

**Design It Yourself 2012**  
Optimis(tac)tic

**October 9-31, 2012**

Opening : Tuesday, September 9, 2012, 6pm  
Institut français d'Indonésie (IFI) à Surabaya  
Jl. Ratna 14, Komplek AJBS Surabaya

Design It Yourself is a design festival-conference featuring various events—talk shows, film screenings, exhibitions, and workshops—focusing on design as problem-solving strategies and tactics, ranging from the big grand design to the practice of everyday life. It aims to provide an interactive platform for the myriad of creative talents and to create the occasion to showcase the diversity of designers in Surabaya.

A centerpiece of the Festival is our **DIY Talks**, organized with the support of awesome partners and creative spaces, where we invite various designers to share their tactics—in facing their everyday life, and in tackling their work projects. Another is **DIY Screening** of three new, award-winning design documentaries: [Design & Thinking](#), [Design the New Business](#), and [Press Pause Play](#). The programme also offers art exhibition, workshop and picnic meet-ups.

First held in 2011, Design It Yourself invite various parties, from emerging practices, established businesses, and academics related to design, particularly in Surabaya, to share their stories, ideas and inspirations, about their own situations and conditions. Various design disciplines are involved, from design in general, graphic design, design business and management, fashion, digital media, comic, urban art, and urban planning are discussed in one casual talk and presentation series.

If last year we began by focusing on knowledge production by mapping our local scenes and problems, this year we decided to focus on optimizing the potentials of design, how we imagine design to impact on the world, today and in the future. The aim is to inspire positive new directions for the sector. All events are free of charge.

### “Design It Yourself” 2012 Program Schedule

Date	Time	Venue	Program
Tuesday 9 October	6pm	French Cultural Center IFI Surabaya Jl. Ratna 14 Kompleks AJBS	Design It Yourself Opening DIY Screening: <a href="#">Design &amp; Thinking</a>
Wednesday 10 October	6pm	ORE Premium Store Jl. Untung Suropati 83	DIY Talk: <b>Design For Life</b>
Friday 12 October	6pm	C2O Library & Collabtive Jl. Dr. Cipto 20	Exhibition opening <b>aBRAkadaBRA</b> by <a href="#">BRAngerous</a>
Tuesday 16 October	6pm	ORE Premium Store Jl. Untung Suropati 83	DIY Screening: <a href="#">Design the New Business</a>
Wednesday 17 October	6pm	C2O Library & Collabtive Jl. Dr. Cipto 20	DIY Talk: <b>Design Your Project</b>
Friday 19 October	6pm	C2O Library & Collabtive Jl. Dr. Cipto 20	Exhibition closing <b>aBRAkadaBRA</b> by <a href="#">BRAngerous</a>
Saturday 20 October	6pm	AIOLA Jl. Slamet 16	DIY Talk: <b>Copyright &amp; Creative Commons</b> Feat. <a href="#">Creative Commons Indonesia</a> & WAFT
Wednesday 24 October	6pm	AIOLA Jl. Slamet 16	DIY Screening: <a href="#">Press Pause Play</a>
Thursday 25 October	2pm	AV Lab DKV ITS	DIY Screening: <a href="#">Design &amp; Thinking</a>
Friday 26 October	4pm	Artotel — SAM Design — KINETIK — ORE	<b>Design Trail</b> with <a href="#">Manic Street Walkers</a>
Sunday 28 October	7am	Raya Darmo	<b>Zine//Picnic</b>
Wednesday 31 October	6.30pm	C2O Library & Collabtive Jl. Dr. Cipto 20	DIY Ideas: <b>Being Optimis(tac)tic</b> DIY 2012

#### INFORMATION

##### General enquiries

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##### Media enquiries

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##### Presenting your Optimis(tac)tic ideas

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