

ICoD regional meeting

europa

6 June 2025

ljubljana slovenia

regional meeting: europa

REGIONAL MEETING LJUBLJANA 2025 REPORT

international
council of
design

*** EDFESTIVAL**
EUROPEAN DESIGN

 **brumen**
foundation

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introduction

The ICoD Regional Meeting Europe 2025, held on 6 June in Ljubljana, Slovenia, was a landmark gathering that reflected both the urgency and the promise of our profession at a time of profound transformation. For the first time, the Council partnered with the European Design Festival, together with the Brumen Foundation, creating a platform that brought together diverse voices from across Europe's design community.

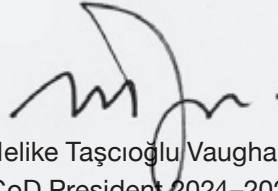
Our focus was clear: to confront the opportunities and risks posed by Artificial Intelligence and to begin shaping a professional framework that ensures designers remain at the forefront of guiding these technologies responsibly. The meeting built on ICoD's recent work to update its Code of Conduct, with the newly published Cards of Conduct playing a central role in sparking critical discussion throughout the day.

The Ljubljana programme offered a balance of keynotes, case studies, and participatory sessions, culminating in a workshop that generated practical insights for the development of AI-specific professional guidelines. What emerged was not only a recognition of the ethical complexities of working with AI, but also a shared conviction that designers must actively shape the conditions under which these tools enter professional practice.

Above all, the event demonstrated the strength of collaboration: among Members, between institutions, and across generations of designers. The conversations in Ljubljana marked the beginning of an ongoing process to create living guidelines—resources that can adapt as technology evolves while holding firm to the values of transparency, authorship, equity, and sustainability.

Regional Meetings have always been the Council's most vital spaces for dialogue—where we come together to listen, to exchange, and to think collectively about the future of our profession. Ljubljana reaffirmed the importance of this format: a place where shared concerns become common purpose, and where ideas are transformed into concrete steps for the design community worldwide. The insights gathered here will shape the drafting of the next Code of Conduct, ensuring that our collective voice defines how designers engage with AI and uphold the principles that give our profession meaning.

I extend my sincere thanks to our partners and to every participant for their thoughtful contributions, energy, and openness. It is through this spirit of generosity and collaboration that we will continue to strengthen the profession and chart its path forward together.



Melike Taşcıoğlu Vaughan,
ICoD President 2024–2026



EUROPEAN
DESIGN
AWARDS
LJUBLJANA
2025

EUROPEAN
DESIGN
AWARDS
LJUBLJANA
2025

venue

The ICoD Regional Meeting was hosted at the Slon Conference Center, Kavarna Hall, in the heart of Ljubljana. While the hall itself provided a professional and well-equipped setting for our sessions, what made the event especially meaningful was its integration into the European Design Festival. Being part of the Festival placed the Meeting at the very centre of the design community's activity, surrounded by the diverse international audience gathered in Ljubljana for its events. This setting created an atmosphere where the focused discussions of the Meeting could resonate within a much larger cultural framework, giving participants the chance to engage deeply with the Council's work while also connecting with the wider Festival programme.

For ICoD, this integration was more than context — it was an affirmation of our mission. Regional Meetings are most effective when they take place where designers already gather, especially where young designers are present. By being visible and accessible in these spaces, the Council strengthens its role as a platform for dialogue, exchange, and the promotion of professional values. This is how we ensure that our initiatives are not only discussed among Members but seen, understood, and carried forward by the wider design community. We are deeply grateful to our partners, the Brumen Foundation and the European Design Festival, whose generosity and commitment made it possible to host the Meeting in such a vibrant setting and to bring our mission directly into the heart of the international design community.

co-organisers



about European Design Festival

The European Design Festival is a landmark annual event celebrating excellence in communication design across Europe. Through its awards, exhibitions, and talks, the Festival provides a platform for exchange between designers, institutions, and the public.



about brumen foundation

Founded in Slovenia, the Brumen Foundation is dedicated to advancing design as a driver of cultural and social development. It is the organiser of the Biennial of Visual Communications and has been instrumental in positioning Slovenia within the European and global design community.





