

ReDesign Business: a festival of ideas bringing the design industry and business together

A pioneering digital programme explores what design and business can learn from each other, launching at London Design Festival 2020

14–19 September 2020



Launched by "reformed banker" Deborah Rey-Burns, ReDesign Business unites design and business.

This year's London Design Festival is set to be very different to previous years, and not simply because it will take place against a backdrop of pandemic in a period of mass social transition. At a key moment during the international design calendar, coinciding with the festival, ReDesign Business is an independent online festival that argues for a closer relationship between design and business.

A festival of ideas for navigating the challenges ahead

Founded by Deborah Rey-Burns' maverick global speaker-agency Propela, ReDesign Business introduces a packed daily calendar of digital events to LDF, including talks,

immersive workshops, panel discussions and fireside chats – and even a nightly sleep lab session to end each day on a restorative note.

“The traditional business toolkit is not equipped for the current state of things – we believe design can provide an alternative.”

– Deborah Rey-Burns, founder, Propela

With many organisations reeling from the diverse impacts of Covid-19, and an increasingly volatile and complex commercial landscape to navigate, it's clear that the traditional business toolkit falls short, that conventional models are not fit for purpose, and that we need to learn to adapt and innovate if we are to withstand instability and survive in a post-Covid world. ReDesign Business looks to the design industry for alternative tools and models, aiming to tap into design's creativity, critical thinking and user-led approach in order to address societal needs and evolve to face the future. In counterpoint, the programme will serve to shift the focus from design as a means of making products, to design as a process of generating solutions for some of the most pressing issues we face today.

With topics ranging from rebuilding brands after Covid to tapping into the inherent creativity of your inner child; insightful hacks for more equitable business cultures to the need to design for happiness over profit or efficiency, the ReDesign Business programme aims to inform and inspire both business leaders and design professionals alike.

“Design can handle ambiguity and uncertainty – key for survival in our after-Covid world. Humans are innately innovative – if design businesses can adapt to embrace innovation and critical thinking, who knows how healthy our societies, economies, and even governments could be?”

– Deborah Rey-Burns, founder, Propela

15 talks, 5 workshops, 1 masterclass, 3 networking sessions and 6 Sleep Labs – all over 6 days

One £20 ticket provides unlimited access

Curated by Propela and in partnership with Design Council, Design District and Innovate UK, ReDesign Business will have an impressive line-up of talks, masterclasses and workshops spanning six days of events, each hosted on the

online video platform Twenty Three. A £20 ticket allows unlimited access to the live programme, and will include on-demand access to every event until 19 November 2020, so attendees have the chance to rewatch the lectures or catch up on any sessions they miss.

The speakers and workshop leaders represents a global roster of visionary thinkers from the worlds of design and business. Working in collaboration with Vanessa Dewey, a creative leader who was worked with iconic brands such as Mattel, Adobe and D&AD, Deborah Rey-Burns and the Propela team have curated an extraordinary line-up of individuals with unusual or unique perspectives, each of them offering a bold, transformative vision for the future of business.

Talks include:



Speculative designer Anab Jain (L) will outline how diverse communities are essential to imagining a better future; circular businesses can learn from design campaigner Sophie Thomas (R).

Co-founder of the critically acclaimed foresight, design and technology studio Superflux, **Anab Jain** will outline her concept of a more-than-human politics, arguing that we need to bring diverse communities together to collectively imagine the possibility of another world.

We now have more ways to communicate and collaborate than ever before. But does more mean better? Take a step back from the noise and join **Helen Arvanitakis**, director of Design District in conversation with **Sarah Mann**, head of programmes at

the Design Council, **James Turner**, co-founder of creative collective Glimpse and **Ansel Neckles**, co-founder at Let's Be Brief to discuss the future of collaboration.

Aline Costa, head of culture transformation at Beautiful Corporations, discussing the value and activation of purpose in business with Brompton Bicycle CEO **William David Butler-Adams**.

Sophie Thomas – the campaigner, designer and chartered waste manager who has advised the likes of Dr Martens, Procter & Gamble and Samsung – offers aspiring circular businesses a toolkit to reduce their environmental impact, drawing on inspiring real-life success stories from the design world.

