

Welcome to Design School New York City!

Design School NYC

October 21–25

Foley Square
Federal Building
290 Broadway,
New York, NY



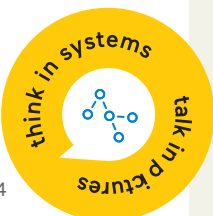
More information
and registration
details at
[lab.opm.gov/
class-sign-up](https://lab.opm.gov/class-sign-up).

Questions? Email
Ben Winter
or Eulani Labay:
benjamin.winter@opm.gov
eulani.labay@opm.gov

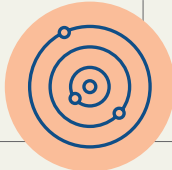


We look forward to seeing you at this week-long immersive learning experience designed for and by government employees like you.

- ✓ Together, we'll explore the methods and mindsets of human-centered design and design thinking for public service.
- ✓ You'll get to collaborate and connect with innovators and leaders from across the public, private, and nonprofit sectors.
- ✓ And you'll leave with new tools and techniques to help address the complex challenges faced by you and your team.

This hands-on course will be led by **the Lab at OPM**, a federal design, innovation, and education group within the US Office of Personnel Management. We will also learn from and visit other civic design organizations and cultural institutions around the city.



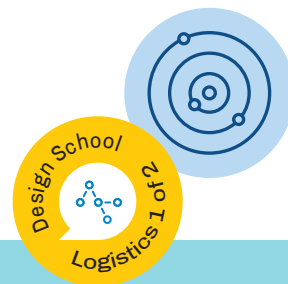
Design School Schedule

| | Monday October 21 | Tuesday October 22 | Wednesday October 23 | Thursday October 24 | Friday October 25 |
|-------------------|---|--|---|---|---|
| 9 – 9:30am | Introductions & Kickoff Eulani Labay & Ben Winter, The Lab at OPM | Reflect & Connect | | | Constructive Critique Eulani Labay & Ben Winter, The Lab at OPM |
| 9:30 – 11am | Introduction to Human-Centered Design Eulani Labay & Ben Winter, The Lab at OPM | Visual Eloquence Tim Vienckowski & Corinne Vizzacchero, The Lab at OPM | Systems Thinking Patty Beirne, The Lab at OPM | Program Evaluation Megan Marini & Kate Fisher 3x3 | |
| 11 – 11:30am | | |  | | |
| 11:30am – 12:30pm | Lunch | | | | Lunch & preparation for final presentations |
| 12:30 – 2pm | Studio Session: Problem Framing Facilitated by the Lab at OPM | Studio Session: Discovery Strategy Facilitated by the Lab at OPM | Studio Session: Ideation & Synthesis Facilitated by the Lab at OPM | Studio Session: Prototyping Facilitated by the Lab at OPM | |
| 2 – 2:30pm |  | | | | |
| 2:30 – 3pm | Travel | | | | Final Presentations |
| 3 – 4:30pm | Site Visit Cooper Hewitt Smithsonian Design Museum | Site Visit Sidewalk Labs | Site Visit NYC Civic Service Design Studio & The Design Lab at NYU MakerSpace | Site Visit Public Policy Lab & 18F | |
| | |  | | | |

Note:
Schedule subject
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Design School Logistics



Time

Monday-Friday, October 21-25 9:00am-4:30pm

(although we'll try to end a bit early on the last day to allow extra time for people traveling out of town).



Location

The Ted Weiss Federal Building (also known as the Foley Square Federal Building) at 290 Broadway, New York City, NY 10007, 30th floor, Room 3 will be our main classroom and meeting place. Please bring photo ID, use the entrance at Broadway and Duane Street, and allow enough time to pass through some light airport-style security.

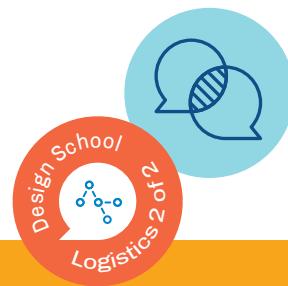
Teachers

Eulani Labay (eulani.labay@opm.gov) and **Benjamin Winter** (benjamin.winter@opm.gov) will be your primary contacts and hosts for the week. Other teachers, speakers, and assistants will be joining us along the way. Please don't hesitate to reach out at any time.

Transit

We recommend walking or taking public transportation to class, since parking is scarce and expensive in lower Manhattan. A 7-day MetroCard (\$33) will get you unlimited rides on all MTA subways and local buses for the week. The closest subway stops are the R/W (yellow line) City Hall station (2-3 blocks away), the 4/5/6 (green line) or J/Z (brown line) Brooklyn Bridge City Hall station (3-4 blocks away), or the 1/2/3 (red line) or A/C (blue line) Chambers Street station (4-5 blocks away). Buses are also available. Check out the MTA Trip Planner: http://tripplanner.mta.info/MyTrip/ui_web/customplanner/TripPlanner.aspx

Design School Logistics



Lodging

We recommend staying near our classroom in lower Manhattan to avoid long commutes during rush hours, but you're welcome to stay wherever you'll be most comfortable. Hotels can be costly and fill up quickly in New York City, so try to book early. And if Manhattan isn't an option, remember that Brooklyn and Jersey City are short subway, train, or ferry rides away.

Dress

Casual—this is an interactive, hands-on course, including occasional walking and subway travel throughout the city, so please dress comfortably and be ready for New York City's unpredictable fall weather. Please let us know if you have any mobility issues, so we can make accommodations.

Food

You're responsible for your own meals throughout the week, but you'll have a full hour to eat lunch every day, and we'll provide suggestions for restaurants and cafés for you to try nearby. No food or drinks (aside from water) are permitted in our main classroom, but there's an open-seating area on the same floor where you can sit and eat lunch.

Contacts

For schedule or course-related concerns:

Benjamin Winter | The Lab at OPM
benjamin.winter@opm.gov | (202) 768-0505

Eulani Labay | The Lab at OPM
eulani.labay@opm.gov | (202) 748-1755

For registration and payment concerns:

Registration Team | OPM Center for Leadership Development
register@opm.gov

Cheryl Olszowka | The Lab at OPM
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