Vijay Kumar

Vijay Kumar leads the Strategic Design Planning and the Design Methods programs at the Institute of Design, Illinois Institute of Technology. He also leads his consulting firm based at Chicago. He was the chief methodologist at Doblin Inc., a strategic innovation planning consulting firm based at Chicago, for more than 12 years.

With over 28 years of global work experience, Kumar has taught, published and lectured throughout the world about how to use structured methods, tools, and frameworks for conceiving reliable human-centered innovations and turning them into strategic plans for organizations. His research is focused on framing up emerging innovation opportunities in education, health care, communication, retail, social reform, and emerging markets among others.

He is the inventor of many methods, tools, and frameworks designed to uncover unexplored innovation opportunities. Students, researchers, consultants, and business executives around the world have been successfully using some of his tools, such as Analysis and Transformations (A&T), Insight Matrix, and Innovation Landscape, for many years.

He consults with companies and organizations around the world for planning innovations using systemic, structured, and user-centered methods. He has consulted with Alamo, Amoco, Autodesk, Bose, Daishinsha, Hallmark, Kraft Foods, Lenscrafters, Liberty Mutual, McDonald’s, Motorola, Pfizer, Procter & Gamble, SC Johnson, Shell, SAS Airlines, Steelcase, Target, Texas Instruments, T-Mobile, Wells Fargo, and Zurich Financials among others.

**Design Innovation: Mindsets And Methods**

Today’s entrepreneurs and innovation leaders in organizations across the world are increasingly sensing how “design innovation” can help ensure the success of their offerings. Professional magazines, journals, conferences, meeting rooms, news, and blogs are buzzing with terms like “design thinking”, “creativity”, and “design innovation”. Experts promise to, “break new grounds with design,” “fire up the creative machine,” and “beat the competition through break-thru designs.” Design innovation has arrived, and it has made a huge splash in the world of innovation.

Except that it hasn’t! Despite the fact that everyone talks about the need for design innovation, very few know what innovation “types” are possible and “how” to competently practice them in disciplined ways. This presentation will discuss some key mindsets needed for successfully practicing design innovation. The presentation will also describe an innovation process supported by powerful methods that multi-disciplinary teams can rely on to substantially raise the effectiveness of their innovation initiatives.
Richard Eisermann

Richard is a designer and strategist with almost three decades of professional experience. Trained as an industrial designer, he has led multi-disciplinary, multi-cultural design teams at IDEO, Whirlpool Corporation, and the Design Council. He is a frequent speaker at conferences and seminars, and is currently working with the Big Potatoes design subgroup to develop the London Manifesto for Innovation.

He founded Prospect in 2005 with Anja Klüver in order to focus on creating great customer experiences. Over the years, Prospect has delivered significant bottom line value to clients such as BMI Airlines, Nokia Siemens Networks, Tesco, and Nokia, among others. A key element of Prospect’s current work is the development of design innovation programs for small and medium sized enterprises, in conjunction with regional and national bodies across Europe. These programs have yielded a return in turnover of up to 25 times the initial design investment.

**SMEs and Innovation: Which Way Up?**

Richard will be speaking about his experiences in building and growing design-based innovation programmes in the UK, Ireland, Belgium. He will share the challenges presented in each context, the shared issues between them and the tools and methods that have ultimately brought success to these programmes. The key has been to focus on people centred design, making it not just intelligible to SMEs, but inspiring as well.

Anijo Mathew

Anijo Mathew is an assistant professor at the IIT Institute of Design in Chicago. Anijo’s research interests include interactive (computer-mediated) spaces, immersive/responsive environments, environmental behavior, and the fuzzy front end of the design process. After earning a BArch from Birla Institute of Technology, Mesra, Ranchi (India), he went on to complete an MDes from Harvard University’s Graduate School of Design.

His research falls within two broad categories - one a scholarship of pedagogy: looking at various methods and design mechanisms for the process of design including prototyping in the early stages of design, and the other a scholarship of research: evaluating new semantic appropriations of architecture (place) as enabled by new technologies. His work has been published in conferences such as ACADIA, CHI, CSCW, Creativity and Cognition, and ARCC, among others. His research work has led to experience design for Chicago events such as Art Loop Open, placemaking on State Street, and recognized by PSFK. He currently serves on the board of directors of the Association of Computing Aided Design in Architecture (ACADIA), the Digital Task Force of the Chicago Architecture Foundation (CAF), and he is a member of the Placemaking Advisory Board of the Chicago Loop Alliance. He has worked with and/or conducted research in the area of technology and place with the Chicago Tribune, Gensler, Motorola Mobility, the City of Chicago, Broadway in Chicago, Chicago Loop Alliance, Chicago Artists Coalition, and the Chicago Architecture Foundation.
Innovating for the Information Economy

