



EGIN, platform for cooperation in education, training, research and labour market projects for the Graphical and Creative industries.

**PROGRAMME EGIN ANNUAL CONFERENCE 2014
ST. GALLEN SWITZERLAND**

TECHNOLOGY CHANGES, DESIGN REMAINS

Thursday November 6

Venue: School of Design GBS St. Gallen, Kugelgasse 19, 9004 St. Gallen

- 09.30 hrs. **Opening of Autumn seminar 2014**
Anders Mosumgaard, Chairman of EGIN
- 09.35 hrs. **A welcome in St. Gallen**
Official of the Schule für Gestaltung GBS St.Gallen
- 09.45 hrs. **The program for the 2 days**
Rense van der Heide, EGIN
- 09.50 hrs. **The importance of good design**
Discussion with Swiss students, 4th year Graphic Design about the importance of good design.
For the experts and all participants, have your statements and ideas about this issue ready!
- 10.30 hrs. **The century of good type design**
Keynote about a century of type design; discussion about the implication for- and implementation in education by:
Roland Stieger and Roland Stieger, Jost Hochueli of TGG Hafen Senn Stieger GmbH (www.tgg.ch)
- 11.30 hrs. **Lunch break, time for food and networking**
Lunch will be served in the school
- 13.30 hrs. -
14.30 hrs. **Type design in new media**
Keynote about the usability of type design in digital applications; discussion on the key issues for education by:
Bruno Maag of Dalton Maag (www.daltonmaag.com)
- 15.00 hrs. **A millennium of type design**
Keynote about and guided tour in the abbey library by:
Cornel Dora, chief librarian of the abbey library
- 17.00 hrs. Closing of day of the seminar
- 19.30 hrs. EGIN drinks and dinner at **LOK** (www.lokremise.ch)
Lokremise St.Gallen, Grünbergstrasse 7 9000 St.Gallen
Haupteingang (Main entrance) via Lagerstrasse



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1ST SWISS INTERACTIVE MEDIA DESIGN DAY

Friday November 7

Please Note Change in the Venue: Venue: School of Design GBS St.Gallen, Demutstrasse 115, 9012 St.Gallen

Change in draft program: Design Workshop Snask has been cancelled, contents has been discussed on Thursday.

This day is a conference to launch a new program in Switzerland education called "Interactive Media Design". More than a hundred participants will listen and watch presentation as, have discussions and engage in other activities. Translations will be available from German to English and English to German.

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| 10.15 hrs. | Welcome by host Joschi Kühne |
| 10.30 hrs. | Siegfried Alder, Canon |
| 11.00 hrs. | Pierre Fantys, Director, ÉRACOM |
| 11.30 hrs. | Hansi Voigt, Watson CH |
| <i>12.00 hrs.</i> | <i>Wrap break</i> |
| 13.00 hrs. | Thomas Bühler, Google |
| 13.30 hrs. | Christopher Müller, Die Ergonomen |
| 14.00 hrs. | Jan Rikus Hillmann, burningbluesoul, DE |
| <i>14.30 hrs.</i> | <i>Coffee break</i> |
| 15.00 hrs. | Nico Castegna, Swisscom |
| 15.30 hrs. | Eva Siegenthaler, SBB |
| 16.00 hrs. | Roger Spindler, HF Kommunikationsdesign, SfG Bern & Biel |
| <i>16.30 hrs.</i> | <i>Fruit break</i> |
| 17.00 hrs. | Bruno Maag, Dalton Maag, London, GB |
| 17.30 hrs. | Ralf Strohmeier, Umbruch Kommunikationsdesign |
| 18.00 hrs. | Marcel Morcus, Mamascreen, video production & animation studios, NL |
| <i>18.30 hrs.</i> | <i>Noodle break</i> |
| 19.00 hrs. | Kai Jauslin, cando image |
| 19.30 hrs. | Raphael Stump, Namics |
| 20.00 hrs. | Darren Bowles, Moving Brands |
| 20.30 hrs. | Fredrik Öst, Magnus Berg, Erik Kockum, Snask |
| <i>21.30 hrs.</i> | <i>After party – YRU & Snask in concert</i> |