Award 2018), video clips, television series
and shows, as well as television plays (The man who stopped
Russia). He made his feature debut as the director and producer
of "Fur", co-produced by Poland and Germany. He teaches di-
recting, cinematography and editing with Multimedia students at
the Faculty of Mechatronics at Warsaw University of Technology.
He was a juror at the Warsaw Film Festival and at the Grand OFF
Festival. Member of teh Polish and European Film Academy.

Olga Rafalska

Olga Rafalska is the co-founder and organizer, with Paulina
Kacprzak, of the biggest design conference in Poland – Element
Talks. Since 2014, the conference has gathered a big design com-
munity in Poland. Each year it attracts people interested in the
practical and business aspects of the designer's profession (at
Element Talks Warsaw) as well as the sustainable living (at Ele-
ment Urban Talks) and User Experience (at Element UX Talks). In
2019, she co-hosted European Design Festival in Warsaw.

CURATORS /

Marjatta Itkonen
Helsinki | Warsaw

Marjatta Itkonen graduated from Academy of Fine Arts in Warsaw and did her MA degree at Henryk Tomaszewski's poster studio. She was a founder and a designer at Studio Viiva design agency for three decades. She was a professor of visual communication at Aalto University, School of Art, Design and Architecture 2004–2015. Her interests are visual communication and social design. She has participated in many national and international poster events; was a jury member in Mexico and Warsaw. She led social design poster workshops in France, Germany, Mexico, Slovenia, Poland and Belgium.

Jan Piechota
Katowice | Warsaw

Jan Piechota is a visual communication designer. He studied graphic design at the Academy of Fine Arts in Katowice, Poland, where he found a passion for information design, typography, and research. He completed MA in 2008 and PhD in 2017 from the Academy in Katowice. Jan has created custom and retail books, visual identities, information design projects and collaborates with researchers, designers, artists. He teaches typography, visual information, and design process management at the Bachelor and the MA courses at Polish-Japanese Academy of Information Technology in Warsaw.

Ewa Satalecka
Bukowno | Warsaw

Ewa Satalecka is a graphic designer, head of New Media Art Dept. of the PJAIT in Warsaw, a leader of the English Language Program and the scientific director of international, interdisciplinary projects. She is involved in typography and motion type for stage, e.g., type stage settings for contemporary string quartet performances. She also organizes international design workshops, conferences, and exhibitions on typography and information design. Satalecka has been a President of the Polish ATypI committee in 2016.

EXECUTIVE DIRECTORS /

Martin van Djik
Warsaw

Martin van Dijk, Educated in art history and cultural management. He has been working in the field of Polish-Dutch cultural relations for over 25 years.
His passion for Polish visual art brought him to Poland where he is currently working as cultural attaché at the embassy of the Kingdom of the Netherlands.
The cultural department of the embassy of the Netherlands acts as liaison between Polish and Dutch professional arts organizations, media and policy makers in Poland and their counterparts in the Netherlands in order to promote Dutch art and culture in Poland and to strengthen the international cultural infrastructure. The IF - Social design for sustainable cities is the fourth conference that he is co-organizing on behalf of EUNIC-Warsaw in co-operation with PJAIT.

José Carlos Costa Dias
Warsaw

José Carlos Dias has a double major in Portuguese and English literature and in language teaching from the University of the Algarve. In 2011, he concluded a postgraduate course in Portuguese contemporary culture. He joined the Camões Institute in 2002 and is currently the official representative of the Institute at Warsaw University and the Portuguese Embassy. He was President of the EUNIC Cluster Warsaw from 2008 to 2010.

IT SUPERVISION /

GRAPHIC DESIGN | MULTIMEDIA PRODUCTION /

Marcin Wichrowski
Warsaw

Marcin Wichrowski is a UX designer and lecturer at the Chair of Multimedia, Polish-Japanese Academy of Information Technology in Warsaw. He graduated from Faculty of Information Technology at PJAIT. He specializes in human-computer interaction, mixed reality and interactive digital storytelling. Author of scientific articles on the use of multimedia for education, arts, medicine and people with disabilities. He co-creates artistic projects/installations in cooperation with artists using modern multimedia technologies. Adobe Certified Expert (ACE).

