

**WORLD DESIGN**  
**CAPITAL VALENCIA**  
**2022 →**  
**3rd + 4th of November**



# Welcome to Valencia

## Useful Information

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Welcome to World Design Capital Valencia 2022.

We welcome you and hope you enjoy your stay and the agenda we have prepared for you.

Your hotel is in the old part of the city and very easy to discover by foot. We encourage you to have a look at our Design Map in this particular area, there is loads to visit and discover -> [DESIGN MAP](#)

Valencia is a sustainable destination thanks to its excellent public transport network, which connects all neighborhoods and major tourist areas. Although the city's size allows you to get almost everywhere on foot or bike, for longer journeys, we recommend the underground, tram or bus.

Please note that in public transport you are required to wear a sanitary mask.

If you'd rather hop on a bike, Valencia will be a paradise for you. There are over 150 kilometres of bike lanes throughout the city. Additionally, you can ride along the old course of the River Turia, which has been converted into a bike-friendly garden running through the entire city centre. The city's terrain is flat, ideal for pedaling, and motor vehicles are limited to a maximum speed of 30 kilometres per hour.

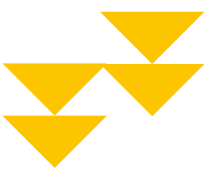
Make your visit more sustainable.

Valencia is an increasingly accessible, intelligent, and sustainable city. Committed to the Sustainable Development Goals, it is a pioneer in the world in measuring and certifying the carbon footprint of its tourist activity in search of actions to reduce and offset it.

Speaking of sustainability, you will find that the attendee gift bags at the Design Policy Conference contain a plastic bottle of water. The mineral water is from a local company with an ecolosophy and who are specialists in eco design. All bottles are 100% recyclable and will be returned to our local plastic recycling branch, please deposit them in the foreseen containers at the Conference venue. More info [here](#).

For any questions about your flight schedules or accommodation you can call or message Daniela: +34 672 05 55 48

For any questions about directions and schedule, please consult this document or call one of your organizers contact with whom you were in touch during your preparation period.



# Design Policy Conference

Thursday 3/11/2022

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Palacio de Congresos de Valencia

**Address:** Avinguda de les Corts Valencianes, 60

09:00 – 10:00 - Reception

10:00 – 10:30 - Opening

Speakers: Joan Ribó, Mayor of Valencia; Marisa Gallén, President Valencia Association World Design Capital 2022; David Kusuma, WDO; Ximo Puig, President of the Generalitat; Miguel Iceta, Minister of Culture and Sports

10:30 – 10:40 - Opening lecture by Carlos Moreno

10:40 – 11:15 - Coffee break

11:15 – 13:00 - Panel discussion I: Design Action Plans

Speaker: Anna Whicher

Case presentations by Design Council (UK), DesignAustria (Austria), La Multilateral del Diseño (Spain) and DesignScapes.

13:00 – 15:00 - Lunch

15:00 – 16:00 - Panel discussion II: Changing cities by design

Speakers: Hanna Harris and Gisele Raulik Murphy

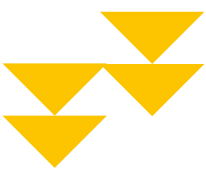
16:00 – 17:00 - Panel discussion III: Rethinking design for social change

