# Graphic Design at Deree – 10th Year Anniversary Celebration Program

## "Looking Back, Moving Forward"

*An Exhibition and a Symposium on theory and practice in Graphic Design*

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Organized by the Graphic Design Program faculty, Arts and Creative Industries Department (ACI), The American College of Greece

Venue: Demos Center (Ipitou 17 B, Plaka 105 57, Athens)

**Event Launch and Exhibition Opening**: Friday 10, 18.30-21.00
**Exhibition**: 10-18 October (Friday 10 October: 18:30-21:00, Weekdays: 15:00-18:00, Saturdays: 15:00-20:30, Sundays: Closed)
**Symposium**: Saturday 11 and Saturday 18 October 2025, 15:00-20:30

Wifi on venue

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## OPENING AND LAUNCH OF EXHIBITION

## Friday 10 October 2025

Demos Center, 1st floor, **18:30-21:00**

**18:30**      **Welcome Address** – Melina Constantinides (GD Program Coordinator, Co-organizer)

**Design legacies: Founding faculty reflections**
- o   Effie Halivopoulou
- o   Michael David Ochs
- o   Christopher Brellis

**19:00**   **Design journeys: Alumni voices**
- o   Alex Triantafyllou
- o   Ilianna Kapoutsou
- o   Marianna Torosian
- o   Una Sandic

**19:40**      **"Honoring the past, shaping the future: A new chapter for Graphic Design at Deree"**
– Marina Emmanouil (Chair, Arts & Creative Industries Department, Co-organizer)

**19:50**      **Closing remarks and introduction to the Symposium days**
**Celebrating the Student Design Exhibition**

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# SYMPOSIUM (Part 1)

## Saturday, 11 October

Demos Center, 2nd floor, **15.00-20.30**

### Graphic Design in Retrospect: A Decade of Shifts

*Exploring how design trends, technologies, and priorities have evolved since 2015*

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| **15:00 – 15:15** | **Welcome & Opening Remarks** – Marina Emmanouil |
| **15:15 – 15:45** | **Keynote by Agni Katzouraki** |

Chair: Marina Emmanouil

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| **15:45 – 16:00** | **"From manuscripts to kinetic typography: The evolution of roman typography character"** – Nicolas Kouniniotis |
| **16:00 – 16:15** | Q&As |

*Break (15')*

**16:30 – 18.45**  **Workshop 1: " Innovation Remix: Design Thinking + Generative AI"** – Katerina Symiakaki & Melina Constantinides

Design Thinking offers a trusted framework for understanding people, reframing challenges, and generating solutions. Generative AI, in contrast, excels at remixing, surprising, and accelerating creative exploration. What happens when the two meet? This workshop guides participants through the Double Diamond, with each phase enriched by AI: research accelerated through synthesis, ideation sparked by unexpected prompts, and prototyping supported by instant visualizations. Alongside practice, we will reflect on where AI adds value and where human empathy, judgment, and critical thinking remain central. Participants are invited to experiment, adapt, and rethink innovation in a world where humans and machines design together.

*Break (15')*

Chair: Melina Constantinides

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| **19:00 – 19.15** | **"Η εξέλιξη των γραφικών τεχνών από το Α στο Ι"** – Γιώργος Μαρκάκης |
| **19:15 – 19:30** | **"Αντίληψη, χώρος και ο ρόλος της Γραφιστικής σε αφηγηματικά περιβάλλοντα»** – Ελισάβετ Κελίδου |

Chair: Marina Emmanouil

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| **19:30-20:30** | **Q&A and Closing Panel: Legacy & lessons:** Reflecting on what we carry forward from the past ten years. |

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# SYMPOSIUM (Part 2)

## Saturday, 18 October

Demos Center, 2nd floor, 15:00-20:30

### Graphic Design Futures: Practice in Transition

*A forward-looking dialogue on contemporary approaches and emerging directions*


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| **15:00 – 15:15** | **Opening Remarks & Recap of Part 1** – Marina Emmanouil |
| **15:15 – 15:30** | **Keynote by Vouvoula Skoura** – "*Το μουρμούρισμα στους τοίχους*. Η κρυφή περαστική ματιά στα σιωπηλά λεμονόδεντρα" |

