

Annual Report 2022: Foundation Design Promotion in Europe and China

Introduction

In 2022, Foundation Design Promotion in Europe and China continued to promote design innovation and collaboration through various activities and events. The foundation focused on supporting the Design Intelligence Award (DIA) and enhancing its international presence. Despite not having long-term programs or fixed housing, the foundation successfully organized exhibitions and workshops, fostering international collaboration and innovation in design.

Organization

Structure and Governance: The foundation maintained its organizational structure, with key personnel continuing to support its mission. The team adapted to the evolving conditions, ensuring that communication and planning remained uninterrupted.

Funding and Resources: The foundation achieved success in fundraising and resource management, enabling the continuation of its programs and initiatives.

Personnel

Volunteer Contributions: The contributions of volunteers and interns were particularly noteworthy in supporting the foundation's activities. Volunteers and students were integral to the foundation's success, providing valuable support across different areas.

Projects

Project Summaries: The foundation undertook several projects throughout the year, including:

- **Design Intelligence Awards – Support:** The 7th edition of the DIA called for outstanding design works from agencies, designers, students, and companies in the

Netherlands. The foundation provided local support and promoted participation in the award.

- **Dutch Design Week – Design Intelligence Award:** At the Dutch Design Week 2022, the DIA celebrated innovators and entrepreneurs, showcasing Dutch entries and past award winners. The exhibition highlighted the theme "Bridge" and focused on "Design Collaboration" and "Inclusivity."
- **DIA Design Union Programme:** The foundation participated in the DIA Design Union Programme, promoting the DIA internationally and enhancing its global reputation.

Impact and Outcomes: The projects had a positive impact, fostering international collaboration and promoting design innovation.

Short-term Activities

- **Keynote Speech on Generative Art at ICEC 2022:** Prof. Loe Feijs, a DIA 2022 Jury member, presented his work on Generative Arts at the ICEC 2022 conference in Bremen, Germany. His keynote speech focused on the intersection of digital arts and health, exploring how digital art interventions can promote health and well-being.

Event Summaries: Short-term activities included organizing exhibitions, workshops, and promotional events to support the DIA and foster international collaboration.

Adaptations to Challenges: The foundation adapted to the challenges posed by the dynamic nature of international collaboration by leveraging digital tools for communication and planning. This ensured that the foundation remained active and prepared for future activities.

Financial Overview

Income and Expenditure: The foundation's financial performance was stable, with careful management of expenditures to ensure sustainability.

Financial Health: Overall, the foundation maintained a healthy financial status, enabling it to continue its operations and prepare for future activities.

Future Plans

Upcoming Projects: The foundation plans to continue promoting the DIA and organizing events and workshops to foster international collaboration and innovation in design.

Strategic Goals: Strategic goals for the upcoming year include expanding the foundation's reach, fostering new partnerships, and continuing to support design research and education.

Community Support: The support received from the community was essential to the foundation's success, and it remains committed to fostering strong relationships with its stakeholders.