

## PRESS RELEASE

Milan, 15 April 2008

### **SYSTEM RELOAD MILAN**

<http://www.systemreload.org/>

**System Reload Milan** is an eco design event that engages the wider international design community through talks, exhibitions of best practice, lectures and workshops. It will be held on the 18<sup>th</sup> and 19<sup>th</sup> of April at the *Fabbrica del Vapore* in via Procaccini 4, during Milan Design Week (Salone Internazionale del Mobile / I Saloni / Il Fuori Salone). System Reload Milan will also celebrate the 20th Anniversary of the o2 Global Network [www.o2.org](http://www.o2.org)

Programme:

#### **FRIDAY 18 APRIL 2008**

**13:45** "Opening and Welcome"

Edoardo Croci - Comune di Milano - Councillor for Mobility, Transportation and Environment

**14:00** "Designing for sustainable solutions in a networked society: new ideas of wellbeing and production"

Ezio Manzini - DIS - INDACO Department - Politecnico di Milano - Founder o2 Italy

**15:00** Seed Foundation, Social Environmental Enterprise and Design

o2 UK, Clare Brass - SEED Foundation UK

**15:20** "The Bridge: a Sustainable Design Methodology inspired by Indigenous Living Patterns"

o2 Global Network Foundation - Tel Aviv, Israel - Adital Ela

**16:00** "Saving the Planet in Style - Green Energy", "EcoEmotional Design, Connections"

o2 Nordic, Sweden - Kerstin Slywan , o2 Australia - Damien Melotte

#### **16:30 BREAK**

**16:45** "Biomimicry and Design for Sustainability"

o2 Cascadia USA & Worldchanging - Jeremy Faludi

**17:15** "Sustainable Design in a non sustainable area!". Workshop - Open Discussion

o2 Israel - Yair Engel, Kayama - Center for Sustainable Design in Israel

**18:15** "PlayRethink" - Group game to make people rethink about everyday objects and how to make them more environmentally and socially friendly. (Aperitivo - Drinks).

o2 UK & Brazil - Lili de Larratea - IDDS Brazil and Alexandre Santilli

#### **SATURDAY 19 APRIL 2008**

**14:00** "Creative Communities for Sustainable Lifestyles. Tentative Design for Social Innovation in Brazil, China and India" François Jegou, Strategic Design Scenarios, Brussels, Belgium

**15:00** "Design-Oriented Futures Wheels" o2 Finland - University of Art & Design Helsinki - Cindy Kohtala with students from Politecnico di Milano - Facoltà del Design - research group, Design and Innovation for Sustainability

**16:15** "Radically Rethinking Design and the World"

o2GN Founding Member 1988 - Niels Peter Flint , Experience Design Lab, ACTICS

#### **16:45 BREAK**

**17:00** "Beer Bottles nei luoghi pubblici" project/competition launch

o2 Italy & Co-Creando - Antonia Teatino - Susanna Iraci - Fatina Saikaly

**17:30** "Green Map: Charting New Directions to a Sustainable Future"

o2 NYC - Green Map System - Wendy Brawer & o2 Italy

**18:30** System Reload - o2GN 20th Anniversary Celebrations. o2GN Jubilee!

"Memorial words for Thierry Kazazian o2 France"

Niels Peter Flint o2 Denmark and Yair Engel o2 Israel

"o2GN History. o2GNF Special Announcement"

o2 GNF - Martha Kellerhals - Adital Ela - Ernst-Jan van Hattum

**19:00** o2 GNF - Alumni, Old, New and Friends Party!

# Go-CrEaNDo

System Reload events platform was created by Damien Melotte of O2 Australia [www.o2australia.org](http://www.o2australia.org) and Ecoresonance [www.ecoresonance.org](http://www.ecoresonance.org)

System Reload Milan was organized in collaboration with o2 italia [www.o2italia.org](http://www.o2italia.org) Co-Creando and several members of O2 Global Network, and is hosted by BestUp [www.bestup.it](http://www.bestup.it)

System Reload Milan received the patronage of:

The *Comune di Milano, Assessorato Mobilità, Trasporti, Ambiente* [www.comune.milano.it](http://www.comune.milano.it) and *Legambiente Onlus* [www.legambiente.eu](http://www.legambiente.eu)

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