Maciej Jakóbczyk
Art director
Warsaw

Junior graphic designer in Podpunkt Studio, social activist and New Media Arts student at PJAIT. In his works he focuses on typography and the social aspects of design.

www.maciekjakobczyk.eu
www.instagram.com/maciek.jakobczyk/

Anna Kalmus
Graphic design
Warsaw

Graduate of medical school. Currently studying New Media Arts at PJAIT. In her work she likes to focus on new technologies and user design.

Jan Moskal
Graphic design
Warsaw
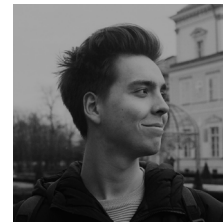
Hi, my name is Jasiek, I'm a 3rd year student at PJAIT on the New Media Arts path.
I would love to work with visual identifications in the future as I learned that sometimes the simplest things are the most challenging.

Natalia Opalińska
Graphic design
Warsaw

New media arts student at PJAIT. Works as a graphic designer in the film/advertisement industry working on scenography. Constantly exploring new fields of creation, keeping her perspectives open. In her works she plays with forms and colors keeping it highly not obvious.

www.behance.net/nataliaopalins
www.instagram.com/tacha.na.freestajlu/

Kinga Ostapkowicz
Graphic design
Warsaw | Prague

Freelance graphic designer, yogini and New Media Arts student at PJAIT. She mostly works on book covers, layouts and posters. In her work, she plays on typography and simple illustration. It is very important for her to use her designs as a voice for human and animals rights.

www.behance.net/kinga_ostapkowicz

Marta Myszewska
Director of the promotion office
Warsaw
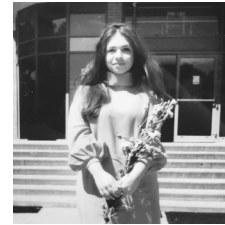
Marta Zofia Myszewska, a graduate of the New Media Art Department (MA, 2018) at the Polish-Japanese Academy of Information Technology in Warsaw, holder of two scholarships from the Minister of Science and Higher Education for international projects: Social Design Course - Refugees and Women's Rights are Human Rights. The founder of the preparatory graphic course for prospective students – Kurs Zero. Currently, the Director of the Promotion Department at PJAIT and the Senior Event Coordinator at ATypI, an international non-profit organization. She runs her own design business under the name Pink Enough.

Vladyslav Boyko
Multimedia | Social media
Warsaw

My name is Vladyslav Boyko and I'm a visual designer and musician born in Chernihiv, Ukraine and currently located in Warsaw, Poland. Being a student of the Polish-Japanese Academy in Warsaw I started my creative activity as a freelance graphic designer mainly working in the cultural field, creating posters for festivals and art exhibitions.
As for now, my work is deeply focused on motion graphics and typography. I explore its entity and perception in different spaces and media, static and kinetic. My work is strongly connected with my cultural background: constructivism and Soviet monumental art. I took part in various art and design exhibitions in Warsaw and Gdańsk in Poland, Paris, Moscow, Chernihiv and Ivano-Frankivsk in Ukraine.

www.instagram.com/lad_boo

Aleksandra Weyna
Media coordinator
Warsaw

Aleksandra Weyna is a culture manager, projects coordinator, producer and team leader. Since 2008, she has been working for the cultural sector, where she is responsible for programming, coordination, organisation and production around 140 interdisciplinary events on nationwide and European scale. She is strongly involved in building communities around institutions and creating relationships with external partners. In the frame of the IF project, she is the media coordinator.

koordynator@eunic.pl

Eventowi
events industry
Warsaw

EVENTOWI

We are a young team with extensive experience in the world of events and the advertising industry. We are constantly developing, introducing new solutions, creating innovative projects. Our offer includes photo reports and film productions, as well as full multimedia event service.
We create each project from beginning to end, adjusting the components to the customer's needs. We design and create events, conferences, concerts, entertainment zones and many more.
Our team includes professional cinematographers, photographers, editors and graphic designers who specialize in film and photo production. We provide our services comprehensively and each production is created by us from start to finish.

Social Design for Sustainable Cities

EUNIC
EU National Institutes
for Culture

POLSKO-JAPOŃSKA
AKADEMIA TECHNIK
KOMPUTEROWYCH