ICoD Regional Meeting Europe 2025: Shaping the Future of Design in an AI-Driven World

The boundary between human creativity and algorithmic collaboration is no longer a distant horizon—it's the workshop table. Today's designers don't merely question whether AI can generate imagery; they partner with ever-smarter systems to co-create, test, iterate, and scale ideas in real time. Yet this integration brings urgent, sophisticated challenges: how do we recognize and counteract hidden biases in training data? In what ways can AI amplify or erode cultural and contextual nuance? And how might designers shape AI as a responsible colleague—one that respects transparency, authorship, sustainability, and equitable access—rather than an opaque tool? Against this backdrop of dynamic human-machine partnership, the International Council of Design (ICoD) convened its 2025 European Regional Meeting to forge a living Code of Conduct that acknowledges AI as a new professional peer, embeds critical reflection on power and agency, and equips designers to guide technology toward inclusive, ethical futures. Held on June 6, 2025, in Ljubljana, Slovenia, this landmark event marked ICoD's first collaboration with the European Design Awards and took place as part of the broader European Design Festival. The strategic partnership with the Brumen Foundation and Design Federation OÜ created an ideal environment for bringing together diverse voices from across Europe's design community to tackle one of the profession's most pressing contemporary challenges.

A Program Designed for Deep Engagement

The day's carefully structured program balanced theoretical insights with practical application, beginning with keynote presentations that established the broader context for AI's impact on design practice. Melike Taşcıoğlu Vaughan, ICoD's current President, opened the meeting with reflections on the Council's evolving priorities in the digital age. Her presentation, "Rethinking ICoD's Role Today," set the stage for examining how professional design organisations must adapt to serve their members in an era of technological disruption. Lawrence Zeegen, Director of the Creative Computing Institute at University of the Arts London, delivered a forward-looking keynote titled "Gen Alpha – coming soon! What this might mean for design...". Drawing from his extensive research on emerging technologies and creative education, Zeegen explored how the next generation of designers—those who will grow up with AI as a native tool—will fundamentally reshape design practice. Iva Babaja, former ICoD President and current Assistant Professor at Algebra University, addressed "Advocating Design Professionalism" with insights drawn from her decade of leadership within ICoD. Her presentation examined how traditional concepts of professional ethics and standards must evolve to address the complexities introduced by AI technologies. The morning's presentations continued with Anssi Kähärä "From Paper to Practice," which brought abstract ethical principles into concrete reality through real-world case studies. Former ICoD President Johnathon Strebly facilitated "Design Sparks: From Code of Conduct to Collective Action," engaging participants in dynamic dialogue about transforming professional guidelines into living tools for ethical practice.



