

WHAT DESIGN CAN DO!

NEW IDEAS FOR A BETTER WORLD

Press release

What Design Can Do on 23 and 24 May to focus on climate change

Conference bigger than ever, with top international speakers

Amsterdam, 6 April 2017 – **WDCD Live Amsterdam takes place this year on 23 and 24 May at the Muziekgebouw aan 't IJ in Amsterdam. Highlighting the social impact of design, the annual conference this year is entirely devoted to the most pressing problem of our age: climate change. Prominent speakers and experts from all design disciplines will join the audience in exploring the role that design can play.**

WDCD Live Amsterdam will be bigger and more dynamic than ever this year, with a strong line-up of speakers from the Netherlands and abroad, including Canadian designer Bruce Mau, IKEA head designer Marcus Engman, former mayor of Mexico City Marcelo Ebrard, Pentagram partner Harry Pearce and Brazilian master chef Rodrigo Oliveira. Visitors will take part in a range of challenging workshops and interact with experts.

Richard van der Laken, co-founder and creative director of WDCD: 'Climate change is a huge and extremely important subject that needs to be addressed by the creative community. Such a subject runs the risk of sinking under its own weight, but the creative profession will make sure that doesn't happen at WDCD. Designers are born optimists, and we'll approach this subject with a positive attitude. Instead of resigning ourselves to the situation, we will embrace the challenge with all the creative energy and inventiveness we can generate.'

For more information about WDCD, the programme, the full list of speakers and all activation sessions, go to www.whatdesigncando.com/amsterdam-2017/.

WDCD Climate Action Challenge

Introduced by WDCD in 2016, the design challenge will focus on climate change all this year and next year. The so-called *Climate Action Challenge* will launch on the first day of the event. After the successful WDCD Refugee Challenge (631 entries from 70 countries, 5 finalists), this new challenge calls for innovative design ideas that really can tackle climate change.

Global partners that are backing What Design Can Do include IKEA Foundation, Autodesk Foundation and Arjowiggins/ Antalis.

Participants have until 21 July to submit their ideas and designs in three categories: student, professional and start-up. The winners will be announced in October during Dutch Design Week in Eindhoven.

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Note for editors:

For press accreditation or more information, please contact Florence Vollebregt at press@whatdesigncando.com.

Some speakers at WDCD Live Amsterdam:

Bruce Mau, Canadian designer and eco-design pioneer. Founder with his wife Bisi Williams of the Massive Change Network, and co-author (with Rem Koolhaas) of the influential book *S,M,L,XL*.

Marcus Engman, head of design at IKEA, whose mission is to 'bring surprise back' to the furniture giant. That's why IKEA increasingly invites guest designers of renown, among them Ilse Crawford, Pinar&Viola and Piet Hein Eek.

Marcelo Ebrard, former mayor of Mexico City, a huge metropolis that he made more pleasant to live in, safer, cleaner and environmentally friendlier with a dynamic programme. Proclaimed the best city mayor in the world in 2010.

Alice Rawsthorn, leading design journalist and contributor to *The New York Times* and *Frieze*, reports on developments in design in clear language. Former director of the Design Museum in London.

Harry Pearce, celebrated British designer, partner in the leading office Pentagram and board member of WITNESS, the organization set up by pop star Peter Gabriel to give people in countries that are not free the tools to expose human rights abuse.

Rodrigo Oliveira, Brazilian master chef from gourmet restaurant Mocotó in São Paulo, whose motto is that gastronomy should be inclusive, not exclusive. The dishes at Mocotó are priced to suit everybody's pocket and inspired by the humble cooking of northern Brazil.

Marko Brajovic, Croatian architect based in São Paulo whose multidisciplinary Atelier Marko Brajovic focuses on biomimicry: organic design with bamboo.

Practical information:

WDCD Live Amsterdam

Muziekgebouw aan 't IJ

Piet Heinkade 1

1019 BR Amsterdam

[Website](#)

[Facebook](#)

[Tickets](#)