

30 May 2019

Dear Design Friend,

In 1997, epda welcomed designers to Vienna for its 14th get-together. Now, more than 20 years later, we are happy to welcome YOU here: to learn, exchange ideas, be inspired and network.

During our recent events we have looked at the various factors that have led to major changes in the design world, how digitalization has impacted on us and our work, as well as the changing role of key people in the day-to-day running of a successful design business. This conference will focus on how we can keep pace with the increasing demand for innovation: What are the drivers of innovation, how can we ensure that innovative ideas are realized and how can the results delivered be evaluated and outcomes measured?

Our program of speakers and topics is vibrant and varied: representing the fields of research, design and industry; from East and West. Various experts will share their ideas and perspectives basing themselves on key findings, facts and figures, and citing interesting case studies and experiences that will help you to stay innovative and arm you with some very concrete ideas about how to put this into practice. As usual, we encourage you to actively participate in the discussion with other participants and the speakers of the day!

An online map shows all the main venues for the highlight events over the following days. There's a lot to see! If you have time to visit Vienna, you might find the enclosed material helpful.



Looking forward to seeing you soon - to get to know those of you who are participating for the first time, to hear from colleagues and friends what has happened since our last gathering and to explore ways of staying innovative with all of you -



Malgosia Pawlik-Leniarska
epda Board Member

Official Partners



Claudia Josephs
epda General Manager

Event Partner



ACTIVITY SCHEDULE

THURSDAY, 30 MAY 2019

8 pm
WELCOME DINNER
Restaurant Wrenkh - Bauernmarkt 10

Please go by cab or take metroline U1 from Meliá Hotel/U4 from Ana Katharina Hotel.
Get off at Schwedenplatz for a 5 minute' walk through the pedestrian area.

FRIDAY, 31 MAY 2019

8.45 am
Welcome Coffee

9 am to 6 pm
CONFERENCE
SO/Vienna Hotel - Praterstraße 1

Please go by cab or take metroline U1 from Meliá Hotel/U4 from Ana Katharina Hotel.
Get off at Schwedenplatz and cross the canal via Schwedenbrücke.

Arrive a little bit earlier in case you would like to enjoy a cup of coffee at SO/Vienna. However,
do not miss the beginning of the conference as will start 9 am sharp.))

8 pm
NETWORKING DINNER
Restaurant Motto am Fluss - Franz Josefs Kai 2

The restaurant is located a stone's throw from Schwedenplatz (same bank of the canal).

SATURDAY, 1 JUNE 2019

The tour starts at 10.30 am from metro station Zieglergasse (U3), exit Zieglergasse

10.00: Meeting point Lobby of Hotel Meliá
10.10: U1 (direction Wien Oberlaa) from Kaisermühlen VIC to Stephansplatz (7 stops)
10.22: U3 (direction Wien Ottakring) to Zieglergasse (4 stops)

The walking tour will take 1,5 hours to reach Museumsquartier, where we will enjoy
lunch at Café Leopold!

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