As organizations and businesses around the world are building platforms for user centered innovation, we face a new challenge: that of the information economy. Driven by the internet which has disrupted all forms of communication, we now live in a society that is highly connected, highly mobile, and heavily invested in technology. Mobile technologies and new tools of “social media” create unprecedented opportunities to create, share, cooperate, and take collective action, introducing a differentiating factor in the way information is processed in society. Within this information economy, value is no longer embodied in material products and services but in hybrids of material and information platforms. If the driving force behind the industrial economy was product and business, the driving force behind the information economy is information and design. Both business and design will have to change to adapt in the information economy. In this talk we will explore three strategies that will help organizations understand, navigate, and innovate in this new landscape.

James Woudhuysen

James Woudhuysen is Professor of Forecasting and Innovation at De Montfort University, Leicester. A St Paul's School scholar and physics graduate, he has a knack of registering trends before other people, and offering counter-intuitive proposals on what to do about those trends. The only things James does not forecast are the weather, the stock market, the horses and your own personal destiny.


James has been published in German, Danish, Spanish, Japanese and Chinese. About the future, he has consulted or given keynote speeches for 50 of the world's top corporations.

How to forecast design and technological innovation

The ABCs of Forecasting include:

1. Collect and suspect more forecasts. Read and consult widely, and check your prejudices at the door
2. In their search for legitimacy, governments are too fond of outsourcing policy by commissioning conveniently neutral and scientific forecasts. Beware this search for policy-based evidence
3. The future is neither cyclical, nor like a pendulum, but always contains elements both of continuity and of change. What appears new isn't always new; what appears old isn't always old. And 'Those who cannot remember the past are condemned to repeat it’ (the Spanish American philosopher George Santayana)
4. The algebra of numerical forecasts is more important than the arithmetic. Assumptions, not five decimal places, are what count
5. It's fruitless to hope for 100 per cent accuracy — especially with regard to the timing of trends. Better to identify tendencies and counter-tendencies, and try to synthesise them
6. Some of today’s forecasts are complacent; most are full of doom
7. The best way of predicting the future is to invent it’ (the American IT wizard Alan Kay)
Prabhu Kandachar and Prof. Dr. Erik Jan Hultink

Prabhu Kandachar, born and educated in India, with Master and PhD degree in Engineering, at the Indian Institute of Science, Bangalore has been with the Faculty of Industrial Design Engineering (IDE) at Delft University of Technology since 1995. He has extensively involved in projects involving students and businesses to identify opportunities as well as to design & prototype products and services for the Base-of-the-Pyramid (BoP). He has also directed research work on some healthcare issues of the poor in developing countries. He has given several keynote lectures on this topic, including for policymakers. He is also Chairman of the Advisory Board of Aalto University BoP Network, Helsinki, Finland, with projects in Mozambique, Kenya, Sri Lanka, India, Vietnam, Philippines, Afghanistan, Nepal, Peru, etc.

Erik Jan Hultink is a Professor of New Product Marketing and Head of the Department of Product Innovation Management at the Faculty of Industrial Design Engineering, Delft University of Technology, Delft, the Netherlands. His research focuses on launch and branding strategies for new products. He has published on these topics in such journals as the Journal of the Academy in Marketing Science, and the Journal of Product Innovation Management. He was ranked number six in the list of the World’s Top Innovation Management Scholars, and selected as the most productive European researcher publishing in the Journal of Product Innovation Management. He was the Founder and Director of the Master in Strategic Product Design at the Delft University of Technology, a program that was recently ranked by Business Week as one of the World’s Top Design Schools.

**INDEED - New perspectives for Indian design education:**

Indeed stands for INdian DEsign EDucation. This proposal was written at the initiative of Mr Sam Pitroda, Adviser to the Prime Minister of India on Public Information Infrastructure and Innovations, and Chairman of National Innovation Council of India, who requested for a roadmap to further the growth of state-of-the-art design schools and design competencies in India. The Indeed proposal is the result of an intensive collaboration between Indian and Dutch design researchers and design professionals. Indeed argues that a strong design sector will drive India’s economic and sustainable growth. As business leaders have known for some time, design creates added value at a strategic and conceptual level of the innovation process. Increasingly, design is recognized as an important change agent for the creation of commercial as well as social value. Indeed has integrated these insights into a series of projects on design awareness and on design education.

