



DESIGN '81

DESIGN '81  
ICOGRA DA ICSID IFI  
HELSINKI  
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FINAL REPORT

# Design Integration

# Design '81, Congress, Helsinki ICOGRADA, ICSID, IFI

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In the course of years, international organizations of design — ICOGRADA, ICSID and IFI — have built a kind of tradition for their congress activities. The history of their congresses is not yet very long, since the organizations themselves are relatively young. Habits and customs have, however, already been established: these congresses have been held at two-year intervals, and they have been organized by each organization as an independent unit advocating its own cause. Everybody has been apparently satisfied, and the activities of each organization have been strengthened.

DESIGN '81 was intended as an event of a different kind. The course of tradition was interrupted by a joint decision of the three organizations. The decision to hold a joint congress was, however, made cautiously to concern only the year 1981. In 1983 every organization will again act on its own. On the other hand, the year 1981 brought the organizations closer to each other in many other respects, and forms of cooperation are being developed for the future. This is a fine development. We are, however, only embarking upon this work.

The objective of the Congress can really be crystallized in the word **INTEGRATION**. — Integration of design into society, business life, public awareness and general esteem. This was the principal overriding objective. A second objective was the convergence of the different design professions. This actually does not concern integration but professional cooperation to implement integration.



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