



**WEDNESDAY EVENING**

TIME	MASONIC CENTER			FRMNT
	Lobby	Auditorium	Gallery	Gallery
3:30	REGISTRATION			
4:00				
4:30				
5:00				
5:30	4:30 - 6:00 DERBY IBM Ultim. Int'l. Derby			
6:00				
6:30	6:30 - 8:15 50 YEARS OF ICSID Peter Zec, Pres. President of Icsid. Opening Ceremony. Program Introduction.			RECEPTION
7:00				
7:30				
8:00				
8:30	DRINKS			
9:00				
9:30				

**THURSDAY MORNING**

TIME	MASONIC CENTER		
	Lobby	Auditorium	Gallery
7:30	REGISTRATION		
8:00	REHEARSALS		
8:30			OPEN
9:00	9:00 - 10:45 PLENARY People and Places Hans Rosling, Professor, Cofounder of Gapminder from Stockholm. Richard Seymour, Founder of Seymour Powell, Designers of Virgin Galactic. JB Straubel, CTO of Tesla Motors. Barney Hatt of Lotus Cars, Designers of the Tesla Roadster.		
9:30			
10:00	Coffee		
10:30	11:05 - 12:30 PLENARY People and Places Alex Steffen, Founder of WorldChanging.org. Previews for Parallel Sessions, Bill Breen of Fast Company and the Session Chairs explain the choices.		
11:00			
11:30			
12:00			
12:30			LUNCH
1:00			
1:30			
2:00			

**FRIDAY MORNING**

TIME	MASONIC CENTER		
	Lobby	Auditorium	Gallery
7:30	REGISTRATION		
8:00	REHEARSALS		
8:30			OPEN
9:00	9:00 - 10:45 PLENARY Virtual and Visceral Paul Saffo, Forecaster and Strategist, Fellow at the Institute for the Future. Tony Dunne and Fiona Raby, Teachers of Design Interactions from London's RCA. Janine Benyus, Author of <i>Biomimicry: Innovation Inspired by Nature.</i>		
9:30			
10:00	Coffee		
10:30	11:05 - 12:30 PLENARY Virtual and Visceral Naoto Fukasawa, Designer from Tokyo. Bruce Sterling, Author of <i>Shaping Things.</i>		
11:00			
11:30			
12:00			
12:30			LUNCH
1:00			
1:30			

**SATURDAY MORNING**

TIME	MASONIC CENTER		
	Lobby	Auditorium	Gallery
7:30	REGISTRATION		
8:00	REHEARSALS		
8:30			OPEN
9:00	9:00 - 10:45 PLENARY Beauty and Bounty Stefano Marzano, CEO and Chief Creative Officer of Philips Design. Yves Behar, Founder of Fuseproject in San Francisco. Sir Ken Robinson, Renowned Speaker on Innovation and Creativity.		
9:30			
10:00	Coffee		
10:30	11:05 - 12:30 PLENARY Beauty and Bounty Tim Brown, CEO IDEO, Roger Martin, Dean of the Rotman School of Management in Toronto.		
11:00			
11:30			
12:00			
12:30			LUNCH
1:00			
1:30			

**SATURDAY EVENING**

TIME	MASONIC CENTER		
	Lobby	Auditorium	Gallery
5:00			OPEN
5:30			
6:00	6:00 - 8:00 IDEA CEREMONY IDSA 2008. Icsid 2009 Congress. Icsid World Design City. IDEA Awards. Closing Ceremony.		
6:30			
7:00			
7:30			
8:00	BUSES		
8:30	FORT MASON CELEBRATION		
9:00			
9:30			
10:00			
10:30			
11:00			



