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北欧设计

创意周

2013 Nordic Design and Innovation Week

Nordic Innovation Week 11.1-10

纯

纯·北欧设计创意周 Nordic Design and Innovation Week 2013年11月1日-10日 November 1st -10th, 2013

地点: 上海市黄浦区局门路436号, 八号桥二期 Venue: Bridge 8, phase 2 436 Jumen Road, Shanghai

## 清新北欧时尚

北欧时尚行业在工艺方面共享一种独特的遗产与传承。与此同时，北欧各国还以清洁和具有社会责任感的商务行为著称世界。当全球时尚行业无论在环境还是在社会方面的污染问题日趋严重时，上述两个因素的结合，在全球市场上赋予北欧时尚业以超群的潜在竞争优势和经济增长能力。

欢迎大家前来听取北欧优秀设计师介绍其如何掌握时尚与可持续性相结合的秘诀。通过北欧各国时尚协会精选设计师和代表的介绍，您将会了解北欧新时尚的可持续形象、北欧时尚行业的可持续性现状，以及为什么制造商与消费者均应改变自己的行为。

**10:30 – 12:00 - 《北欧时尚史》**：这是一个有关时尚行业从生产商转变成创意中心的成功故事，这种成功与斯堪的纳维亚的福利国家模式具有千丝万缕的联系。

- Lotta Ahlvar (瑞典), 首席执行官, 瑞典时尚理事会
- Gisle Mardal (挪威), 经理, 挪威时尚学院
- Johan Arnø Kryger (丹麦), 部门主管, 高级经理, 丹麦时尚学院
- Pirjo Hirvonen (芬兰), 设计部主管, 阿尔托大学

**12:00 – 13:00 – 与著名北欧时尚设计师共进午餐**

**13:00 – 14:00: 《如何让优秀设计兼具可持续性》**：优秀设计作品未必与可持续性互不相容。欢迎大家与三位通过不同方式致力于可持续发展的优秀北欧设计师见面。

- Soulland (丹麦)
- Nina Skarra (挪威)
- Uniforms for the Dedicated (瑞典)
- Pirjo Hirvonen (芬兰), 设计部主管, 阿尔托大学

**14:00 – 15:00: 《如何让可持续性成为商业动力》**：可持续性正在日益成为时尚公司商务战略的关键元素。积极致力于社会和环境问题的时尚公司将此工作当作是提高消费者参与度、降低供应链风险、节省成本和招聘顶级雇员的诀窍。

- Birgitta Erlandsson Segerström, 高级顾问, 设计与可持续企业基金会

**15:00 – 15:30: 《控制与巧合》**：纺织品与创意美食设计

- I'm a Kombo (Lasse Askov and Bo Lindegaard)

## NEW NORDIC FASHION

The Nordic fashion industry shares a unique design heritage and tradition for craftsmanship. At the same time, the Nordic countries are globally known for a clean and socially responsible business conduct. These two elements combined - the Nordic fashion industry holds an extraordinary potential for competitive advantages and economic growth on global markets as the industry becomes more and more polluting, both in terms of environmental and social issues.

Welcome to a day of presentation of how stylish and desirable sustainability can be in the hands of great Nordic designers. Through the selected designers and representatives from the Nordic Fashion Associations, you will discover what sustainable New Nordic Fashion looks like, how sustainable the industry is at present and why both manufacturers and consumers should change their behavior.

**10:30-12:00: The History of Nordic Fashion:** The story of a fashion Industry that transformed from a producer to a creative hub with strong ties to the Scandinavian welfare state model

- Lotta Ahlvar (SE), CEO, Swedish Fashion Council
- Gisle Mardal (NO), Manager, Norwegian Fashion Institute
- Johan Arnø Kryger (DK), Dep. Head, NFA /Senior Manager, Danish Fashion Institute
- Pirjo Hirvonen (FI), Head of Design Dep., Aalto University

**12:00-13:00: Lunch with great Nordic fashion designers**

**13:00-14:00: How to make great design sustainable:**

There is no need to compromise great design for being sustainable. Meet 3 great Nordic designers who are working with sustainability in various ways.

- Soulland (DK)
- Nina Skarra (NO)
- Uniforms for the Dedicated (SE)
- Pirjo Hirvonen (FI), Head of Design Dep., Aalto University

**14:00-15:00: How to use sustainability as a business driver.** Sustainability is increasingly becoming a critical element of a fashion company's business strategy. Fashion companies that work proactively with social and environmental issues see this work as a way to increase consumer engagement, reduce supply chains risks, achieve cost-savings, and recruit top employees.

- Birgitta Erlandsson Segerström, Senior Advisor, The Foundation for Design & Sustainable Enterprise

**15:00-15:30: Control and Coincidence.** Textile and innovative food design.

- I'm a Kombo (Lasse Askov and Bo Lindegaard)