



## reform 08 futureproofing design practice

**Sustainability** is a topical subject in contemporary society, so often however the rhetoric is overwhelming and knowing how to integrate it into our professional lives appears difficult. The one –day ReForm 2008 Conference on **Tuesday ,November 4<sup>th</sup>** (run as part of Design Week Ireland 2008) offers designers (both professional and student) and those working in the design realm, the opportunity to explore new concepts and to learn how to implement sustainability principles into their daily practice.

**Lectures** from a variety of experts will be linked with **participatory workshops** where pragmatic tools and skills will be demonstrated. The topics will include Cradle to Cradle thinking for designers and business, Sustainable Product Design Innovation & Sustainable Development for the Cork Docklands.

**Parallel sessions** will be held in both IT Carlow and the Cork IT where the expert speakers will link in **via video conferencing**, this allows us to not only share the knowledge but also to bring experts closer without the negative ecological impact.

The **IT Carlow** venue will focus on ***Sustainable Product Design, Innovation and Product Service Systems***

The **Cork IT** venue will focus on ***Sustainable Architecture/Interior Architecture and the Sustainable Development of the Cork Docklands.***

It is intended that the mix of design disciplines will facilitate cross disciplinary collaboration and give designers and business people the opportunity to look at how sustainability thinking can be a core part of their practice.



## Keynote Speaker (By Video link)

Michael Braungart [www.braungart.com](http://www.braungart.com)



PROF. DR. MICHAEL BRAUNGART has been a professor of Process Engineering at Universität Lüneburg (Germany) since 1994, and he is also serving as director of an interdisciplinary materials flow management masters program. He is the scientific director of EPEA International Umweltforschung GmbH (Hamburg, Germany), which was founded in 1987 and co-founder of McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia. He co-founded the Hamburger Umwelt Insitute (HUI) in 1989, as well. These organizations share a common set of values that embrace intelligent, aesthetic and eco-effective design and seek to optimize products with the Cradle to Cradle framework. Through these activities, Professor Braungart has developed tools to design eco-effective products and business systems and has worked with a number of organizations and companies in a range of industries. He has accepted a visiting professorship at the Darden School of Business, lecturing on such topics as eco-efficiency and eco-effectiveness, Cradle-to-Cradle design and Intelligent Materials Pooling, and he continues to teach at universities all over the world.

### Other keynote speakers Include:

At IT Carlow:

**Tim Allen- Locus Research (New Zealand)**

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

**Ryder Meggitt- Element Zero Six (Scotland)**

[www.elementzerosix.co.uk](http://www.elementzerosix.co.uk)

**Jonathan Crinion- holistic design ecology (UK)**

[www.holisticdesignecology.org](http://www.holisticdesignecology.org)

At Cork IT:

**Brian O'Brien- Solearth Architects**

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

**Jim Harrisson- on Curitiba, Brazil**

**Roddy Hogan -Cork Docklands**

[www.corkdocklands.ie](http://www.corkdocklands.ie)

Cork IT- Orla Flynn [Orla.Flynn@cit.ie](mailto:Orla.Flynn@cit.ie)

IT Carlow-Adam de Eyto [deeytoa@itcarlow.ie](mailto:deeytoa@itcarlow.ie)



**Registration for Reform 08 (Cork)**

Date November 4<sup>th</sup> 2008 - 9.30am-5.00pm

Stack Theatre Cork School of Music.



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Costs: Student €10

Professional: €50

Group: €250 (up to 10 people)

Name/s: \_\_\_\_\_

Address: \_\_\_\_\_

Contact email/s \_\_\_\_\_

Please make a cheque out to: **Cork Design Week**

Postal Address:

Deborah Ni Riain

Richard Rainey Architects

Granary Studios

The Glen, Kinsale,

Or bank transfer to:

Cork Design Week , PTSB

Sort 990703

Ac 11408884

All cheques and transfers must clear by October 31<sup>st</sup>. Cash payment is accepted on the door subject to ticket availability. **Please note numbers are limited!**

**Registration for ReForm 08 (Carlow)**

Date November 4<sup>th</sup> 2008 – 9.30-5.00pm

Institute of Technology Carlow.



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Costs: Student €10

Professional: €50

Company Group: €250 (up to 10 people)

Name/s: \_\_\_\_\_

Address: \_\_\_\_\_

Contact email/s \_\_\_\_\_

Please make a cheque out to: IT Carlow

Postal Address: ReForm 08, c/o Design Dept., IT Carlow, Kilkenny Rd. Carlow

All cheques must clear by October 31<sup>st</sup>. Cash payment is accepted on the door subject to ticket availability.

**Business or College Groups please Note:**

To help the organizers please contact [deeytoa@itcarlow](mailto:deeytoa@itcarlow) to indicate how many you intend to bring.

**Please note numbers are limited!**