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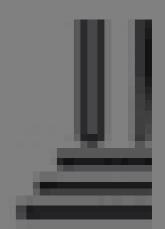
The former director of the Torino World Design Capital Organizing Committee will speak about the role of design and creativity in cities at the Thailand Creative and Design Center. Paola Zini is a design consultant in the public and private sectors. Between 2006 and 2009, she was instrumental in the implementation of Turin's design programme, in which environmental sustainability as well as social and cultural development in the city were central. Zini is also behind educational and business strategies for her city's municipality. The World Design Capital Programme is an initiative by the International Design Alliance, managed by the International Council of Societies of Industrial Design (ICSID). Turin in Italy was the first city to receive the title in 2008. Since then, Seoul (2010), and Helsinki (2012) have been awarded the title for integrating

design best practices at the heart of their urban development strategies. Admission to this event is free. Advance booking is strongly recommended. Tel. 02 664 8448 ext. 213, 214

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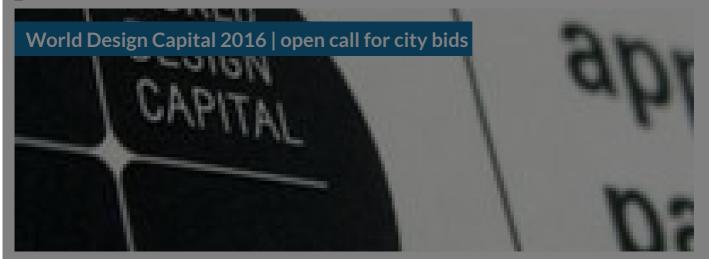
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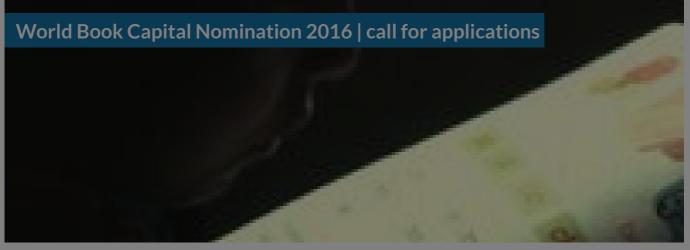
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