

# WORLD ABOUT US — DESIGN ORGANIZATION

**The World Design Organization (WDO) is an international non-governmental organization founded in 1957 that promotes the profession of industrial design. WDO advocates industrial design driven innovation that creates a better world, engaging our more than 140 member organizations in collaborative efforts and carrying out international programming—World Design Capital®, World Design Talks, World Design Impact Prize, World Industrial Design Day, and Interdesign.**

**World Design Organization has United Nations Special Consultative Status.**

**wdo.org**



## WORLD DESIGN CAPITAL

World Design Capital® (WDC) is designated every two years by Icsid to a city for its use of design for economic, social, cultural, and environmental development. Through a year-long calendar of events, the appointed city showcases its accomplishments in attracting and promoting innovative design, and highlights successes in urban revitalisation strategies. The first WDC was Torino (Italy) in 2008, followed by Seoul (South Korea) in 2010, Helsinki (Finland) in 2012, Cape Town (South Africa) in 2014, and Taipei (Taiwan, Chinese Taipei) in 2016. Mexico City (Mexico) holds the title for 2018.



## WORLD DESIGN TALKS

Members hold World Design Talks, in their respective regions to address local challenges with global relevance—such as urbanization, climate change, migration—through a design lens. World Design Talks—including the accompanying online platform and larger biennial international gathering—aim to gather and share lessons learned, establish our common ground, and inform our world design agenda.



## WORLD DESIGN IMPACT PRIZE

We award the World Design Impact Prize every two years to an industrial design driven project that benefits society. Following a public nomination process, a multi-disciplinary panel of experts selects a shortlist for the Prize, which is then voted on by WDO's more than 140 member organizations. The first project to receive the Prize was the Community Cooker in 2012, followed by the ABC Syringe in 2014.



## WORLD INDUSTRIAL DESIGN DAY

World Industrial Design Day (WIDD) is observed annually on 29 June in recognition of the profession of industrial design. First declared in 2007 by Icsid on the occasion of the organization's 50th anniversary, it is celebrated throughout the world. WIDD promotes awareness of the profession of industrial design and seeks to highlight the impact of industrial design on economic, social, cultural, and environmental development.



## INTER DESIGN

Created in 1971, Interdesign workshops enable designers from around the world to work with experts to develop solutions for local issues of global significance. Hosted by a different organization each time, 38 two-week workshops have been held to date, addressing issues such as climate change, urban transportation and traffic, an ageing population, green spaces, healthcare access, and water management.

We partner with select design-led companies to support innovative international projects that elevate design as a tool to strengthen economic, social, cultural and environmental development. Through the World Design Partner® Programme (WDPP), these companies are able to position themselves as leaders in design and innovation, showcase their brand in markets around the world, highlight the power of responsible behaviour for brand enhancement, align with other well-established design effective brands and contribute to community building initiatives.