

DESIGNING AN AGENDA, OR, HOW TO AVOID SOLVING PROBLEMS THAT AREN'T



INVITATION  
26. 9. 2013

Service and information design in the fields of health care and sustainable transport

You are cordially invited to the opening of the exhibition, which is to take place on **Thursday, September 26 at 19.30, at the Embassy of the Republic of Slovenia in the Kingdom of Belgium, Rue du commerce 44, 1000 Brussels.**

The exhibition is organised by the **Regional Development Agency of the Ljubljana Urban Region** within the framework of the Regional Creative Economy Centre. The event will feature a relaxed atmosphere and refreshments.

The introductory speech will be held by a representative of the Embassy of the Republic of Slovenia in the Kingdom of Belgium. The keynote speaker will be **Mrs Lilijana Madjar MSc**, the directress of the Regional Development Agency of the Ljubljana Urban Region.

The event will display concepts of **innovative services** developed at the Ljubljana Creative Camp. The international event was organised earlier this year within the framework of European project Creative Companies in Alpine Space (CCAAlps). The power of the exhibited concepts stems from the methodology of service and information design, namely the interdisciplinary co-creation. The latter links **the efforts of young design professionals, design students, creative individuals with different educational backgrounds and stakeholders in both studied areas [health and sustainable transport].**

The concepts introduce a novel response to the challenges of modern times. The results differ in nature, quality and level of sustainability. The projects encourage visitors to view various everyday situations from a different perspective and provide new business opportunities, generated by the **designing of services and information.**

The exhibition will also feature a book on service and information design, titled "Designing an Agenda, or, How to Avoid Solving Problems That Aren't". The latter was written by dr. Petra Černe Oven and dr. Barbara Predan (both from Academy of Fine Art and Design [ALUO] of the University of Ljubljana [UL] and the Pekinpah Association). Each visitor will receive a *complementary copy of the book*.

We are looking forward to welcoming you at the opening.

Lilijana Madjar, directress of RRA LUR

#### Advance notice

We kindly ask for advance notices at: [nina.vertot@sbra.be](mailto:nina.vertot@sbra.be), by Thursday, September 19, 2013.

Information available at  
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