

WMLEP

BIRMINGHAM MADE ME DESIGN EXPO 6 - 21 JUNE 2013 MILLENNIUM POINT BIRMINGHAM-MADE-ME.ORG

BIRMINGHAM MADE ME 2013 IS AN INTERACTIVE DESIGN EXPO AND SEMINAR PROGRAMME PROMOTING DESIGN AND INNOVATION EXCELLENCE IN BIRMINGHAM, SHOWCASING THE AMAZING PRODUCTS MADE IN OUR CITY AND REGION.

IT IS FREE, FUN AND OPEN TO ALL.

REGISTER AT BIRMINGHAM-MADE-ME.ORG AND GET FREE ACCESS TO THINKTANK PLUS FREE SCREENINGS ON THE GIANT SCREEN.

Two weeks of exploration as we learn more about the creative heart driving Birmingham's world-beating brands.

Inspired and facilitated by Birmingham City University, where talent fuels growth.

Every day a host of activities to excite and enjoy: engage with our Interactive Design Expo, FREE screenings at Millennium Point's Giant Screen, Westfield sportscars Interactive Demonstrations, Build Your Own Racing Car, experiment on our CNC Milling Machine, experience our Fashion Flash Mobs and Talent Showcase events. All promoting Birmingham as the Original Design City.

Everyone registering at birmingham-made-me.org is entitled to FREE THINKTANK ENTRY, where visitors can view the recently opened 'We Made It' Gallery featuring additional highlights designed and made in the West Midlands.

DESIGNING BETTER FUTURES

BOOKINGS:
EVENTS ARE FREE AND OPEN TO ALL (unless otherwise stated)
To book Seminars and Screenings please go to: birmingham-made-me.org/programme
Register at birmingham-made-me.org and get **FREE** access to THINKTANK.

DESIGN EXPO OPENING TIMES AND VENUE:
Millennium Point, Birmingham B4 7AP
8 am - 8 pm Monday to Sunday

#BHAMMADEME
BIRMINGHAM-MADE-ME.ORG

Programme details accurate at time of printing.



6 - 21 JUNE 2013
BIRMINGHAM-MADE-ME.ORG

MORGAN MOTOR COMPANY
'MORGAN 3 WHEELER'



< DESIGN EXPO >
< WESTFIELD RACING CAR BUILD >

21	Seminar: SUM OF THE PARTS - EDUCATION AND BUSINESS WORKING TOGETHER BIRMINGHAM MADE ME DESIGN AWARDS CELEBRATION (By invitation only) FASHION FLASH MOBS For further details please visit: birmingham-made-me.org
20	Seminar: DESIGN & MOTION - AUTOMOTIVE AND ADVANCED ENGINEERING
19	Seminar: POINT2POINT - DISCOVERING DIGITAL AND NEW MEDIA Seminar: SUSPENDING DISBELIEF IN PROMETHEUS & THE PERFECT CAST TALKS Seminar: PRODUCERS FORUM PRESENTS REBEL UN CUT AND CREATIVE SHIFT - "PUNK FILM" Screening: PREMIERE OF HOUSE OF CASLON (PLUS SHORT FILMS)
18	Seminar: ORIENTEERING - DOING BUSINESS WITH CHINA
17	Seminar: FASHIONING THE FUTURE - LIFESTYLE AND RETAIL FASHION FLASHMOB For further details please visit: birmingham-made-me.org
16	JEWELLERY QUARTER EVENTS CRAFT ACTIVITIES For further details please visit: birmingham-made-me.org
15	BIRMINGHAM CITY UNIVERSITY OPEN DAYS JEWELLERY QUARTER EVENTS CRAFT ACTIVITIES For further details please visit: birmingham-made-me.org
14	Seminar: HOME IS WHERE THE ART IS - EXCEPTIONAL ORDINARY HOUSING JEWELLERY QUARTER EVENTS BIAD DEGREE SHOWS For further details please visit: bcu.ac.uk/biad
13	Seminar: THE ART OF LIVING - DIGITAL HEALTHCARE FUTURES Screening: JAMES BOND SKYFALL JEWELLERY QUARTER EVENTS BIAD DEGREE SHOWS For further details please visit: bcu.ac.uk/biad
12	Seminar: MOVING ON UP - TRANSPORT AND LIVING FUTURES BMETC: TECHNOLOGY FEED JEWELLERY QUARTER EVENTS BIAD DEGREE SHOWS For further details please visit: bcu.ac.uk/biad
11	Seminar: GRANDER DESIGNS - DESIGN COUNCIL ON INNOVATION & ECONOMIC GROWTH Free screening: PROMETHEUS BMETC: TECHNOLOGY FEED JEWELLERY QUARTER EVENTS BIAD DEGREE SHOWS For further details please visit: bcu.ac.uk/biad
10	Seminar: BACK TO THE FUTURE - OUR HERITAGE BRANDS BMETC: TECHNOLOGY FEED JEWELLERY QUARTER EVENTS BIAD DEGREE SHOWS For further details please visit: bcu.ac.uk/biad Screening and Q&A: BOLLYWOOD - DEV D AND 100 YEARS OF BOLLYWOOD
09	CRAFT ACTIVITIES For further details please visit: birmingham-made-me.org
08	TEDxBRUM Tickets on sale at tedxbrum.org CRAFT ACTIVITIES For further details please visit: birmingham-made-me.org
07	Seminar: SMARTENING UP - BRAND LEADERSHIP AND REPUTATION
06	Expo Launch & Seminar: DESIGNING ENTREPRENEURIAL ECONOMIES AND SUMMIT OF WMLEPs 2013 Free screening: JAMES BOND SKYFALL

