

Paris, September 2015

**Dear Icsid friends,**

Greetings from France!

All of us 6 French Icsid members feel very honoured to recommend Pierre-Yves Panis and Gilles Rougon for the next Executive Board 2015-2017 term to be decided in Gwangju.

As you know, Icsid has since its beginning always been very close to the heart of French design and this term bid's presentation demonstrates benefits of a great diversity in design.

### **Position of President-Elect 2015-2017**

**Pierre-Yves Panis** (The Netherlands & France) has served two terms as Icsid Board Member. He has been fully invested on the Professional Practice Committee which helped the Board re-focus. Involved and connected to other organisations, PY is convinced that Icsid is the only worldwide organisation that can truly and meaningfully bring valuable results within the design community. His experience working and living in three continents, his commitment in both NGOs and large global businesses are strong attributes and prepared him well for the role of Icsid President-Elect.

### **Position of Board Member 2015-2017**

**Gilles Rougon** (France) considers interdisciplinarity as a key driver for continuing to modernize Icsid and for improving the members benefits. Besides his current role as a Design Manager in a company operating in Europe, Asia and the USA, he serves as a board member of Ensad and APCI. Working together to better share good practices at the crossroads of Industrial Design and other disciplines; fostering the communication of the added value of ID to a wider audience and promoting new kind of "inter(disciplinary)design" workshops are some of the contributions Gilles would offer as an Icsid Board Member.

Our six organisations are fully convinced that Design is an effective way to stimulate and fuel democratic debates about the future orientations of societies.

By giving your support to our candidates, we believe you'll convey the idea that design is plural and indeed brings value to the whole international design community.

We look forward to your positive voting intentions,

Warmest regards,

Anne Marie Boutin

Marc Partouche

Bernard Kahane

Sébastien Poussielgue

  
  
JEAN-PATRICK PÊCHÉ

Fabien Mieyeville  
Jean-Patrick Pêché

Dominique Sciamma



# Board of Directors 2015-2017

ADVANCE SLATE OF NOMINEES

## Pierre-Yves Panis



### MEMBER SOCIETY

Philips Design

### BOARD POSITION

President-Elect 2015-2017

### LANGUAGE(S)

English, French

I have served two terms as Icsid Board Member.

Over the past four years, I have actively defended our organisation’s interests and helped re-shape its ambition and vision. More specifically, I have been fully invested in the Professional Practise Committee which has been instrumental in helping the Board re-focus Icsid on what industrial design, as a profession, can achieve and the role it should play in the economy and in society at large.

I would like to continue serving Icsid in what is a pivotal moment for this unique organisation and therefore run as President-Elect.

Looking forward, and alongside our President, the Board and all of our constituents, I will make sure that Icsid provides meaningful benefits to all of its members all around the globe. I am convinced that Icsid is the only worldwide organisation that can truly and meaningfully bring many different communities of designers together to impact what design is and does.

I pledge to keep the dialogue open and to pragmatically leverage our rich and diverse network to continue building the best and most relevant design structure possible.

My longtime involvement and connections with other organisations (DMI, IDSA, IXDA, among others) have put me in an ideal position to help us on this journey.

I believe that my experience working and living on three continents, my commitment to design as a tool for development (Zimbabwe), along with my 15 years of experience in design management for large global businesses, have prepared me well for the role of Icsid President-Elect – and then President.

### EDUCATION

1989

Master, Industrial Design  
École Nationale Supérieure de Création Industrielle (Les Ateliers), Paris

### PROFESSIONAL EXPERIENCE

Design practitioner dedicated to championing smart and efficient use of design in both emerging economy and world-leading business contexts.

- Ten years promoting and leveraging the use of design in the developing world - in the informal sector economy (Design Co Operation NGO, Harare, Zimbabwe) 1991-2000

- Fifteen years building and reinforcing pivotal design teams in large, complex world-class businesses (Moen, USA; Legrand, France; Orange, France; Philips Lighting, Netherlands) 2000 to date

### PRESENT OCCUPATION

Since May 2015: Chief Design Officer, Philips Lighting, The Netherlands. Brought in to set up a new top-notch design team for soon-to-be independent, industry world leader Philips Lighting. Overall design strategy and management of design studios on three continents (EUR: Netherlands, Belgium, France / Asia: China, India / Americas: USA, Canada) -- with the mandate of establishing design as an essential contributor to innovation and to the delivery of best-in-class customer experience.



# Board of Directors 2015-2017

ADVANCE SLATE OF NOMINEES

## Gilles Rougon



### MEMBER SOCIETY

École nationale supérieure des Arts  
Décoratifs

### BOARD POSITION

Board Member 2015-2017

### LANGUAGE(S)

English, French

Based on my 18-year professional and teaching experience in various contexts, I consider that one of the key skills of industrial designers is their ability to manage interdisciplinarity.

Hence as a consultant for the French Ministries of Industry and Culture in 2014, I noticed that this key role is not widely identified in our fast evolving world. I would really like to help our community to:

1) Identify jointly, evaluate and foster promising regional and international design practices at the crossroads of industrial design and other disciplines: design + 3D printing, interaction design + service design + data sciences = strategic information design, design + anthropology + sociology+ [...] = design fiction, design + open innovation + open source = open design, design+biology;

2) Share more efficiently with a wider audience the main outcomes of the latest design studies in theory, research and practice. Some short video formats are likely to be especially relevant for different uses on social media, internet or during events. The exact format (e.g. 3 minutes long) should be more precisely defined together with some interested partners;

3) Foster collective design for essential needs on key social, environmental and economic issues. The aim is to invite international designers and non-designer stakeholders to experiment kind of a new Icsid "inter[disciplinary]design process". The potential issues to be addressed may be energy, ageing, etc.

### EDUCATION

1998

Master of Science in Industrial Design, Université  
Technologique de Compiègne

1997

Engineering, Ecole Centrale de Lille

Master of Science in Electrical Engineering,  
Université de Lille 1

### PROFESSIONAL EXPERIENCE

Gilles Rougon first worked as an industrial designer for PSA Peugeot Citroën. In 1998 he redesigned for the Gunnebo Group a fire-resistant cabinet whose annual sales target was achieved in 3 months. Gilles joined EDF in 1999 to introduce industrial design in the R&D Direction. In 2008 EDF was recognised with a DME award for having implemented a sustainable design approach.

Gilles is regularly promoting industrial design as a lecturer, teacher or consultant.

### PRESENT OCCUPATION

Gilles Rougon is currently Interdisciplinary Design Manager for EDF R&D. By working both with in-house designers and design consultants, he is in charge of defining, leading and developing design processes for corporate projects focusing on various energy issues. Using design as a driver of change, Gilles strives to find useful and effective solutions for the end user and every stakeholder.

Gilles is a board member of EnsAD and formerly a member of DMI and APCI.