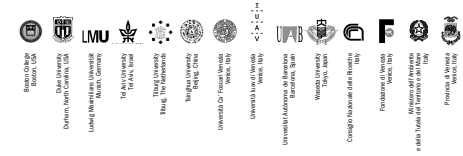




VENICE ■ INTERNATIONAL UNIVERSITY



10 May 2007 – 5.30 pm

Design and Culture. Finnish Brand Design and Nokia

Keynote speaker

Eero Miettinen, Head of Nokia Design

Discussant

Marco Bettiol, TeDIS Researcher

Abstract

Design is the crossroad between art and business.

Eero Miettinen will focus on the link between culture and innovation in designing new products.

In particular, the talk will address the role of Finnish culture in Nokia design.

24 May 2007 – 5.30 pm

Art, Technology and Economics as a Principle for Continuous Innovation

Keynote Speaker

Bernd Wiemann, Vodafone GROUP R&D Germany

Discussant

Stefano Micelli, Dean VIU

Abstract

Bernd Wiemann will analyze the impact of combining artists and engineers in developing new products and services.

He will envisage future scenarios for the use of technology without neglecting ethical and environmental issues.

VIU lectures is an initiative promoted by VIU, in collaboration with Designpeople and TURN, two professional communities of designers, in order to address the issues of creativity and innovation.

The lecture series is open to the public

The public boat n. 20 to San Servolo leaves from San Zaccaria opposite the Londra Palace Hotel, Riva degli Schiavoni.

San Zaccaria – San Servolo:
15.50; 16.30; 17.10; 17.50; 18.30; 19.10

San Servolo – San Zaccaria
17.30 ; 18.00; 18.50; 19.20; 20.10; 20.40

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