Chair: Marina Emmanouil

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| **15:30 – 15:45** | **"We are only human!"** – Marios Linakis |
| **15:45 – 16:00** | **"The future-proof kit for designers"** – Chiara Aliotta |
| **16:00-16:15** | Q&As |

*Break (15')*

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| **16:30– 18:30** | **Workshop 2: "Next-Gen tools for designers: Unlocking creativity in immersive worlds"** – Ελένη Πνευματικού & Evangellia Kalliopi Stavroulia |

Graphic design is changing fast. New tech, new cultures, new ways of thinking. This workshop is a chance to dive into what's next. Together, we will explore how emerging technologies, including VR, and global challenges are transforming the way designers work, create, and collaborate. From experimenting with new tools to rethinking ethics and breaking boundaries, the session will spark fresh ideas about where design is headed. Through open discussion and interactive dialogue, you will get to reflect on design's role in today's world and imagine the role *you* want to play in shaping its future.

*Break (15')*

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| **18.45 – 19:00** | **"Master the future of UX-UI Digital Design: Our new master's program and the IDEA lab"** – Marina Emmanouil & Evangellia Kalliopi Stavroulia |

Chair: Kalliopi Evangellia Stavroulia

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| **19:00 – 19:15** | **"From static to dynamic: The evolution of design in the age of disruption"** – Alex Athanassoulas |
| **19:15-19:30** | **"Designing together in the modern age"** – Leonidas Oikonomou |
| **19:30-19:45** | **"Designing with agency: Originality and critical inquiry in the age of AI"** – Maria Nicholas |

*Break (15')*

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| **20:00-20:30** | **Q&As & Closing Panel: Speculative practices & the futures of design** |

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# Abstracts and bios

# Συνόψεις παρουσιάσεων και βιογραφικά Ομιλητών

*The abstracts are listed in alphabetical order by the presenter's name, in the language of submission.*

**Chiara Aliotta,** "The future-proof kit for designers"

## Abstract
In a world that changes faster than we can predict, how can designers stay relevant, resilient, and adaptive? In this talk, I will open my Future-Proof Kit. Each tool of the kit carries a story from my own work, showing how design can shift perspective, connect with communities, and plant ideas that last. This is not about predicting the future, but about shaping it with purpose.

## Bio
Chiara Aliotta is an award-winning designer, speaker, and founder of Until Sunday, a creative agency driven by her love for stories, typography, and detail. With years of experience as a graphic designer, art director, and brand consultant, she has shaped visual identities for global organisations and tech startups while championing design-led storytelling. Her work blends classic tales with an instinctive sense of what makes stories unforgettable, creating brands and experiences that move people. Born in Italy, she now lives on the island of Syros, where she also curates her lifestyle project, The PatternTales, with inspiration from her cat, Kissa.

**Alex Athanassoulas**, "From static to dynamic: The evolution of design in the age of disruption"

## Abstract
The creative industry stands at a threshold where disruption and exponential change are both threats and opportunities. AI, social trends and new technologies are reshaping how we imagine, design, and deliver—accelerating processes while challenging us to redefine value beyond efficiency. Graphic design is no longer about static outputs; it's about systems, experiences, and stories that evolve in real time. This transition is not the end of creativity, but its expansion—an invitation for us to harness tools of transformation and shape a future where human imagination remains the compass.

## Bio
Alex Athanassoulas holds a master's in Civil Engineering from Aristotelian University of Greece and an MBA with distinction from the Adam Smith Business School, University of Glasgow. He is certified in Project Management (IPMA, Prince2) and Strategy & Innovation (ICSA) and is a renowned speaker on Systems Thinking and ROI maximization. He is Vice President of CEO Clubs Greece, founding member of its Greek and Romanian Chapters, and has served as Executive VP of the Romanian Chapter. He is also President of the Sustainable Building Council Greece (SBC), Secretary General of the Greek-Nigerian Chamber of Commerce and Technology, and President of the Hellenic Alumni Association of

the University of Glasgow. Alex has published numerous technical and business articles. Recognitions include Best European CEO (2015, 2018), International Game-Changer (2019), Most Inspiring Business Leader (2023), and a high recommendation for the Postgraduate Leadership Award (2024).

