

**WORLD DESIGN  
CAPITAL VALENCIA**

**2022 →**

**3rd + 4th of November**



# Welcome to Valencia

## Useful Information

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Welcome to World Design Capital Valencia 2022.

We welcome you and hope you enjoy your stay and the agenda we have prepared for you.

Your hotel is in the old part of the city and very easy to discover by foot. We encourage you to have a look at our Design Map in this particular area, there is loads to visit and discover -> [DESIGN MAP](#)

Valencia is a sustainable destination thanks to its excellent public transport network, which connects all neighborhoods and major tourist areas. Although the city's size allows you to get almost everywhere on foot or bike, for longer journeys, we recommend the underground, tram or bus.

Please note that **in public transport you are required to wear a sanitary mask**.

If you'd rather hop on a bike, Valencia will be a paradise for you. There are over 150 kilometres of bike lanes throughout the city. Additionally, you can ride along the old course of the River Turia, which has been converted into a bike-friendly garden running through the entire city centre. The city's terrain is flat, ideal for pedaling, and motor vehicles are limited to a maximum speed of 30 kilometres per hour.

Make your visit more sustainable.

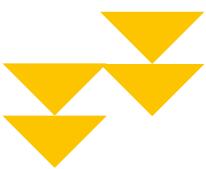
Valencia is an increasingly accessible, intelligent, and sustainable city. Committed to the Sustainable Development Goals, it is a pioneer in the world in measuring and certifying the carbon footprint of its tourist activity in search of actions to reduce and offset it.

Speaking of sustainability, you will find that the attendee gift bags at the Design Policy Conference contain a plastic bottle of water. The mineral water is from a local company with an ecolosophy and who are specialists in eco design. All bottles are 100% recyclable and will be returned to our local plastic recycling branch, please deposit them in the foreseen containers at the Conference venue. More info [here](#).

For any questions about your flight schedules or accommodation you can call or message **Daniela: +34 672 05 55 48**

For any questions about directions and schedule, please consult this document or call one of your organizers contact with whom you were in touch during your preparation period.

After the Design Policy Conference, we'd love to get your feedback, what was good, what should be considered for the next edition... and we'd also get your input and conclusions on the content with which we will prepare a report which we will share with you afterwards. Please don't hesitate to send any comments and material to:  
[info@designpolicyconference.com](mailto:info@designpolicyconference.com)



# Design Policy Conference

Thursday 3/11/2022 —

Palacio de Congresos de Valencia

**Address:** Avinguda de les Corts Valencianes, 60

09:00 – 10:00 - Reception

10:00 – 10:30 - Opening

Speakers: Joan Ribó, Mayor of Valencia; Marisa Gallén, President Valencia Association World Design Capital 2022; David Kusuma, WDO; Ximo Puig, President of the Generalitat; Miguel Iceta, Minister of Culture and Sports

10:30 – 10:40 - Opening lecture by Carlos Moreno

10:40 – 11:15 - Coffee break

11:15 – 13:00 - Panel discussion I: Design Action Plans

Speaker: Anna Whicher

Case presentations by Design Council (UK), DesignAustria (Austria), La Multilateral del Diseño (Spain) and DesignScapes.

