**HOME:**

**Name:**

How to use small pieces collaging out your future: Design + Entrepreneur

**ABOUT US:**

**Concept:**

(Interface)

Interaction

Inclusive

Bigger strategies (business and entrepreneur)

As our living condition developing, people start to desire more than just meet the basic need. They start to pursue higher quality and creativity of products. Our life tie close with design in all different fields. We can see design in commercial ads, IKEA, the MacBook we are using, nearly everything in our life has design interference in some parts. The design is not just about aesthetic, but it’s more about problem-solving. And nowadays more and more people want to start their own business. As we can see design influence our lives in so many ways, it’s important to see how design could help with entrepreneurs, and how important the design thinking is to entrepreneurship.

**Audience:**

On-campus students, starter in society, leader who wants to gain more audience or customer for their business, companies want to change development direction or try new strategies.

**EVENTS + SPEAKERS:**

**Susan Kare [Interface] 1**

Susan Kare is a designer focus on user interface graphics and fonts. She worked at Apple Computers, and then designed for NeXT with clients such as Microsoft and IBM. She designed many typefaces, original marketing material and icons.

Even as the changing in design field, more and more design emerged, but quantities do not mean good. It is still hard to make good design. With Susan Kare’s fulfilled background and experiences, in this session, she will talk about how to create good icons and what would a user-friendly great design be.

**Masamichi Udagawa and Sigi Moeslinger [user involvement] 2**

Masamichi Udagawa and Sigi Moeslinger co-founded Antenna design in 1997. Both of them have received numerous of rewards including IDEA Gold Awards. Masamichi used to be a senior design at Apple Computer Industrial Design Group and worked closely with Apple's research laboratory, Advanced Technology Group. He used to focused on user-centered design approach and tried to explore the relationship between new technology and its meaning in mass-society.

Sigi received a Masters from New York University's Interactive Telecommunications Program and worked at NYU and at Interval in Palo Alto as an Interval Research Fellow. She focused on exploring both physical and the virtual realm creation of “hybrid” objects to evoke compelling user experiences.

All design should be user-centered, thus understand how to create user-friendly design is a key to success. Masamichi and Sigi will lead you through the process of coming up ideas of user-centered design and after this event, you will gain a brief sense of the processing as well as tips for user involvement.

**Brian Chesky and Joe Gebbia [Airbnb, interactive] 2**

Brian Chesky is the CEO and head of Community at Airbnb. He received his Bachelor of Fine Arts in Industrial Design at the Rhode Island School of Design. He is passionate about building sharing economy and has expanded to over 3 million+ listings in more than 191 countries, as well as expanding into other areas of travel with Airbnb Trips.

Joe Gebbia is the Co-founder and chief product officer of Airbnb. Joe earned dual degrees in Graphic Design and Industrial Design at the Rhode Island School of Design where he met with Brian. Joe now serves on the institution’s Board of Trustees and is involved in building the company culture, shaping the design aesthetic, and exploring future growth opportunities.

As Airbnb has over 3,000,000 lodging listings in 65,000 cities and 191 countries, it could be described as a really successful company. The platform really builds the connection between people worldwide and the idea that allows people to interact with each other. In this event, Brian and Joe will discuss how to build interactive designs and how to come up idea in a more interactive way.

**Richard Saul Wurman [TED, understanding] 2**

Richard Saul Wurman is an architect and designer who created and chaired the TED conference from 1984 thru 2002, the TEDMED conference from 1995 to 2010, as well as the e.g. and WWW conference. He received both his M. Arch. & B. Arch. degrees from the University of Pennsylvania. And he has written, designed, published 90 books on various topics and received numerous awards and grants since then.

Nowadays, communication has started to take a bigger part of our life. It’s such an honor to invite Richard to talk about understanding, what are different aspects of understanding and what’s a better way to understand stuff around us and apply these thinking to design.

