

FEEL THE PLANET EARTH'08

CIFIAL DESIGN AWARD

INTERNACIONAL JURY '08



EXPECTATIONS ABOUT FEEL THE PLANET EARTH'08

It is my hope that Feel The Planet Earth '08 will create the impetus for a new dialogue centered around introspection, individual responsibility and sincerity towards who we are as humans. It is from this sincere and truthful understanding of our desire to become better, and to leave a mark on the people and places we touch, that we have build our civilizations and created some of our greatest designs. It is from the truth of who we are, and not from any fashionable and convenient rhetoric, that we can envision better ways of life and give expression to our hopes in the manifestations of design.

CURRICULUM VITAE

Alexander Manu is a strategic innovation practitioner, lecturer, and author. He is Senior Partner and Chief Imaginator at InnoSpa International Partners, a worldwide consulting firm reshaping business thinking by helping large corporations explore and define new competitive spaces through pre competitive innovation. He was the Founder and Executive Director of Research of the Beal Institute for Strategic Creativity, involved in the development of new strategic business competencies and pre-competitive innovation methods that integrate a broad range of skills in the area of Intellectual Property, User Experience and Ideal Experience Mapping. Before Beal, as principal of a development and applied research consultancy he established in 1980 in Toronto, he has been committed to enabling global companies develop policies and strategies that addressed emerging issues through the development of strategic intellectual property and pre-competitive business models for companies as diverse as Motorola, LEGO and Whirlpool; currently Alexander works with NOKIA and LEGO and Whirlpool; currently Alexander works with NOKIA and Unilever, amongst others, in defining and implementing innovation acceleration methods.

Alexander has a unique ability as a conceptual creator; his imaginative frameworks lead to the discovery of new and innovative paths, and the creation of experiences that evoke emotion, insight and understanding. He believes that the exploration of possibility requires magination as a prerequisite for strategic change and innovation. Author of the books: "The Imagination Challenge: Points of Departure for Strategic Creativity and Innovation", "ToolToys: Tools with an Element of Play", and "The Big Idea of Design" Alexander has been involved in an exceptional and sustained activity as an international lecturer, being invited to give over 200 keynote lectures in 23 countries. He is a Professor at the Ontario College of Art and Design and teaches "Innovation, Foresight and Business Design" at the Rotman School of Management in Toronto.

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Feel The Planet Earth '08 has a very high social impact: ecological problems are becoming more and more important. To save energy is a must for all nations around the world. But because it is a Design Competition I am waiting for high tech solutions which are transferred in excellent design solutions. Design is not inventing things but to interpret technologies, to make them understandable for the people and, finally, to deliver new values for the people. Therefore, this competition is a very unique event: technology and design should meet on an outstanding high level.

CURRICULUM VITAE

Born in 1947, was one of last students at the Ulm Design School, since 1971 he is working as a designer, teacher, author and consultant. He is a Professor at the Hochschule für Gestaltung Offenbach am Main where he teaches Design Theory, Design Methodology and Strategic Design in the Department of Product Design. He was guest lecturing in Brasil, Mexico, Roumania and Taiwan.

He is the author of numerous publications, a permanent consultant to the form - Zeitschrift für Gestaltung/The European Design Magazine /Frankfurt), a constant author of designreport (Stuttgart), a correspondent to Experimenta - Revista par la cultura del proyecto (Madrid) and a consultant to i-com -Magazine for interactive and cooperative Media (München).

1990 he was a co-founder of the Design Office Vision & Gestalt at Obertshausen/Frankfurt a.M., where he works in the field of Design + Communication for national and international clients.

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EXPECTATIONS ABOUT FEEL THE PLANET EARTH'08

Earth is the only planet that we are living. It is the unique planet in galaxy with such beautiful nature, species and rich culture from human beings. Designer is the creator of artificial. It is the global ethics of designers who takes the responsibility for protecting environment and making the planet to be sustainable. I am looking forward to see more exciting, innovative and creative designer's work for Feel The Planet Earth '08 Design Award.

Design for the Planet Earth is design for our future.

CURRICULUM VITAE

Cai Jun is one of the early Industrial designer and educator in China since 1980's. As Professor and Head from Department of Industrial Design, Academy of Arts & Design, Tsinghua University, Cai Jun has help to establish the leading position of the department in China with his colleagues since 1980's. Concentrated on the research on Design Strategy and innovation development, he was one of the earlier contributor to Lenovo design and Beijing Industrial Design Center (BIDC) in 90's. He has got both international and domestic design award from Norway, HongKong and Mainland of China such as Asymmetric Lighting 'Jac' (Joint with Noor Design/Award by Industrial Design Association, Norway) in 1992, Cooperate design for Lenovo Home Computer " Libra", (Judge's Award by Hong Kong Design'98) and Furniture Design: Ming & Style (Silver Award/The 10th China Art & Design Grand Exhibition by China Cultural Ministry 2004).

