

## Detailed DEEP DIVE programme:

### **Day 1**

#### **11:00 Welcome & introduction to the region**

Location: industrial [museum Texture](#) to understand the historical and current context of the city and region.

We will explain the most recent city developments from the new urban riverbanks “Leieboorden” to the new research campus “Kortrijk Weide”.

#### **12:30 Lunch at [Hangar K](#), hub for start-ups**

#### **13:30 Kick-off of the deep dive**

Presentation of 20 years [Designregio Kortrijk](#) and the major projects of our organisation: WONDER Creativity Festival, We Are the Next Generation, Wonder Club, K-TOTEM, Designers in Residence and the Living Labs/

To feel the creative and innovative buzz of Hangar K, young start-ups active in gaming, education technology and design will pitch their business activities. These start-ups are supported by special programmes like [EDTechStation](#) and [Flanders Game Hub](#) to boost their international growth. The breeding ground for the game studios is just across the street: [Howest campus The Level](#), top 3 best gaming school in the world by Rookies.

#### **16:30 Guided tour with a unique blend of historic and contemporary cultural and design initiatives in the city center** with visits to Buda Factory, [Budalab Makerspace](#), [Buda Arts Center](#), the immersive installation in the [Gravenkapel](#), the new Abby Museum, the UNESCO heritage site of the Beguinage and the [Design Kiosk](#).

#### **18:30 Free time**

#### **19u30 Dinner at [Maison Parazaar](#), winner Commerce Design Awards 2022**

The dinner starts with an inspiring keynote of the [My Machine](#) education project. MyMachine is an intergenerational collaboration where primary school, secondary vocational/technical school, and university students co-create. This unique process spans the idea, design, prototyping phases, fostering teamwork across all educational levels to build 'dream machines' within a single academic year.

### **Day 2**

#### **08:45 Departure from [The Market Hotel](#)**

#### **09:00 Insights in the quintuple helix ecosystem financing model**

We resume at Villa Voka, the home to the Chamber of Commerce Voka West-Flanders. Architectural Office Kersten Geers David Van Severen created a volume around a patio. In this inspiring architectural setting, we will give insights in the financial model of Designregio Kortrijk and how the stakeholders of the quintuple helix are involved in a mix of public and private funding.

#### **11:00 Visit innovation agency Creax**

[Creax](#) is a front-runner in innovation consulting and research company, known for its profound and dedicated approach to tackling innovation challenges. This is why Creax introduces a thorough and systematic approach to navigating the fuzzy and unstructured world of innovation.

#### **12:30 Lunch at inclusive restaurant Buda Kitchen**

[Buda Kitchen](#) is an all-round spot: bistro, co-working space, and meeting place, integrated in an elderly home. You can enjoy delicious dishes, work productively, and meet people of all ages in a unique setting with surprising urban design.

14:00 **Kortrijk, home of creative makers**

Bus tour and visits to our manufacturing industry and research centers

► **Barco** designs technology that empowers positive outcomes globally, with its roots as a small radio company in Belgium. The Barco One Campus in Kortrijk exemplifies modern architecture, showcasing its innovative and international character. They develop technology with a vision for a healthier world, providing the best care for every patient. Additionally, they help professionals in control rooms, classrooms, and meeting spaces to share data and images, enabling better-informed decisions and smarter collaboration. They also support roadies, artists, and creatives in delivering stunning visual experiences in cities, at events, and in cinemas and museums.

► The **Circular Materials Center** supports and encourages businesses to adopt circular practices. By collaborating with knowledge and educational partners, sector associations, and employers' organizations, they provide companies access to expertise, machinery, and training opportunities.

► **Campus Weide** is the new hotspot for industrial research centers and education institutions such as [Howest Industrial Design Center](#), [Flanders Make](#), [VEG-i-TEC](#) and [House of Manufacturing](#).

17:30 **Free time**

19:00 **Dinner at [Vliegend Tapijt](#)** (Commerce Design 2022)

21:00 Optional **cultural activity** (lively music scene, theater, film, ...)

**Day 3**

09:30 **Innowiz workshop**

By using the well tried and tested [Innowiz tool](#), we will help you to build your own quintuple helix design ecosystem.

The location of this workshop is Howest The Penta, located near Magdalenapark. This is Howest's sustainable campus hub. Its standout feature is an impressive atrium staircase, offering seamless access between floors in a pentagonal building surrounded by greenery. Enjoy panoramic views of Kortrijk from its terraces and relax in the park's sunny spots.

12:30 **Lunch and meeting with the WONDER CLUB companies**

[WONDER CLUB](#) is a collective of design minded companies that join forces to promote Belgian design, supported by Designregio Kortrijk. Participating companies are: [Modular](#), [Novy](#), [Wever & Ducré](#), [Allaert Aluminium](#), [Umbrosa](#), [Joli](#) and [Vincent Sheppard](#).

14:00 **Thank you** and safe trip home

You are welcome! From the moment that Kortrijk has joined the UCCN, we have given **full force in the network** by **sharing** our expertise with other design cities (for example with Kaunas and Bilbao), by **implementing** expertise from other cities in Kortrijk (for example from Detroit and Montréal), and by taking a **leading role** in the subnetwork (in 2018-2020 as deputy coordinator, in 2020-2023 as coordinator). With this deep dive we open-up our design ecosystem model to the world.

**We invite you to Kortrijk to experience the deep dive.** We are ready to accommodate and immerse you. You can determine the date yourself as long as there are 5 persons (from 1 or more cities). Cost per person: 1.950 euro + taxes, incl. all visits, workshops, Innowiz, lunches and dinners, local transport and 3 nights at [The Market Hotel](#) \*\*\*  
Price is subject to availability.

For questions and bookings, please contact Stijn Debaillie, managing director of Designregio Kortrijk, [stijn@designregio-kortrijk.be](mailto:stijn@designregio-kortrijk.be).