13:00 – 15:00 - Lunch

15:00 – 16:00 - Panel discussion II: Changing cities by design

Speakers: Hanna Harris and Gisele Raulik Murphy

16:00 – 17:00 - Panel discussion III: Rethinking design for social change

Speakers: Ezio Manzini and Brigitte Borja de Mozota

17:00 – 17:30 - Coffee break

17:30 – 18:30 - Panel discussion IV: Design education

Speakers: René Spitz and Agnes Willenborg



# Convocation Ceremony

Thursday 3/11/2022 —————

Palau de la Exposición

**Address:** Carrer de Galícia, 3

19:30 - 20:00 - Reception and registration

20:00 - 21:10 - Speeches

Alcalde de València, Excelentíssimo Sr. Joan Ribó

Presidente Sr. David Kusuma

World Design Capital Valencia 2022, Presidenta Ms. Marisa Gallén

Review of World Design Capital 2022

World Design Capital Valencia 2022 CEO Xavi Calvo

WDO Presidente Sr. David Kusuma

Introduction to the San Diego - Tijuana region

WDC2024 CEO Carlos de la Mora

Mr. Raul Campillo, City of San Diego

Ms. Montserrat Caballero, Mayor of Tijuana

Hand-over of Wold Design Capital 2024

WDO Presidente Sr. David Kusuma

Official Photo

Closing

Xavi Calvo, CEO of World Design Capital Valencia 2022

Walk over to Cocktail Dinner Palau Alameda



# Convocation Ceremony.

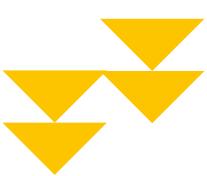
Palau Alameda

**Address:** Carrer de Muñoz Seca, 2

21:15 - Toast David Kusuma

21:15 - 22:00 - Cocktail Dinner Reception

22:00 - Open Doors for after party



# Design Policy Conference

Friday 4/11/2022 

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Palacio de Congresos de Valencia

**Address:** Avinguda de les Corts Valencianes, 60

09:30 – 10:00 - Welcome

10:00 – 11:30 - Panel discussion V: Design awareness. Can we make it mainstream?

Speakers: Päivi Tahkokallio, Alok Nandi and Brandon Gien

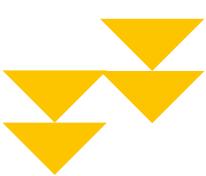
11:30 – 11:50 - Coffee break

11:50 – 12:10 - Conclusions

Speaker: Pradyumna Vyas (WDO)

12:10 – 12:40 - Closing lecture by Leyla Acaroglu

12:40 – 13:00 - Closing



# Discover Valencia

Friday 4/11/2022

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15:30 – 17:30

We will pick you up at your hotel and have a guided walk through the old town showing ways of progress preserving patrimony: “REDESIGNING PUBLIC SPACES”.

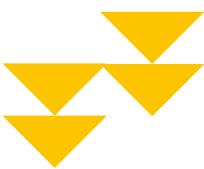
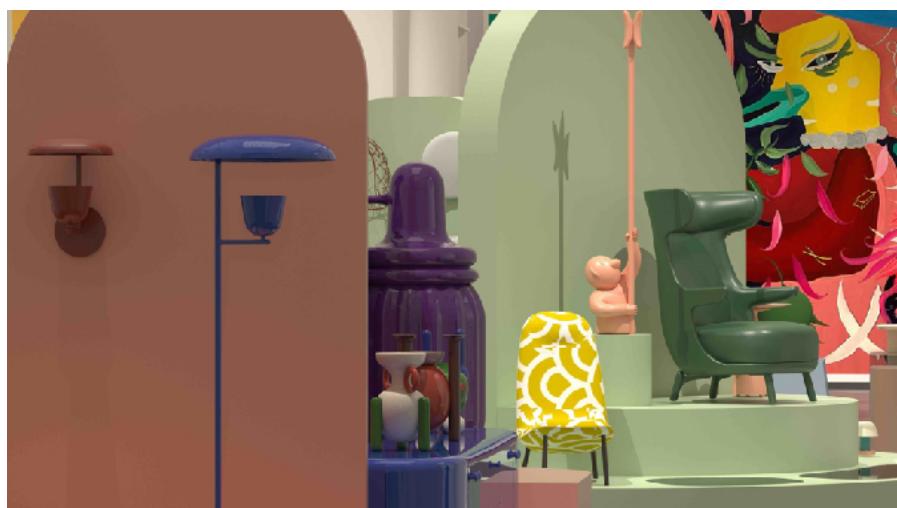


17:30 – 18:30

The guided tour will end at the CCCC museum, a beautiful old monastery and we will visit the exhibition:

“Jaime Hayon: InfinitaMente”, the first large-format retrospective exhibition on the work of Jaime Hayon to be held in Spain. The exhibition will be on display at the Ferreres and Goerlich halls of the CCCC from September 22 to April 16, 2023.

Jaime Hayon: InfinitaMente’ will show a selection of the most emblematic works of this charismatic creator, both in the sphere of installations and artistic pieces as well as products for companies. The show will also include works that have never been presented in Spain, such as ‘Masquemask’, ‘Mesamachine’ or ‘Mediterranean Digital Baroque’, as well as large-format paintings and sculptures.



# WDO

WORLD  
DESIGN  
ORGANIZATION



[www.wdcvalencia2022.com](http://www.wdcvalencia2022.com)

[www.designpolicyconference.com](http://www.designpolicyconference.com)