Speculative designer **Ted Hunt** making the case for designers treating time as a creative medium through 'fourth-dimensional thinking'. Researcher, futures strategist and co-founder of the School of Critical Design **Gemma Jones** joins him to unpack how embracing the plasticity of time might help designers and businesses bring about an era of regenerative growth and equitable progress.

An advocate of 'designing for happiness', **J Paul Neeley** argues for a new, big-picture approach to the design process, one that takes into account the complexity of the world and considers all outcomes, not simply the narrow goals of 'faster', 'stronger' or more 'profitable'.



Entrepreneur Tolu Farinto (L) believes small changes can help business be inclusive; architect Indy Johar (R) argues we should be braver in our thinking in the face of a recession.

Entrepreneur **Tolu Farinto** is a changemaker at the agency Utopia, which aims to rewire business culture towards purpose, inclusion and entrepreneurship. He shows business leaders how small changes can help tackle systemic problems and break down barriers faced by minority groups.

With many employers now looking at ways to support health and wellbeing in the workplace, this talk with **Dr Sara Hamilton** and **Abi Freeman** of Blink as well as **Tom Lloyd** of Pearson Lloyd will explore the ways in which design can support our workforce wellbeing, and ways in which employers can support a more equitable future for work.

Innovation coach and host of 'The Grandkids Test' podcast, **Stephanie Rosilio** talks to finance-industry leader **Charlotte Valeur**, former head of the Institute of Directors, about breaking down stigmas surrounding neurodiversity and how conditions such as autism, ADHD and dyslexia could be the untapped superpowers in your business.

Vanessa Dewey talks to architect and systems designer Indy Johar about how the current recession can serve as the trigger point for a complete systems reset in which the historic orthodoxies of economics, politics and leadership can be challenged or overturned, and how there is an urgent need for new, collective and proactive leadership to take us out of crisis.

Marketer and design-thinking evangelist **Letizia Marchetti** offers an insightful introduction into the design process, demonstrates the tools that designers use to creatively solve problems – and demystifies the design mindset to help businesses survive and thrive in the post-Covid landscape.

Workshops include:



British inventor and director of *The Reinvention of Normal*, Dominic Wilcox, will lead a workshop to unleash creativity.

Gaea108, a collective teaching leaders regenerative business strategies, lead a 90-minute workshop on how to create collaborative and self-sustaining business cultures that make a proactively positive impact on systems, products and people.

In/Visible Talks, the US design conference for creative professionals, hosts an hour-long hands-on 'Creative Flow' session in which attendees will be encouraged to tap into a tactile creative medium – using caffeine and anything else in the kitchen they can find to make a mark.

The British inventor, designer and creator of the documentary [The Reinvention of Normal](#) **Dominic Wilcox** spends an hour helping participants reinvent their own normal, unleash their bottled-up creativity and break out of the mundane.

Richard McVetis, the artist and sculptor known for his beautifully embroidered drawings, invites attendees to use the slowness and rhythm of hand-stitching as a route to meditation on time, and an opportunity to clear the mind and take pleasure in making.

In 90 minutes, **Mark Adams**, head of innovation at VICE Media, gives you the lowdown on rebuilding a brand after Covid.

More speakers and workshops will be confirmed in the coming days.

The festival that puts you to sleep



Rachel Wiingfield, co-founder of SOMA Lab, will explore digital connectivity through a nightly sleep workshop.

Every day of ReDesign Business will end with SOMA Sleep, a relaxing sound-and-light meditation created by artist Rachel Wingfield and wellness entrepreneur Leo Cosendai, founders of SOMA Lab, an initiative exploring the future of wellbeing during a time of remote and digital connectivity. Attendees will experience a 45-minute meditation, incorporating the intimate illusion of sounds coming from different sides of the room.