TIME	MASONIC CENTER			FAIRMONT HOTEL			FAIRMONT HOTEL						STANFORD COURT HOTEL					
	Lobby	Auditorium	Gallery	Gallery	Gold	Venetian	Terrace	Pavilion	Crystal	Fountain	Vanderbilt	Tonga	Ballroom West	Ballroom East	India Gold	India Blue	Nob Hill	
2:00	REGISTRATION	2:00 - 2:50 <b>Places +</b> Larry Speck, Ayse Birsal, Bibi Seck	OPEN	OPEN	2:00 - 2:45 <b>Design Democracy by Service Design</b>	2:00 - 2:45 <b>East-West Connection</b>	2:00 - 2:45 <b>Ecodesign Section: Intersecting Paths to Sustainable Consumption</b>	2:00 - 2:45 <b>Freedom Ma- chines: Design- ing for All Ages and Abilities</b>	2:00 - 2:45 <b>Human Factors: Evolving Em- pathy: Deeper and Wider Design Impact</b>	2:00 - 2:45 <b>Materials &amp; Processes: Case Study: Plastics Gets the Trey Chair Rockin'</b>	2:00 - 2:45 <b>At the Peanut Table</b>	2:00 - 2:45 <b>Brand, Design and the Brain</b>	2:00 - 2:45 <i>Education Symposium Welcome/ Education Symposium Keynote New Emerging Synthesis of Virtual and Real</i>					2:00 - 2:45 <b>The Generation Connection</b>
2:45																		
3:15			3:15 - 4:00 <b>PANEL Places +</b> Speck, Birsal, Seck, Seymour, Straubel, Hatt <i>moderated by L.Justice</i>			3:15 - 4:00 <b>Sustainable Design</b>	3:15 - 4:00 <b>Low Cost DIY Design in Brazil</b>	3:15 - 4:00 <b>Intersect- ing Paths to Sustainable Consumption (cont.)</b>	3:15 - 4:00 <b>Design and Change: a Paradox?</b>	3:15 - 4:00 <b>10 Things You Need to Know to Design Medi- cal Devices</b>	3:15 - 4:00 <b>Going Global: The Designer's Role in a Flat- tening World</b>	3:15 - 4:00 <b>Fingerprints &amp; Blueprints: Opposites Attract</b>		3:15 - 4:00 <b>Designing a Business: The Transformation of Idea to Enterprise</b>	3:15 - 4:00 <b>Concept. Speed. Integrity. Live.</b>	3:15 - 4:00 <b>The End of Car Design</b>	3:15 - 4:00 <b>Connecting Designers with Materials</b>	3:15 - 4:00 <b>Portfolio Review <i>Sponsored by Core77</i></b>
4:00																		
4:30		4:30 - 5:20 <b>People +</b> Ezio Manzini, Suzanne Gibbs- Howard			4:30 - 5:15 <b>Global Design Activists Unite</b>	4:30 - 5:15 <b>Considered Design Meets Humanitarian Aid</b>	4:30 - 5:15 <b>Design for the Majority Section: Killer in the Kitchen</b>	4:30 - 5:15 <b>Design is the Pattern That Connects</b>	4:30 - 5:15 <b>Pushing the ID Boundaries of Medical Device Design into Nanomedicine</b>	4:30 - 5:15 <b>Materials &amp; Processes: What is Mater- ial Experience? A Designer's Perspective</b>	4:30 - 5:15 <b>Design Thinking: Beyond Design</b>		4:30 - 5:15 <b>Design Education as Business Strategy</b>	4:30 - 5:15 <b>P&amp;G: An Incubator for Design Thinking</b>	4:30 - 5:15 <b>Juried Educa- tion Papers: Future of Design</b>	4:30 - 5:15 <b>Juried Educa- tion Papers: Medical Design</b>	4:30 - 5:15 <b>Portfolio Review <i>Sponsored by Core77</i></b>	
5:15																		
6:00		5:45 - 6:30 <b>PANEL People+</b> Manzini, Gibbs- Howard, Rosling Steffen <i>moderated by Eunsook Kwon</i>		5:45 - 6:30 <b>IBM DERBY</b>	5:45 - 6:30 <b>Cultural Product Innovation</b>	5:45 - 6:30 <b>From Global to Local</b>	5:45 - 6:30 <b>Killer in the Kitchen (cont.)</b>	5:45 - 6:30 <b>Design Revival with The Rev- erend Shane McCraig</b>	5:45 - 6:30 <b>Designing the Medical Experience</b>	5:45 - 6:30 <b>Materials &amp; Processes: Going Global Part 2: Panel Discussion</b>	5:45 - 6:30 <b>Connecting Ideas to Opportunity</b>		5:45 - 6:30 <b>Design Matters</b>	5:45 - 6:30 <b>Brand Affinities for Medical Products from Hospital to Home</b>	5:45 - 6:30 <b>Juried Educa- tion Papers: Future of Design</b>	5:45 - 6:30 <b>Juried Educa- tion Papers: Medical Design</b>	5:45 - 6:30 <b>Trends Section: Design Improv</b>	
6:30																		