In this talk, two themes are highlighted on both these aspects: (a) Socially responsible and inclusive design following the Base-of-the-Pyramid strategy, and (b) Strategic Innovation and Design Thinking.
Prasad Boradkar

Prasad Boradkar is associate professor and coordinator of the Industrial Design program at Arizona State University in Tempe. He holds degrees in industrial design and mechanical engineering, and has worked at Bajaj Auto in India, the Delft University of Technology in the Netherlands as well as ITT Technical Institute in California. He is the Director of InnovationSpace, a transdisciplinary laboratory at Arizona State University where students and faculty partner with corporations to design and develop human-centered product concepts that improve society and the environment.

Prasad is interested in the research space that lies at the intersection of design studies, material culture studies and cultural studies. In his writing, he relies on cultural theory to understand the social significance of the designed environment. He is also interested in music and recently served as the guest curator for an exhibition called Rewind Remix Replay: Design, Music and Everyday Experience at the Scottsdale Museum of Contemporary Art in Arizona. He is the author of several articles and a book called Designing Things: A Critical Introduction to the Culture of Objects (Berg 2010).

**Responsible Innovation: A Long, Wide and Deep View**

Innovations that are successful in the marketplace and profitable to corporations are often combinations of well-designed, tangible goods and delightful, intangible services. In addition, those innovations that have positive societal and environmental impact in the world are designed with principles of sustainability in mind. In other words, product-service systems that bring about holistic, progressive change are those that embody the concepts of beauty, utility, profitability and sustainability. The professions of design are uniquely poised to be able to create such product-service systems that can benefit people, create business value, deliver social benefit and minimize impacts on the environment. One of the more promising ways to achieve this is by developing a long, wide and deep view of the process and products of innovation.

We need to envision products not in isolation but as components of larger networks; we need to imagine services not in individual terms but as systems; and we need to think of design not as being human-centered but as being life-centered. The things we design are not merely expressions of form and function; they are critical components of everyday culture, and have intricate lives and deaths of their own. The extended lifecycles, wide networks and deep impacts of products and services have to be considered early in the innovation process if we are keen on solving the problems we created yesterday, those we face today and the ones we will have to deal with tomorrow. In this presentation, I will draw upon critical theory and a few illustrative examples to discuss the notion of responsible innovation.

**Verity Evans**

Verity Evans is strategy director at venturethree. In India she helped to lead the rebrand of Star Network to inspire billion imaginations and the rebrand of Star Plus, revitalizing the channel and helping it regain its number one spot.

In the UK, she works for major High Street retailers like the bookstore chain Waterstone’s and the entertainment retailer HMV, helping them redefine and evolve their brands, to embrace new products, services and new generation of consumers.

Verity has worked for a number of global brands, including News Corporation, Adecco, BP and GE. She’s also working with Orange’s innovation team on an exciting new service.
How brands drive innovation, and how innovation drives brands

Good brands drive innovation within businesses, both reflecting and contributing to an organization’s roadmap for the future. Inspiring colleagues to deliver on the brand and providing a filter for new ideas.

Talking through her projects within the entertainment industry, Verity will show how brand goes much further than marketing gloss, and creates real and valuable change and innovation, throughout an organization. She will also talk about how to make innovation sustainable, long after a rebrand or brand launch is over.

Richard Gresens

Richard Gresens is Senior Director, North American Design – Whirlpool Corporation. Richard Gresens’ varied design career has spanned over twenty-five years in the transportation and product design disciplines. As Senior Director for the Whirlpool Corporation, he is responsible for the North American Design studios in the United States and Mexico. His group includes all product design and studio engineering studios under the Whirlpool, KitchenAid, Maytag, Jenn-Air, Amana and Gladiator brand names.

Prior to Whirlpool, Mr. Gresens was Chief Designer for the Ford Flex, leading the design from concept to production. At the Ford Motor Company, he was also instrumental in the development of several concepts and production vehicles, including the Ford Explorer, Ford 500 and Mercury Mariner.

During his career, Mr. Gresens has held positions with Volkswagen AG, the exhibit company of George P. Johnson and William M. Schmidt Associates design consultancy. His designs include the VW Sharan MPV and Futura Concept, Rinspeed X-Dream and various agricultural vehicles for Massey Ferguson. He has also worked as a freelance designer developing electric automobiles for the Swiss companies of Horlacher AG, Esoro AG and the Solectria Corporation of Boston.

