

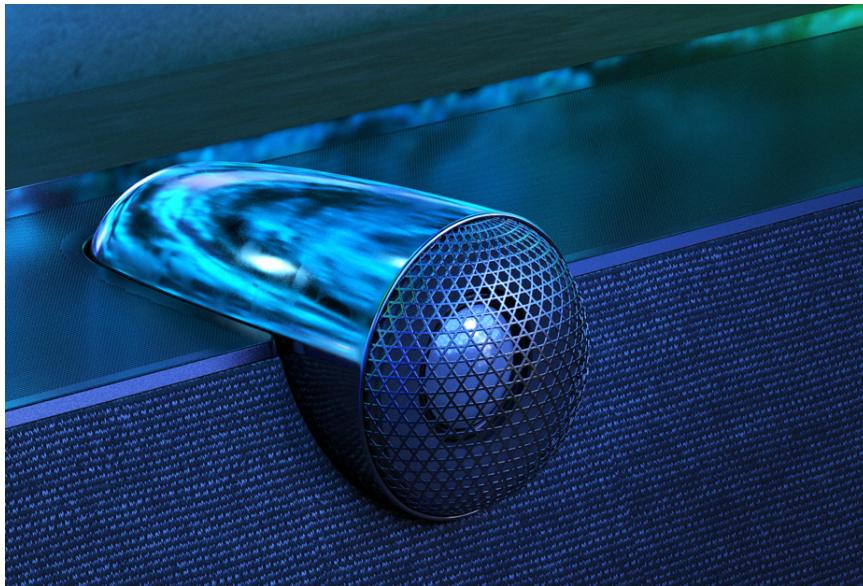
## TP Vision renews Philips TV & Sound's partnership with Dezeen to present four live-streamed panel discussions on inspirational design topics

**Amsterdam, July 5, 2021, Amsterdam –** TP Vision has announced that it will once again partner with the influential architecture and design platform Dezeen. The partnership will produce a monthly series of panel discussions, on a range of themes, all closely connected with key Philips TV & Sound product values.

The new partnership between TP Vision and Dezeen follows last year's hugely successful collaboration during Dezeen's Virtual Design Festival. However, this year there will be a slightly different approach where one-on-one discussions will be replaced by a series of lively panel discussions – each moderated by Dezeen's deputy editor, Cajsa Carlson.

The panel discussions are planned to include lively and inspiring conversations with leading professionals in the extended world of European Design. Although each of the panel discussions has its own unique theme and panel composition, they will all include one of Philips TV & Sound's key brand pillars: great European design.

The series start on **July 7<sup>th</sup>** and is followed by panel discussions in August, September and October.



### **July 7<sup>th</sup> – What is European Design?**

The series starts with the question: What is European Design? Mary Arnold Forster (Mary Arnold Forster Architects, Scotland) and Jaime Moreno (CEO of Mormedi Design Consultancy, Spain) will be joined by TP Vision's Rod White to discuss how context influences design, the process behind exploring new materials and to discuss the evolution of design due to technological innovations and both societal and environmental challenges.



Commenting on the session, Rod White said: “I am really excited to discuss European design with Mary and Jaime because, while they each have a very different background, they both have very strong ideas on good design. This will certainly lead to a sparkling conversation.”

### **August 12<sup>th</sup> – Women in product design**

The second panel will be ladies only. The panel will feature Lisa Grahner (German product designer at Philips TV & Sound, Amsterdam), Joerka Koenders (Dutch Trend Analyst) and Pernilla Johannsson (Swedish Chief Design Officer for Electrolux). Together they will discuss female leadership, the differences between generations and how technology is informing product design.

### **September 30<sup>th</sup> and October 21<sup>st</sup>: Premium materials and sustainability**

The third and fourth panel discussions will take place on September 30<sup>th</sup> (the integration of premium materials to enhance performance) and October 21<sup>st</sup> (how to make consumer electronics sustainable).

All panel discussions will start at 3PM (CET) and can be joined through Zoom.

More information about the panel discussions can be found at [www.dezeen.com](http://www.dezeen.com).

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### **About TP Vision**

TP Vision Europe B.V. ('TP Vision') is registered in the Netherlands, with their head office in Amsterdam. TP Vision is a wholly owned company of TPV Technology Limited ('TPV'), which is one of the world's leading monitor and TV manufacturers.

TP Vision is a consumer electronics key player in TV and audio entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets (Europe, Russia, Middle East, South America, India and selected countries in Asia-Pacific) and Philips branded audio products (Globally). We combine the strong Philips brand with our product development and design expertise, operational excellence, and industry footprint of TPV. We believe in creating products that offer a superior audio and visual experience for consumers.

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