**STUDIO & COMPANY OPEN HOUSES IN SAN FRANCISCO enabled by the Hewlett Packard Mediascape Game**



TIME	MASONIC CENTER			FAIRMONT HOTEL		FAIRMONT HOTEL						STANFORD COURT HOTEL					
	Lobby	Auditorium	Gallery	Gallery	Gold	Venetian	Terrace	Pavilion	Crystal	Fountain	Vanderbilt	Tonga	Ballroom West	Ballroom East	India Gold	India Blue	Nob Hill
2:00	REGISTRATION	2:00 - 2:50 <b>Virtual +</b> Hiroshi Ishii, Sam Lucente	OPEN	OPEN	2:00 - 2:45 <b>Size China:</b> A New World of Ergonomics	2:00 - 2:45 <b>Communica-</b> tion Design/ National Park	2:00 - 2:45 <b>Sustainable</b> Design for and In Emerging Markets: The Business Case	2:00 - 2:45 <b>Cross Culture</b> Collaboration: Designing the Experience and Breaking Boundaries	2:00 - 2:45 <b>Myths About</b> Knowledge	2:00 - 2:45 <b>Google Earth:</b> A High Wire Innovation Act in the Global Digital Circus	2:00 - 2:45 <b>Green is the</b> New Black	2:00 - 2:45 <b>Things Can Be</b> Different	2:00 - 2:45 <b>Spotlight on</b> Sustainability: Natura of Brazil	2:00 - 2:45 <b>The Industrial</b> Design Student Portfolio: What Should It Be Today?	2:00 - 2:45 <b>Juried</b> Education Papers: Cultural	2:00 - 2:45 <b>Juried</b> Education Papers: Technology	2:00 - 2:45 <b>E-Sketching</b> <i>Workshop</i>
2:45		3:15 - 4:00 <b>PANEL Virtual +</b> Ishii, Lucente, Saffo, Benyus, Dunne, Raby <i>moderated by</i> Brenda Laurel			3:15 - 4:00 <b>New Vision</b> of Design Education for Changing Global Conditions	3:15 - 4:00 <b>Culture and</b> Design in Emerging Countries	3:15 - 4:00 <b>Sustainability</b> by Design	3:15 - 4:00 <b>Cross Cultural</b> Collaboration: (cont.)	3:15 - 4:00 <b>Making</b> Meaning: Connections Through Deep Value	3:15 - 4:00 <b>Leveraging</b> Contemporary Technologies for Rapid User-Centered Design	3:15 - 4:00 <b>Design for the</b> Every Day, No Manual Required		3:15 - 4:00 <b>Spotlight on</b> Sustainability: Natura of Brazil (cont.)	3:15 - 4:00 <b>An Experiential</b> Journey with Next Genera- tion Materials	3:15 - 4:00 <b>Juried</b> Education Papers: Cultural	3:15 - 4:00 <b>Juried</b> Education Papers: Technology	3:15 - 4:00 <b>Portfolio</b> Review <i>Sponsored by</i> <i>Core77</i>
4:00		4:30 - 5:20 <b>Visceral +</b> Hartmut Esslinger, Cat Chow			4:30 - 5:15 <b>World House</b> Project Systems	4:30 - 5:15 <b>Design Matters</b> in Central and Eastern Europe	4:30 - 5:15 <b>Beyond</b> Awareness: Sustainability and the Expanding Role of Design	4:30 - 5:15 <b>ROI</b>	4:30 - 5:15 <b>Seeking a</b> Shared Understanding of Design Research	4:30 - 5:15 <b>Re-thinking</b> How Products Are Designed: Why We Can't Wait	4:30 - 5:15 <b>The Art and</b> Science of Measuring Emotion		4:30 - 5:15 <b>Future of</b> Design Education: a debate	4:30 - 5:15 <b>Sketch the</b> Figure, Communicate The Idea	4:30 - 5:15 <b>Juried</b> Education Papers: Classroom Methodology	4:30 - 5:15 <b>Juried</b> Education Papers: Technology	4:30 - 5:15 <b>Portfolio</b> Review <i>Sponsored by</i> <i>Core77</i>
4:30		5:45 - 6:30 <b>PANEL Visceral</b> Esslinger, Chow Fukasawa, Sterling <i>moderated by</i> Sarah Thielman			5:45 - 6:30 <b>Design and the</b> City Outside the U.S.	5:45 - 6:30 <b>Design</b> Promotion: Down Under Style	5:45 - 6:30 <b>The World is</b> Smaller, Design is Bigger	5:45 - 6:30 <b>Not Lost in</b> Translation: International Emotional Design Analysis	5:45 - 6:30 <b>Connecting</b> the Play of Improv with the Work of Ethnographic Research	5:45 - 6:30 <b>Connecting</b> Service Design and Industrial Design	5:45 - 6:30 <b>Re-examining</b> Patterns as a Design Tool		5:45 - 6:30 <b>Q&amp;A</b>	5:45 - 6:30 <b>Q&amp;A</b>	5:45 - 6:30 <b>Juried</b> Education Papers: Classroom Methodology	5:45 - 6:30 <b>Juried</b> Education Papers: Technology	5:45 - 6:30 <b>Leading</b> Innovation 2.0: New Mindsets, Organizations & Questions For Our Industry
5:15																	
6:00																	
6:30																	

