

JAPANESE-GERMAN CENTER BERLIN [JDZB],
THE JAPAN FOUNDATION
VITRA DESIGN STIFTUNG

TENTATIVE PROGRAM

for the conference on

**New Regionalism in Industrial Design
from Japan and Europe**

Saturday, May 22, 2010

at the Vitra Design Museum
Weil am Rhein

AZ: P1341@Pg.doc

Languages: English and Japanese with simultaneous interpretation

Saturday, May 22

10.00 h *Registration*

10.15 h **Opening**

SHIMIZU Yoichi (Japanese-German Center Berlin)
UEDA Koji (The Japan Foundation)
Alexander von VEGESACK (Director Vitra Design Museum)

10.30-10.55 **Key-note: Regional Rejuvenation of Industrial Design in Japan**

KASHIWAGI Hiroshi (Musashino Art University)

11.00-11.25 **Key-note: Industrial Design and Craftsmanship in Europe/Germany**

Jacqueline OTTEN (Zurich University of the Arts)

12.00 h *Lunch break*

13.15-13.30 **Insight: AZUMI Tomoko**

(t.n.a. design studio, London)

13.35-13.50 **Insight: James IRVINE**

(James Irvine Srl, Milan)

13.55-14.10 **Insight: KOIZUMI Makoto**

(Koizumi Studio)

14.15-14.30 **Insight: Fritz FRENKLER**

(f/p design GmbH, Munich / Technical University Munich)

14.35-14.55 **Insight: SATOH Taku**

(Taku Satoh Design Office Inc.)

14.55-15.15 *Coffee break*

15.15-16.15 **Discussion**

Moderation: NN (Vitra Design Museum)

16.15 *End of Conference*