**Melina Constantinides** (GD Program Coordinator, Co-organizer, Workshop 1 Leader)

**Bio**
Melina Constantinides holds a BA in Graphic Design from Deutsche Höhere Lehranstalt für Graphic und Werbung (Athens), an MA in Communication Design from Central Saint Martin's College of Art and Design (London), and a BA in Computer Science from Hellenic Open University. She founded busy b in 2007, a branding and design company serving national and international clients, and has over a decade of advertising experience. Since 2020, she has taught in the Graphic Design Department at ACG-Deree. Her research explores strategy, design research, and management for social and business challenges. She currently leads a project on SDG stamps at the Experimental Economics and Fintech Analytics Lab.

**Marina Emmanouil,** "Honoring the past, shaping the future: A new chapter for Graphic Design at Deree" (Department Chair, Co-organizer)

**Abstract 1**

Celebrating Graphic Design at Deree, 2015-2025. Since January 2023, the Graphic Design program at Deree has undergone a period of thoughtful development. Methodological approaches have been strengthened, emphasizing research-driven, reflective, and process-oriented practice. Socially engaged, real-world projects have been incorporated more fully, connecting student work to communities and current discussions around technology, ethics, inclusion, and (social) sustainability. These changes reflect ongoing collaboration between faculty and students, building on the program's history while responding to the evolving field of design. The result is a curriculum that balances respect for the past with preparation for the future, equipping students to approach design challenges thoughtfully, responsibly, and creatively.

**Marina Emmanouil & Evangellia Kalliopi Stavroulia,** "Master the future of UX-UI Digital Design: Our new master's program and the IDEA lab"

**Abstract 2**

Are you ready to shape the future of digital experiences? Our Master of Design (MDes) in UX/UI Digital Design welcomes students and graduates from diverse fields to explore the fast-evolving world of digital design. Combining user-centered design, design thinking, digital tools, and immersive technologies, the program blends theory with hands-on, studio-based practice. Central to the curriculum is the IDEA Lab, a hub for virtual and augmented reality that fosters experimentation, interdisciplinary collaboration, and real-world project work. With expert faculty and cutting-edge resources, this program empowers students to innovate, create intuitive and engaging interfaces, and excel globally in UX/UI design, preparing them to lead in the evolving digital landscape.

**Bio**

Dr. Marina Emmanouil is a multidisciplinary scholar with a background in the Performing Arts, Creative Arts and Design, Humanities, and Social and Behavioral Sciences. Her expertise spans design history, theory, and methodology, emphasizing participatory and co-design approaches. Having lived and worked in the UK, US, Netherlands, Belgium, and Turkey, she has held academic and leadership roles at Ghent University and Izmir University of Economics. She co-founded the design.Nexus Research Group, managed the Erasmus+ T-CREPE project, and supervised multiple graduate theses. Currently Associate Professor and Department Chair at ACG-Deree, she promotes inclusive, cross-disciplinary collaboration and innovative, future-oriented design education and research.

**Ελισάβετ Κελίδου**, «Αντίληψη, χώρος και ο ρόλος της Γραφιστικής σε αφηγηματικά περιβάλλοντα»

**Σύνοψη**

Η παρουσίαση εστιάζει στον ρόλο της γραφιστικής στη συγκρότηση χωρικής αντίληψης και αφηγηματικών εμπειριών. Οι εκθέσεις, εκ φύσεως, αποτελούν πολυτροπικά αφηγηματικά περιβάλλοντα, όπου η γραφιστική διαδραματίζει καθοριστικό ρόλο στη διαμόρφωση της εικόνας και, κατ' επέκταση, της εμπειρίας των επισκεπτών. Μέσα από παραδείγματα και θεωρητικές προσεγγίσεις, αναλύεται ο τρόπος με τον οποίο οι «γραφικές επιφάνειες» –ως σημείο τομής υλικότητας και οπτικής σύνθεσης– συνδιαμορφώνουν το εκθεσιακό περιβάλλον, διαμορφώνοντας διαφορετικούς βαθμούς ένθεσης και εμβύθισης στην αφήγηση του χώρου.