Schedule

For the most up-to-date information, please view: <https://www.redesign-business.com/schedule>

All times listed are BST (British Standard Time)

Monday 14 September

- 09:00 **Opening keynote: redesigning business for a hopeful future** *Design Council + Innovate UK*
- 13:00 **The future of business** *Indy Johar & Vanessa Dewey*
- 15:00 **Design Council session: design for employee well-being** *Dr Sara Hamilton, Abi Freeman and Tom Lloyd*
- 18:30 **How to Boost your Future-Fitness** *Kevin Bethune*
- 22:00 **Sleep installation** *Rachel Wingfield*

Tuesday 15 September

- 09:00 **A design toolkit for circular business** *Sophie Thomas*
- 11:00 **Design Council session: feminine business principles** *Abby Rose and Cat Drew*
- 13:00 **What is the point of purpose** *Beautiful Corporations*
- 15:00 **Design Council session: inclusive design** *Adi Kasliwal and Yasushi Kusume*
- 16:00 **Networking session** *Zee Wilson & Picnic Bank*
- 18:30 **Calling for a more-than-human politics** *Anab Jain*
- 22:00 **Sleep installation** *Rachel Wingfield*

Wednesday 16 September

- 12:00 **Zoom or Room? The future of collaboration** *Design District panel*
- 13:00 **How to design for happiness in a complex world** *J.Paul Neely*
- 16:00 **Fancy a cuppa? "Caffeine Art"** *an In/Visible Talks Creative Flow*
- 18:30 **Designing with time** *Ted Hunt & Gemma Jones*
- 22:00 **Sleep installation** *Rachel Wingfield*

Thursday 17 September

- 09:00 **Hacking inclusion for leaders** *Utopia*
- 13:00 **How to rebuild your brand after Covid** *Mark Adams*
- 16:00 **Network session** *Zee Wilson & Picnic Bank*
- 22:00 **Sleep installation** *Rachel Wingfield*

Friday 18 September

- 09:00 **Neurodiversity is your company's unlocked superpower** *Charlotte Valeur & Stephanie Risolio*
- 13:00 **The magic (and myths) of creativity in business** *Leland Maschmeyer*
- 16:00 **Regenerative leadership** *GAEA 108*
- 22:00 **Sleep installation** *Rachel Wingfield*

Saturday 19 September

- 11:00 **A meditation on time** *Richard McVetis*
- 13:00 **Reinvesting normal** *Dominic Wilcox*
- 15:00 **Demystifying design** *Letiza Marchetti*
- 16:00 **Network session** *Zee Wilson & Picnic Bank*
- 22:00 **Sleep installation** *Rachel Wingfield*

Notes to editors

A £20 ticket allows unlimited access to the live programme, and will include on-demand access to every event for up to three months after the festival closes.

About

Propela

Founded by Deborah Rey-Burns with the aim of bridging the creative sector and the business world, Propela is a speaking agency representing a diverse, highly select group of maverick thinkers and global change-makers. For nearly 10 years, its roster of artists, designers, futurists and interdisciplinary experts has electrified audiences around the world, providing illuminating, exciting and often surprising talks for major international conferences, Fortune 500 companies and world-leading brands.

propela.co.uk

ReDesign Business is in partnership with:

Design Council

Design Council's mission is to make life better by design. It works with people to create better places, better products and better processes, all of which lead to better performance. It commissions pioneering evidence-based research, develops ground-breaking programmes and delivers influencing and policy work to demonstrate the power of design and how it impacts three key areas of the economy: business innovation, places and public services. Design Council brings together non-designers and designers – from grassroots to government – and shares design expertise to transform the way they work.

designcouncil.org.uk

Design District

At the heart of Greenwich Peninsula, the Design District is London's first permanent, purpose-built hub for the creative industries. A collection of 16 unique buildings designed by a team of eight leading architects, the District is designed to support an ecosystem of 1,800 creatives, encompassing individual makers, ambitious startups, ground-breaking enterprises and industry leaders.

designdistrict.co.uk

Innovate UK

Part of UK Research and Innovation, Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas. It connects businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth. Innovate UK funds business and research collaborations to accelerate innovation and drive business investment into R&D. It offers support to businesses across all economic sectors, value chains and UK regions.

innovateuk.ukri.org