

— 设计重构体验

# DESIGNING BIG & SMALL

UNDERSTANDING THE IMPORTANCE OF SCALE

• FRIDAY 25 SEP 2015 •

• JOIN THE CONVERSATION •

设计师如何把握设计尺度

主办单位：frog

指导单位： 上海设计之都  
7天运动周  
SHANGHAI DESIGN WEEK

合作平台：

13.00 Design Industry Guests Arrive

13.15 Big Day/Small Introduction

Brandon Berry Edwards, Executive Creative Director, frog

13.30 Small Details / Big Ideas

Simone Rebaudengo, Senior Interaction Designer, frog

13.50 Co-Design / Big Challenges

Hammans Stallings, Principle Strategist, frog

14.10 No Design / Big Data

Francesca Valsecchi, Researcher & Practitioner, Tongji University

14.30 BREAK

14.50 Big Designers / Small Companies

Yili Lin, Product Director, Mobvoi

15.10 Small Designers / Big Companies - Panel Discussion

Siddharta Lizcano, Creative Director, frog

Duncan Trevor-Wilson, Global Design Director, Advanced Concepts, GE Healthcare

Asok Abraham George, Design Director, Design Innovation Centre, Volvo

15.45 Q&A

frog plus all guest speakers

16.00 Networking drinks

17.00 Close





# Big Day/Small Introduction

*A better understanding of who we are and what we do.*

**Brandon Berry Edwards**  
*Executive Creative Director, frog*



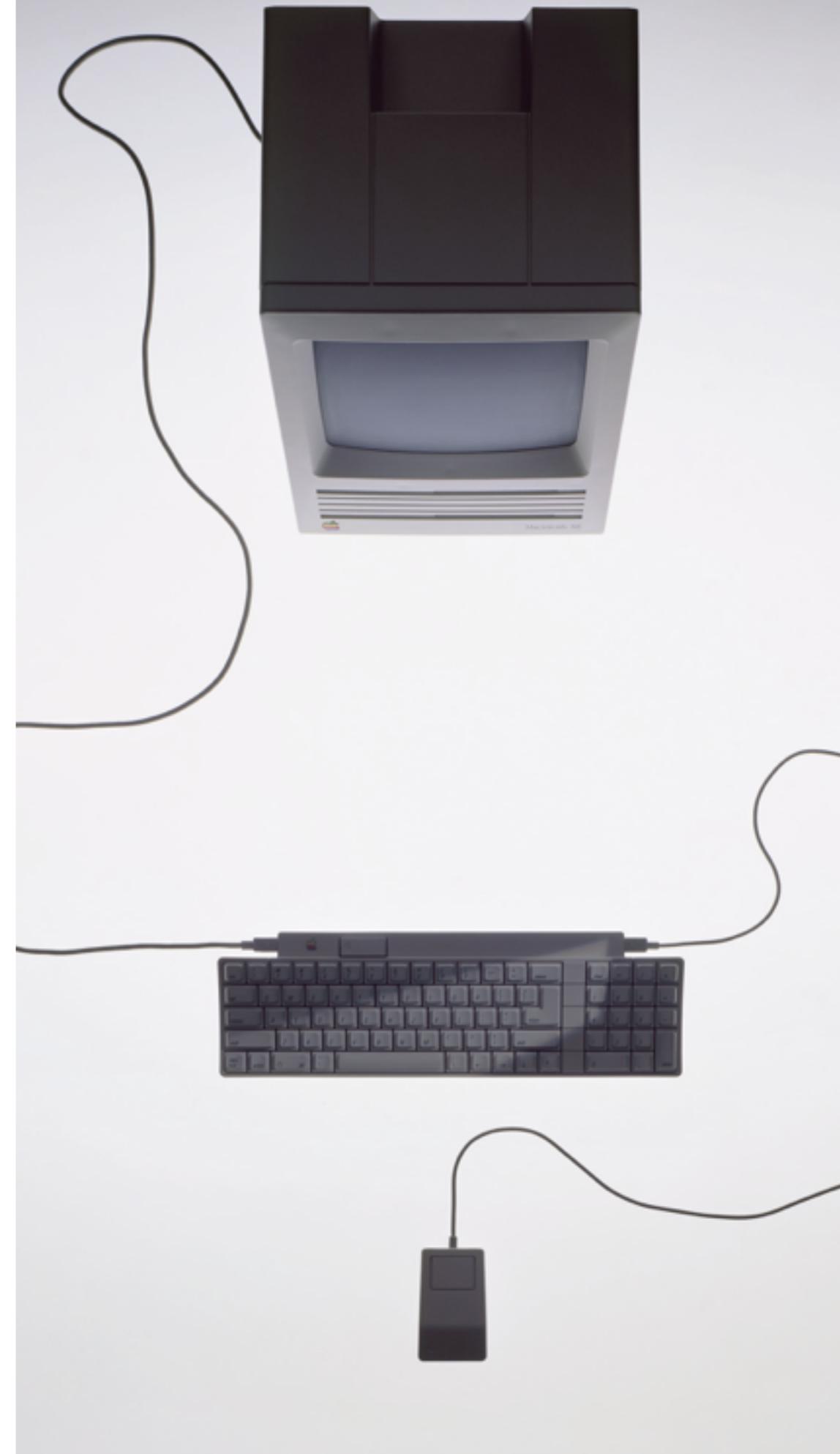
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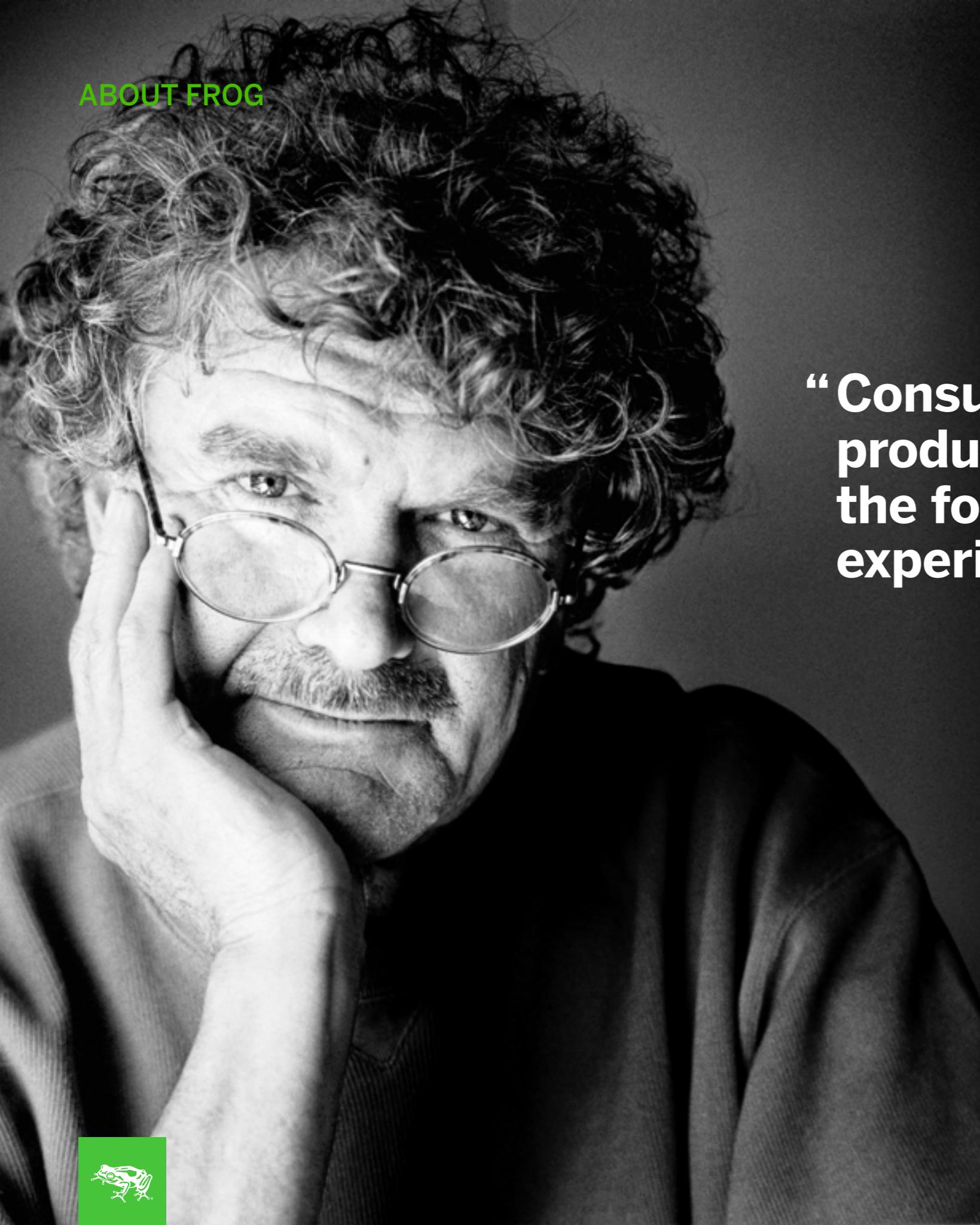


