



**What is System Reload?** System Reload celebrates the 20th Anniversary of the o2 Global eco creatives network - o2GN. Hosted by BestUp, System Reload will be an international celebration of innovation, collaboration and knowledge. System Reload will be an ongoing eco design events platform that engages the wider international design community, through talks, exhibitions of best practice, workshops and information kiosks.

**When and Where?** 17th, 18th and 19th of April 2008 @ FABRICA DEL VAPORE / The Steam Factory, Milano, Via Giulio Cesare Procaccini 4, during the world famous Salone Internazionale del Mobile di Milano, Italy. [Map Link](#)

**Why?** The explosive growth in awareness about climate change and the obvious need to change our unsustainable habits has created a unique opportunity for the design industry. Design thinking has already proven that we can work together to provide sustainable living mechanisms, products and services and is poised to rapidly expand in many directions. System Reload aims to maximize opportunities for positive and rapid change to support the shared creation of a good future that is diverse and abundant socially, economically and environmentally.



**FRIDAY 18 APRIL 2008**

**Day 1**

- 13:45 o2 System Reload 20th Anniversary welcome and launch! Mr Edoardo Croci, Deputy Mayor of Milan, Councilor for Mobility, Transportation and Environment
- 14:00 "Designing for sustainable solutions in a networked society: new ideas of wellbeing and production" Ezio Manzini - DIS Research Unit - INDACO Department - Politecnico di Milano, Founder o2 Italy.
- 15:00 Seed Foundation, Social Environmental Enterprise and Design
- o2 UK, Clare Brass - SEED Foundation UK.
- 15:20 "The Bridge: a Sustainable Design Methodology inspired by Indigenous Living Patterns" o2 Global Network Foundation - Tel Aviv, Israel - Adital Ela
- 16:00 "Saving the Planet in Style - Green Energy". "EcoEmotional Design, Connections". o2 Nordic, Sweden - Kerstin Slywan , o2 Australia - Damien Melotte
- 16:30 **BREAK**
- 16:45 "Biomimicry and Design for Sustainability" o2 Cascadia USA & Worldchanging - Jeremy Faludi
- 17:15 "Sustainable Design in a non sustainable area!". Workshop - Open Discussion o2 Israel - Yair Engel, Kayama - Center for Sustainable Design in Israel
- 18:15 PlayRethink - Group game to make people rethink about everyday objects and how to make them more environmentally and socially friendly. (Aperitivo - Drinks). o2 UK & Brazil - Lili de Larratea - IDDS Brazil and Alexandre Santilli
- 20:00 **Finish**

**SATURDAY 19 APRIL 2008**

**Day 2**

- 14:00 "Creative Communities for Sustainable Lifestyles Tentative Design for Social Innovation in Brazil, China and India" François Jegou, Strategic Design Scenarios, Brussels, Belgium.
- 15:00 "Design-Oriented Futures Wheels" o2 Finland - University of Art & Design Helsinki - Cindy Kohtala with students from Politecnico di Milano -Facoltà del Design - research group, Design and Innovation for Sustainability.
- 16:15 "Radically Rethinking Design and the World". o2GN Founding Member 1988 - Niels Peter Flint , Experience Design Lab, ACTICS.
- 16:45 **BREAK**
- 17:00 "Beer Bottles nei luoghi pubblici" project/competition launch o2 Italy & Co-Creando - Antonia Teatino - Susanna Iraci - Fatina Saikaly.
- 17:30 "Green Map: Charting New Directions to a Sustainable Future" o2 NYC - Green Map System - Wendy Brawer & o2 Italy.
- 18:30 System Reload - o2GN 20th Anniversary Celebrations. o2GN Jubilee! Memorial words for Thierry Kazazian o2 France. Niels Peter Flint o2 Denmark and Yair Engel o2 Israel. "o2GN History. o2GNF Special Announcement. o2 GNF - Martha Kellerhals - Adital Ela - Ernst-Jan van Hattum.
- 19:00 **o2 GNF - Alumni, Old, New and Friends Party!**