Collaborated with both international and domestic companies such as Nokia, LG, HermanMiller, Lenovo, Skyworth, A.O.Smith and Motorola, he directed and organized a series of research project on UCD, PUI, Life Style and PI. He is the main organizer for 2009' Tsinghua International Design Management symposium.

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EXPECTATIONS ABOUT FEEL THE PLANET EARTH'08

Starting a new Design Competition is, nowadays, a severe challenge and commitment. Feel The Planet Earth '08 wants to be, above all, an opportunity for expressing the particular ability of Design Culture, to contribute to a new world based on a more deep respect for the human being and for ethical values. We all need urgent solutions to the complex problems humanity deals with. Energy is surely one of them. I do hope the contributions presented to the contest will help giving some answers to it.

CURRICULUM VITAE

Carlos Aguiar, Portugal, 1953. After background studies in Mechanical Engineering and Architecture, and teaching and practice in those activities, made an approach to Industrial Design in the beginning of the 90's. One of the mentors of University of Aveiro Design Degree, integrated Global Design model, is now cooperating with the University of Oporto and the MIT Portugal (Massachusetts Institute of Technology) EDAM (Engineering Design Advanced Manufacturing) Program, teaching and cooperating at the Product Development activity at the FEUP Design Studio. For the last 15 years has been Design consultant to the Portuguese Design Center and to several companies.

He leads the Design Office eD –Escritório de Design Unipessoal Lda., where he works in the field of Product Design and Managing Design for national and international clients. Has been awarded several times with the most relevant Portuguese Design Prizes, and some of his Design projects won international Design Awards like Good Design in USA, Design Plus, Red Dot and IF Gold in Germany and G-Mark Good Design in Japan. His work with Cifial as been awarded, last October in Cardiff (UK), with the DME'08 European Design Management Award.

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EXPECTATIONS ABOUT FEEL THE PLANET EARTH'08

Water management is getting to be one of the top priority issues in the global environmental problems. Sanitary ware and taps are interface between people and water supply system. It is very interesting that CIFIAL is trying to make people get aware of the value of our mother nature through a design competition.

I hope this Feel The Planet Earth '08 design award will connect talented people throughout the world and many brilliant ideas supporting out from this golden faucet of ideas.

CURRICULUM VITAE

Born in Tokyo, Japan in 1949. Graduated from Tokyo Zokei University in 1973. After working for a housing industry and a design office, he has been an independent industrial designer since 1978. For the first half of his career, he has worked mainly on design development projects for major Japanese industries, including electric and electronic home appliances, automobiles, audio equipments, packages, and other products from various deferent categories. The latter half of his career has been dedicated more to work for local SMEs as a design consultant.

He also started teaching at design schools. Since early 1989, he has been collaborating with o2, a worldwide group of environmentally conscious designers. Besides working on research projects on environmental conscious design, he is always trying to apply the philosophy and the method of "design for sustainability" to his practical daily works.

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EXPECTATIONS ABOUT FEEL THE PLANET EARTH'08

Design is the most promising approach towards innovative sustainable solutions incorporating social, ecological and cultural values.

Feel The Planet Earth '08 Design Award is, in that perspective, a perfect platform for identifying and exchanging such kind of sustainable design solutions.

I am looking forward to new inspiring proposals to change the world.