**Jeffrey Zeldman[interaction] 2**

Jeffrey Zeldman is an entrepreneur, web designer, writer, and publisher. Jeffrey has blogged and published independent web content since 1995. He co-founded the multi-city user experience design conference An Event Apart and is the founder of studio.zeldman, a web and interaction design studio in New York.

As the Internet grows in people’s life, website becomes an essential for companies or organizations. In this event, Jeffrey will talk about how to build a good website and how to make it more interactive as well as some technical tips.

**John Maeda [Inclusive] 3**

John Maeda is an executive, designer, and technologist. He wrote few books on design, technology and business in his earlier years at MIT. He is always passionate at how design, technology and business can merge together. In 2009 he was inducted into the New York Art Director’s Club Hall of Fame, and he received the AIGA Medal in 2010.

In 2016, John announced that he has joined Automattic, the parent company of WordPress.com, WooCommerce, Jetpack, and others with the title, the global head of computational design and inclusion. In this event, John is going to talk about creativity and inclusion as well as how to make inclusive product.

**Tim Brown [IDEO, strategies] 4 -----Design Thinking**

Tim Brown is CEO and president of worldwide innovation and design company IDEO. He had industrial design background, has earned numerous design awards and has exhibited at the Axis Gallery in Tokyo, the Design Museum in London, and the Museum of Modern Art in New York.

Tim Brown started IDEO in 1987 and keeps trying to carry on the interdisciplinary, multi-faceted nature of design and applies design to various fields. In this event, Tim Brown is going to talk about how to think big, the importance and influences or design thinking.

**Richard Florida [creative class group, strategies] 4**

Richard is a researcher and professor, a writer and journalist but most importantly an entrepreneur, as founder of the Creative Class Group. Creative Class Group’s signature CREATE event brings together leading creatives across industries from fashion, music, design, culture and architecture with city builders, leaders and place makers in conversation. Richard as world-renowned urbanist is named the world’s most influential thought leader by a 2013 MIT study and his Twitter feed is recognized as one of the 140 most influential in the world by TIME magazine.

Since design industry thrives and design is all around people. Understanding how the societies work becomes a necessary part of the development process. In this event, Richard will talk about cultural and technological innovation, the relationships between creativity, ideas and our cities, future innovation.

**LOCATION:**

WALTER E. WASHINGTON CONVENTION CENTER

<http://www.dcconvention.com/Venues/ConventionCenter.aspx>

801 Mt. Vernon Place NW, Washington, DC

**PARKING**

There are over 3000 parking spaces in a three block radius of the facility. These spaces are available on a first come, first serve basis.

**METRO**

Yellow/Green line: Mt Vernon Sq/7th St-Convention Center

**Time:**

2018.02.24

**Schedule:**

**8:30 a.m.–9:00 a.m. Opening (Lower Level Hall AB)**

**9:10 a.m.–10:00 p.m. Interface Design** *Susan Kare* **(Level 1 Room 147AB)**

**10:10 p.m.–11:20 p.m. User Involvement** *Masamichi Udagawa and Sigi Moeslinger* **(Level 1 Room 146C)**

**11:30 p.m.–12:30 p.m. Understanding** *Richard Saul Wurman* **(Level 1 Room 145AB)**

**12:30 p.m.–1:30 p.m. Lunch (Lower Level Hall AB)**

**1:40 p.m.–2:40 p.m. Interactive With Users** *Brian Chesky and Joe Gebbia* **(Level 1 Room 146C)**

**2:50 p.m.–4:00 p.m. Interaction Design** *Jeffrey Zeldman* **(Level 1 Room 147AB)**

**4:10 p.m.–5:20 p.m. Inclusive** *John Maeda* **(Level 1 Room 146A)**

**5:30 p.m.–6:30 p.m. Dinner (Lower Level Hall AB)**

**6:40 p.m.­–7:50 p.m. Design Thinking** *Tim Brown* **(Level 1 Room 147AB)**

**8:00 p.m.–9:00 p.m. Creative Strategies** *Richard Florida* **(Level 1 Room 146C)**

**9:10 p.m.–9:40 p.m. Closing (Lower Level Hall AB)**