**Βιογραφικό**

Η Ελισάβετ Κελίδου είναι γραφίστρια, υποψήφια διδάκτωρ και διδάσκουσα Γραφιστικής στο Τμήμα Πολιτισμικής Τεχνολογίας και Επικοινωνίας του Πανεπιστημίου Αιγαίου. Η έρευνά της εστιάζει στη σχέση γραφιστικής, χωρικής αφήγησης και οπτικής αντίληψης, με ειδικό ενδιαφέρον στις αρχαιολογικές εκθέσεις. Διαθέτει επαγγελματική εμπειρία στον γραφιστικό σχεδιασμό μόνιμων και περιοδικών εκθέσεων καθώς και διαδραστικών εφαρμογών. Μέσα από τη σύνδεση θεωρίας και πράξης, διερευνά πώς η γραφιστική συμβάλλει στη διαμόρφωση αφηγηματικών πλαισίων, εμπειριών και ερμηνευτικών δυνατοτήτων στον χώρο. Academic responses to emerging design issues, with a focus on method and critique.

**Agni Katzouraki** (Keynote)

**Bio**

Agni (Megareos) Katzouraki was a pioneering Greek graphic designer who helped define modern Greek graphic design in the 1960s and 1970s. After studying fine art at the Slade School of Fine Art in London, she returned to Athens and co-founded the influential K&K studio with Michalis Katzourakis and Freddie Carabott. Katzouraki created bold posters, advertisements, and visual identities for the Greek National Tourism Organization and major cultural festivals, blending modernist minimalism with Greek traditions. In 1973 she and Michalis launched AM Katzourakis, expanding into interior design, while she continued personal artwork and children's book illustration exploring time and memory.

## Nicolas Kouniniotis

### Abstract

Massimo Vignelli argued that "Design is not art. Design is utilitarian, art is not." The point of all this, is that graphic design is deeply rooted in society. From the shop signs of ancient Rome, to the stunning typefaces of Aldus Manutius and Cloud Garamond, from the creator of the most famous typeface - which was originally called Neue Haas Grotesk and then Helvetica- Max Miedinger, to the eclectic typefaces of Parachute Typefoundry, graphic design and typography are always in parallel with the needs of human society. But what is the future of this entire sector? Kinetic typography and modern graphic design combine every advantage we can use (from motion graphic design to artificial intelligence technology) in the name of designing prototype ideas. The future is completely different but the rules are exactly the same!

### Bio

Nicolas Kouniniotis is a Graphic Designer mainly interested in traditional Graphic Design but he also has worked as partner in web design projects. He completed his bachelor's and master's degrees in Graphic Design with third place distinction and focused on typography and editorial design but more specifically, on the physiognomy of the typographic character. in addition to this, Nicolas Kouniniotis is also calligrapher and graphic designs instructor and he has worked on many projects, as a freelancer and in-house member in different companies (Creative Studios, Digital Agencies, Publishing), in university projects and at festivals. He has won distinctions in national and European competitions and for the last 9 years has been engaged in research on the typographic character and scripts of the Eastern Roman Empire.

## Marios Linakis, "We're only human!"

### Abstract

As intelligence technologies evolve, the things that make us human are thrust into the spotlight. With rivers of data flooding our senses, empathy, curiosity, intuition, and invention become the focus of 21st Century design both on and off screen. Here is a journey into humancentric design and humanity's most endearing qualities.

### Bio

Marios is an awarded designer, tutor, mentor, and public speaker. Founder of agencies Signfica and Sputnik Design Team, Marios studied Graphic Design in Brighton under Alan Kitching and earned his Master of Arts from Central St. Martin's College of Art & Design, University of the Arts London under Jon Warwicker of design group, Tomato. Back in Greece, following positions at Michael Peters, OgilvyOne Athens and Young&Rubicam, he and brothers Vasilis cofounded Linakis.digital and Sputnik Design Team offering services to household brands in Greece, Europe and the Middle East from their studios in Athens and Cairo. Marios is a recipient of mutliple D&AD pencils, European Design Awards, Red dot, German Design, SOTD, Greek Design Awards (ΕΒΓΕ) and Ermis awards. He has spoken at Eastern European Design Festival in Warsaw, Behance portfolio reviews, Microsoft Devdays, Design Athens, Digitized, Greek Graphic Designers Association Lectures and Athens University Career days and has served as jury member at Cannes Young Lions, ED Awards, Epica, Greek Design Awards (ΕΒΓΕ), Local Design Awards Romania, and Ermis Awards. Marios has taught graphic design and typography for over a decade at Athens art schools and has shown work at EMST, Benaki museum, Étapes magazine, The

