DEMAT SIGNTERS '19

COPENHAGEN

A DESIGN CONFERENCE

SEPTEMBER 18-19, 2019

Created by designers, for designers, with designers speaking

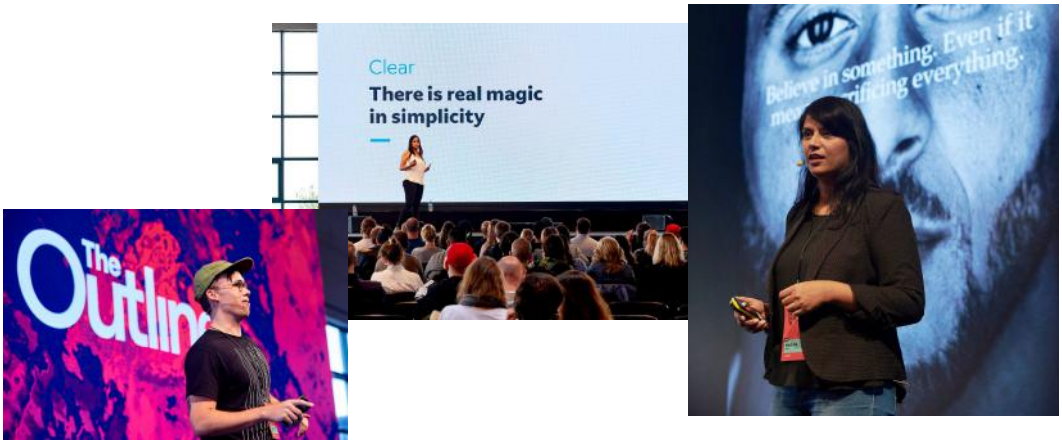
It all started with a group of designers wishing to create a place where designers could meet to inspire and learn from each other. That's how the first edition of Design Matters, in 2015, was born.

With a dramatic acceleration in the scale and impact, Design Matters has grown into an internationally renowned conference, acknowledged to be one of the most important design conferences in the world. Its primary focus is new movements in digital design, the work of digital design itself and the processes involved in doing it. This means no sales pitches, no bullshit, no hot air.

Each year, we bring together designers from all over the world to discuss the creation, innovation, transformation, and impact of digital design. We create a place for inspiring, informed, visionary, nerdy, and engaging talks, but also for workshops and discussions about the work and role of digital designers of today and tomorrow.

Design Matters is a two-day conference. Every year the conference revolves around a number of main themes. On each day of the conference, one primary track and six nerd tracks are available. While the primary track always focuses on the main themes, the nerd tracks may diverge from the themes and dig deep into a particular topic for a niche crowd - be it through a talk, workshop or moderated discussion.

On September 18-19, 2019, Design Matters will be hosting its 5th edition in Copenhagen, Denmark.



"Hyggelig", festivalish and ambitious

Design, in all its possible forms, is the DNA of the conference. However, it also draws inspiration from the arts, music, and the inimitable Scandinavian coziness, known as hygge. All these elements have become the foundations of Design Matters.

We, at Design Matters, love change! It is a huge and fundamental part of this conference, and is, in fact, what we thrive in. We don’t simply adapt to change, we constantly create it. This is why, each year, we reinvent the design, change the venue, find new themes, and develop a new format.

We work to create the best design conference in the world, with a combination of high-level talks and workshops, high-quality food, music, and great community vibes, while maintaining a relaxed atmosphere in an informal setting.

We always have high ambitions! This is why we carefully choose our speakers and plan unique crafting experiences or workshops. Also, are always looking to establish new juicy partnerships. At the same time, we do not overlook the details. Indeed, we are always on the lookout for new music and the best food and beverages.

Thinkers and doers

We truly believe in the power of community. We take pride in bringing together design practitioners from around the world and in making the international community of digital designers more connected.

