• Founded in 1957, the International Council of Societies of Industrial Design is the world organisation committed to the advancement of industrial design

• Icsid leads the WDC Project in a major step for the global design community
About the WDC project

• while there are many awards that recognise individual accomplishments in design, the World Design Capital designation is unique as it aims to focus on the broader essence of design’s impact on urban spaces, economies and citizens

• this designation provides a distinctive opportunity for cities to feature their accomplishments in attracting and promoting innovative design and highlight their successes in urban revitalisation strategies

• the WDC project seeks to maximise opportunities arising from multidisciplinary design collaboration

• it is a year of events from exhibitions, conferences, ceremonies and gala celebrations starting with a public event on New Year’s Eve.
WDC VISION STATEMENT

“to honour a city that has used design from a social, cultural and economical perspective to reinvent the city”
What Does the Vision Really Mean?

• the WDC is a means to inspire cities to take stock of any successful initiatives that have specifically used design as the leading factor to:
  − revitalise business districts
  − gentrify impoverished neighborhoods
  − create cleaner, safer, more attractive communities
GOALS AND OBJECTIVES

• award a global designation that recognises effective use of design and a commitment for future development
• encourage designated cities to invest in design-related events for a period of one year
• engage cities to collaborate with Icsid to develop a city promotion initiative celebrating the merits of design
• share best practices and act as a platform to encourage other cities to do the same
• attract design-minded individuals and experts from a diverse cross-section of industries
DESIGN CITY VS. DESIGN CAPITAL

- a Design City is a status designator. It reflects the reputation of the city whether it has earned the status or not. The global reputation and perception is believed due to the city’s “design actions”

- a World Design Capital is not a status designator, rather a state of being. It is defined by the commitment that a city has made to use design to reinvent itself. Sustainable results or a commitment to develop the city are visible and a changing attitude is detectable

© Icsid
BENEFITS AND OPPORTUNITIES

- gain visibility as a centre for creativity and innovation
- attract investment and creative people
- strengthen knowledge-based economic development
- improve the quality of life in the city
- position the city as a leading center of design
- build global image as a must-see travel destination
- take part in an international network of design
- foster citizen pride in their city’s accomplishments
How Can Tourism/Destination Professionals Collaborate?

- cities work closely with tourism/destination teams to develop the WDC bid
- tourism/destination professionals have the opportunity to initiate bids by introducing the initiative within their city
- a year long celebration must hold a string of events that create local and international partnerships attracting visitors from all parts of the country, region and world
- the financial melt-down and the recession around the world accelerated economic issues yet it also created new opportunities for the tourism industry to collaborate with governments. The WDC is one such opportunity
INTERESTED CITIES - 2010
expressions of interest received from 20 cities for the 2010 designation

- Alfragide, Portugal
- Auckland, New Zealand
- Berlin, Germany
- Bogotá, Colombia
- Brighton, United Kingdom
- Chicago, United States
- Dubai, United Arab Emirates
- Frankfurt, Germany
- Glasgow, Scotland
- Hang Zhou, China

- Lisboa, Portugal
- Malaga, Spain
- Melbourne, Australia
- Montreal, Canada
- Paris, France
- Seoul, South Korea
- Singapore, Singapore
- Toronto, Canada
- Xinzhi, China
- Yuseong, South Korea
**INTERESTED CITIES - 2012**

at the close of the application period on 31 March 2009, 46 cities showed interest in the project and downloaded the application for the 2012 designation.

<table>
<thead>
<tr>
<th>Almeirim, Portugal</th>
<th>Helsinki, Finland</th>
<th>Queretaro, Mexico</th>
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<td>Auckland, New Zealand</td>
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<td>Riga, Latvia</td>
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<td>Beijing, P.R.China</td>
<td>Istanbul, Turkey</td>
<td>Rio de Janeiro, Brazil</td>
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<td>Johannesburg, South Africa</td>
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<td>Braga, Portugal</td>
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<td>Brussels, Belgium</td>
<td>Lisboa, Portugal</td>
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<td>Cape Town, South Africa</td>
<td>Londrina, Brazil</td>
<td>Savannah, Uganda</td>
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<td>Curitiba, Brazil</td>
<td>Loscoe, United Kingdom</td>
<td>Singapore, Singapore*</td>
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<td>Dhaka, Bangladesh</td>
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<td>Hangzhou, China</td>
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<td>Puerto Ordaz, Venezuela</td>
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* Indicates cities that also downloaded the WDC application for the 2010 designation.
WDC CRITERIA

A city must specify how it intends to:

- highlight the importance of design in collaboration with Icsid
- express the specific relevance of design for the quality of life in the city
- ensure the mobilisation and participation of large sections of the population
- promote the dialogue between the design community and other groups of the society
- meet the international standards set by Icsid and build these into the WDC programme
Torino, Italy was selected for the pilot project. A true success story, it has been synonymous with industry but has since adopted an aggressive transformation strategy at renovating the city and is a shining example of what can be accomplished harnessing the power of design.

www.torinoworlddesigncapital.it
WDC TORINO 2008 in numbers

Final number of events in WDC calendar: 340 events in 365 days

- Exhibitions: 137
- Events: 50
- Conferences: 41
- Presentations: 33
- Workshops: 24
- Contests: 20
- Lectures: 22
- Congresses: 10
- Fairs: 3
• Remarkable also was the coverage by the media, with 3,250 articles in the national and international press for the period 2007/2008.
Seoul's vision for 2010 is to share the dream of the U-Design City of tomorrow:

- a sustainable city that is comfortable to live in and has a design industry and activities that are advanced in aesthetic, functional, environmental and social aspects (Universal)
- a city of the future that allows for a seamless flow of communication to reach anybody, anywhere and anytime (Ubiquitous)
- an attractive city that has a distinctive identity based on design assets (Unique)
- a city that is created based on the participation of each citizen and their creativity (by U)
announced during the closing ceremony of the Icsid World Design Congress in Singapore, Helsinki will move on to be the third city to hold the biennial designation in 2012

for the City of Helsinki, design has for decades been a pivotal enabler to building an open city

tying design to innovation has enabled desirable solutions that have addressed the needs of its inhabitants

www.wdc2012helsinki.fi
DESIGNATION PROCESS

The project cycle relating to the WDC designation is defined below:

- application submissions
- evaluation of applications
- city visits
- WDC Selection Committee deliberations
- announcement of designated city
Key dates 2010/2011

- October 2010: call for applications for WDC 2014 designation launched
- March 2011: close of bid process
- April – May: initial review and scoring of applications
- July: selection of shortlisted cities
- August: shortlisted city visits
- September: final selection by the selection committee
- October: announcement at IDA Congress in Taiwan
LOOKING TO THE FUTURE

- through the WDC project, Icsid aims to foster a global movement of design-oriented cities
- as the World Design Capital project grows, designated cities will be part of a worldwide network of cities who will collaborate and learn from each other’s experiences
- the World Design Capital project is an opportunity to develop a cluster of design effective cities
Thank you!
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www.worlddesigncapital.com