



Design Integration as a means to Designing Change

My interest lies in traditional cultures, the identity of self and community, our forefathers' deep-rooted connection with nature. Therein lies a value system that underpins progress in modern societies, business activities and technological advancements. Without these core values, much of what we do is self-serving and in the wider context of society, meaningless.

Like many designers, I operate within the corporate world. Most of us design 'deliverables' like a building, an interior, a product or some marketing collateral, but we should shift our focus to designing influence.

Designers are facilitators of change. However people generally resist change. Our job is to enable a better and different future by making change easier to accept. This can be achieved by involving people in the design process, allowing for ownership as well as responsibility for the outcomes.

We can influence corporate decisions—in the boardroom and the marketing department—to benefit society as well as the company in terms of sustainable profitability.

Through design integration, from the physical to the virtual, we seek opportunities to influence people in a positive way — to be proud of their cultural uniqueness and empathy for cultural differences; to help realise aspirations, to renew our affinity with nature, and to communicate the human values of a company.



Top
Rohas Sign Composite
William Harald-Wong

Bottom Left
Colours of Asia Thailand
William Harald-Wong

Bottom Right
Publika Identity
William Harald-Wong



Venue: Royal Selangor Visitor Centre
4, Jalan Usahawan 6,
Setapak Jaya,
53300 Kuala Lumpur

Date: Thursday, 23rd March 2017

Programme:

16:00-17:45 Registration

17:45-18:00 Opening Remarks

18:00-19:00 REKA Session 23

19:00-19:15 Q & A

19:15-20:00 Refreshment



SPEAKER

WILLIAM HARALD-WONG

Principal
**WILLIAM HARALD-WONG
& ASSOCIATES**

William Harald-Wong is an urban identity designer, working at the intersection of brand, culture, city and community. He collaborates widely with architects and interior designers on branding, cultural research, wayfinding, signage and place-making, offering an integrated approach to enhance the human and cultural experience of a place.

He is also the Founder and Chairman of The Design Alliance Asia (tDA Asia), currently represented in 13 Asian countries/regions.

William has won the prestigious Design for Asia Award in Hong Kong twice in a row—2015 Grand Award Finalist and Gold for Muzium Sultan Abu Bakar (Malaysia) and 2014 Special Award for Culture for Colours of Asia (as Curator for tDA Asia).

He was awarded the International Design Achievement Award, China (2010), Lifetime Achievement Award by DDEC Malaysia (2011), Designomics Leadership Award, India (2012), and Distinguished Chinese Award by Chinese Who's Who Society, China (2013).

**LAM CPD POINTS APPLIED FOR.
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Malaysian Institute of Interior Designers (MIID), which represents the interior design profession in Malaysia, is pleased to present the MIID REKA Sessions 2017. REKA Sessions are a series of professional talks held to generate engaging discourse and to promote the profession of interior design in Malaysia.

MIID REKA Sessions 2016/2018

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KANSAI PAINT

Location Map for MIID REKA Session 23

Royal Selangor Visitor Centre
4, Jalan Usahawan 6,
Setapak Jaya,
53300 Kuala Lumpur

GPS Coordinate 3.196, 101.724



MIID REKA SESSION 2016/2018

“DESIGN INTEGRATION AS A MEANS TO DESIGNING CHANGE”

Speaker: WILLIAM HARALD-WONG - WILLIAM HARALD-WONG & ASSOCIATES

Dear Members of MIID,

We are pleased to inform you that MIID REKA Session 23, will be held as per following details:

Date: Thursday, 23 March 2017

Programme: 16:00 - 17:45 Registration
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18:00 – 19:00 REKA Session 23
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4, Jalan Usahawan 6,
Setapak Jaya,
53300 Kuala Lumpur

**FOR MEMBERS OF MIID ONLY
ADMISSION : FREE**

-REPLY FORM-

I, _____ (Name) _____ (Membership No.) will:

attend

attend with _____ (no of pax) :

No.	Name / MIID Membership No	Mobile No.	Email
1			
2			
3			
4			
5			

Kindly confirm your attendance latest by **Friday, 17 March 2017, 5pm** by email or fax this “Reply Form” to MIID Secretariat at **email: info@miid.org.my** or **fax: +603 6411 6802**.

Signature : _____ **Mobile No. :** _____

Date : _____ **Email :** _____