autodesk

IDEAS: THE INNOVATION + DESIGN SERIES

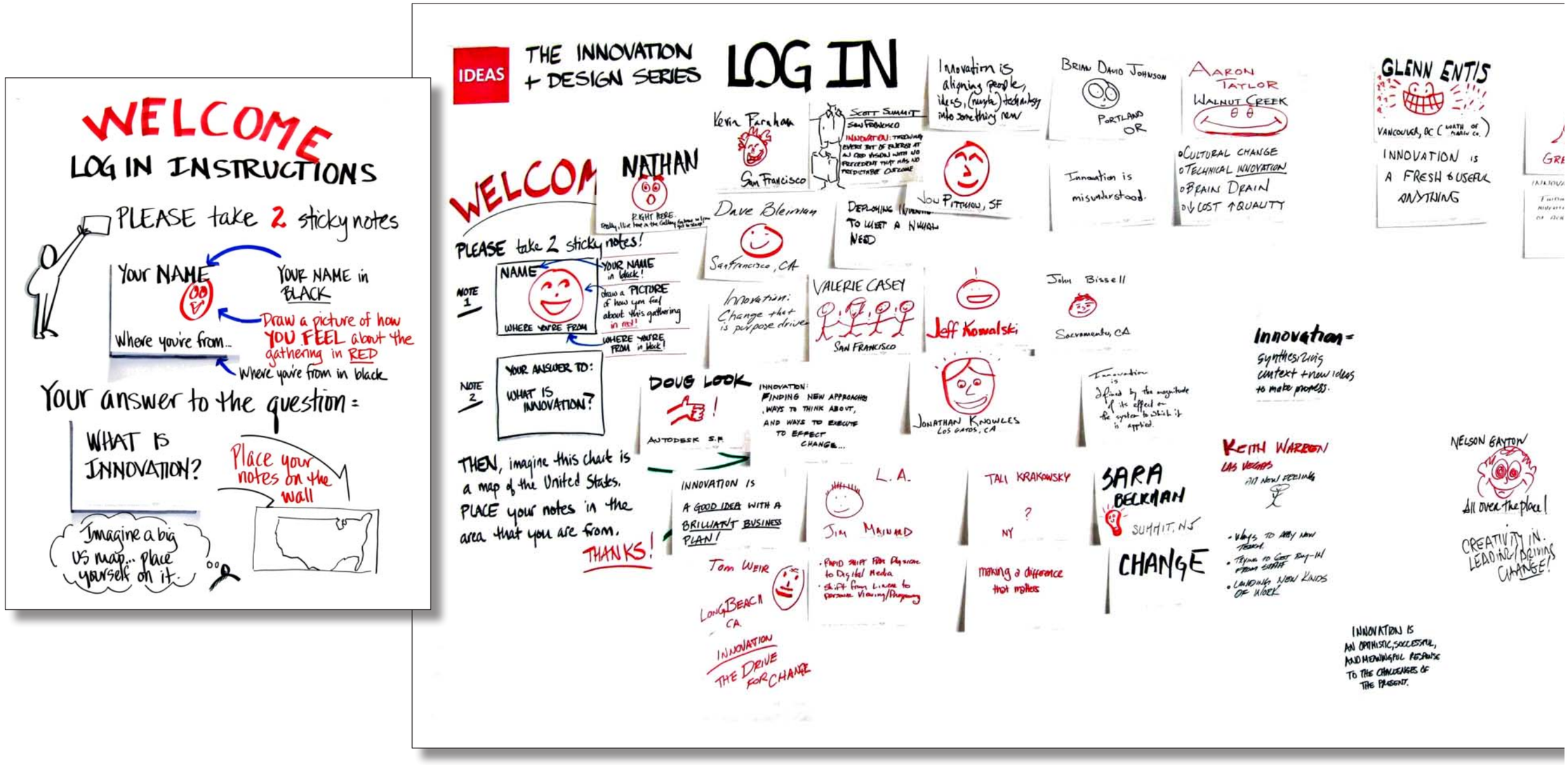
San Francisco, California—January 25 & 26, 2011

This is the visual record of the January Workshop of IDEAS 2011, an inspirational series of talks and activities about invention, innovation, design, and technology. The two-day summit was held at the Autodesk Gallery in downtown San Francisco. The charts reproduced in this report were created during the meeting itself. For more information about IDEAS: The Innovation + Design Series, please contact Jana Hawkins, jana.hawkins@autodesk.com. Photographs by Nirant Vora Photography. Used with permission.

