

**PD+I 2015**  
PRODUCT DESIGN INNOVATION

**20 - 21 MAY 2015**  
AMERICA SQUARE CONFERENCE CENTRE,  
TOWER HILL, LONDON  
**WHERE INDUSTRIAL DESIGNERS MEET**



**Release Date:**

**PD+I returns to London in 2015 for 5<sup>th</sup> anniversary**

PD+I, the must-attend event for industrial designers, is delighted to announce a return to London for 2015 with a brand new venue and a new Chair.

Celebrating its 5th anniversary in 2015, the unique two-day conference will be held on the 20th and 21st May at London's America Square conference facility, still only a stone's throw from the iconic Design Museum. Heralded as the best conference programme yet, PD+I 2014 featured some huge names in the design world including Robert Brunner, Richard Seymour, Sir John Hegarty and Gadi Amit, and the 2015 conference is set to build even further upon this stellar reputation with well-known brands, design leaders from across Europe and luminaries from the worlds of advertising, management consulting and finance.

Taking his place in the hot seat this year is Conference Chair Chris Lefteri. Chris is an internationally recognized authority on materials and their application in design as well as editor and creative director of Ingredients magazine, and founder and owner of Chris Lefteri Design Ltd – through which he has worked with several Fortune 100 companies and major design studios across Europe, the US and Asia.

PD+I truly allows delegates to get under the skin of the hottest new trends, technologies, materials and processes as well as discover new opportunities and how to apply them to future commercial growth. More than 200 delegates attended last year and with even more expected in 2015, the potential for networking and building invaluable contacts within this specialist sector is second to none. Here is what just a selection of last year's participants had to say:

*"We are doing more events than ever before, but mainly within the computer industry. PD+I 2014 was refreshing for us, especially due to the quality of speakers, which was stunning. It was a real privilege to listen to them."* **David Forrester, Lightwork Design.**

*"Ambition is not a dirty word. That's what I like about PD+I, the fact that I can say that."* **James Woudhuysen, Professor of Forecasting and Innovation, De Montfort University.**

*"I love the idea of this conference – making stuff happen. As car designers we need to make things happen."* **David Hilton, Auto designer.**

*"We've been very happy with the conference, with lots of interest in our products on the stand. I also sat in on some of the speakers, who were very good, especially Robert Brunner. It's all been very well done and I enjoyed it."* **Charles Page, PolyOne.**

*"I think the conference has re-invigorated my passion for design. Thinking about all the projects I've got going on and how I can do things differently. I'm feeling very enlivened by the experience."* **Wendy Howard, Twig Design.**

*"Robert Brunner's speech was great, as an engineer I'm interested in the materials side. I'm liking the conference, it's a good place to get different ideas from several case studies. Looking at change management, things that work, things that didn't work and how to do them differently."* **Damiao Dias, Engineer.**

To confirm your place at an Early Bird delegate rate of £285 + VAT for one day or £525 + VAT for two, book before 11<sup>th</sup> April 2015, after which prices will be £345 + VAT for one day and £625 + VAT for two. Take advantage of the early prices by registering online today at: <http://conference.pdesigni.com/> or by contacting Yvonne Nartey on [ynartey@crain.com](mailto:ynartey@crain.com) / +44 (0)20 8253 9602

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