

# newsletter

quarterly bulletin of the International Council of Design

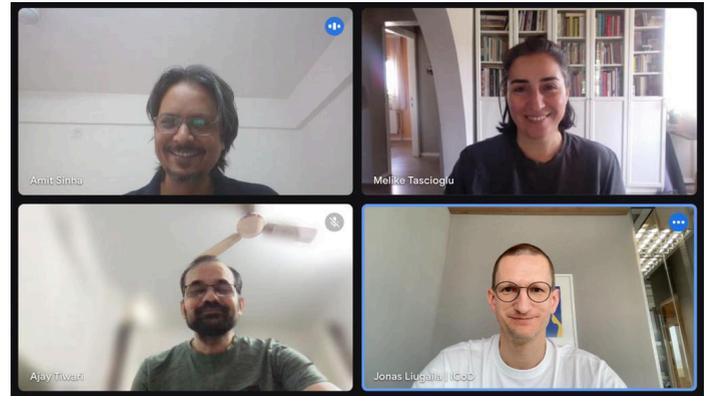


## Highlights from ICoD Regional Meeting Europe 2025

### Ljubljana, Slovenia

On 6 June, ICoD convened its Regional Meeting Europe in Ljubljana, hosted in partnership with the European Design Festival and the Brumen Foundation. Set against the backdrop of one of Europe's key design gatherings, the event explored the urgent opportunities and risks of Artificial Intelligence in design practice. The day featured keynote talks, case studies, and a hands-on workshop using the newly launched *Cards of Conduct*, which sparked debate on transparency, authorship, and sustainability in an AI-driven world. The insights gathered will feed into ICoD's next Code of Conduct, envisioned as a living guideline that evolves with technology while safeguarding the values of the profession.

[Read the full RM2025 report](#)



## Update: ICoD Platform Meeting India

At the General Assembly in Qingdao, ICoD announced plans to convene an upcoming **Platform Meeting at the National Institute of Design (NID) in Ahmedabad, India**. While we remain committed to strengthening our connections in the region, we regret to share that the event will not take place as planned due to circumstances beyond our control. The Council values the longstanding relationship with NID and with our colleagues in India, and we look forward to future opportunities to collaborate in ways that reflect our shared commitment to advancing design education and practice. Updates on upcoming Platform Meetings will be announced shortly, and we thank our community for their understanding and continued engagement.

## Opening a New Chapter: Relocating ICoD Headquarters

ICoD is preparing for an exciting new chapter: relocating the Secretariat to a new host city. The relocation will open a new chapter for ICoD, strengthening our ability to remain accessible, flexible, and sustainable while deepening connections with the global design community. This transition represents an important step in advancing ICoD's role as a global platform for design professionalism and collaboration. We invite interested cities, institutions, and organisations to express their interest in hosting ICoD and becoming part of this next chapter.

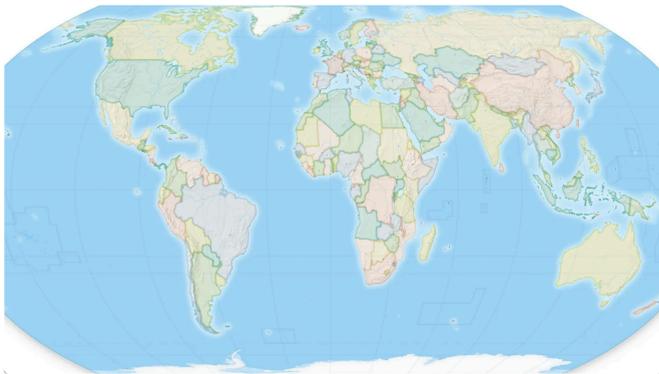
[Read more](#)



## ADI Design Museum Celebrates Legacy of Former ICoD President Giancarlo Piretti

The ADI Design Museum in Milan is currently presenting a major retrospective on the life and work of Giancarlo Piretti (1925–2016), one of Italy’s most influential graphic designers and ICoD President from 1991–1993. The exhibition *Giancarlo Piretti 1925–2025. Design per Comunicare* explores his wide-ranging contributions to communication design and his enduring impact on the profession. During his ICoD presidency, Piretti also established the IcoGrada Viviana Piretti Memorial Scholarship in memory of his daughter, supporting design students from around the world until the early 2000s. His dedication to education and international exchange continues to inspire the Council’s work today. The retrospective runs at ADI Design Museum until 2025, offering a valuable opportunity to revisit Piretti’s vision of design as a tool for cultural and social dialogue.