Speakers: Ezio Manzini and Brigitte Borja de Mozota

17:00 – 17:30 - Coffee break

17:30 – 18:30 - Panel discussion IV: Design education

Speakers: René Spitz and Agnes Willenborg



# Convocation Ceremony.

**Thursday 3/11/2022**

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Palau de la Exposición

**Address:** Carrer de Galícia, 3

19:30 - 20:00 - Reception and registration

20:00 - 21:10 - Speeches

Mayor of Valencia, Mr. Joan Ribó

President Mr. David Kusuma

World Design Capital Valencia 2022, President Ms. Marisa Gallén

Review of World Design Capital 2022

World Design Capital Valencia 2022 CEO Xavi Calvo

WDO President Sr. David Kusuma

Introduction to the San Diego - Tijuana region

WDC2024 CEO Carlos de la Mora

Mr. Raul Campillo, City of San Diego

Ms. Montserrat Caballero, Mayor of Tijuana

Hand-over of World Design Capital 2024

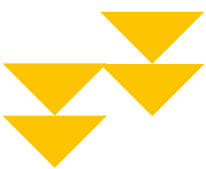
WDO Presidente Sr. David Kusuma

Official Photo

Closing

Xavi Calvo, CEO de WDC2022

Walk over to cocktail dinner reception Palau Alameda



# Convocation Ceremony.

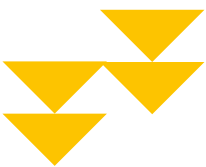
Palau Alameda

**Address:** Carrer de Muñoz Seca, 2

21:15 - Toast David Kusuma

21:15 - 22:00 - Cocktail Dinner Reception

22:00 - Open Doors for after party



# Cities meeting

Ayuntamiento de Valencia (Address: Plaza del Ayuntamiento, 1)

Friday 04/11/2022

## Summary

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The “World Design Cities Meeting” is a forum for political representatives with the authority to decide on design policies including, among others, the mayors of World Design Capital appointed cities.

Directed by the World Design Organization, this event offers an opportunity to exchange ideas and highlight those policies and initiatives implemented by city councils that seek to change life in cities. Furthermore, it is an opportunity to generate synergies and cooperation between all the World Design Capitals.

## Attendees

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### Hosts

Mr. Joan Ribo: Mayor, City of Valencia, World Design Capital Valencia 2022  
Mr. David Kusuma: President, World Design Organization

### Meeting moderator

Mr. Bertrand Derome: Managing Director, World Design Organization

### City representatives

Ms. Elena Dellapiana: President, Urban Lab - WDC Torino 2008  
Ms. Sara Fortunati: Director, Circolo del Design - WDC Torino 2008  
Ms. Hanna Harris: Chief Design Officer, City of Helsinki - WDC Helsinki 2012  
Mr. Chi-Yi Chang: President, Taiwan Design Research Institute - WDC Taipei 2016  
Mr. Raul Campillo: Council Member, City of San Diego - WDC San Diego Tijuana 2024  
Ms. Monterrat Caballero: Mayor, City of Tijuana - WDC San Diego Tijuana 2024

### Presenters

Mr. Xavi Calvo: CEO World Design Capital Valencia 2022  
Prof. Shyhnan Liou: Vice President of R&D, Taiwan Design Research Institute

### Observers

Ms. Maria Lapiedra: Communication Director - WDC 2022  
Mr. Carlos de la Mora: CEO World Design Capital San Diego Tijuana 2024  
Ms. Mai Nguyen: Chair of Board of Directors - World Design Capital San Diego Tijuana 2024  
Ms. Andrea Springer: Programmes & Communications Director, World Design Organization  
Mr. Miguel Angel Torres, City of Tijuana  
Mr. Jonathon Glus City of San Diego  
Ms. Justine Murray , City of San Diego

Fotos: Mr. Agustin Reyes

# Cities meeting

Ayuntamiento de Valencia (Plaza del Ayuntamiento, 1)

Friday 04/11/2022

## 11:00-11:30

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Pick up at the main entrance of the Town Hall, meeting the Chimenea Room.

Welcome Mayor of Valencia, Mayor Mr. Joan Ribó

Reception and press photo in the hall and on the balcony

Crystal room and town hall balcony

Official photos

## 11:40-13:45

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Meeting

Welcome and introductions

Opening Remarks World Design Capital Valencia 2022 Host City

Mayor of Valencia, Mr. Joan Ribó

Opening words World Design Capital Valencia 2022 - Xavi Calvo

WDO Opening Words - David Kusuma, Presidente World Design Organization

Overview meeting agenda + itinerary

Presentations of the cities on projects

city transformers

1. WDC Torino 2008

Elena Dellapiana - International Affairs - President Urban Lab

Sara Fortunati - Director Circolo del Design

2. WDC Helsinki 2012- Hanna Harris

3. WDC Taipei 2016 - Chi-Yi Chang

4. WDC Valencia 2022 - Mayor Joan Ribo / Xavi Calvo

5. WDC San Diego - Tijuana 2024 - City of San Diego, Raul Campillo

6. WDC San Diego - Tijuana 2024 - Mayor of Tijuana, Montserrat Caballero

Global Design Index - Conclusions

Conclusions and acknowledgments WDO

Conclusions and thanks World Design Capital Valencia 2022 host city

## 13:45-15:30

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Walk over to Ateneo Mercantil and lunch

