The 2012 edition of the annual conference Creativities Unfold is currently underway at Bangkok's Thailand Creative Design Center. Creativities Unfold, Bangkok 2012 theme: "Design is Opportunities: Innovation, Strategy and Business" introduces new opportunities to where design can be used and applied. The symposium activities include a Creative Space Workshop, an International Workshop and an International Symposium.

International Symposium @ TCDC
8 – 9 September 2012
Meet creative forces who have "meshed" different fields of knowledge into groundbreaking innovations.

8 September 2012 – Design is Innovation
13.30 – 14.45  Birgit Mager: Pioneer in service design for innovation and improvement of services.
16.20 – 17.35  Anuvat Chalermchai: Design and innovative force behind COTTO's global success.
18.00 – 19.15  Gaggan Anand: Chef who combines molecular gastronomy with traditional ingredients and recipes to make eating a sensorial and intellectual experience.

9 September 2012 – Design is Strategy and Business
10.30 – 12.00  Dieter Rams: Renowned industrial designer whose philosophy "simple but functional" inspires designers for generations.
13.30 – 14.45  Idris Mootee: Strategic expert with more than 25 years’ experience in advising top companies on innovation, experience design, and customer insights.
14.55 - 16.10  Adisorn Supawatanakul: Design researcher who transforms complex consumer data into innovative opportunities

International Workshop @ TCDC 6 September 2012 / 10.30 – 17.00
• "User-Centered Ideation" by Adisorn Supawatanakul (Day 1)
• "Applied Design Thinking to Create New Market Opportunities" by Idris Mootee (Day 1)
7 September 2012 / 10.30 – 17.00
- “User-Centered Ideation” by Adisorn Supawatanakul (Day 2)
- “Applied Design Thinking to Create New Market Opportunities” by Idris Mootee (Day 2 – 10.30–13.00)

10 September 2012 / 10.30 – 17.00
- “Service Design in Action” by Birgit Mager
- “Subculture-inspired Product Functions” by Morinosuke Kawaguchi

Source: TCDC

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