

DESIGN FORUM 2010

Ideas emerging from planning
meeting

Santo Domingo, Dec 10, 2009

WHAT DO WE WANT TO SHARE-LEARN

□ OBJECTIVES and THEMES

- **STIMULATING INNOVATION**
- **SUSTAINABLE, AUTHENTICITY, GREEN,**
- **FOCUS RESEARCH** create a central repository of share and profile research on Caribbean Design.
- **INTERATIONAL FOCUS** Invite international participation 'big name designers, manufacturers , show organisers, to the region 'go for broke´ and try to interest people in what is going on here.
- **DRAW REFERENCE FROM OTHER EVENTS** There is a conference in Jamaica 2011 at Edna Manley College which could be of relevance Mexico, Brazil, DR
- **FOCUS ON DEVELOPMENT** Development of our people, companies and societies should be a part of the objectives
- **PROFESSIONAL DEVELOPMENT OF ARTISTS** Work needs to be done on the professional development of artisans with a view towards
- **LOCALITY AND GLOBALITY** are high interest areas... a region as diverse and relatively wealthy as the Caribbean is well positioned to build a profile around the issue of
- **FOCUS ON INDIGENOUS RAW MATERIALS** should be high on the agenda
- **SYNERGY BETWEEN ART DESIGN ARCHITECTURE PUBLIC SPACES PRODUCTION TOURISM AND HERITAGE** should be incorporated
- **HOW CAN DESIGN SOLVE PROBLEMS AND PROMOTE DEVELOPMENT**
- **BUSINESS OF DESIGN- DESIGN ENTREPRENEURSHIP**
- **RELATIONSHIP BETWEEN DESIGN AND MARKETS TOURISM REGIONAL MARKET, MARKET ITELLIGENCE**

WHO DO WE WANT TO ATTRACT

- RESEARCH INSTITUTIONS UNIVERSITIES
- PRODUCERS
- INTERNATIONAL DESIGN COMMUNITIES AND NETWORKS
- DESIGNERS
- MARKETING PROFESSIONALS
- POLICY MAKERS
- COMPANIES
- NGOs
- MANUFACTURERS ASSOCIATIONS

FORMAT ELEMENTS FEATURES

- Exhibitions
- Presentation of Prototypes
- International and Regional Experts
- More glamorous than a festival FUN
- Networking Events
- Presentation of Research
- Video Conferencing Live Streaming Webinars
- World class harnessing and dissemination of info on the conference
- Special Event Awards

SPECIAL EVENT DESIGN AWARDS

Design Competition to design the award- trophy

Challenge for Communities ' like BBC World

Challenge related to development

Awards should be aimed to support the
development of a high potential designer '
money, opportunity, support, business
development

Should also reward behaviours and values '
sustainable practices, green etc

FINANCES AND SPONSORSHIP

ALL FUNDERS WANT TO BE SURE ON THE VALUE OF THE PROJECT with HARD DATA, and clarity on who is our client and what are the expected outcomes

PROPOSAL AND BUDGET TO BE PREPARED
BUSINESS PLAN income generation

- Potential Targets
 - IADB interested in innovation at national levels
 - Ministries of Culture, Trade, Tourism, Education
 - Universities and Tertiary Institutions
 - Telecommunications
 - Large Manufacturing
 - LOTTERIES
 - UNESCO
 - MICRO ENTERPRISE DEVELOPMENT AGENCIES

- Corporate Social Responsible focussed
 - Sagcor
 - Banks Commercial and Merchant, Credit Unions and Small Funding Agencies
 - Development Banks
 - Energy Companies
 - Institutes of Architects and other professional orgs
 - we might need to recruit fundraising team to assist with this.

PROMOTION

- Innovation intensive
- High Tech Virtual
- Engaging the region and the world

FOLLOW UP

- The Communication and Information Collection Forum will be housed on the Caribbean Export website
- All documents will be available there
- Information on accessing website will be disseminated in the future