



CONNECTING'07

The Icsid/IDSA
World Design Congress

October 17–20, 2007
www.connecting07.org



To be a part, to feel a part, to know how and when to part, that is the art of connecting. It is only when we are connected that the journey takes on true relevance.

— Pattie Moore
Founder PatMoore Design, USA



Clients, partners, friends, users, lovers, guests, fans, will all become strangers unless an emotional connection has been made, and is maintained.

— Yves Béhar, Designer/Owner
Fuseproject, USA

Conventional wisdom has it that one and one make two: but when put close together and really connecting, they make eleven.

— John Heskett
Design Professor, Hong Kong



Design is an instrument for connecting maker to user. It is therefore one of the most important things a designer can bring to the table, for without it there is no table.

— Ralph Caplan,
Design Seer and Author, USA



“CONNECTING’07 is the Icsid/IDSA World Design Congress, taking place in San Francisco from October 17 to 20 2007. We are planning the design event of a lifetime. I promise you a program that will be lively and fun, as well as make your head hurt some of the time. Our location in the heart of San Francisco is spectacular, and the weather is lovely in October. Join us for an experience that you will remember forever!”

— Bill Moggridge, Congress Chair, Cofounder IDEO



This World Design Congress is likely to be the largest gathering of industrial designers to date, including people from design organizations, academics, practitioners and experts from around the world. It also celebrates the 50th anniversary of Icsid. We are hoping to attract 3000 participants to the Congress, located in the Masonic Center and nearby hotels on San Francisco's Nob Hill.

Wednesday, October 17: Opening Night

The Congress will open with A Celebration of 50 Years of Icsid, featuring Icsid President Peter Zec and IDSA President Michelle Berryman. Congress Chair Bill Moggridge will share a preview of just some of the highlights in store for CONNECTING'07 attendees. Following an audience participatory activity sure to raise your creative and competitive spirits, you will have the chance to visit the Design Gallery and lobby spaces of the Masonic Center to look at the displays and partake of delicious food and drinks from all over the world.



The elegant Masonic Center on Nob Hill will be the epicenter of Congress activity. All morning plenary sessions, as well as two afternoon sessions each day, will be held in the Masonic Center Auditorium. The majority of afternoon sessions — and we have space reserved for up to 90 additional sessions during the Congress — will be held in the nearby Fairmont and Stanford Court Hotels. In the evenings our plans include experiencing the hospitality of the city of San Francisco.



Thursday, October 18: Connecting People and Places

On Thursday our theme is **Connecting People and Places**. We will examine the connections between people around the world and across cultures, learning philosophies and methods for integrating the human sciences into design processes. Our presentations about the physical connections between people and places will encompass transportation, both past and future, and the design of places for working and living, as well as the relationship between people and the sustainability of the places that we occupy.



Presenters for the sessions in the Masonic Auditorium on Thursday include Hans Rosling, of Stockholm-based Gapminder; the designers of the Tesla Roadster, the all-electric sports car; Richard Seymour, a well-known presenter of ideas about design on British television; Alex Steffen of WorldChanging.org; Larry Speck talking about Norman Bel Geddes; Ayse Birsel and Bibi Seck, from their New York-based studio Birsel + Seck; Ezio Manzini, professor of design in Milan; and Suzanne Gibbs Howard, anthropologist at IDEO.



Friday, October 19: Connecting Virtual and Visceral

Virtual and Visceral is the theme for Friday, October 19, when we will examine the implications of digital technology, balanced by our intuitive gut reactions. What impact is new technology having on your work and life? What does the internet mean to you? Where do you rely on your intuition and fluency as a design thinker?

Paul Saffo, a professor at Stanford University, will start our plenary session with his well informed and researched forecasts of the future; Janine Benyus, of Biomimicry fame, will articulate the design principles that we can garner from nature. Tony Dunne and Fiona Raby, from London's Royal College of Art, will help us explore complicated pleasures; Joshua Prince-Ramus will show us some amazing new buildings; and Bruce Sterling, author of *Shaping Things*, will connect our theme for us with well-chosen words. Hiroshi Ishii from the MIT Media Lab will push the connection between virtual and physical, and Hewlett-Packard's Sam Lucente will describe his drive for a better customer experience. Hartmut Esslinger, founder of frog design, will describe successful connections in Silicon Valley, and Cat Chow will share insights from her connections between art, fashion and design.



Saturday, October 20: Connecting Beauty and Bounty

We examine the connections between aesthetics and business, between designers, entrepreneurs and industry with the theme of Connecting Beauty and Bounty. How can we value a qualitative contribution? What's the best way to talk to people with MBAs? On Saturday afternoon, we will return to the Masonic Auditorium for the IDEA awards presentation and a ceremonious closing moment. Then we head down to the waterfront at Fort Mason for an evening of feasting and fun, with fabulous music and plenty of dancing.



