

11/05/2026

Press Release: BEDA General Assembly 2026

Press Release | Brussels, 11.05.2026 | For immediate release

Following the **57th General Assembly of the Bureau of European Design Associations (BEDA)** held on 7 May in Munich, BEDA is delighted to introduce the new President and Vice President and announce the Board of Directors for the term 2026-2028 and new members alongside the milestone developments in its ongoing work.

Enabling Design Across Europe

BEDA has been continuously working to support and advance design across Europe. The MADres project is developing a range of tools for the design community to use in both practical and long-term ways. Our work is also expanding through collaboration with the European Union Intellectual Property Office (EUIPO) and strategic plans for the EU Workplan for Culture.

BEDA Welcomes New President and Vice President

BEDA is pleased to announce that **Mark Illi**, from the Swiss Design Association (Switzerland), has officially begun his three-year term as **BEDA President**.

Antonella Adriani, from the Association for Industrial Design (ADI) in Italy, has been appointed **BEDA Vice President**. Following Mark Illi's presidency, she will succeed him as BEDA President at the end of his term, ensuring continuity and strong leadership for the organisation's future.

“Design is what humanity does to interact and organise itself and its environment. Europe has a long design experience and the resources to match. Let's translate that capability throughout our societies — for sustainable growth and prosperity.”

– Mark Illi, BEDA President

The BEDA Board of Directors, Term 2026-2028

BEDA now has 10 board members from nine countries. This includes the commitment of previous board members and four new board members, and also includes the President and Vice President. The newly elected BEDA Board of Directors serving a two-year term are as follows (in alphabetical order):

Bart Ahsmann, CLICKNL, The Netherlands - Board Member since 2024

ADDRESS

c/o BEDA The Bureau of
European Design Asso-
ciations c/o Wallonie-
Bruxelles Design Mode
(WBDM) - AWEX, Place
Saintelette 2,
1080 Brussels, Belgium |
www.madres.beda.org

ACCOUNT DETAILS

The Bureau of European
Design Associations | BNP
Paribas Fortis
IBAN: BE97 0019 8615
7549
BIC: GEBABEBB

CONTACT

office@beda.org

REGISTRIES

RPM: Bruxelles
**Union des Associations
Internationales Org ID:**
BE 0844.127.553
**Transparency
Registry Number:**
71 028 143 474-84

François Caspar, Alliance France Design, France - Board Member since 2026
Dita Danosa, Latvian Design Center, Latvia - Board Member since 2024
Stijn Debaillie, Designregio Kortrijk, Belgium - Board Member since 2026
Regina Hanke, (BEDA General Secretary) Deutscher Designtag e.V., Germany - Board Member since 2022
Michał Stefanowski, Design Association SPFP, Poland - Board Member since 2026
Isabelle Vérilhac, APCI - Promotion of Design, France - Board Member since 2026
Tom Watts, Design and Crafts Council Ireland, Ireland - Board Member since 2024

Welcoming New Member Organisations to BEDA

At its annual General Assembly, BEDA members ratified two new organisations as full members of BEDA.

Design Campus Competence Centre, Hungary

Design Campus is a multidisciplinary innovation hub connecting education, research and industry through design-driven thinking, and fostering creativity and collaboration. [Click here](#) for more information.

Design Federation, Estonia/Greece

Design Federation, which also includes ED Festival and ED Awards, is a European organisation developing platforms that recognise, connect and strengthen design across Europe. [Click here](#) for more information.

BEDA wishes to say thank you to our member organisation Bayern Design and their flagship event 'Munich Creative Business Week', and the Bavarian Ministry of Economic Affairs, Regional Development and Energy for their support in hosting the General Assembly in Munich.

Download Electronic Press Kit:

https://drive.google.com/drive/folders/1_yNPOX1Gqu3Run5ENGpWnFMK43v5kAn?usp=share_link

Press Contact:

Evija Kraukle evija.kraukle@beda.org

About BEDA

BEDA, the Bureau of European Design Associations, is a pan-European advocacy with 51 member organisations in nearly all European countries – representing millions of designers. BEDA speaks for the design community and influences policy development among members and in turn their governments. BEDA champions the role of designers in a business and a social context, promoting all organisations and

ADDRESS

c/o BEDA The Bureau of European Design Associations c/o Wallonie-Bruxelles Design Mode (WBDM) - AWEX, Place Saintelette 2, 1080 Brussels, Belgium | www.madres.beda.org

ACCOUNT DETAILS

The Bureau of European Design Associations | BNP Paribas Fortis
IBAN: BE97 0019 8615 7549
BIC: GEBABEBB

CONTACT

office@beda.org

REGISTRIES

RPM: Bruxelles
Union des Associations Internationales Org ID: BE 0844.127.553
Transparency Registry Number: 71 028 143 474-84

governments to embrace design methodologies to solve complex problems and to lead innovative practices.

About MADres

MADres is a strategic initiative by BEDA and co-funded by the European Union. The initiative advances design as a key enabler of Europe's transformation for sustainable growth and economic value.

MADres aims to strengthen the European design community and deepen expertise in three focus areas: AI competencies and digital ethics, planetary design and accessibility, and business cases and development. To sustain this, MADres ensures long-term impact by developing a Living Design Policy Framework—a flexible, adaptive model equipping our governments and institutions to integrate design into national and EU-level policy agendas.

ADDRESS

c/o BEDA The Bureau of European Design Associations c/o Wallonie-Bruxelles Design Mode (WBDM) - AWEX, Place Saintelette 2, 1080 Brussels, Belgium | www.madres.beda.org

ACCOUNT DETAILS

*The Bureau of European Design Associations | BNP Paribas Fortis
IBAN: BE97 0019 8615 7549
BIC: GEBABEBB*

CONTACT

office@beda.org

REGISTRIES

***RPM:** Bruxelles
Union des Associations Internationales Org ID:
BE 0844.127.553
Transparency Registry Number:
71 028 143 474-84*