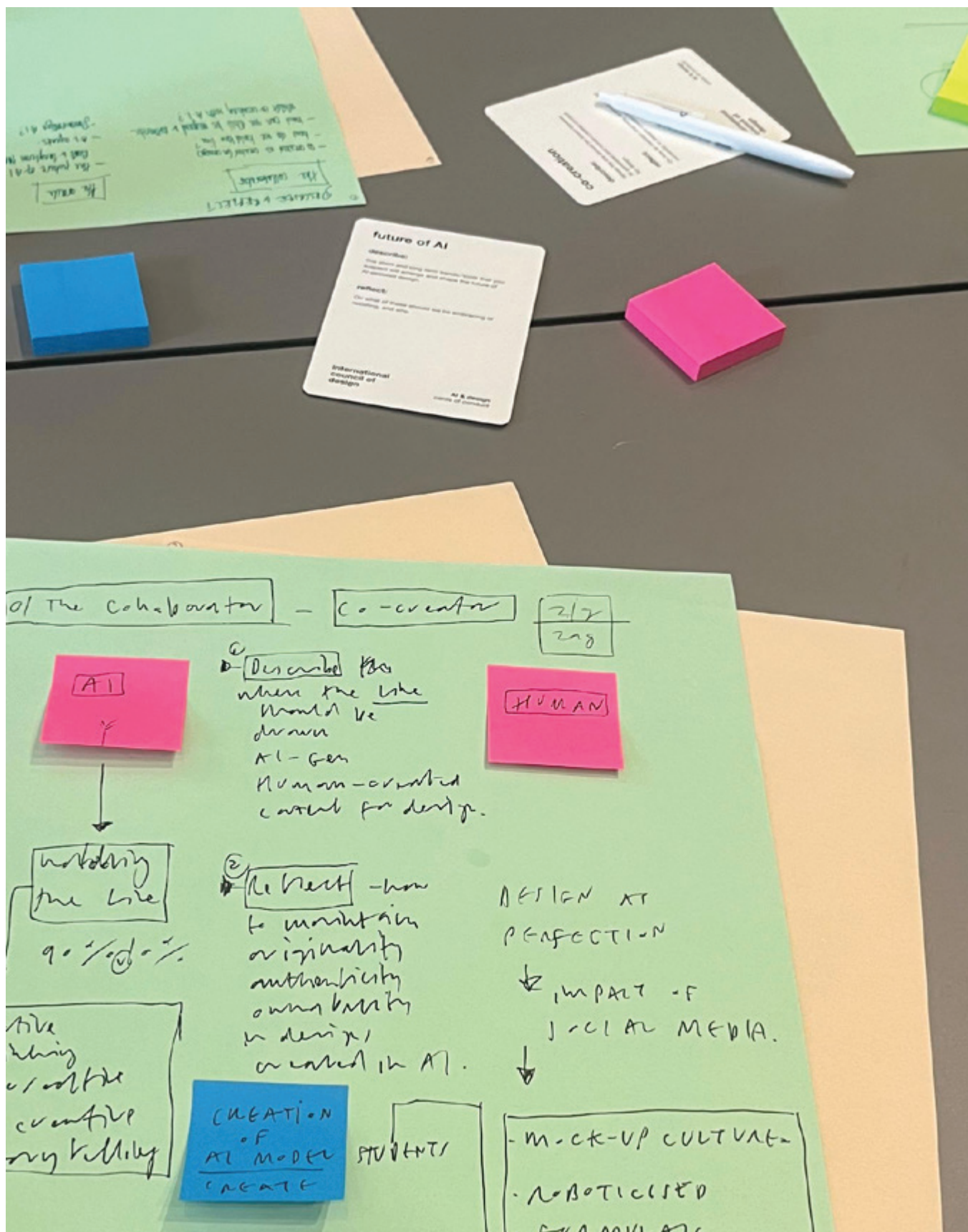




The Workshop: Where Theory Meets Practice

The afternoon's centerpiece was Kyle Rath's comprehensive workshop, "The Next Code of Conduct". This intensive 90-minute session represented the event's primary objective—gathering practical insights from practicing designers to inform ICoD's development of AI-specific professional guidelines. Kyle Rath, a lecturer in Information Design at the University of Pretoria with specialized research in AI biases and ethical applications, designed an innovative approach using nine custom-created "tarot-like" cards. Each card focused on a critical area where AI intersects with design practice: the role of the designer, ethics and responsibility, skills and education, the future of AI, surveillance, AI dependence, co-creation, innovation, and current uses of AI. The workshop methodology fostered robust discussion through structured small-group activities. 20 workshop participants were divided into four groups, each supervised by current ICoD board members (Melike Taşcıoğlu, Anssi Kähärä, Jonas Liugaila) and former president Johnathon Strebly. Each group engaged with two cards during hourlong sessions, with participants rotating to ensure

comprehensive coverage of all focus areas. The cards themselves proved highly effective as discussion catalysts, featuring paired prompts that encouraged both descriptive analysis and reflective consideration. For example, the co-creation card asked participants to "Describe where the line should be drawn between AI-generated and human-created content for design" and then "Reflect on how to maintain originality, authenticity and ownability in designs created using AI". Discussions revealed the design community's nuanced understanding of AI's dual nature as both opportunity and threat. Participants expressed concerns about the superficiality of AI-generated work, ethical issues surrounding data scraping and training, and biases embedded in AI systems. Simultaneously, they recognized AI's potential as a powerful design tool when used thoughtfully and ethically.



international
council of
design

AI is —
everywhere.
It is now,

— it is
the future.

cards of conduct
AI & design



Diverse Perspectives

The workshop attracted a carefully curated group of 20 participants representing the breadth of Europe's design community and beyond. This diverse assembly brought together multiple perspectives essential for developing comprehensive guidelines that would serve designers across different contexts and career stages.

