

<b>Saturday Oct 24</b>		<b>Sunday Oct 25</b>		<b>General Assembly</b>	
<i>General Assembly Day 1</i>		<i>General Assembly Day 2</i>		24 - 25 October, at Gehua New Century Hotel, Beijing	
9:30	Opening of the General Assembly	Fifth session of the General Assembly		The Icograda General Assembly 23 will take place in Beijing on 24-25 October 2009. Hosted by the Central Academy of Fine Arts, this marks the first time in Icograda's almost 50 year history that the General Assembly has been held in China.	
11:00	Tea break	Tea break			
11:20	Second session of the General Assembly	Sixth session of the General Assembly			
13:00	Lunch Break	Lunch Break			
14:30	Third session of the General Assembly	Breakout sessions (workshops)			
16:00	Tea Break	Tea Break			
16:20	Fourth session of the General Assembly	Reporting back from breakout sessions			
17:15	Close of the proceedings of the first day	Close of the General Assembly			
18:00 - 18:30	Opening of Beijing Design Week				
18:30		Beijing Creative Design Association Dinner (by invitation)			
19:00	Taipei Night (by invitation)				

<b>Monday Oct 26</b>		<b>Opening Ceremony &amp; Keynote Presentation</b>		<b>Opening Ceremony and Keynote Presentations</b>	
<i>Opening Ceremony &amp; Keynote Presentation</i>		26 October, at the National Centre for the Performing Arts (NCPA), Beijing		The first day of the professional conference will coincide with the opening ceremony on the 26 October. Keynote presentations of the professional conference will examine issues of universal values in design and reflect upon design as a driving force to bring about positive change.	
9:00 - 12:00	Remark by Mayor (deputy mayor) of Beijing Remark by President Pan Gongkai Remark by President Don Ryun Chang Shadow puppet performance Icograda Award and Keynote Presentation 1: <b>Pan Gongkai</b> Keynote Presentation 2: <b>Patrick Whitney</b> Artist performance: Lv Shengzhong				
12:00	Lunch Break				
13:30 - 16:45	Icograda Education Award: Ahn Sang-soo Keynote Presentation 3: <b>Sol Sender</b> Keynote Presentation 4: <b>Jan Van Toorn</b> Artist performance: Xu Bing Keynote presentation 5: <b>Kohei Sugiura</b> ADAA Awards presentation Presentation of collection certificates and realized gifts: Impressions of China National Centre for the Performing Arts				
18:00 - 18:30	Launch of Beijing Workstation for International Designers (by invitation)				

<b>Tuesday Oct 27</b>		<b>Parallel Sessions</b>		<b>Parallel Sessions</b>	
<i>Parallel Sessions</i>		27 - 28 October, at the Central Academy of Fine Arts (CAFA), Beijing		Parallel sessions will continue on 27-28 October at CAFA. Speakers from across China and around the world will join delegates to investigate contemporary issues and challenges facing communication design today. These presentations will be organised into groups(see below), followed by a panel discussion and Q&A session on each day.	
	<i>ACCESS</i>	<i>BALANCE</i>	<i>COMMUNICATE 1</i>	<i>COMMUNICATE 2</i>	<i>DEFINE</i>
9:00	Ruedi Baur	Zhu Dake	Xu Bing	Liu Zhizhi	Yao Dajuin
9:40	Femke Volting (Submarine)	Victor Margolin	TBA	Zuzana Lednická	Eva Rucki (Troika)
10:20	Tea Break				
10:40	Ric Grefé / Amy Gendler	Marc Alt	Apex Lin	David Pidgeon	Joachim Sauter (Art+Com)
11:20	Panel Discussion: Protecting IPR in Design	Panel Discussion: Sustainability & designers responsibility	Panel Discussion: Design in China 1	Panel Discussion: TBA	Panel Discussion: Digital content and redefining media
12:00	Lunch				
13:30	Kijo Rokkaku	Dan Hill	David Carson	Achyut Palav	Qiu Zhenzhong
14:10	Sheila Levrant de Bretteville	Yoon Ho Seob	LUST	Peter Bankov (kAk Magazine)	Alice Tremlow
14:50	Tea Break				
15:10	Leslie Gallery-Dilworth	Brian Dougherty / Sophie Thomas	Ruri Noguchi	Nille Svensson (Swedengraphics)	ADAA presentation
15:50	Laurence Madrelle	Mehdi Saeedi	Leonardo Sonnoli	Jianping He	ADAA presentation
16:30	Q&A				
18:30	Official Reception				