Born in 1963 in Milwaukee, Wisconsin, Mr. Gresens graduated with a BFA in 1986 from the College for Creative Studies in Detroit and majored in Transportation Design.

Scary Engineer Pompous Designer

When people discuss successful product innovation, many things come to mind. Some may say, cost efficiency, others might note incredible design while another may argue user simplicity. All of these things do affect something winning in the marketplace but there is an underlying basis that is necessary for any of these to work. You need the trust of engineering and design. Unfortunately this rapport is damaged by the stereotypes that are prevalent in the industry.

Scary Engineer/Pompous Designer discusses these stereotypes and demonstrates through basic principles how they can effectively be broken down. Throughout my 25 years in the design business I have experienced many situations where the dissolution of rapport could have prevented product success. These situations have provided some interesting and humorous insights for me. Reflection of these experiences has led me to some basic philosophy that can help lead to success. It’s not anything magical, but an elementary understanding of each other’s traits that can really foster innovation and eventual product wins. We all want a product to succeed but envision the path differently.
My background has been anything from the norm. Transitioning from free-lance to no job to big jobs, I have been fortunate to come across a variety of people and situations. By sharing some of these experiences, I hope that one will learn a bit more about the other engineer or designer and develop a better awareness for the collaborative mindset needed to meet your goal. It is not always the big spreadsheet or hot sketch that gets you to your goal. Scary Engineer/Pompous Designer looks to provide some simple guidelines, no matter what business you are in.

Roel Stavorinus

Roel is an independent Design Management consultancy specializing in graphic and corporate identity design. Roel consults closely with their clients to help them achieve their company objectives by maximizing the role of communication and design within their business. Roel acts as an advisor and intermediary for large and complex communication design projects. The consultancy helps both design agencies and business clients to make design-relevant decisions and to manage and monitor the process. Roel developed a special interest in internal communication and decision-making.

Roel Stavorinus studied design and communications, communication management and design management. After working in several communication and marketing environments he started in the field of project management, account and strategy for design agencies. In 2003 Roel started his own consultancy and slowly switched from working at the side of agencies to the side of organizations. At present Roel works for a wide variation of public and commercial organizations.

Roel publishes articles for the Association of Dutch Designers (BNO) on design projects, managing design agencies and the collaboration between designers and clients.

**Design Management as a way of thinking**

The role of design is fairly understood in a small percentage of the industry and by the business. Such organizations understand the benefits of design, design thinking and design processes. This session will deal with issues such as what design management is, how to use or implement it and how to formulate design management questions.

Majority of designers are not seized with design management questions. Their clients have got problems for which they think they need designers. Those designers most often are educated as autonomous creative professionals motivated to solve concrete design questions. Often a huge gap - of culture, of understanding, of objectives - exists between the designer and the client.

Design management provides designers and clients with a way of thinking and with tools to bridge that gap. Approaching design projects with a design management perspective helps businesses understand designers, the benefits of design, design thinking and design processes for their organizations better. A design management perspective helps designers understand business culture and business objectives better.

Using and implementing design management in small steps during design projects helps to embed design and design management in organizations on a structural basis.
Mark Watson

Founded in 1990, Design Providence is a multi disciplinary practice in the field of Interior Architecture, Product and Service Design.

Mark's deep knowledge in the design process stems from three decades of practice leading to speak and officiate on the subject at major national and international fora, consulting with State Government as industry representative on the design curriculum for senior secondary education with the Victorian Curriculum Assessment Authority to chairing design judging panels with the Australian Design Awards.

Recent awards include the US based Design Green Project Award for the Tote Shopping Trolley concept. www.designgreenproject.org/winners/2009/designgreen.htm

Mark continues to apply design theory through extending design thinking across the corporate sector through service design, helping corporations to bring creativity to innovation practice in the designing of services and projects.

**Positioning Design as Leader in Innovation**

Service design has emerged as a strong tool in change management across the ‘for profit’ as well as the ‘not for profit’ sectors in providing creative solutions to ‘wicked’ and ‘not so wicked’ problems in organizational operations internationally.

Service Design resonates within the innovation movement as a key platform for change, supported by the likes of Ezio Manzini in ‘social innovation’ and Robert Verganti in ‘design led innovation’. Recent research in Australia indicates a four-step innovation ladder identifying typologies in organizations by their use of design in innovation.