[More about Giancarlo Piretti](#)



## Re-mapping Power: A New World Map Seeks to Repair 450 Years of African Marginalization

Ellen Shapiro reports in *PRINT* on a new cartographic effort that challenges the distortions of the centuries-old Mercator projection, which minimized Africa’s true scale for more than 450 years. The *Equal Earth* projection and campaigns such as *Correct The Map* aim to reframe global perception by presenting a more accurate view of the continent. As former ICoD President Jacques Lange reminds us, maps are never neutral—they carry narratives, identities, and respect. This design intervention offers a striking example of how design can dismantle colonial legacies and reshape cultural understanding.

[Read the full article in PRINT](#)



### New Member

We warmly welcome **The Society for Experiential Graphic Design (SEGD)** as a Professional Member, joining our international community of organisations advancing design for the public good. Founded in 1973, SEG D is a multidisciplinary, global community of designers and industry professionals who create experiences that connect people to place. Today, SEG D represents more than 2,000 members in over 35 chapters across seven international regions, making it a leading voice in experiential design. SEG D members span diverse fields—from wayfinding and placemaking to digital, exhibition, and branded environments—all focused on improving the human experience in the built environment. As a 501(c)(3) nonprofit member



### New Member

We are delighted to announce that the **American University of Science and Technology (AUST), Lebanon**, has joined ICoD as an Educational Member. Founded in 1989, AUST is home to more than 5,000 students and has established itself as a hub for design education in the region. Its Arts+Design Department offers programmes in Graphic Design, Interior Design, and Fashion Design, embedding Design Thinking, sustainability, and digital innovation throughout the curriculum. AUST is also known for AUST Design Day, an annual platform where students present socially engaged projects to industry and international audiences. Read the full New Member story to learn more about AUST’s mission and vision for design education in Lebanon and beyond.

organization, SEGD supports professional development, lifelong learning, and design excellence through a year-round calendar of events, global recognition programmes, academic resources, and volunteer-led initiatives.

[Read the New Member Story.](#)

[Read the New Member Story.](#)



### **44th Graphic Design Exhibition**

award ceremony will take place on 21 November 2025  
*Turkish Graphic Designers Association (GMK)*



### **Shenzhen Kunpeng Global Design Award 2025**

submissions open until 30 September 2025  
*Shenzhen Culture, Creativity & Design Association (SCCDA)*



### **Beijing International Jewellery Art Exhibition "Harmony and Coexistence"**

exhibition from 18 October 2025 to 30 May 2026  
*Beijing Institute of Fashion Technology*



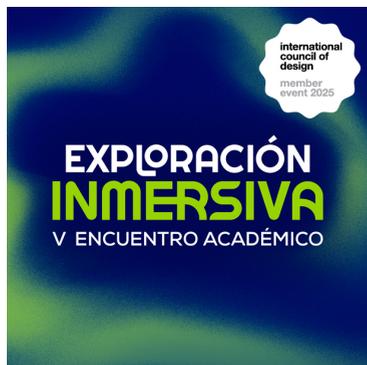
### **2025 Big International Design Competition**

submissions open until 18 August 2025  
*Design Council Busan*



### **Hiiibrand Awards 2025**

submissions are open from 1 August to 31 October 2025  
*Hiiibrand*



### **Exploración Inmersiva (Immersive Exploration)**

academic festival will take place on 11 October 2025  
*DaVinci University*

The International Council of Design (ICoD) was founded as Icograda in 1963. The name changed in 2014 to reflect the Council's focus shift towards multidisciplinary.

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