

INVITATION PRIVATE EVENT

I AM DIGITAL

EXHIBITION, PRESENTATIONS, NETWORKING

03.02.2022
18:00 - 22:00
RESIDENCE OF THE
EMBASSADOR OF AUSTRIA
IN BRUSSELS

SUPPORTED BY:
AUSTRIAN EMBASSY BXL
AUSTRIAN CULTURAL FORUM
ADVANTAGE AUSTRIA BNL



Inspiring, informative, interactive

Have you ever implemented a radical innovation in your career? How did you change the game? Inspired and sharp minds are at the core of innovation. In our everyday office life, fresh ideas are often overshadowed by protocols, short-term problem solving and a lack of meaning. It takes creative hygiene to set the basic conditions for a future-forward culture.



‘I Am Digital’: Flora Miranda’s mind-bending work reflects on our digital identity.

We kindly invite you to the evening ‘I AM DIGITAL’ at the residence of the Austrian Ambassador in Brussels.

During the evening, we will take you out of the ordinary and serve you the ingredients to fuel a creative playground.

Be ignited by the master of creative ideas, Flora Miranda, as she walks you through an exhibition of her work and shows you how to harvest beauty and poetry from data.

Be inspired with ‘Artification’, an analysis by Erwin Van den Brande on how the arts and culture can help businesses harness creativity, innovation, game-chang-

ing insights, transformation and authenticity. Be informed with concrete art and business cases by a C-Level peer.

Allow yourself to be carried to another world with the ‘Walking Dinner Performance’, hosted by the Austrian Ambassador Dr. Elisabeth Kornfeind.

Finish the evening with collective brainstorming and future sketching.

An evening of culture, learning, networking and developing ideas in the moment.

We look forward to spending this time with you.

Artification:

A process whereby an organisation uses the sublimity and power of art, culture and creativity to reimagine itself.

The programme:

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| 18:00 | Welcome |
| 18:30 | Exhibition and presentation
'I AM DIGITAL' by Flora Miranda
'Highlights of the artist's work at the intersection of art, fashion and technology.' |
| 18:50 | Presentation 'Artification' by Erwin Van den Brande
'Reimagining companies using the sublimity and power of art and culture.' |
| 19:10 | Walking Dinner Performance by Flora Miranda and Esther Stocker. |
| 19:50 | Words by Dr. Elisabeth Kornfeind
'The meaning of culture.' |
| 20:00 | Disruptive innovation story by Antonietta Mastroianni
'Enabling human connection.' |
| 20:20 | Presentation 'Data Fashion' by Flora Miranda and Erwin Van den Brande. |
| 20:40 | Q&A, Future Sketching, Networking |
| 22:00 | End |

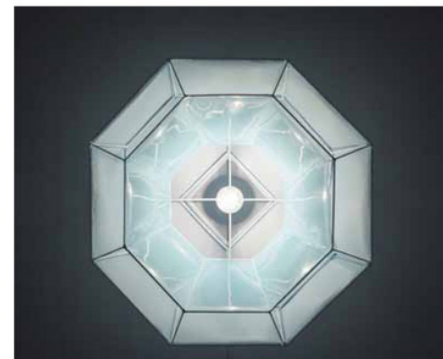
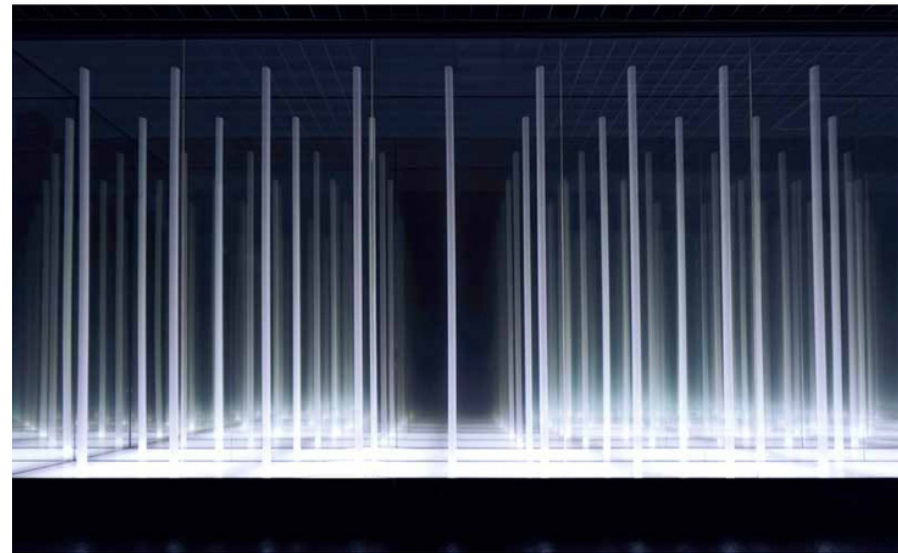
DATE: 03.02.2022

ADDRESS: AUSTRIAN RESIDENCE
AVENUE DES GAULOIS 11, 1040 ETTERBEEK

TO REQUEST AN INVITATION SEND A RSVP TO:
INFO@DUALANDDAY.COM

PARTICIPATION COST: € 350,00 EXCL. VAT

THE EVENT CONFORMS WITH THE
CURRENT COVID-19 REGULATIONS.



Contributors



FLORA MIRANDA
ARTIST AND FASHION DESIGNER

Miranda's work focuses on the numerical self, questions the systems of the virtual world, portrays the identity of the digital generation.

As an artist, she has visions for the digital world and uses them to develop new work processes, materials and forms. Flora Miranda graduated with a master degree in fashion design at the Royal Academy of Fine Arts Antwerp.



