



INDEX DESIGN TALKS

17-19 SEPTEMBER 2019, DWTC

FINAL AGENDA & SPEAKERS

ORGANISED BY:

dmg events



Day 1: Tuesday 17th September

Chair: Esra Lemmens, Founder & Director, The Esra Lemmens Agency

12:30-13:10

Interview

Esra Lemmens in conversation with:

- Kevin McLachlan, CEO, NOMAD|K Design Studio

Market Trends

13:10-13:50

A health report on the regional architecture & interior design industry: What will life look like after 2020?

- Kevin McLachlan, CEO, NOMAD|K Design Studio
- Phillip Jones, Principal / Managing Director – Middle East & North Africa, B+H Architects
- Waleed Shaalan, Design Director, AREP

Retail Design

13:50-14:30

Creating unique retail environments to shape brand identity, consumer experiences & behaviour

- Carla Conte, Founder & Creative Director, Brand Creative
- Juan Hildebrand, Managing Director, Schwitzke Middle East
- Sayed Habib, General Manager, Business Development, Danube Home
- Stuart Allen, Managing Director & Founder, AAID

Sustainability

14:30-15:10

Creative value engineering: Reinventing, repurposing & recycling materials & objects

- Alberto Jelmoni, Architect Project Manager, ASZarchitetti
- Chris Barnes, Owner & Founder, Broadway Interiors
- Lara Francis El Hani, Design Director, Kristina Zanic Consultants

Indoor / Outdoor Design

15:10-15:50

Designing in-between spaces: Marrying indoors & outdoors in hospitality, residential & F&B environments

- Cristina Mateo, Ph.D., Executive Director, IE School of Architecture & Design
- Ellen Sørhoel, Founder, XBD Collective
- Steven Velegrinis, Head of Masterplanning, AECOM
- William Bennett, Senior Landscape Designer, desert INK

Hospitality Design

15:50-16:30

Our approach to The Hotel Show room set design competition

- Jacinda Raniolo, Lead Creative Designer, Godwin Austen Johnson
- Nemanja Derman, Lead Designer, Stylis
- Sejal Patel, Design Director, Gensler



Day 2: Wednesday 18 September

Chair: Esra Lemmens, Founder & Director, The Esra Lemmens Agency

Interview

12:30-13:15 **Perspectives on contemporary European design**

Esra Lemmens in conversation with:

- Fulvia Ramogida, Senior Project & Relationship Manager, Ventura Projects
- Margriet Vollenberg, Founder & Art Director, Ventura Projects

Market Trends

13:15-14:00 **Is it still sustainable to run large design offices or are we on the threshold of a fundamental change in the way that the industry's structured?**

- Indu Varanasi, Design Director, IRD Design
- Sejal Patel, Design Director, Gensler
- Vera Dieckmann, Founder, XO Atelier

Hotel Design

14:00-14:45 **Same same but different? Current hotel interior design trends & differentiation in an increasingly crowded market**

- David Lessard, Design Director, H+A Architects
- Justin Wells, Director & Global Head of Hospitality, dwp
- Krystyna Kielbon, President, KK Interior Design Group
- Patrick Bean, Design Director, LACASA iD

Client Management

14:45-15:30 **Managing & fulfilling evolving client expectations: From interior design to branding, concept creation & beyond**

- Firas Alshahin, Co-Founder & Design Director, 4SPACE Design
- Kristian Stinson, Co-Founder, Studio EM
- Paul Bishop, Owner, Bishop Design

Technology

15:30-16:15 **Exploiting advances in technology to inform & communicate design: BIM, AI, AR, VR & 3D printing**

- Abdoullah Albizreh, Director, Depa Interiors
- Ahmed El-Sharabassy, CEO & Founder, Sharabassy Built-Environment Studio
- Benjamin Piper, Partner & Design Principal, Killa Architectural Design
- Ivar Krasinski, Founding Partner & Design Director, EDGE



Day 3: Thursday 19 September

Chair: Esra Lemmens, Founder & Director, The Esra Lemmens Agency

Restaurant Design

12:30-13:15

How does restaurant design influence dining experiences & impact commercial performance?

- Neel Shukla, Creative & Managing Director, Four Seasons Ramesh Gallery
- Pallavi Dean, Founder & Creative Director, Roar
- Pooja Shah-Mulani, Associate, LW Design Group
- Tom Skyring, Design Principal, Wilson Associates

Intelligent Design

13:15-14:00

Designing innovative, functional & efficient projects with minimal cost & build variations

- Carol Finnie, Regional Director MENA Region, JPA Design
- Kevin McLachlan, CEO, NOMAD|K Design Studio
- Steve Kiernan, General Manager, Bond Interiors

Product Design

14:00-14:45

Quality, craft, beauty & function in modern product design

- Antonia Wormer, Co-Owner, New Citizen Design
- Brian Boggs, Co-Founder, Brian Boggs Chairmakers
- Prateek Sharan, Co-Founder, Modomoro
- Sergio Mendes, Founder, sergio mendes . design

Career Development

14:45-15:30

Young designer panel: What we've learnt so far, who we're inspired by & how we think the industry will change within our careers

- Julie Blondeel, Magna Cum Laude Graduate
- Matilde Boelhauer, Founder, Atelier Boelhauer
- Yasmin Farahmandy, Senior Interior Designer, A++ Human Sustainable Architecture
- Zannah Anderson, Interior Designer, Roar

Commercial Design

15:30-16:15

Multisensory design: Promoting Wellbeing & productivity through light, sound, colour & touch

- Anica de Guzman, Associate, HBA
- Federico Biffi, Acoustic Solutions Advisor, Caimi Brevetti
- Oliver Baxter, Insight Programme Manager, Herman Miller