



Design is no longer about the final shape and form of products and services. Design is now increasingly integrated into the whole product and service value chain and seen as **a major input** to policy making.

Design is now on the agenda of policy makers, academics, SMEs and civil society bringing together **new combinations of actors** to provide new services, new products and new policies!

This is why ERRIN and its member regions are organising an innovative conference bringing together designers and policy makers from regional and European levels to discuss new ways of thinking about design policy.

**Join us at Design Days 2012
on June 6, 7 and 8 in Brussels,
and meet:**

- Federico Casalegno, (Design Director, Massachusetts Institute of Technology)
- Poul Skytte Christoffersen (Danish Ambassador to Belgium)
- ...and a whole host of design experts to discuss Design, Societal Challenges and the Regional Dimension of Design.
- Arriving on the 6th June then join us at our Design Pecha Kucha evening ^[1] from 19.00-21.00

Space is limited but free of charge so please register as soon as possible for the 1st region-based design forum at the EU level!

Deadline for registrations – 25th May

There's something **for everyone**:

An opportunity to discover more about Industrial Design, Service Design and Education & Design through **interactive workshops**

You can even have your designs/leaflets on display as part of an exhibition! It's free but space is limited so please register as soon as possible.