# Design has changed the world.

In 1969, in the Black Forest of Germany, designer **Hartmut Esslinger** founded **frog** with the conviction that design could improve the human experience.

Today, we strive to continue executing on this conviction.





**“Consumers don’t buy a product; they buy value in the form of stimulation, experience and self-identity”**

– HARTMUT ESSLINGER



# FROG HAS TOUCHED THE LIVES OF MILLIONS THROUGH THE PRODUCTS WE DESIGNED





**THE HUMAN EXPERIENCE HAS ALWAYS BEEN  
CENTRAL TO HOW AND WHY WE ARE HERE**





# BUSINESSES, ORGANIZATIONS, & GOVERNMENTS

Your Business

ASPIRATION

BUSINESS PLANNING

EXPERIENCE STRATEGY

PRODUCT DESIGN & IMPLEMENTATION

EXECUTION



customers, citizens & users



The background of the slide is a photograph taken from an airplane window, showing a coastal town at night. The town's lights are visible along the coastline, and the surrounding landscape is dark. The horizon line is visible in the distance.

Our world is the new computer

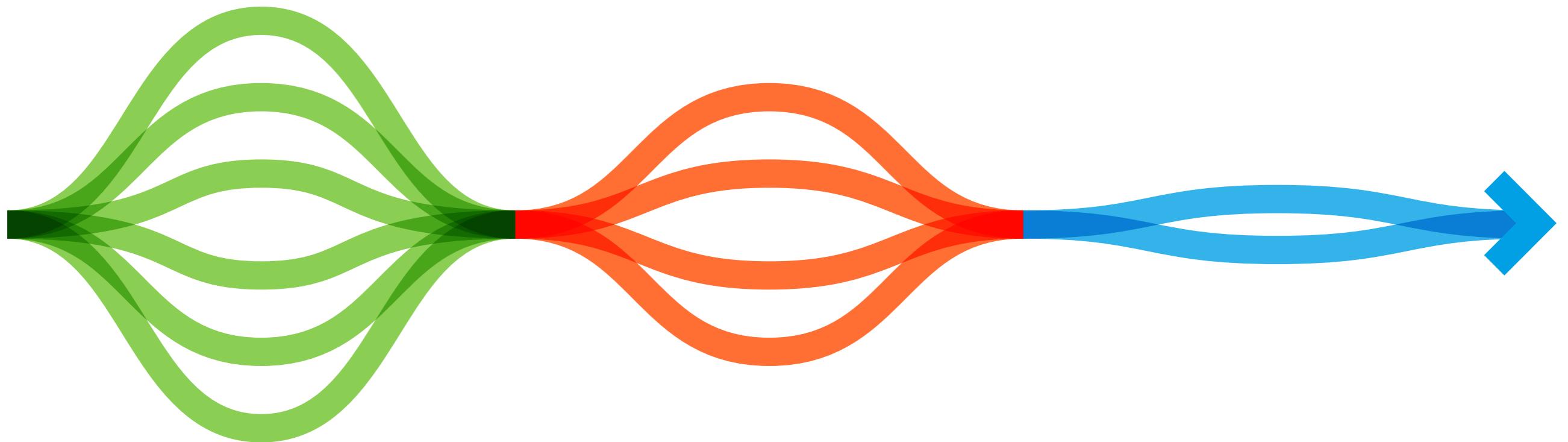
**networks,  
sensors,  
feeds  
and new kinds of interfaces**