The day concluded with Jonas Liugaila's presentations, "Collecting Insight, Shaping Action" and "From Dialogue to Direction," which synthesized the workshop's outcomes, connected them to ICoD's broader strategic initiatives, and provided a roadmap for translating the day's conversations into concrete next steps.

The closing remarks also invited participants to remain engaged in the drafting process by contributing further reflections through ICoD's upcoming online consultation platform, ensuring that the final guidelines truly reflect the collective expertise and aspirations of the design community.





Beyond Ljubljana: Creating Living Guidelines

The Ljubljana workshop represents just the beginning of a comprehensive process for developing ICoD's expanded Code of Conduct. The insights gathered will be combined with ongoing academic research to create a first draft, which will then be circulated to a broader circle of ICoD members for feedback and refinement. This iterative approach ensures that the final guidelines reflect the diverse realities of design practice across different contexts and regions. Recognizing AI's rapid evolution, the new Code of Conduct is designed as an "evergreen" document—a robust framework capable of continuous updating and refinement as technology and professional practice evolve. The cards themselves proved so valuable that ICoD plans to develop additional sets addressing other emerging challenges in design, creating tools that agencies and educational institutions can use to facilitate ongoing discussions about professional practice. The Ljubljana meeting demonstrated ICoD's commitment to proactive leadership in addressing the design profession's most complex challenges. By bringing together diverse voices in a collaborative setting and creating practical tools for ongoing engagement, the Council has established a model for how professional organisations can effectively navigate technological disruption while maintaining core ethical principles. The next Code of Conduct, when finalised, will serve not as a rigid rulebook but as a living guide for designers seeking to harness AI's potential while preserving the human creativity and ethical responsibility that lie at the heart of professional design practice.





acknowledgements

The Regional Meeting Europe 2025 was made possible through the generous support and collaboration of our partners: Demetrios Fakinos (Director/Partner, European Design Awards) and Radovan Arnold (President, Brumen Foundation), together with their teams, whose leadership and commitment enabled the Meeting to be hosted in a setting that amplified its reach and impact. We would like to give special thanks to Eva Fakinou of the European Design Festival for her work on communications, Gašper Ulrich for his contributions on design-related matters, and Manca Sudaholnik of the Brumen Foundation for her crucial support throughout the organisation of the event.

We also extend our appreciation to our ICoD colleagues — Lawrence Zeegen, Iva Babaja, Anssi Kähärä, Johnathon Strebly, Kyle Rath, and Jonas Liugaila — whose expertise and commitment were central to shaping the programme and ensuring the success of the Meeting.

A special acknowledgement goes to the creators of the Cards of Conduct, conceptualised by Kyle Rath and Melike Taşcıoğlu Vaughan, the cards were designed by Müzeyyen Yıldız and Hıdır Yüksel, who generously volunteered their time and expertise. ICoD Cards of Conduct were printed by Ofset Yapımevi, an Industry Friend of the Council, whose generous contribution made their production possible.

Above all, we thank our Members and participants, whose presence, ideas, and dialogue are what truly make these meetings meaningful.

Finally, a warm thank you to Nil Erduman and Ceren Yıldız, whose volunteer assistance was invaluable in organising the event.

appendices

agenda

9.30–10.00 REGISTRATION

10.00 OPENING OF THE MEETING

10.00–10.10

Opening Talk

Melike Taşcıoğlu Vaughan

President (2024-2026)

International Council of Design TÜRKİYE

10.10–10.30

Keynote 1: “Gen Alpha– coming soon! What this might mean for design...”