06 - 21 JUNE 8 am - 8 pm

DESIGN EXPO 2013

The Birmingham Made Me Design Expo is taking over Millennium Point with a giant, interactive exhibition showcasing the best products, design and innovation produced in Birmingham and the Midlands.

10 JUNE 5 pm - 7:30 pm

Screening and Q&A: **BOLLYWOOD - DEV D AND 100 YEARS OF BOLLYWOOD**

Millennium Point hosts 100 years of Bollywood with Abhay Deol, Indian Actor and Producer, screening much-loved Bollywood films bringing multi-cultural glamour to the Giant Screen.

12 JUNE 8:30 am - 2 pm

Seminar: **MOVING ON UP - TRANSPORT AND LIVING FUTURES**

Paul Kehoe, Birmingham Airport and Simon Walker, Director General, Institute of Directors examine the links between sustainable development in transport and quality of life within communities and economic growth.

19 JUNE 8:30 am - 12:30 pm

Seminar: **POINT2POINT - DISCOVERING DIGITAL AND NEW MEDIA**

Join industry experts to get fresh insights into digital and new media, as they discuss the ongoing Big Data debate, New Library of Birmingham work and present interactive theatre performances.

06 JUNE 8:30 am - 2 pm

Expo Launch & Seminar: **DESIGNING ENTREPRENEURIAL ECONOMIES AND SUMMIT OF WMLEPS 2013**

Join Birmingham Made Me Chairman, Marek Reichman; John Cridland, Director General, CBI; Sir Albert Bore and our Summit of the WMLEPs to consider how we are Designing Entrepreneurial Economies and celebrate the launch of Birmingham Made Me 2013.

10 JUNE 8:30 am - 2 pm

Seminar: **BACK TO THE FUTURE - OUR HERITAGE BRANDS**

Meet global brand leaders and experts including Transport for London, AGA Rangemaster, WB the Creative Jewellery Group and Richard Clay, University of Birmingham, as they share their knowledge of design heritage, digital design and the value this can bring to business.

13 JUNE 8:30 am - 1 pm

Seminar: **THE ART OF LIVING - DIGITAL HEALTHCARE FUTURES**

Join Prf Bob Stone and Ian Blair with industry experts to learn about the future of healthcare and how digital innovation is impacting this sector. The session examines current innovations being developed within our Birmingham universities and health institutions.

19 JUNE 12:30 pm - 1 pm

Seminar: **SUSPENDING DISBELIEF IN PROMETHEUS & THE PERFECT CAST TALKS**

Dr Kerry Gough goes behind the scenes bringing to life the films Prometheus & Alien. A talk illustrated by Peter Turnock of CMA Moldform, makers of the stunning Prometheus Helmet.

06 - 21 JUNE 11 am - 5 pm

Student Project: **WESTFIELD RACING CAR BUILD**

Come down and check out the University students' progress as they take on the challenge to build their own, fully functioning racing car.

10 - 12 JUNE 7 pm - 9 pm

BMETC: **TECHNOLOGY FEED**

Exploration of creativity applied - our learners will demonstrate, showcase and exhibit how their skills are applied to solve industrial, commercial and technical briefs.

14 JUNE 8:30 am - 1 pm

Seminar: **HOME IS WHERE THE ART IS - EXCEPTIONAL ORDINARY HOUSING**

Join Neil Edgington, The Cube, Glenn Howells, Glenn Howells Architects, David Waterhouse, Cabe and a distinguished panel as they share their expert knowledge on designing sustainable urban housing that improves quality of life.