RECEPTIONS IN MUSEUMS AND DESIGN SCHOOLS IN SAN FRANCISCO enabled by the Hewlett Packard Mediascape game



TIME	MASONIC CENTER			FAIRMONT HOTEL				FAIRMONT HOTEL				STANFORD COURT HOTEL					
	Lobby	Auditorium	Gallery	Gallery	Gold	Venetian	Terrace	Pavilion	Crystal	Fountain	Vanderbilt	Tonga	Ballroom West	Ballroom East	India Gold	India Blue	Nob Hill
2:00		2:00 - 2:50 <b>Beauty+</b> Toyoyuki Uematsu, Branko Lukic	OPEN	OPEN	2:00 - 2:45 <b>Intentiability</b>	2:00 - 2:45 <b>Interdesign Panel</b>	2:00 - 2:45 <b>Design Protection Section: On the Witness Stand for Design</b>	2:00 - 2:45 <b>Connecting Designers</b>		2:00 - 2:45 <b>Crowdsourcing: Solving, Rather than Designing, the User Experience</b>	2:00 - 2:45 <b>Visceral Research, Virtual Food: What Our Edible Culture Can Reveal</b>	2:00 - 2:45 <b>Connecting by "Acting Out" Design Experiences</b>	2:00 - 2:45 <b>Appreciating Differences: Teaching International Students</b>	2:00 - 2:45 <b>Equilibrium: The Intersection of Creativity, Production &amp; Technology</b>	2:00 - 2:45 <b>Juried Education Papers: Global Issues</b>	2:00 - 2:45 <b>Juried Education Papers: Future of Design</b>	2:00 - 2:45 <b>E-Sketching Workshop</b>
2:45																	
3:15		3:15 - 4:05 <b>Bounty+</b> Patrick Whitney, Mark Dziersek, Richard Seymour,			3:15 - 4:00 <b>World Design Capital</b>	3:15 - 4:00 <b>Communication Behavior &amp; Connections</b>	3:15 - 4:00 <b>Sustainability: Design is the Problem...and the Solution</b>	3:15 - 4:00 <b>Enabling Innovation through Workplace Design</b>	3:15 - 4:00 <b>Motorcycles and the Art of Product Design</b>	3:15 - 4:00 <b>Designing User Experiences to Create Products with Greater Design Integrity</b>	3:15 - 4:00 <b>Inclusive Design: The Lifespan Agenda of Our Time</b>		3:15 - 4:00 <b>Juried Education Papers: Trans-disciplinary</b>	3:15 - 4:00 <b>Juried Education Papers: Global Issues</b>	3:15 - 4:00 <b>Juried Education Papers: Global Issues</b>	3:15 - 4:00 <b>Juried Education Papers: Future of Design</b>	3:15 - 4:00 <b>What Designers Can Learn from Film Making</b>
4:00																	
4:30		<b>IDEA CEREMONY REHEARSALS</b>			4:30 - 5:15 <b>PANEL Beauty+</b> Uematsu, Lukic, Marzano, Behar, moderated by Tucker Veimeister	4:30 - 5:15 <b>PANEL Bounty+</b> Whitney, Dziersek, Seymour, Martin moderated by Beth Viner	4:30 - 5:15 <b>How They Got 470 mpg at the Craig Vetter Fuel Economy Contests</b>	4:30 - 5:15 <b>Design Driving Design: Southern California Auto Studios Set the Pace</b>	4:30 - 5:15 <b>SAGE Section: Living Legends</b>	4:30 - 5:15 <b>The Naked Interface: Liberating Brain, Body &amp; Digital Interactions</b>	4:30 - 5:15 <b>TactoBook: Making E-Books Accessible to Blind Braille Readers</b>		4:30 - 5:15 <b>Juried Education Papers: Trans-disciplinary (cont.)</b>	4:30 - 5:15 <b>Juried Education Papers: Global Issues</b>	4:30 - 5:15 <b>Juried Education Papers: Global Issues</b>	4:30 - 5:15 <b>Juried Education Papers: Future of Design</b>	
5:15																	
6:00		6:00 - 8:00 <b>IDEA CEREMONY</b> IDSA 2008 Icsid 2009 Congress. Icsid World Design City. IDEA Awards Closing Ceremony															
6:30																	
eve			8:00 pm <b>BUSSES TO FORT MASON</b>	<b>FORT MASON CELEBRATION</b>													