## 15:30-17:00

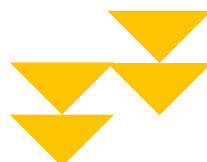
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Presentation Agora Pavillion

Mini Bus To See The Marina

Miramar Tower

CCCC - Jaime Hayon Exhibition



# WORLD DESIGN CAPITAL

## Network of cities meeting (in alphabetical order)



### Montserrat Caballero

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Montserrat Caballero, mayor of Tijuana. Montserrat Caballero Ramírez (Oaxaca, Oaxaca, 29 June 1982), arrived in Tijuana as a child, accompanied by her mother and siblings.

She graduated with a law degree from the Center for Technical and Higher Education (Cetys) Campus Tijuana, going on to work in the Attorney General's Office of the State of Baja California (PGJE) in the field of criminalistics.

Caballero Ramírez also worked in the intentional homicide unit as an assistant to the public ministry, where she developed an expertise in criminalistics, graphoscopy and studied latent causes of suicide.

She carried out her professional practices in the First Family Court. She went on to represent District XIII as a deputy in the State Congress, where she headed the Political Coordination Board of the XXIII Legislature for four consecutive terms.

An adopted daughter of Tijuana, Caballero Ramírez continues to make space for all voices to be heard. In October 2021, she was elected as municipal president of the 24th City Council of Tijuana, where she advocates for gender equality, plurality and inclusion.



### Xavi Calvo

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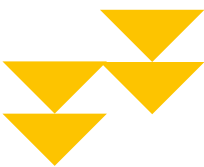
Xavi Calvo is a graphic designer, consultant and lecturer in design. Technical Engineer in Industrial Design and Postgraduate in Graphic Design.

Associate member and former vice-president of the ADCV (Valencian Designers Association) and of the Advertising Communication Companies' Association of the Region of Valencia (ComunitAD).

Teacher at the Master's Degree in Design and Graphic Communication of the CEU Cardenal Herrera University (Valencia), he is a regular guest speaker on design and jury in contests and national awards on design.

He collaborates with leading general and specialized newspapers and magazines critically reflecting on design.

Co-founder and partner of Estudio Menta, a design studio specialized in branding and visual communication, since 2018 he has been Strategic Co-director of Valencia's bid to become World Design Capital and currently he is CEO of World Design Capital Valencia 2022, Executive director of the Design Foundation of the Region of Valencia and Liaison Officer for Valencian Design Council.



# WORLD DESIGN CAPITAL

## Network of cities meeting



Raul Armando Campillo

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Raul Armando Campillo, a native San Diegan, was elected to the San Diego City Council, representing the Seventh District, on 3 November 2020. He is currently Chair of the City's Economic Development and Intergovernmental Relations Committee. Campillo is also appointed to various key committees and agencies across the San Diego Region on transportation and the environment.

Campillo's family originally hails from the nearby border cities of Calexico and Mexicali, where he spent time with family on both sides of the border. He attended Harvard University where he earned his degree in Government, followed by his degree in law from Harvard Law School. After joining the international law firm O'Melveny & Myers, Campillo practiced complex litigation and conducting white collar criminal investigations, before returning to public service with the San Diego City Attorney's Office.

Campillo believes that the City must provide a strong economic environment for families to be able to afford living in San Diego, to provide their children with opportunities, and to build social cohesion across diverse communities. A key component of a strong economy is a robust arts and culture sector, as well as transportation infrastructure that facilitates a safe and healthy community.



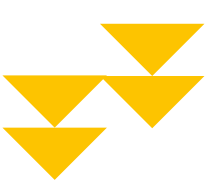
Chi-Yi Chang

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Chi-Yi CHANG is the current President at Taiwan Design Research Institute, Board Member of the World Design Organization, Professor at the Graduate Institute of Architecture at the National Chiao Tung University and Vice Chairman at Xue Xue Foundation.