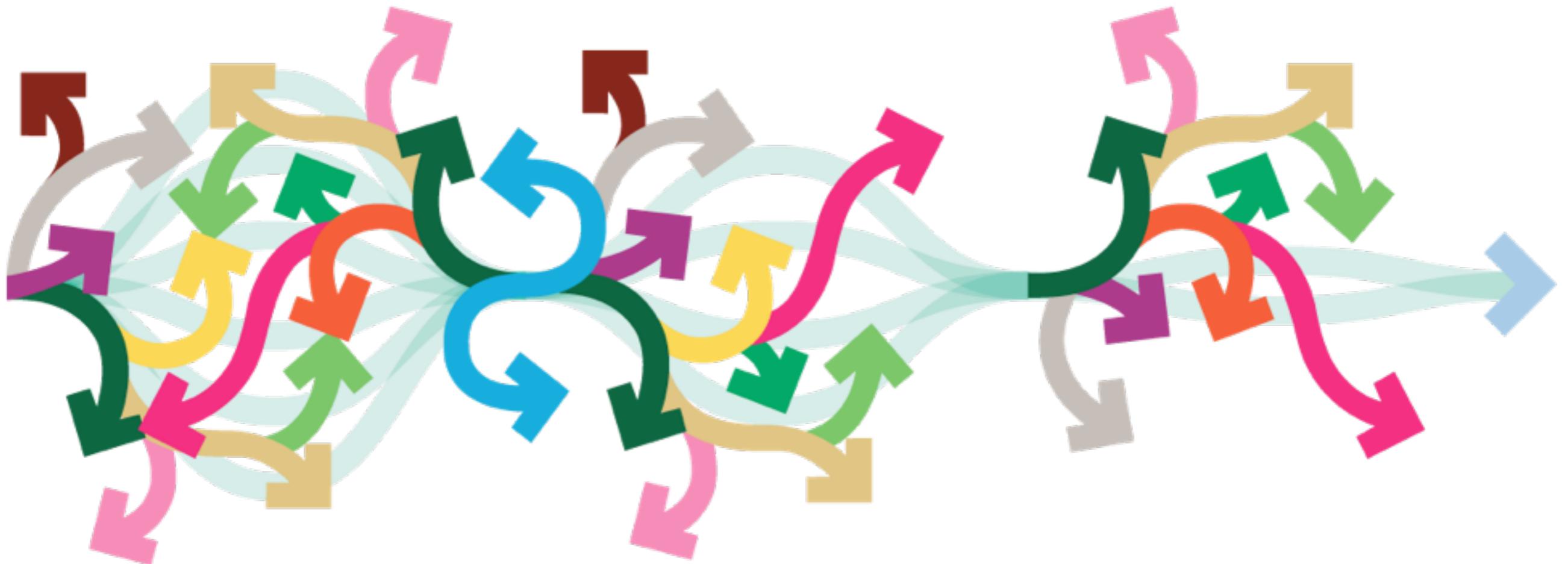
What happens when the interface is everywhere?