<b>Wednesday Oct 28</b>		<b>Parallel Sessions</b>		<b>Parallel Sessions</b>	
<i>Parallel Sessions</i>		27 - 28 October, at CAFA		The Icograda Education Network (IEN) Conference brings together a worldwide community working in communication design educational institutions under the Icograda World Design Congress 2009. This two-day event will include invited and referred papers. All selected papers will be published in print and will be made available on the Icograda website following the event.	
	<i>ACCESS</i>	<i>BALANCE</i>	<i>COMMUNICATE 1</i>	<i>COMMUNICATE 2</i>	<i>DEFINE</i>
9:00	N55	Brian Collins	Lu Jingren	Wang Xueqing	Carsten Nicolai (Alva Noto)
9:40	Andreas Uebele	David Barringer	David Reinfurt (Dexter Sinister)	Bi Xuefeng	Les Suen
10:20	Tea Break				
10:40	Michael Rock (2x4)	Huang Yungsung	Huda Smitshuijzen AbiFarès	Jiang Hua / Li Degeng (OMD)	Fiona Raby (Dunne & Raby)
11:20	Panel Discussion: Design for access	Panel Discussion: Wisdom of design / consumption in the global financial crisis	Panel Discussion: Visual culture: pluralistic perspectives and contexts	Panel Discussion: TBA	Panel Discussion: Cross-disciplinary collaborations in design
12:00	Lunch				
13:30	TBA	Helmut Schmid	Isao Suzuki	Michael Vanderbyl	David Small
14:10	Ronald Shakespeare	Kiko Farkas	Ma Ke	Andrew Ashton (Studio Pip & Co)	Peter Hall
14:50	Tea Break				
15:10	Ron Newman	Anni Chick / Lou Yongqi	Garson Yu	Richard Doubleday	Tavs Jorgensen
15:50	Arata Isozaki	TBA	Base Design	Hilton Tennant	TBA
16:30	Q&A				
19:30 - 21:30	Original Opera: Xishi at the National Centre for the Proforming Arts				
22:30 - 23:30	Unixt - Audiovisual art performance by Alva Noto at Xugong Yishan				

<b>Thursday Oct 29</b>		<b>Friday Oct 30</b>		<b>Education Conference</b>	
<i>Education Conference</i>		29 - 30 October, at CAFA		The Icograda Education Network (IEN) Conference brings together a worldwide community working in communication design educational institutions under the Icograda World Design Congress 2009. This two-day event will include invited and referred papers. All selected papers will be published in print and will be made available on the Icograda website following the event.	
8:30	Opening Speech				
9:00	Audra Buck-Coleman / Mark Biddle / Ann McDonald <i>Bridging Diversity: Ethical Considerations in Design Education</i>	Eric Ligon / Michele Wong <i>Meeting the Emerging Needs and Demands of a Complex World Through Design Thinking and Collaborative Innovation</i>			
9:40	Pan Lu Sheng <i>The Diversity of Design Education in China</i>	Zhao Jian <i>GAFA Design Education Based on Geographical Characteristics and Cultural Pluralism</i>			
10:20	Tea Break				
10:40	Lawrence Zeegen <i>What use is Design Education? (Theme – Design Education and Innovation)</i>	Anne Ghory-Goodman <i>The Index:   Aspen Design Challenge: Converting an International Design Challenge into Compelling Communication Design Curriculum</i>			
11:20	Wang Xiao-jie <i>Driving Forces in the development of Contemporary Design Education in China</i>	ZHANG Peng-Chuan <i>Geographical and Mobile Nature of Design Culture and the Purpose of Modern Design Education</i>			
12:00	Lunch				
13:30	Deborah Alden <i>A Fading Tradition: Design as a portal to the discovery of one's own cultural heritage</i>	Antoine ABI AAD, Ph.D.			
	Audra Buck-Coleman / Mark Biddle / Ann McDonald <i>Bridging Diversity: Ethical Considerations in Design Education</i>	Dr. Joyce Yee / Emma Jefferies <i>Helping design educators foster collaborative learning amongst design students</i>			
	Prof. Helmut Langer <i>Do Smart Business- week by week</i>	By Paula DiMarco, Ph.D <i>Issue Based Design Education - Changing the way future communication designers are taught in a global society</i>			
	Eric Ligon / Michele Wong <i>Meeting the Emerging Needs and Demands of a Complex World Through Design Thinking and Collaborative Innovation</i>	Xiao Yong <i>Go professional-design learning,teaching and doing</i>			
16:30	Q&A				