



e-text+textiles piedāvā:



# From Idea to Marketable Design Dutch Design Power!

## PROGRAMME OF THE SEMINAR

Date: Tuesday, 29th of April 2008

Venue: e-text+textiles

Moderator: Zane Berzina  
Creative Director, e-text+textiles, Riga (Latvia) and  
Research Fellow at CHRRCT, Goldsmiths College, University of London (UK)

10.15 – 11.00 Registration and coffee

11.00 – 11.05 Welcome note by the organizer  
Iliana Veinberga (Latvia)  
Project manager Dutch Design Days 08  
e-text+textiles

11.05 – 11.10 Opening note  
Robert Schuddeboom (The Netherlands)  
Ambassador  
Embassy of the Kingdom of the Netherlands in Latvia

11.10 – 11.40 Introduction  
Speaker to be confirmed

11.40 – 12.20 Moving Forwards with Dutch Design:  
Brand Innovation Presentation  
Mara Skujeniece (Latvia/The Netherlands)  
Designer and Founder of Studio Skujeniece  
Studio Skujeniece  
Danielle Oosterbeek (The Netherlands)  
Design Marketing Specialist  
did - dutch interior design and  
dad - dutch agent in design (The Netherlands)

12.20 – 12.45 Design as a Brand's Success Factor  
Zane Rugina (Latvia)  
MADARA Brand & Marketing Director

12.45 – 13.35 Lunch (at the e-text+textiles premises)



13.35 – 14.15 The Economic and Strategic Value of Design  
Monique Mulder (The Netherlands)  
Founder and Creative Director Mattmo  
Paul van Ravestein (The Netherlands)  
Art Director, Mattmo  
Both are also Creative Directors of BIS Publishers

14.15 – 14.40 Art as the Intellectual Dimension of Design  
Ivo Strante (Latvia)  
Director Product Development, Znak

14.40 – 15.20 Idea Driven Value in Visual Branding  
Christof Zürn (The Netherlands)  
Creative Director Interactive  
Studio Dumber

15.20 – 15.35 Break (tea & coffee)

15.35 – 16.15 Thinking Outside the Box: Creating Communication Value by Design  
Harry Puts (The Netherlands)  
Co-Founder and creative partner ONLY  
ONLY

16.15 – 16.55 Skin  
Lucy McRae (The Netherlands)  
Body Architect, Design Researcher  
Philips Design

16.55 – 17.30 Panel Discussion  
All presenters of the seminar

17.30 End

For more information and registration for the seminar please visit [www.e-text-textiles.lv](http://www.e-text-textiles.lv)

- Seminar language is English.
- Please note that there may be some changes to the seminar programme.