

## MESSAGE FROM LOCAL ORGANIZING COMMITTEE



I would like to welcome you warmly to Pilsen on behalf of our Local organizing committee and university colleagues. I am absolutely delighted that Her Magnificence Ilona Mauritzova, Rector of the University of West Bohemia, City Mayor Martin Baxa, and President of the Pilsen Region Vaclav Slajs agreed to be patrons of the conference ICDES 2014. I am also very delighted that colleagues from Japan Society of Design Engineers –

JSDE entrusted us to host the prestigious conference ICDES 2014 in Pilsen.

The story began in ICDES 2005 in Vienna where we met for the first time with Professor Tohru Kanada and other leading representatives of the conference and JSDE. The first ideas about a location of the next ICDES in Europe were born in ICDES 2010 which took place in Tokyo. Probably our extensive Pilsen activities within the informal worldwide “WDK Society” in the nineties and its official follower “the Design Society – DS” from 2000, of which I was one of the 27 founders also contributed to the choice of Pilsen.

Thus it is my hope that ICDES 2014 will contribute to strengthening links between JSDE and DS, resulting in the further synergetic step towards enhanced theory and methodology of design engineering, and will contribute to the improved practice of product design and development, because my knowledge, experience and belief from my apprenticeship until professorship are that

THERE IS NOTHING AS PRACTICAL AS A GOOD THEORY!

Our beautiful town Pilsen is also ready to contribute to it providing you with a nice environment. Pilsen was founded by King Wenceslaus II at a crossroads between Prague and the kingdom’s borders on the junction of four rivers in 1295. Its modern age milestones happened in 1842 when the first batch of Pilsner Urquell beer was brewed; in 1869 when the Skoda works were established; in 1945 when Pilsen was liberated by the US Army; and in 1949 when the first Faculty of Mechanical Engineering of the current University of West Bohemia (existing since 1991) was founded.

The Gothic St Bartholomew’s Cathedral and its church tower (the country’s tallest at 102.26 m), Renaissance Town Hall, Baroque Plague Column, three modern fountains, Franciscan Monastery and the Great Synagogue, the world’s third largest Jewish temple dominate Republic Square and its area. Pilsen’s unique history in the arts and interesting cultural projects helped the city win the “**European Capital of Culture 2015**” title. This noble title is also underlined by nice links with seven sister cities all over the world.

Thus I am convinced that ICDES 2014 in Pilsen will contribute to the emerging new visions for the future of engineering design and will be a rewarding experience for you, and leave memories of stimulating discussions with your existing and new colleagues.

Stanislav HOSNEDL



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