

# DESIGN AND MOBILITY IN CREATIVE CITIES

23<sup>rd</sup> November 2010

Cité du design,  
Saint Étienne

Within the  
framework of the XXIII<sup>rd</sup>  
Entretiens Jacques Cartier  
and Saint-Étienne  
International Design  
Biennial 2010



# DESIGN AND MOBILITY IN CREATIVE CITIES

Cité du design, Saint-Étienne, France  
within the framework of the XXIII<sup>rd</sup>  
Entretiens Jacques Cartier

The Cité du design, Saint-Étienne, France, and the City of Montreal organize, for the XIII<sup>rd</sup> Entretiens Jacques Cartier, a conference on the theme : “design and mobility in creative cities” included in the Saint Étienne International Design Biennial 2010 programme, which main topic is teleportation and mobility.

## Organization

Cité du design, Saint Étienne  
Design Montréal, City of Montréal

## Steering committee

**Marie-Haude Caraës,**

Research Manager, Cité du design

**Josyane Franc,**

Manager of International Affairs, Cité du Design & École Supérieure d'Art et Design de Saint Étienne

**Marie-Josée Lacroix,**

Director, Design Montréal, City of Montréal

**Béatrice Carabin,**

Design commissioner, Design Montréal,  
City of Montréal

Creativity and innovation are the core of new territorial appeal strategies, in which design remains essential. For many years indeed, cities have been an experiment proving ground offered to creators in the fields of visual arts, music, theatre, dance, design and architecture. Cities are daily trying to integrate environmental issues and are developing new urban experiences.

This conference proposes to explore the following issues:

**- How can design improve mobility in a so-called “creative” contemporary city, in the fields of transports, energy, new housing systems, new lifestyles and social contexts, sustainability, and improvement of living environment?**

**- Which kinds of innovations are developed thanks to the action of creators and new technologies?**

**- How to develop a creativity and urban mobility culture in relation with our new life systems and uses?**

Designers and creators from the Unesco creative design appointed cities (Buenos Aires, Berlin, Kobe, Montreal, Nagoya, Shanghai, Shenzhen) and candidates cities (Saint Etienne and Seoul) are invited to meet and share about innovative experiences on design and mobility.

Organized in the context of the partnership existing between Saint Étienne and Montreal since 1998, this meeting follows the 2009 conference “Cities as design labs”.

# 23<sup>RD</sup> NOVEMBER 2010

9:00

Welcome and participants registration

10:00 – 10:30

INTRODUCTION BY  
**ELSA FRANCÈS**

General director of Cité du design

**MAURICE VINCENT**

Mayor of Saint-Etienne, President of  
Saint Étienne Métropole

**GEORGES POUSSIN**

Chief of Creative Industries for  
Development Section, UNESCO

15:00 – 15:20

Pause

15:20 – 15:40

**BERLIN, GERMANY**  
**PETER WOUDA**

Designer  
Volkswagen design center

Opening conference

10:30 – 11:15

**JAIME LERNER**

Architect and Urbanist, President of  
Jaime Lerner Institute (Curitiba, Brazil)

11:15 – 12:00

**MIREILLE APEL-MULLER**

Managing director of l'Institut pour la  
Ville en Mouvement (Paris, France)

12:00 – 12:30

Discussion

12:30 – 14:00

Lunch

14:00 – 14:20

**MONTREAL, QUEBEC, CANADA**

**MÉLISSA MONGIAT**

Designer, strategist and storyteller

14:20 – 14:40

**SAINT ÉTIENNE, FRANCE**

**FRÉDÉRIC BONNET**

Architect, Agency Obras  
« Cœur de ville » Saint-Étienne city  
centre operation

14:40 – 15:00

**KOBE, JAPAN**

**HIROYUKI SASAKI**

Designer, Associate Professor  
Department of Environmental Design,  
Kobe design University

15:40 – 16:00

**NAGOYA, JAPAN**

**KEISUKE KITAGAWA**

Architect, Associate Professor  
Nagoya Institute of Technology

16:00 – 16:20

**SHENZHEN, CHINA**

**XU CHONGGUANG**

Vice director - Urban planning, Land  
and Resources Commission Shenzhen  
Municipality

16:20 – 16:40

Pause

16:40 – 17:00

**BUENOS AIRES, ARGENTINA**

**MARCELA WAINSTEIN**

Designer/researcher Industrial designer  
professor, University Buenos Aires

17:00 – 17:20

**SHANGHAI, CHINA**

**LIU JIE**

Designer on Architecture  
Associate professor, Shanghai Jiaotong  
University

17:20 – 17:40

**SEOUL, SOUTH KOREA**

**KYOUNG RAN CHIO**

Director of Seoul Design Fair 2010  
Professor, Kookmin University

17:40 – 18:30

Discussions and conclusions

