

Southnovation

How the South may save the North

7. - 8. May, 2013, Graz

“Designmonat Graz”

Innovative business models play important roles in the economic upswing of so-called developing countries: frugal innovation, flexible infrastructures, or the development of autonomous, small-scale production-units, are just a few of the manifold examples of such innovative trends.

In the course of the Southnovation- Forum, chances in the sense of possible influences on the creative economic processes in Europe will be discussed: How may models deriving from the South be implemented in Europe in a glocalized way? Are there any examples in Austria, especially in Styria, that already coin or everyday-life -without us being aware of it? How can reverse innovation work? What are the Best Practice examples in the fields of creative or social design? Can the South save the North?

The Southnovation – Workshops will take place on the 7th and 8th of May, 2013, in Graz/Austria as part of **Designmonat Graz**.

The discursive formats are aimed at people from **Creative Industries, the arts, development-cooperation, and business**. Similar to the So-called “Walt Disney Method”, stakeholders from the abovementioned fields are invited to resume different roles and thereby launch a dynamic, creative, goal-oriented process and to develop realistic strategies of implementation. The method follows the scheme of Dreams – Criticism – Realism.

Keynote speeches will inform the participants on Best Practice examples from the South and will encourage the audience to realize their dreams...

Keynote Speakers:

- Mark Kwami, Made in Africa Collection
- Franck Houndegla , Professor for Social Design and Exhibition-Design (Paris)
- N.N., Designerin
- Wolfgang Bergthaler, Indovation – Expert (requested)

Moderation: Sabine Sawczynski, Sedjro Mensah

In addition to the workshops and speeches, a “conviviality-design”- walk through Graz will make us discover urban design with a southern touch.

Stay tuned for detailed program.

Participation free of charge! Registration & further Infos: mensah@vidc.org