Greek Foundation, AIGA Eye on Design, and Typo 365. In 2022 he teamed up with renowned design publication +Design to create Design Masters, a learning platform offering masterclasses by leading designers.

**Γιώργος Μαρκάκης,** « Η εξέλιξη των γραφικών τεχνών από το Α στο I»

### Σύνοψη
Η παρουσίαση προσφέρει μια σύντομη επισκόπηση της τελευταίας δεκαετίας στις γραφικές τέχνες, με μια μικρή ιστορική αναδρομή στη μετάβαση από τις αναλογικές μεθόδους στο DTP, την ψηφιακή εκτύπωση, το CTP και την αυτοματοποίηση των ροών prepress. Εστιάζει στην ανάπτυξη της ψηφιακής εκτύπωσης από μικρά σε μεσαία τιράζ, την είσοδό της στη συσκευασία, την αυξανόμενη ζήτηση για large format εκτυπώσεις και την εξάπλωση των web-to-print πλατφορμών. Τέλος, εξετάζει την πρόσφατη άφιξη της τεχνητής νοημοσύνης και τις προοπτικές της για το μέλλον.

### Βιογραφικό
Εργάζομαι 27 χρόνια ως γραφίστας σε καθετοποιημένο τυπογραφείο αναλογικών και ψηφιακών εκτυπώσεων. Κατά τη διάρκεια της πορείας μου έχω περάσει από όλα τα στάδια της παραγωγής εντύπου (μακέτα, σελιδοποίηση, διαχωρισμούς, επεξεργασία εικόνας και προετοιμασία αρχείων για εκτύπωση) αποκτώντας βαθιά γνώση των διαδικασιών και της ομαλής ροής εργασιών. Σήμερα εξειδικεύομαι στον προεκτυπωτικό έλεγχο, τη διόρθωση και την προετοιμασία αρχείων, την τεχνική υποστήριξη, καθώς και την παρακολούθηση της παραγωγής του εντύπου έως τον τελικό ποιοτικό έλεγχο. Παράλληλα, σε συνεργασία με μουσεία, έχω ασχοληθεί με τη χρωματική διόρθωση φωτογραφιών και αρχειακών τεκμηρίων. Είμαι έμπειρος χρήστης Adobe CC (Photoshop, Illustrator, In Design), ESKO Art Pro+ και PitStop Pro.

**Maria Nicholas,** "Designing with agency: Originality and critical inquiry in the age of AI"

### Abstract
Technological shifts have always redefined how designers work, but they have never displaced the discipline's central purpose: creating experiences that matter to people. AI now presents both opportunities and challenges, reshaping questions of process, judgment, and creative responsibility. In this lecture, Maria Nicholas argues that originality and critical inquiry are essential responses to these shifts. She emphasizes the importance of collaboration, emotional intelligence, and the enduring principles of design grounded in human perception and engagement. Rather than yielding creativity to automation, designers must use AI to extend their thinking while safeguarding the craft and originality that define lasting practice.

### Bio
Maria Nicholas is Director and Head of User Experience at Skillsoft, a leading American provider of digital learning solutions with a global reach. She leads a team of designers, researchers, and writers in shaping learning experiences for the workforce worldwide. With nearly three decades of experience spanning branding, creative direction, and user experience, she brings a multidisciplinary perspective to design leadership and practice. Alongside her industry role, Maria teaches user experience and visual design and mentors design professionals as they develop their craft, expand their skills, and advance their careers.

