

# BEDA50 YEARS

Promoting the value of design and innovation to the European economy

**For immediate release**

## BEDA Insight Forum highlights new policy areas for design's contribution to a successful Europe

**Over 70 experts from 20 member states contribute to next generation design policy at the European level.**



Photographs: Michael Thomson

Fabrizio Pierandrei. Italian Association of Industrial Design (ADI) presents to the Insight Forum

Last week, at the ADAM Brussels Design Museum, Belgium, over 70 experts attended BEDA's 50<sup>th</sup> Anniversary Insight Forum '**Europe Future**'.

With presentations by national design organisations from eight Member States, experts benefited from valuable insights on current design programmes and plans for prospective activities to promote and support design at the national level in different countries.

The experts brought these insights to the design policy workshop based upon the key actions for a smart, innovative and sustainable industry as outlined in the European Commission's renewed EU Industrial Policy Strategy. In this way, the outputs of the Insight Forum will support BEDA's on-going work in highlighting and activating design's contribution to a successful Europe.



Twelve groups worked on the themes of the EU's renewed Industrial Policy Strategy



One of the twelve presenters – Karen Hennessy, Design & Crafts Council of Ireland

Commenting on the Insight Forum, BEDA President **Päivi Tahkokallio** says,

*“The BEDA Insight Forum is an important platform for BEDA members and non-members alike. With access to design policy experts from across Europe, our focus has been design’s contribution to tackling the huge horizontal challenges facing Europe today. Our experts generated new policy directions for BEDA to integrate into its on-going development work on next generation design policy actions for Europe.”*

Design policy workshop facilitator and BEDA Board Member **Anna Whicher** of PDR Cardiff Metropolitan University, says,

*“This is the fourth BEDA Insight Forum that has targeted design in policy. At a time when the Commission is renewing its industrial policy, design’s contribution to a successful Europe is a central part of our work.”*

**For further information, please contact:**

**Päivi Tahkokallio**  
President  
BEDA  
paivi@tahkokallio.fi  
+358 50 324 3517

**Michael Thomson**  
Managing Director  
BEDA  
michael@beda.org  
+44 7715 004405

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**Notes to Editors:**

1. For more information please contact Päivi Tahkokallio, President at paivi@tahkokallio.fi. Telephone +358 50 324 3517, or Michael Thomson, MD, at michael@beda.org Telephone +44 7715 00 44 0
2. BEDA’s vision is for design to be embraced across Europe as a driver of sustainable growth and prosperity. Celebrating its 50th anniversary, BEDA’s 49 members from 25 member states comprise design promotion centres and professional and trade associations for designers and

design businesses practicing in design disciplines ranging from industrial, product and service design to digital design and branding. BEDA is a not-for-profit association funded principally through its membership subscription. It is governed by its members via the General Assembly which elects a Board of Directors, a President and Vice President every two years. In 2019 it contracted its first consulting Managing Director.

3. 'Investing in a smart, innovative and sustainable Industry - A renewed EU Industrial Policy Strategy' can be downloaded at <https://ec.europa.eu/docsroom/documents/25384/>

4. PDR International Centre for Design & Research (PDR) is online at <https://www.cardiffmet.ac.uk/pdr/Pages/default.aspx>

5. Presentations were given by the following BEDA Members:

**Karen Hennessy**

Design & Crafts Council of Ireland

<https://www.dccoi.ie/>

**Kike Correcher**

Red Española de Asociaciones de Diseño

<http://www.designread.es/>

**Severin Filek**

Managing Director, designaustria

<http://www.designaustria.at/>

**Isabelle Vérilhac**

Cité du Design, St. Etienne

<https://www.citedudesign.com/fr/home/>

**Sian Whyte**

Head of Research & Insight, Design Council

<https://www.designcouncil.org.uk/>

**Fabrizio Pierandrei**

Italian Association of Industrial Design

<http://www.adi-design.org/homepage.html>

**Michal Stefanowski**

Association of Industrial Designers in Poland

<http://spfp.org.pl/>

**Ilona Gurjanova**

Estonian Association of Designers

<http://www.edl.ee/>

**Christina Melander \***

Programme Director, Danish Design Centre

<https://danskdesigncenter.dk/>

\* Unable to attend due to Air Traffic Control strike

6. The **ADAM Brussels Design Museum** is online at <http://adamuseum.be/en/>

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