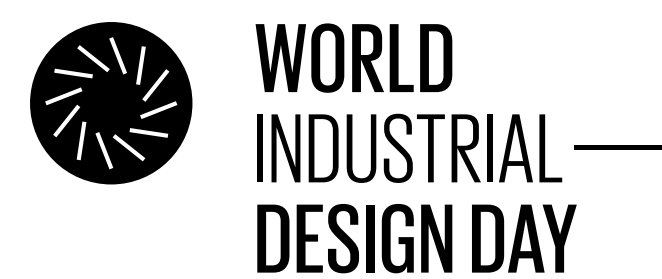


WORLD INDUSTRIAL DESIGN DAY 2018: DESIGN'S IMPACT ON GOOD HEALTH AND WELL-BEING

Design therapy
– Let's celebrate the
World Industrial
Design Day together

28 June
Bálna Budapest,
1st floor



The World Design Organization annually announces the World Industrial Design Day, celebrated by the design community worldwide at the end of June. This year's theme is physical and mental health and well-being, and how they can be achieved through the tools of design. The Hungarian events will also focus on these issues, while various business development programmes will also be organised: What ideas and interventions does your business need to raise the interest of an investor? How can you acquire a capital injection? How can you find a manufacturer via an international project? Come to see us – for the sake of your business's health and well-being!

13:00-15:00

INTRODUCING THE WORTH PROJECT

Workshop

Venue: Hygge, Bálna Budapest, ground floor
Cross-border cooperation of manufacturers and designers, makers and artists with international support – do you want to be part of it?
Learn about it all from the source at our free workshops: all you need to know about the project and application from:

- Zicri A. Montiel, WORTH project coordinator, AITEX: The Worth Project and the Open Call
- János Keresnyei, WORTH project mentor, president, Creative Industry Cluster: Value Innovation
- Gabriella Mányi, Worth ambassador: Sustainable Fashion

16:00-16:20

SUCCESS, ON PRESCRIPTION

Pure Design: the newest forum of Hungarian design – HOMEDesign exhibition and fair, 12-14 October. The latest business development news of the Hungarian Design Council and Budapest Design Week
– Start Up Guide 13.0.

In conversation with Krisztina Szilvási, Hungexpo Plc.'s commercial director, and with Judit Osvárt, Budapest Design Week's curator and member of the Hungarian Design Council

16:20-16:40

DIAGNOSIS

Is my company marketable? What does an investor want? Am I ready to negotiate with an investor? What patent protection do I need to ensure my company's success?

Presentation and Q&A with Ádám Németh, an economist of the Hungarian Intellectual Property Office and venture capital investment specialist.

16:20-17:00 Hygge, Bálna Budapest, ground floor

PERSONAL CONSULTATIONS

Personal consultations are 15 minutes long, free of charge, limited availability

16:40-17:00

INTRODUCING THE WORTH PROJECT

Presentation

Zicri A. Montiel, WORTH project coordinator, AITEX

17:00-17:30 Hygge, Bálna Budapest, ground floor

PERSONAL CONSULTATIONS

17:00-17:40

FIT FOR LIFE

Health design projects and products, each with a 10-minute presentation

- András Hűnfalvi: Dualscope smart diagnostic device
- Péter Molnár L.: Aquila hematology analyzer and Spirocco smart inhaler device
- Smart Clothing Gamification by AITEX
- Horizon 2020 Smartlife project

18:00

REFRESHING WALK

Design without Borders - 13. madeinhungary and 06. MeeD exhibitions with a guided tour by curators Szilvia Szigeti Szilvia and Tamás Radnóti.

18:40-23:00

EVERYONE NEEDS A BIT OF EXERCISE

DJ, TV exercise, networking
Hygge, Bálna Budapest, ground floor

Applications for the WORTH workshop and/or a personal consultation are welcome until 25 June, with the subject being named, to mfti@hipo.gov.hu.

FULL PROGRAMME:

facebook.com/budapestdesignweek
facebook.com/magyarformatervezesidij
mft.org.hu

The organizer reserves the right to make changes to the programme.
Photographs may be taken and video recordings may be made at the events.