Lawrence Zeegen

*Director, Director of the Creative Computing Institute
at University of the Arts London* UNITED KINGDOM

10.30–10.50

Keynote 2: “Advocating Design Professionalism”

Iva Babaja

Algebra University, Former President (2013-2015)

International Council of Design CROATIA

10:50–11:10 COFFEE BREAK

11.10–11.30

Best Practice Papers

Anssi Kähärä

Werklig, Secretary General (2024-2026)

International Council of Design FINLAND

11.30–13.00

Design Sparks

Johnathon Strebly

Former President (2019-2022)

International Council of Design CANADA

13:00–15:00 LUNCH BREAK

15.00–16.30

Workshop: “The Next Code of Conduct”

Kyle Rath

University of Pretoria, Non-Executive Board Member

(2024-2026) International Council of Design SOUTH AFRICA

16:30–16:45 COFFEE BREAK

16.45–17.00

Collecting Feedback

Jonas Liugaila

The Critical, Treasurer (2024-2026) International

Council of Design LITHUANIA

17.00 END OF THE MEETING

18.00 EUROPEAN DESIGN FESTIVAL EVENTS

participants list

ICoD 2024-2026 Board

- Melike Taşcıoğlu Vaughan, *ICoD President 2024–2026* TÜRKİYE
- Jonas Liugaila, *ICoD Treasurer 2024–2026* LITHUANIA
- Anssi Kähärä, *ICoD Secretary General 2024–2026* FINLAND
- Kyle Rath, *ICoD Non-Executive Board Member 2024–2026* SOUTH AFRICA

ICoD

- Johnathon Strebly, *ICoD President 2022–2024* CANADA
- Iva Babaja, *ICoD President 2013–2015* CROATIA
- Juliet Kavishe, *ICoD Vice President 2022–2024* SOUTH AFRICA
- Yeşim Demir, *ICoD Vice President 2011–2015* TÜRKİYE
- Halim Choueiry, *ICoD Vice President 2015–2009* LEBANON
- Lawrence Zeegen, *ICoD Vice President 2011–2015* UNITED KINGDOM

ICoD Members

- Sean Lee, *INTI International College Subang* MALAYSIA
- Nadine Tawk, *Lebanese Design Syndicate* LEBANON
- Zeynep Tonguç, *Turkish Graphic Designers Association* TÜRKİYE

Observers and Regional Meeting Attendees

- Bernard Pavlinović, *Academy of Fine Arts / Triptih Sarajevo* BOSNIA AND HERZEGOVINA
- Blaž Bajželj, *designer* SLOVENIA
- Colin Ladić SLOVENIA
- Emrah Doğru, *Turkish Graphic Designers Association* TÜRKİYE
- Gašper Uršič, *Brumen Foundation* SLOVENIA
- Gregor Žakelj, *Visual Brain Gravity* SLOVENIA
- Hande Doğru TÜRKİYE
- Irene Presotć SLOVENIA
- Marco Janovac, *graphic designer* CROATIA
- Martina Kač Nemanič, *Faculty of Design* SLOVENIA
- Rebeka Šprajc CROATIA
- Samina Tanović, *ULUPUBIH* BOSNIA AND HERZEGOVINA
- Selznika Ana SLOVENIA
- Špela Šubic, *Museum of Architecture and Design*, SLOVENIA
- Tadej Abram, *designer/creative director* SLOVENIA
- Tomislav Bobinec, *FH JOANNEUM* AUSTRIA
- Tord F. Paulsen, *Holt & Paulsen* NORWAY
- Vanesa Prodanović, *Academy of Fine Arts* BOSNIA AND HERZEGOVINA
- Vinko Zlatić, *Ruđer Bošković Institute* CROATIA
- Yulia A. Korneva, *artist & illustrator* ITALY

Volunteer Organisation Team

- Ceren Yıldız, *Anadolu University* TÜRKİYE
- Nil Erduman, *Anadolu University* TÜRKİYE

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