

2024 Social Design Days in Nuremberg: better together! The agenda now is complete

- Social Design Days will take place in Nuremberg for the second time from October 7 to 9, 2024
- Everyone is invited to join the various formats such as workshops, a Design Jam, a talk, and a symposium including an award ceremony
- All events will focus on this year's theme, *better together*

Nuremberg, Germany. Social Design Days in Nuremberg organized by bayern design will take place for the second time from October 7 to 9, 2024, a festival for new ideas concerning the management of societal challenges through design. The goal is to identify solutions collectively that benefit all of society and foster social participation. Focus will be on interdisciplinary dialog among representatives of the corporate world, politics, and design and on experiencing design as a process. To foster solidarity within society, the theme of this year's Social Design Days will be *better together*. In a time of increasing inequality and polarization, it is important to close ranks again, develop an understanding, and tackle acute challenges together. The agenda for 2024 Social Design Days is now online!

The theme of 2024 Social Design Days: better together

Society is at its strongest when as many people as possible act in concert and stand up for a future worth living. In a time where extreme political movements are on the rise, social inequalities are increasing, and democratic values are being challenged repeatedly, finding answers to the question of how we want to live together in the future is more urgent than ever. The growing division of society not only weakens cohesion but also the trust in democratic processes. If people no longer come together at the same table, finding solutions that are good for everyone will become increasingly difficult.

Where freedom of expression, rule of law, and other values are called into question and populist camps exploit people's insecurities, action must be taken. Democratic principles must be protected and, at the same time, social inequality, economic uncertainty, and insufficient political participation must be contested. Only through education, equal economic opportunities, and democratic participation can a society be shaped in a way that it remains firmly united and builds a future in which everyone benefits.

Social Design Jam – addressing concrete challenges and committing to change

What are design jams? At these cross-disciplinary workshops, all participants can contribute their skills and consult with experts. Everyone sharing their

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experiences and perspectives allows us to learn from each other, to find new answers, and thus to come a lot closer to solutions to major challenges society is facing. The great strength of design jams lies precisely in working together. By the way: Social Design Jam not only addresses designers and other professionals but everyone interested in getting involved. Thus, Social Design Jam provides ample opportunities to play an active role in shaping social cohesion. bayern design invited everyone to submit challenges, that is, topics for the discussion rounds, by July 31; two of the challenges will be addressed collectively at Social Jam Days.

The agenda

Most of the events taking place during 2024 Social Design Days from October 7 to 9 will be free of charge. The agenda is now available online. Everybody can participate!

October 7, 2024:

Workshop: Act Now!

- Poster workshop for beginners and professionals. Participants can learn to transform ideas into meaningful headlines and images and then implement and design them. The experts will share their wealth of tips and tricks to enable all participants to create their own inspiring posters.
- Conducted by Lars Harmsen (Fachhochschule Dortmund University of Applied Sciences and Art) and Markus Lange (Technische Hochschule Georg Simon Ohm, Nuremberg)
- 1:00 p.m. to 5:30 p.m. at the bayern design offices
- Registration required; fee: 19 to 29 euros

Jam (day 1)

- The goal of Design Jam will be to discuss two societal challenges submitted to bayern design in July: The Central Franconian chapter of Der Paritätische Bayern raised the question of how we can better transform inner cities into zones for encounters and create occasions and space for bringing people from diverse bubbles together. The second entry was made by Lukas Heck, student at OTH Regensburg: He asked how peaceful exchange between cyclists and drivers can be achieved.
- Moderated by Sandra Engelhardt and Lena Endres (both Urban Lab), and Sebastian Schnellbögl (bayern design)
- 5:30 p.m. to 8:00 p.m. at Künstlerhaus in Nuremberg
- Registration required, free entry

October 8, 2024:

Workshop: Yes Future!

- The *no future* mindset is a thing of the past. Participants will work together to develop inspiring scenarios for strong coexistence in the future. To do so, they will convey and use methods of speculative design, an approach to developing hypothetical scenarios with the goal to better understand potential future situations. The methods will be applied to this year's theme, *better together*.
- Conducted by Jeannie Schneider and Ramona Sprenger (both Dezentrum)
- 10:00 a.m. to 5:00 p.m. at the bayern design offices
- Registration required, fee: 19 to 39 euros (catering included)

Jam (day 2)

- Continuation of Design Jam with the development of concrete solutions
- Moderated by Sandra Engelhardt and Lena Endres (both Urban Lab), and Sebastian Schnellbögl (bayern design)
- 10:00 a.m. to 6:00 p.m. at Künstlerhaus in Nuremberg

Designers' Circle: Social Design in Practice (talk)

- Social designer Felix Egle works for educational institutions, addiction assistance organizations, and initiatives fighting right-wing extremism. His motivation is the goal of tackling conflict and creating spaces for constructive negotiation processes. In his lecture, Egle will outline rooms for designers to maneuver in sociopolitical fields. The talk will take place in front of the former Kaufhof building in Nuremberg's city center, a location that could not be more suitable for this type of discussion. The event is organized by bayern design and DESIGNVEREIN and is supported by Design Faculty of Technische Hochschule Georg Simon Ohm in Nuremberg and the Office for Cultural Projects of the City of Nuremberg.
- 7:00 p.m. at Zukunftsmusik (by the former Kaufhof building on Pfannenschmiedgasse)

October 9, 2024:

Symposium at Neues Museum in Nuremberg

- Focus on this year's motto, *better together*
- 12 speakers from the design, politics, business, and sociology sectors on two panels
- Keynote speakers: Armin Nassehi (sociology professor at Ludwig-Maximilians-Universität, Munich), Jörg Sommer (Direktor of Berlin Institut für Partizipation), Felix Kosok (design scientist and graphic designer), Simone Engelhardt (futurologist, shape of new)

- Panelists from Nuremberg: Simona Leyzerovich (Café Bleiweiß), Addis Mulugeta (Nuremberg Chamber of Industry and Commerce), and Nicolas Eichholz (Anders Gründen)
- Presentation of the results of Social Design Jam to the public and IHK Innovationspreis Fachkräfte award ceremony
- Moderated by Dorothee Brommer (Brommer Consulting)
- 10:00 a.m. to 6:00 p.m. at Neues Museum in Nuremberg

Social Design Days involve the public, representatives of personnel development and/or strategy departments of companies across sectors, and designers in all fields. The event is hosted by bayern design and sponsored by the Nuremberg Chamber of Industry and Commerce for Central Franconia and the Office for Economic Development of the City of Nuremberg. Neues Museum in Nuremberg is a partner and CURT city magazine is a media partner of the event.

Agenda updates can be found at www.socialdesigndays.de.

About bayern design

bayern design provides a focal point for knowledge sharing and alliances about design in Bavaria. Its projects are dedicated to highlighting the importance of the key role design plays in the management of economic, societal, and sustainable transformation. bayern design GmbH is sponsored by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy and is the organizer of munich creative business week (mcbw), the largest event of its kind in Germany, which will take place from May 10 to 18, 2025. The supporting association, bayern design forum e.V., is made up of design-oriented companies, agencies, freelancers across design disciplines, architectural firms, trade chambers, universities, and associations. For more information, visit us online at www.bayern-design.de and www.mcbw.de.