



ifi09Dubai
ملتقى الإبداع والتصميم الداخلي
Celebrate Interior Design

DRAFT PROGRAMME
24 July 2009

not for circulation

DAY 1 – November 10, 2009 – Grand Hyatt, Dubai

8:30	Registration opens
9:30	Welcome Address <i>by President, International Federation of Interior Designers/Architects</i>
9:45	Inauguration of the World Design Congress 2009 <i>by Her Royal Highness Princess Haya Bint Al Hussein, wife of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai</i>
10:15	Celebrate Interior Design <i>Keynote Session</i>
11:00	Break
11:30	Fusion Design <i>Panel session</i>
12:15	Fat-Free Design: organic essentialism explained <i>by Ross Lovegrove</i>
13:00	Lunch
14:00	Regional and Historical Design: the Middle Eastern perspective <i>Documentary Film</i>
14:30	Sense of Place Not Solely Space: Cultural identity and context <i>Panel session</i>
15:15	The Impact of Sustainability on Design & Innovation <i>Panel session</i>
16:00	Break
16:30	Designing your Career: What's missing in education? <i>Panel session</i>
17:15	Transcending Design Boundaries: The full-package designer <i>by Piero Lissoni</i>
18:00	Close of day



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DAY 2 – November 11, 2009 – Grand Hyatt, Dubai

8:30	Registration Open
9:00	Opening session <i>Keynote Guest Speaker</i>
9:30	Harmony in Design: The Art & Science of Feng Shui, Vastu Shastra, Vortex <i>Panel session</i>
10:15	Wellness and Spa Design <i>Panel session</i>
11:00	Break
11:30	Creative cross pollination: Fashion and Interior Design <i>Panel session</i>
12.15	The Social Shopping Experience: Malls & Retail Design <i>Panel session</i>
13:00	Lunch
14:00	Bright Ideas: lighting design concepts <i>Panel session</i>
14:30	Enhancing the Dining Experience: the F&B philosophy <i>Panel session</i>
15:15	Design business <i>By Sebastian Conran</i>
16:00	Break
16:30	The Middle East Potential? A review of the real project pipeline <i>Panel session</i>
17:15	Imagine 2030: A Student's perspective
17:30	Closing Address <i>by President, Association of Professional Interior Designers</i>
18:00	Close of Day