He was also previously the Chairman of Taiwan Design Center and Deputy Governor of Taitung County Government. Previously Vice President for General Affairs in National Chiao Tung University, the Director of the Graduate Institute of Architecture in National Chiao Tung University and the Director of A+@ Architecture Studio.

He has published several books including Contemporary Architecture: the Concept of Aesthetic, European Charm: New Architecture, and Contemporary Architecture of North American in Focus. He received his Master in design studies (MDes) from Harvard Design School in 1994 and his Master of Architecture (M.Arch.) from Ohio State University in 1992.



# WORLD DESIGN CAPITAL

## Network of cities meeting



Elena Dellapiana

Architect, PhD, is Full Professor of Architecture and Design History in the Department of Architecture & Design at the Politecnico di Torino (Italy).

She is a scholar of architecture, town and design history of the nineteenth and twentieth century. She is one of the authors of *Storia dell'architettura italiana: L'Ottocento*, ed. A. Restucci (Milan: Electa, 2005); *Made in Italy. Rethinking a Century of Italian Design* eds. K. Fallan and G. Lees Maffey (Bloomsbury: 2013). Among her publications: *Il design della ceramica in Italia 1850-2000* (Milan: Electa, 2010), *Il design degli architetti italiani 1920-2000*, with F. Bulegato (Milan: Electa, 2014), *Una storia dell'architettura contemporanea*, with G. Montanari (Torino: Utet, 2015-2020).

She recently edited *Museographie. Musei in Europa negli anni tra le due guerre*, with M.B. Failla and F. Varallo (Sagep: Genova 2020) and *Bruno Zevi. History, Criticism and Architecture after WWI*, with M. Cassani Simonetti (Franco Angeli: Milano 2021; her last book is *Il Design e l'invenzione del Made in Italy*, (Einaudi: Torino 2022).

She is the president of "Torino Urban Lab", an agency commissioned by the city of Turin and the Fondazione Compagnia di San Paolo to communicate the processes of urban transformation in the metropolitan area.

She is the founder and coordinator of the "Centro Studi sulla storia del design in Piemonte" and director (with Giampiero Bosoni and Jeffrey Schnapp) of the magazine "AIS/Design Journal", focused on design History and organ of the Italian Design Historians Association (AIS/Design)

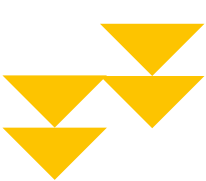


Bertrand Derome

Bertrand is a not-for-profit organization manager and sustainable design advisor with more than 20 years' experience.

He is a confirmed lecturer who eagerly advocates for design's social, environmental and economic impacts, for the betterment of the world. After graduating from the School of Design at Université de Montréal, he practiced design in a studio, as well as in a manufacturing company.

He joined the Institute for Product Development as the Sustainable Design Advisor and became the general manager of the Institute in 2012, where he developed private and public partnerships, both locally and internationally, helping organizations improve their innovation practices. He has also served as President of the Quebec Association of Industrial Designers (ADIQ) in Montreal (Canada) and participates as an advisor on many public and sectoral committees and juries.



# WORLD DESIGN CAPITAL

## Network of cities meeting



### Sara Fortunati

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Sara has been Director of the “Circolo del Design” in Torino since 2019. CdD is a cultural production center committed to the investigation and promotion of contemporary design. Circolo del Design acts through a program of cultural and educational activities, to consolidate the design system and to foster connections between designers, companies, the world go culture, public administration and institutions.

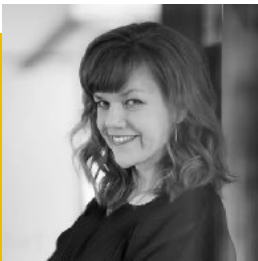
In 2021 she became vice president of the Board of Directors of MAUTO, the National Car Museum of Torino.

She has been teaching since 2018 “Sociology of communication” at IED - Europe Institute of Design - Torino.