Because our community is so diverse, inspirational and knowledgeable, we seek its advice every year. The different voices of our community help us discover new movements and trends, both locally and globally. We do not only gather ideas, we also continuously travel the globe, to meet with the frontrunners in digital design and find our new inspiration.

Back in 2015, when we started, 150 local designers attended the conference. Last year, in 2018, we counted almost 900 designers, being more than 60% international, coming from 45 different countries around the world. In 2019, we expect to welcome more than 1000 participants.

Top 5 countries they are from

1. Scandinavia
2. United States
3. Germany
4. The Benelux Union
5. England

Most common job titles

Head of UX & Design
Design lead
Senior designer
Senior Product Designer
Design Manager
UX Manager
Product designer
Design Practices Director
Content Strategist
Product owner
Design Director
User Experience designer
Usability Consultant
Interaction Designer
User interface Designer
Graphic Designer

Previous years

2018 - Design for Change, Be a Rebel and Mixed Realities
We looked at the roles and responsibilities designers have in a world where there is an increasing need for change. The main discussions revolved around creating immersive experiences in mixed realities and how to be a design rebel generating innovation. Talks by Minecraft, Headspace, Dropbox, Medium, The Outline, and many more.

2017 - Embrace Failure, Conversational UI's, and Product Design DNA
The core of the conference was to explore how to design products that do not have a visible interface. We talked about how designers can make sure that the design DNA extends to all the touchpoints of the products, and how to embrace failure, accepting mistakes to find new solutions. Talks by Spotify, Netflix, Vox Media, Uber, and many more.

2016 - Fun and Casual Design
We explored how a highly personal, silly and causal attitude can break down the borders between users and the interface – making the experience much more engaging and fun. Talks by Slack, Emojipedia, MailChimp, Google, BuzzFeed, and many more.

2015 - Game Changers in Design
For the first time ever, Design Matters was held in Copenhagen. Designers from all over the world shared insights and ideas about digital design and disruption. Talks by Airbnb, Clue, Volvo, BBC, Spotify, and MailChimp, and many more.

Not only an important statement, but an influential brand

Designers, thinkers, and creatives from all around the globe are following us on our journey. Design Matters does not only represent a bold and original statement in the world of Digital Design, but it is also a movement of international importance.

Every year, Design Matters appears in several international blogs concerning Digital Design and the most interesting conferences to attend. In 2017, Sitepoint mentioned Design Matters in an article called ”25 Design Conferences That Will Blow Your Mind in 2017”. In 2018, Design Matters were amongst others mentioned in Digital Art’s article ”The Best Design Conferences in 2018 (and beyond)” and UX Collectives article ”The best UX and design conferences in 2018 – the definitive guide”.

The number of participants grows every year, and so do our numbers. We are proud to have such a powerful impact on the design community. Social Media are growing together with our brand. Below is what we achieved in the past two years and what we prospect to achieve in the future

Facebook
2017: 1,064 likes
2018: 1,690 likes
2019 June : 2,012 likes

Twitter
2017: 553 followers, 10,800 impressions
2018: 893 followers, 37,600 impressions
2019 June: 1051 followers, 43,500 impressions

Youtube
2017: 40 subscribers, 434 views
2018: 560 subscribers, 6,448 views
2019 June: 962 subscribers, 33,365 views

designmatters.io
2017: 43,098 unique users
2018: 68,768 unique users
2019 June: 28.266 unique users

Instagram
2017: Not active yet
2018: 586 followers
2019: 1004 followers

Medium
2017: Not active yet
2018: 19 subscribers
201: 208 subscribers

LinkedIn
2017: 95 followers
2018: 344 followers
2019: 479 followers

Sponsors & partners during the years

2015 axure balsamiq proto.io

2016 axure balsamiq LIBRATONE

2017 MailChimp balsamiq Spotify

2018 MailChimp balsamiq Adobe

McKinsey Design Frontify MEYERS

Mikkeller invision

Mikkeller made a special beer label for Design Matters 18