

Bezael
בצלאל
בטסלניל



Academy of Arts אקדמיה
and Design أكاديمية للفنون والتصميم
Jerusalem القدس يروشليم
לאמנות ועיצוב



AUSSEN WIRTSCHAFT WORKSHOP ISRAEL DESIGNING FUTURE MOBILITY

Sunday, 10.04.2022 – Wednesday, 13.04.2022

PROGRAM

Status 10.01.2022 | Subject to Change

supported by



a joint initiative of the Austrian Federal Ministry for Digital and Economic Affairs and the Austrian Federal Economic Chamber



FRIDAY, 25.03.2022 | Online

09:00 – 11:00

PRESENTATION OF THE CHALLENGES

THE CHALLENGES WILL BE PRESENTED. THIS IS THE TIME FOR YOUR QUESTIONS AND TO MEET YOUR TEAM:

- **AVL**
 - **KTM**
 - **TBA**
-

SUNDAY, 10.04.2022 | JERUSALEM

10:20 – 14:45

ARRIVAL IN TEL AVIV WITH OS857*, VIP ENTRY & TRANSFER TO JERUSALEM

* Flights mentioned in this program are suggestions only. VIP entry/exit and collective transfer from/to airport will be organized and guaranteed exclusively for these flights.

17:00

MAKE YOURSELVES COMFORTABLE AT ST. ANDREWS

This **historic hotel** was built 1927-1930. Designed by Clifford Holliday, it combines western and oriental architectural elements. Its clean, plain lines evoke a Highland castle and keep. Notable use is made of Armenian ceramics, both inside and out. Today, the Scottish Guesthouse is your home in the heart of Jerusalem. It offers a combination of comfort, location, value and style. Looking across the Hinnom Valley to the Jaffa Gate, with a spectacular view of the old and the modern city, it is within easy walking distance of both.

18.30 – 19.00

PROGRAM OVERVIEW AND COUNTRY BRIEFING ISRAEL**

Markus Haas, Head of ADVANTAGE AUSTRIA Tel Aviv

A presentation of the Israeli economy and bilateral business relations with Austria as well as an overview of the planned program.

19.00 – 19.30

TRANSFER

19.30

SHARING IS CARING – DINNER MEDITERRANEAN STYLE**

Enjoy the delights of nouvelle Jerusalemite cuisine. We will be joined at this dinner by the moderators of the workshop and Industry experts.

W: <https://www.satya.co.il/>

** Subject to the prevailing COVID regulations. Currently only fully vaccinated foreigners may enter, subject to a PCR test upon arrival.

MONDAY, 11.04.2022 | JERUSALEM

08.40 – 09.00

WALK TO HANSEN HOUSE

09.00 – 18.00

DESIGNING FUTURE MOBILITY WORKSHOP – IDEATION

In depth presentation of the challenges. Presentation of preliminary research results. Continuation of the research. Meet with experts from companies and academia. Preparation of the most relevant approaches for Presentation on day 2

Evening **A FREE EVENING TO DISCOVER THE SURPRISES OF JERUSALEM WITH NEW ACQUAINTANCES**

TUESDAY, 12.04.2022 | JERUSALEM

08.40 – 09.00 **WALK TO HANSEN HOUSE**

09.30 – 11.00 **IDEATION RESULTS' PRESENTATION**

Presentation of approaches to the challenges. Brainstorm and ideation session in groups to kick-start the process.

11.00 – 18.00 **DESIGNING FUTURE MOBILITY WORKSHOP – PROTOTYPING**

Prototype and examine the field (if possible/ relevant – small low-fi prototypes will be presented)

Evening **A FREE EVENING TO CONTINUE TO EXPLORE JERUSALEM**

WEDNESDAY, 13.04.2022 | JERUSALEM

08.10 – 08.30 **WALK TO HANSEN HOUSE**

08.30 – 15.00 **DESIGNING FUTURE MOBILITY WORKSHOP – PROTOTYPING CONT.**

Test prototypes and iterate based on feedback

15.00 – 16.00 **FINAL PRESENTATION**

Present proposals (using various storytelling tools)

16.15 – 17.00 **WINNERS ANNOUNCEMENT COCKTAIL & CELEBRATION**

17.00 **TRANSFER TO THE AIRPORT**

21.00 – 23:50 **FLIGHT TEL AVIV TO VIENNA WITH FR7896***

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WORKSHOP LEADERS

Dr. Romi Mikulinsky

Romi Mikulinsky is the head of the Master of Design (MDes) program in Industrial Design and a senior lecturer at the Bezalel Academy of Arts and Design in Jerusalem. Her dissertation at the University of Toronto's English dept. was dedicated to photography, memory, and trauma in literature and film.

Dr. Mikulinsky researches and lectures about digital and counter-culture, algorithmic art, as well as design-led innovation. Since 2018 she is leading the collaboration with the Design Lab (DLX) at the University of Tokyo and since 2019 spearheads Bezalel's smart mobility collaboration with UTokyo Labs (see website: <https://www.future-mobility.design>). She is a member of the organizing committee for "Planning and Policy

of Mobility and Smart Cities” of Israel’s national research center of smart mobility. A member at the steering committee of the Tech-Meets Design Jerusalem Consortium (<https://www.jlmtechmeets.design/>) and a steering committee member of the “Design Value in the StartUp Nation” report commissioned by Start Up Nation Central.

Romi has over 20 years of experience in Israeli and International industry: she has worked with various start-up companies and media websites, corporations and municipalities on the implementation of technological innovation across the organization and has international experience in leading design and innovation workshops (Australia, Japan, and in several countries across Europe). She served as the Director of The Shpilman Institute for Photography and worked with various art museums in Israel.

Eng. Rinat Sherzer

Rinat Sherzer is an interdisciplinary biotech engineer, service design strategist, social entrepreneur & educator, tackling complex social issues around equality, diversity and inclusion.

She has over 15 years of experience working at the intersection of tech, human centered design & social good. She was chosen by the UN to speak in the UN Women Summit, March 2020 for Women’s International Day.

Rinat is the founder of Of Course Global, a social innovation design consultancy, bringing service design, innovation and social impact to businesses. Among their clients are: Capital One, Pfizer and the Swiss Government. Previously she co-founded a real-tech startup, fisbo. Prior to her independent path she globally launched MediaMind’s flagship product and led the product’s User Experience field. Following that the company was acquired for \$517M, one of Israel’s largest exits at the time.

After 7 years in NY, she is returning to Israel to lead the Design & Innovation Management track in Bezalel. She teaches at Parsons School of Design, NY and has previously taught and guest lectured in: Harvard, Columbia University, NYU, University of Pennsylvania, Cornell University, Cooper Hewitt, School of Visual Arts, Rhode Island School of Design, Brown University, College for Creative studies and Universidad San Francisco de Quito .

Rinat is a passionate keynote speaker. In her practice, Rinat combines principles from Biomimicry & Human Centered Design to create a cultural shift towards an egalitarian society by exploring the menstrual cycle and de-shaming it, which she explained further in her TEDx Talk.

Rinat holds a Bachelor’s degree in Biotechnology Engineering from Ben-Gurion University, Israel and an MFA in Design for Social Innovation from SVA, NY.

She mentors humans from all over the world, helping them reclaim their power.

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