**What does a technological revolution mean for design? What is an original in a world full of copies? Summary of the third day of ARENA DESIGN 2020**

The subject of combating intellectual property theft in the design industry dominated the third day of ARENA DESIGN 2020. In the AD TALKS zone, we met with the loveOriginal Association that highlighted the value of original design during their panel discussion "Original vs. Fake – looking for a cheaper substitute". The theses discussed during the panel were presented in practice in the form of the Association's exhibition prepared specifically for the Poznań show.

Artur Kurasiński, VOX brand expert, talked about the economics of experience in design from the perspective of new technologies. We found out what virtual reality will mean for design and whether or not VR technology will respond to the needs of contemporary consumers.

Torbjørn Anderssen (Anderssen & Voll) spoke about the importance of slow brand building and the fact that especially nowadays the choice of objectives is the key. "I spent 10 years tackling problems, today I'm trying to avoid them again. Problems should be solved already at the design stage, not during production. What matters today is how we design the solution to existing problems, not how we come up with new problems", said Anderssen.

The leading theme of ARENA DESIGN 2020 returned during the panel entitled "In the spirit of slow. Practical tips on conscious design and lifestyle". Panel participants were interviewed by the editor of MAGAZIF magazine - Katarzyna Księżopolska.

The programme of the AD TALKS zone concluded with a question by Dominika Olszyna from Wirtualna Polska: who needs an interior designer today? Answers were provided by Piotr Paradowski, Agnieszka Owsiany i Anna Wojczyńska.

During the third day of ARENA DESIGN 2020, topics discussed on the Brand Stage included the importance and role of innovative furniture companies as well as development of innovative ideas in the industry considered to be one of the most traditional. The speakers emphasised the importance of modern technologies as a driving factor for furniture sector's growth. Minister of Development Jadwiga Emilewicz underlined the importance of responsibility facing designers and architects.

The Brand Stage shares not only a modern and multi-dimensional approach to the subject of brand building but also experience, which is equally important in this discussion. Therefore, the last day of ARENA DESIGN 2020 will focus on returning to the times of childhood and trying to outline ways to support the creativity of future generations involved with design.