CURRICULUM VITAE

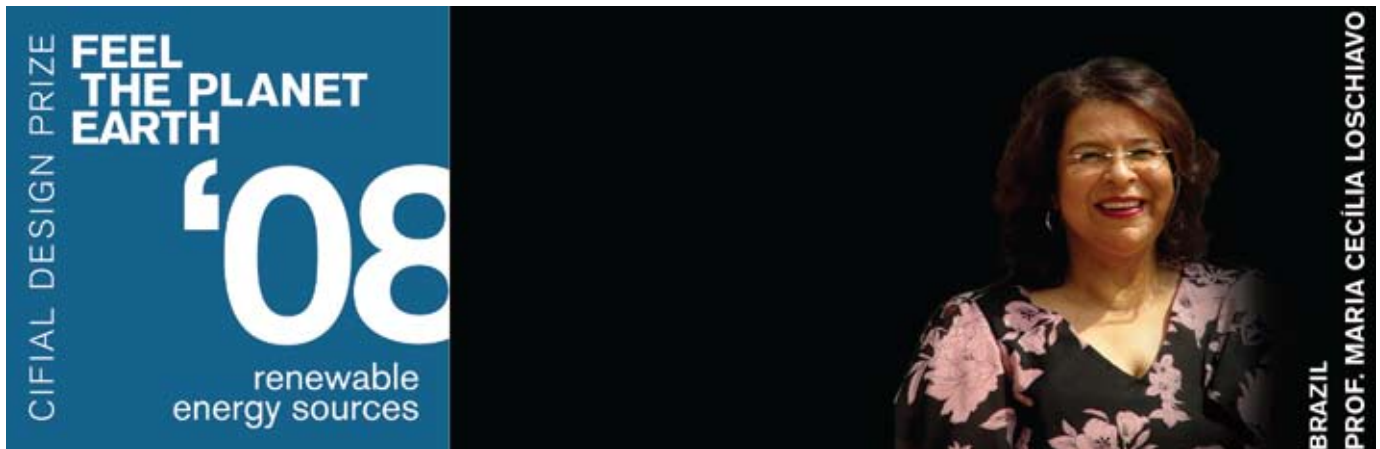
Jan Carel Diehl M.Sc. (1969) after finishing his study in Industrial Design Engineering he worked several years as consultant in Ecodesign. In his present position he is assistant professor for the Design for Sustainability (DfS) program at the Faculty of Industrial Design Engineering at the Delft University of Technology in The Netherlands. Within the DfS program he is managing the international projects on sustainable product innovation especially in emerging markets. The main focus of his research is the know-how transfer and implementation of sustainable product innovation into an international context.

In addition his research has a special interest in cultural differences in product design and developing products for the so called 'Base of the Pyramid (BoP)'. Next to his position at the TU Delft he is consultant for UNIDO and UNEP and invited lecturer at several international universities. He is co-author of the UNEP Design for Sustainability (D4S) manual for Developing Economies (D4S EE).

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EXPECTATIONS ABOUT FEEL THE PLANET EARTH'08

The Greek philosopher Protágoras stated: "Man is the measure of all things". He provided us with the basic idea of moderation, restriction, and reasonable measure. Today we are in a new phase of human history, we are living in a completely different world and we all are concerned with the proper use of natural resources. Design can make a difference and designers can come up with innovative proposals that will affect our daily life and contribute to the best management of this precious gift of Mother Nature.

This award, Feel The Planet Earth '08, is providing us with the opportunity of exchanging experiences, values and ideas generation while expanding the relevance of design to confront pressing issues of our time.

CURRICULUM VITAE

Maria Cecilia Loschiavo is a philosopher and Associate Professor in the School of Architecture and Urbanism at the University of São Paulo, Brazil. She got her MA at University of São Paulo, Philosophy, in Aesthetics, 1975 and her Ph.D. at the same university, in Aesthetics, 1993. She has taught design in Brazil, and has given invited lectures in the UK, in the US, Australia, Japan, France, Sweden. She has been a Visiting Scholar at Nihon University, Tokyo; UCLA, Waseda University, Tokyo; Centre Canadien d'Architecture, Montréal. She has published many articles in Brazilian design magazines and international academic conferences. She is the author of several books, among them *Móvel Moderno no Brasil*, which was awarded the First Prize by the Museu da Casa Brasileira. At the University of São Paulo, she does basic research into design and society, defining fundamental relationships between design and urban poverty, homelessness, displacement. Dr. Loschiavo dos Santos current research is about Discarded Products, Design and Homelessness in Global Cities and she is deeply committed to design and social responsibility issues. Maria Cecilia serves a scientific consultant for Brazilian Research Agencies, such as FAPESP, FAPEMIG and CNPq.

She is a scientific consultant as a critical reviewers for the main Design Conferences across the world, such as European Academy

of Design- EAD, Design plus Research, The International Association of Societies of Design Research (IASDR), among others. Published widely, she has been involved in various international conferences, as presenter, invited speaker, panellist and referee. She is the screenwriter of the documentary movie *A Margem da Imagem (On the Fringes of São Paulo: Homeless)* which concentrates on themes such as social exclusion, unemployment, alcoholism, insanity, religiousness, contemporary public spaces, urban degradation, identity and citizenship. The film was officially selected for the São Paulo Short Film Festival 2002. The film was awarded the 'Best documentary' film at the Gramado Film Festival, 2003. From 2007 to 2008, she was a Visiting Scholar at the School of Public Affairs, Department of Urban Planning, at UCLA University of California, Los Angeles. In addition his research has a special interest in cultural differences in product design and developing products for the so called 'Base of the Pyramid (BoP)'. Next to his position at the TU Delft he is consultant for UNIDO and UNEP and invited lecturer at several international universities. He is co-author of the UNEP Design for Sustainability (D4S) manual for Developing Economies (D4S EE).