Presenters on Saturday morning include Stefano Marzano, CEO and Chief Creative Director of Philips Design; Yves Béhar, founder of fuseproject; Naoto Fukasawa, from his internationally-renowned design practice in Tokyo; Roger Martin, dean of the Rotman School of Management at the University of Toronto; and world-renowned speaker on innovation and creativity Sir Ken Robinson. In the afternoon sessions in the Masonic we will see and hear Toyoyuki Uematsu, who leads the Panasonic Design Company; Branko Lukic founder of non.object; Patrick Whitney, director of IIT's Institute of Design; and LAGA's Mark Dziersk with Seymourpowell's Richard Seymour.

Exploring the City by the Bay

Between sessions, you can tour two different Design Galleries full of the latest technologies, materials, processes and services from around the world. Rise to the challenge of the IBM Ultimate International Derby, keep connected at the Internet Café, sharpen your professional acumen and deliver at the Portfolio Review, or simply take in the breathtaking views from the top of San Francisco's Nob Hill.



Icsid is the International Council of Societies of Industrial Design — an international non-governmental organization for professional industrial design. Icsid counts over 150 members in more than 50 countries, representing an estimated 150,000 designers worldwide. IDSA is the voice of the Industrial Design Profession in America. Every two years, Icsid holds a Congress in collaboration with a member organization in a host country, for example South Korea in 2001, Germany in 2003 and Scandinavia in 2005.



The last one in the US was in 1985 in Washington, DC. We are thrilled that San Francisco will be next, as during the intervening twenty-two years the Bay Area has emerged as an international center for design with a thriving community of designers from all over the world.

Visit www.connecting07.org to register

Icsid/IDSA CONNECTING'07

World Design Congress & Education Symposium
San Francisco, California, October 17–20, 2007



Registration Form

NAME

COMPANY

STREET ADDRESS

SUITE

CITY / STATE / ZIP

COUNTRY

EMAIL

PHONE

FAX

CONFERENCE FEES:

	Apr'07–Jun'07	July'07–Sep'07	October 2007
U.S. Non-Member <i>(includes Opening & IDEA tickets)</i>	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,445
Member IDSA/Icsid <i>(includes Opening & IDEA tickets)</i>	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,295
International Non-Member <i>(includes Opening & IDEA tickets)</i>	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,295
Life Member/Icsid Senator <i>(includes Opening & IDEA tickets)</i>	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Spouse <i>(includes Opening & IDEA tickets)</i>	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Full-Time Educators <i>(IDEA ticket NOT included)</i>	<input type="checkbox"/> \$495	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595
Student w/ ID <i>(Opening and IDEA tickets NOT included)</i>	<input type="checkbox"/> \$395	<input type="checkbox"/> \$395	<input type="checkbox"/> \$495
#__ IDEA Party Ticket(s)	<input type="checkbox"/> \$250 each	<input type="checkbox"/> \$250 each	<input type="checkbox"/> \$350 each
#__ Opening Night Ticket(s)	<input type="checkbox"/> \$150 each	<input type="checkbox"/> \$150 each	<input type="checkbox"/> \$200 each

Primary Language: English Other: _____

- Please contact me about special needs
 Please contact me about sponsorship opportunities
 Please contact me about exhibiting opportunities
 Please send me more information about Icsid
 Please send me information about IDSA membership

Yes, I would like to participate in the Portfolio Review (free) Student Professional

Total: \$ _____

Payment Method:

MasterCard Visa AMEX Check Payable to IDSA (Must be US funds drawn on a US Bank.)

ACCOUNT NUMBER

EXPIRATION DATE

SIGNATURE

CARDHOLDER NAME

Fax or mail to: CONNECTING'07, IDSA, 45195 Business Ct Ste 250, Dulles VA 20166, Fax 703.787.8501

Cancellations: No refunds issued without written request; 50% refund until October 10, 2007; no refunds after October 10.

Save a copy of this form as your receipt.

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To construct the future it is necessary to connect the past with the present.

— Carlos Hinrichsen, Icsid
President Elect, Chile

Design is about connecting the logic and magic.

— Eric Chan
President ECCO Design, USA

Real connecting happens predominantly on an emotional level which reinforces the role of intuitive processes in design.

— Dr. Darlie O Koshy
Design Academic, India

The challenge today is in making the connections deeply personal, open to participation and change, and drop-dead stunning all at the same time.

— Shelley Evenson
Design Professor, USA

Register now at
www.connecting07.org