From 2011 to 2017 she founded and co-directed “Operae. Independent Design Fair”. Operae was the first Italian fair investigating independent and collectible design, it was held in Turin where they put on display research work of designers from all over Europe.

From 2007 to 2009 Sara was the communication manager of the Turin 2008 World Design Capital Committee, taking actively part to the process of design and realization that brought to a whole year of design initiatives in the city.

In 2006 she obtained the master’s degree with 110 cum laude in Culture and Languages Communication at the Faculty of Letters and Philosophy of the University of Milan.



### Hanna Harris

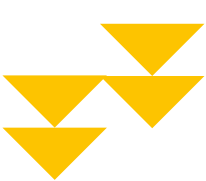
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Hanna started as Helsinki’s second Chief Design Officer in 2020. Her task is to lead Helsinki’s pioneering work in using design to build the city’s future. Prior to this, she was Director of Archinfo Finland (2016-2020), the national promotion and collaboration platform for architecture.

She was Commissioner of the critically acclaimed 2018 Mind-Building exhibition at the Finnish pavilion at the 16th International Architecture Exhibition of La Biennale di Venezia.

Previously she was Programme Director at Helsinki Design Week and at The Finnish Institute in London.

She has also worked as an urban researcher at the University of Helsinki and Aalto University and abroad at the universities of Cambridge, Westminster and Milano-Bicocca.



# WORLD DESIGN CAPITAL

## Network of cities meeting



David Kusuma

David Kusuma is President of the World Design Organization (WDO) for the 2022-2023 term. He is also Senior Vice President at Oregon Tool Inc., a leading global company which designs and develops products for forestry, lawn & garden, farming, agriculture, and construction.

Previously David was Global Vice President of R&D and Product Development at Tupperware Brands Corporation. His team created game-changing product solutions, leading to the development of 150 to 200 new products every year and launched in over 100 countries around the world. He was also responsible for developing the PONDS plant growing system in collaboration with NASA, designed by Tupperware to simplify growing vegetables in microgravity, and now being used onboard the International Space Station (ISS).

David Kusuma also worked for General Electric and Bayer Material Science. He is recognized as a Fellow of the Industrial Designers Society of America (IDSA), and a Fellow of the Society of Plastics Engineers (SPE).



Shyhnan Liou

Prof. Liou was a professor and chair of Institute of Creative Industries Design (ICID) from National Cheng Kung University (NCKU), he is now the Vice President and Head of Research & Development of Taiwan Design Research Institute. His research areas are mainly on design thinking in social innovation, dynamic of mutual influences between culture and creativity, team and organization innovation in both R&D institutes and creative industries, and transdisciplinary collaboration in integrative research.

Recently, Prof. Liou has been committed to assisting government's technology R&D institutes (such as ITRI, III, MIDRC, NBRP) on foresight technology development and organizational design. Prof. Liou helps not only to create Orange Technology to promote human-oriented technology, but also assist national ministries such as the MOEA, MOC, MOE, and MOST in the review of projects and development. Furthermore, Prof. Liou has been cooperating with MOHW to promote the system of designing smart and healthy cities and participating in the promotion of national social innovation.

As for international cooperation, Prof. Liou has long-term cooperation with Germany, USA and Hong Kong in senior society and technology design, and has established the Center of Positive Social Science (CPOSS) with CUHK to promote the integration of technology, society and happiness.



Joan Ribó

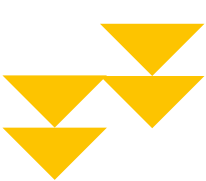
Joan Ribó Canut is the Mayor of Valencia since 2015.

Born in Manresa (province of Barcelona) on September 17, 1947, he studied agricultural engineering at the Polytechnic University of Valencia.

He also worked as a professor for six years in Organic Chemistry at the E.T.S. of Agricultural and Industrial Engineers and for twenty-four years in Chemistry in secondary education.

He was the autonomous deputy in the Corts Valencianes from 1995 to 2007.

Mayor Joan Ribó is also the Councillor of the Valencia City Council since 2011.



**WDO** WORLD  
DESIGN ORGANIZATION



[www.wdcvalencia2022.com](http://www.wdcvalencia2022.com)