19 JUNE 1:30 pm - 5 pm

Seminar: **PRODUCERS FORUM PRESENTS REBEL UN CUT AND CREATIVE SHIFT - "PUNK FILM"**

Embracing the new wave of indie film making. The Producers Forum invite you to explore, debate and rant about the new wave of film making. An afternoon of showcases and panel debates fused with film clips and popcorn.

06 & 13 JUNE 5 pm - 7:30 pm

Free screening: **JAMES BOND SKYFALL**

Starring Daniel Craig and directed by Sam Mendes. 1964's 'Goldfinger' saw the introduction of a new car for the icon - the Aston Martin DB5, signalling the start of a beautiful relationship between Midland's brand and Bond, which spans nearly 50 years of cinema. Register to gain free entry: birmingham-made-me.org

10 - 16 JUNE 9 am - 5 pm

JEWELLERY QUARTER EVENTS

The Jewellery Quarter, home to over 400 jewellery-related businesses, the Birmingham Assay Office and School of Jewellery, opens its doors to promote the creativity, craftsmanship and expert skills in the area.

* Check website for location details: birmingham-made-me.org

15 JUNE 9 am - 3 pm

BIRMINGHAM CITY UNIVERSITY OPEN DAYS

Visit a Birmingham City University Open Day to learn more about how you can expand your horizons and develop new opportunities by studying, gaining new life skills, insights and experiences.

* Check website for location details: bcu.ac.uk/student-info/open-days

19 JUNE 5:15 pm - 6 pm

Screening: **PREMIERE OF HOUSE OF CASLON (PLUS SHORT FILMS)**

Join us for some short films and animations by students from the School of Visual Communication, Birmingham Institute of Art And Design, Birmingham City University, including the premier of 'House of Caslon' by Dan Cooper and Olly Sorsby.

07 JUNE 8:30 am - 2 pm

Seminar: **SMARTENING UP - BRAND LEADERSHIP AND REPUTATION**

A session focussing on creating 'Smart Cities'; developing strong brand leadership and reputation. Speakers include Kurt Jacobs, Midlands Insider, Tim Finch, IPPR with Midlands MPs, Tracy Westall, SCC, Prf Birgitte Andersen, Big Innovation Centre, Paul Noon, UKTI.

11 JUNE 8:30 am - 1 pm

Seminar: **GRANDER DESIGNS- DESIGN COUNCIL ON INNOVATION AND ECONOMIC GROWTH**

John Mathers, Chief Executive, Design Council, Neil Lee, Economist, The Work Foundation, and expert speakers share their views and insights on the importance of design and innovation to businesses in today's competitive markets.

17 JUNE 8:30 am - 1 pm

Seminar: **FASHIONING THE FUTURE - LIFESTYLE AND RETAIL**

Join Chris Edger, Birmingham City Business School, global and local brands including MG, Miller & Carter, Harvey Nichols, Mailbox and retail entrepreneurs for insights into designing and delivering great customer experience.

20 JUNE 8:30 am - 2 pm

Seminar: **DESIGN & MOTION - AUTOMOTIVE AND ADVANCED ENGINEERING**

John Longworth, Director General, British Chambers of Commerce is joined by Marek Reichman, Design Director, Aston Martin and other industry experts to discuss how value is added through design and development in automotive and advanced engineering.

08 JUNE 12 pm - 5 pm

TEDxBRUM

* Tickets on sale at tedxbrum.org

TEDxBrum this year will explore the greatest thinkers and most innovative ideas worth sharing within Birmingham. We invite you to come on the journey with us. We invite you to mark the map, show us what is amazing about this city, connect the dots, and explore the unfamiliar.

11 JUNE 5 pm - 7:30 pm

Free screening: **PROMETHEUS**

Starring Noomi Rapace and Michael Fassbender and directed by Ridley Scott. Featuring iconic space age helmets produced in Birmingham and donned by a team of intrepid explorers as they battle to save the future of the human race. Register to gain free entry: birmingham-made-me.org

18 JUNE 8:30 am - 1 pm

Seminar: **ORIENTEERING - DOING BUSINESS WITH CHINA**

This event will provide real and practical insight into the opportunities and challenges facing smaller companies entering China with presentations by businesses with direct and continuing experience.

21 JUNE 8:30 am - 4:30 pm

Seminar: **SUM OF THE PARTS - EDUCATION AND BUSINESS WORKING TOGETHER**

Collaborations between education and business can add value, not only for participating organisations, but for regional economies by building greater levels of cross sectoral, cross discipline and cross regional activity. Join industry experts including Prf Roberto Verganti, Milan Polytechnic.