**Leonidas Oikonomou**, "Designing together in the modern age"

**Abstract**

As design tools, communication platforms, advertising media—and now AI—become widely accessible, the boundaries of authorship and control in the design practice are shifting. This talk explores how designers can collaborate across teams, with clients—and intelligent systems—while keeping the process open and adaptive. What happens when "the final result" is no longer fixed? We'll examine the evolving roles, challenges, and opportunities for a truly collective design practice.

**Bio**

Leonidas Oikonomou is an architect, designer and musician. co-founder of the awarded multi-disciplinary design studio Role-Play, along with architect Roza Giannoulou. Since 2013, together with a diverse team of creatives, they've been implementing end-to-end brand experiences that are challenging, functional and engaging.

**Ελένη Πνευματικού** (Workshop 2 Leader)

**Βιογραφικό**

Η Ελένη Πνευματικού είναι σκηνοθέτης, παραγωγός και υποψήφια διδάκτορας στο Πάντειο Πανεπιστήμιο, με ερευνητικό ενδιαφέρον στις τεχνολογικά διαμεσολαβημένες μορφές επικοινωνίας και την εικονική πραγματικότητα. Έχει εργαστεί σε διεθνείς κινηματογραφικές παραγωγές και παράλληλα υλοποιεί έργα μέσω της PNEVMA Productions, όπου συνδυάζει την τέχνη με την τεχνολογία. Συμμετείχε σε εκπαιδευτικά και ερευνητικά προγράμματα, δημιουργώντας -μεταξύ άλλων- βίντεο 360° και εικονικά εργαστήρια για μαθησιακά περιβάλλοντα. Το έργο της εστιάζει στη διάχυση γνώσης, την ανάπτυξη διαδραστικών εμπειριών και την αξιοποίηση ψηφιακών μέσων για την εκπαίδευση και τον πολιτισμό.

**Vouvoula Skoura** (Keynote)

**Bio**

Vouvoula Skoura is a Greek graphic designer, filmmaker and multimedia artist whose experimental designs, films, videos, and installations have been shown in over fifty cities worldwide. Born in Thessaloniki, she studied Graphic Arts at the Doxiadis Schools (Athens Technological Institiute, ATI) in Athens, pursued art history in London during the Greek junta, and later earned a postgraduate diploma in computer graphics for video at Middlesex Polytechnic. Skoura's acclaimed works include Inner Migration (1984), Skoria Fotos (1989), and the award-winning documentary Etel Adnan: Words in Exile (2008). She has collaborated with major cultural institutions such as the Athens Concert Hall and regional theatres. In 2009 she received the Greek Graphic Designers Association's Lifetime Achievement Award.

**Evangellia Kalliopi Stavroulia** (Workshop 2 Leader, Co-organizer)

**Bio**
Dr. Kalliopi-Evangelia Stavroulia is an Instructor of the Graphic Design Department at The American College of Greece and is a Post-doctoral Researcher at CYENS Centre of Excellence in Cyprus. She holds a Ph.D. in the field of Virtual Reality (VR) implementation in education obtained from the Department of Multimedia and Graphic Arts of the Cyprus University of Technology. Kalliopi holds an MSc in the Design and Development of Computer Games and Interactive Technologies obtained from the Cyprus University of Technology and the University of Cyprus (2016). She also holds a Master of Arts in Education (Education Sciences) with distinction acquired from Roehampton University of London and The Higher School of Pedagogical and Technological Education-ASPETE (2010). Between 2003-2007 she completed a bachelor's degree in International and European Studies at Panteion University of Athens. She has significant expertise in EU-funded projects, she has attended and participated in workshops, seminars and conferences and her work has been published in journals, edited books and conference proceedings.

**Katerina Symiakaki** (Workshop 1 Leader)

**Bio**
Katerina Symiakaki is a Design Thinking educator with over seventeen years of experience in Athens and London, working in marketing, brand strategy, and innovation. She holds an MA in Innovation Management from Central Saint Martins and teaches Design Thinking at Deree – The American College of Greece, guiding students to develop human-centered solutions through creativity and design research. Passionate about connecting insight with impact, she brings an interdisciplinary approach that bridges strategy, empathy, and experimentation to foster meaningful innovation. She also holds a BSc in Dietetics and has applied Design Thinking principles to create her own wellness business, *Joy by Katerina*.