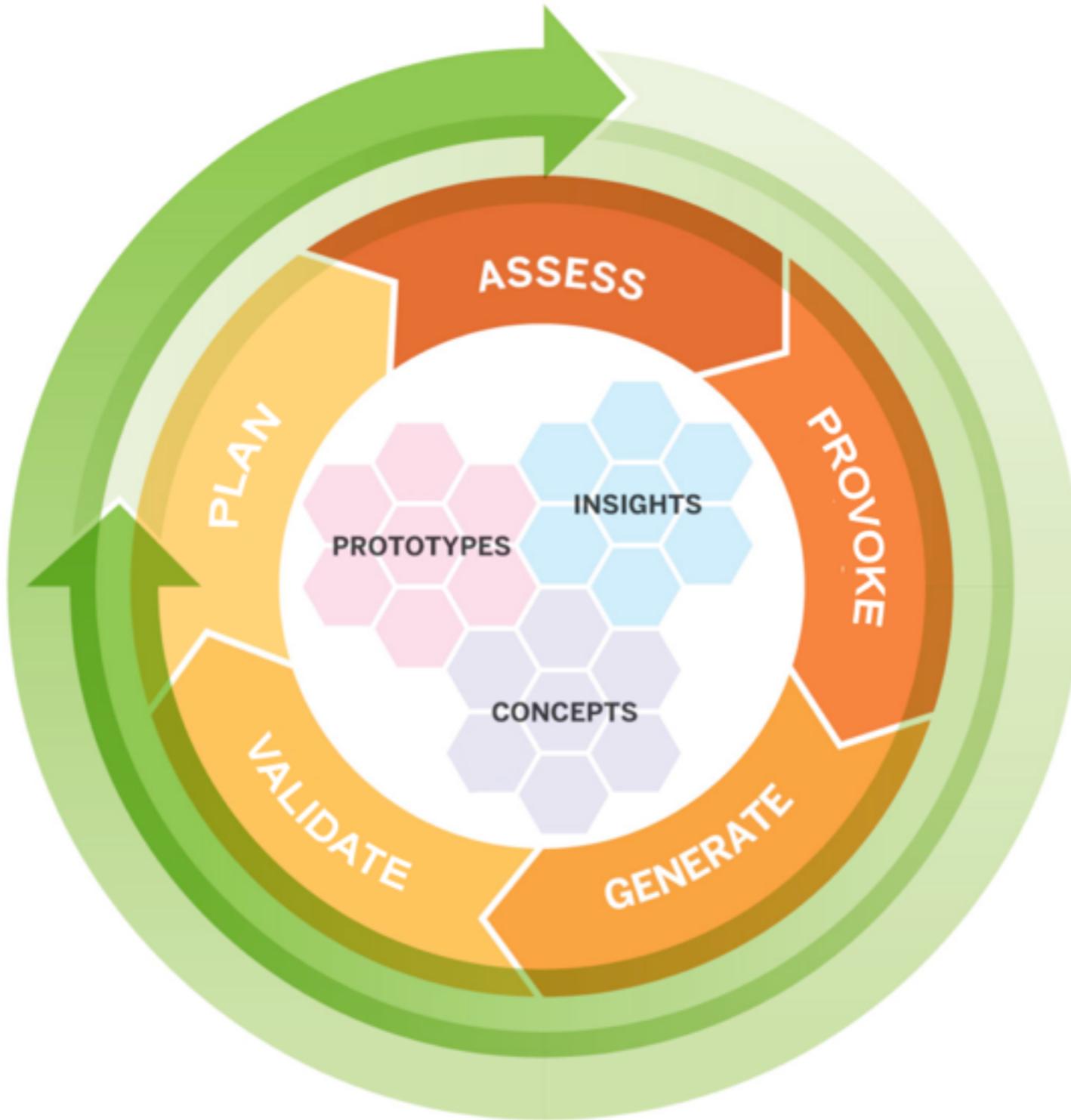
# THE TRADITIONAL APPROACH



# THE REALITY



# A NEW KIND OF R&D



**BIG  
X  
SMALL**



**FOR MORE INFORMATION:**

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*or email* **business@frogdesign.com**

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