ERWIN VAN DEN BRANDE
FOUNDER OF DUAL&DAY AND ARTIST

Erwin has an economic background and is an entrepreneur with more than 20 years of experience in large corporations and start-ups. He has been an artist for more than 10 years, exhibiting his photographs in Belgium and abroad. In 2020 he founded Dual&Day, a company with focusing on 'Artification': "Reimagining companies with the sublimity or art and culture".



DR. ELISABETH KORNFEIND
AMBASSADOR OF AUSTRIA

Elisabeth Kornfeind started her mission as Austrian Ambassador to the Kingdom of Belgium in December 2017. Previous assignments took her to New York, Budapest and London. She obtained university degrees in law and music before becoming a career diplomat.



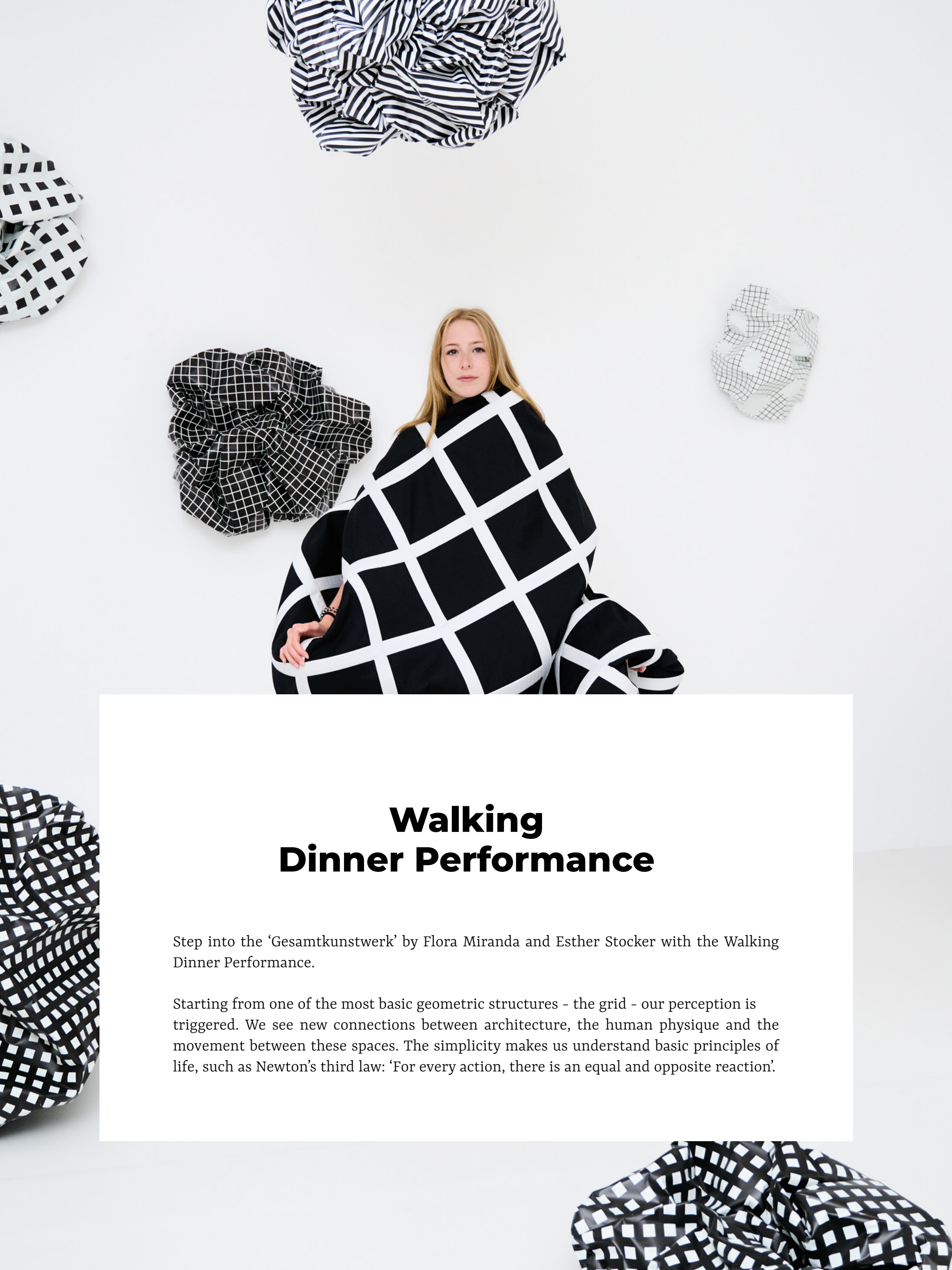
ANTONIETTA MASTROIANNI
CHIEF DIGITAL & IT OFFICER PROXIMUS

Antonietta Mastroianni has built an impressive international career in telecom over the last 20 years. She has an excellent track record in leveraging technology and solutions enabling the implementation of digital lifecycle, IT and business processes simplification, aiming to drive agile transformations and organisational growth, performance and profitability.

Learnings & Takeaways

Together we will step out of the box and blend insights from art, business and technology. You will gain ideas on how to strengthen your internal and external company culture through the power of creativity.





Walking Dinner Performance

Step into the 'Gesamtkunstwerk' by Flora Miranda and Esther Stocker with the Walking Dinner Performance.

Starting from one of the most basic geometric structures - the grid - our perception is triggered. We see new connections between architecture, the human physique and the movement between these spaces. The simplicity makes us understand basic principles of life, such as Newton's third law: 'For every action, there is an equal and opposite reaction'.