CONFIDENTIAL Report by:

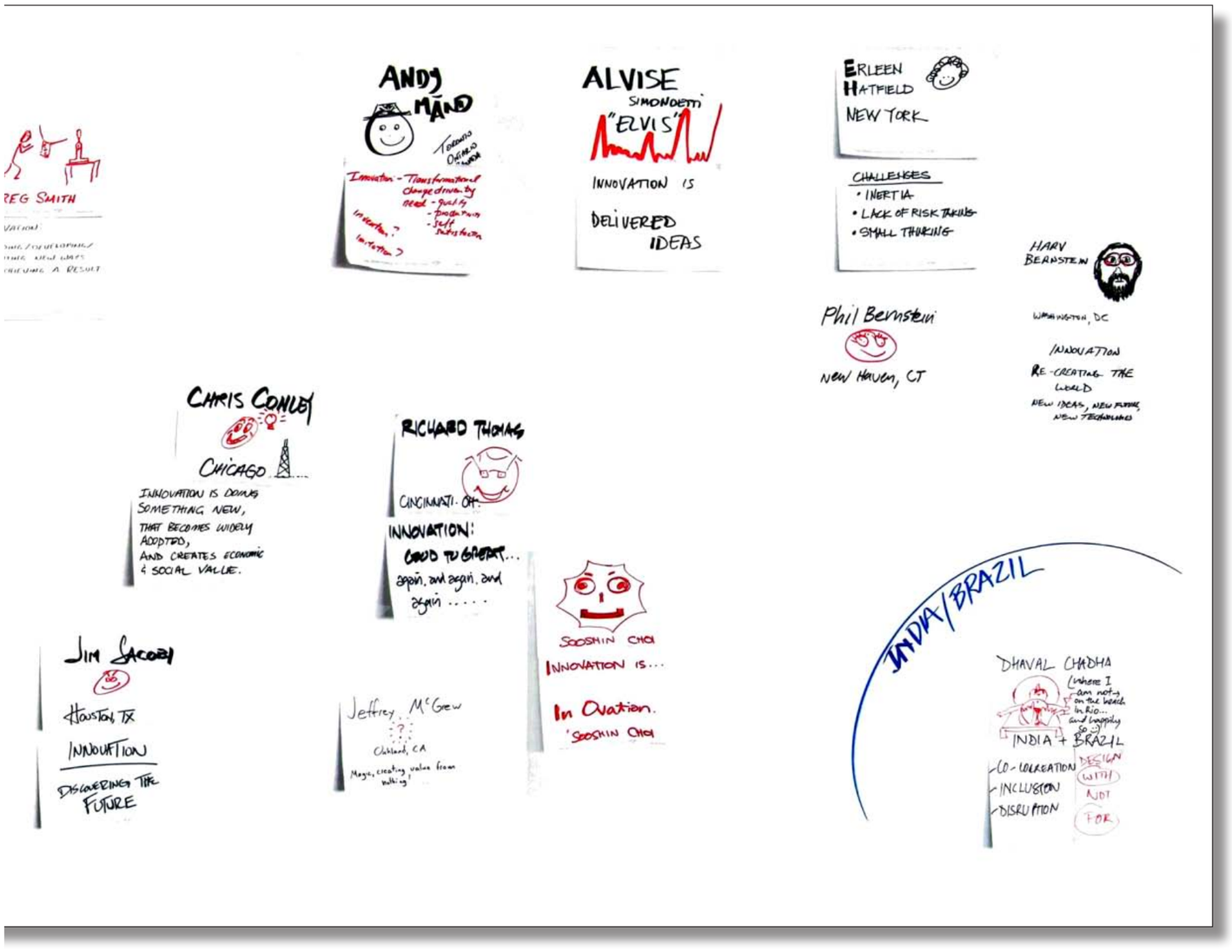
THE GROVE CONSULTANTS INTERNATIONAL

LOGGING IN

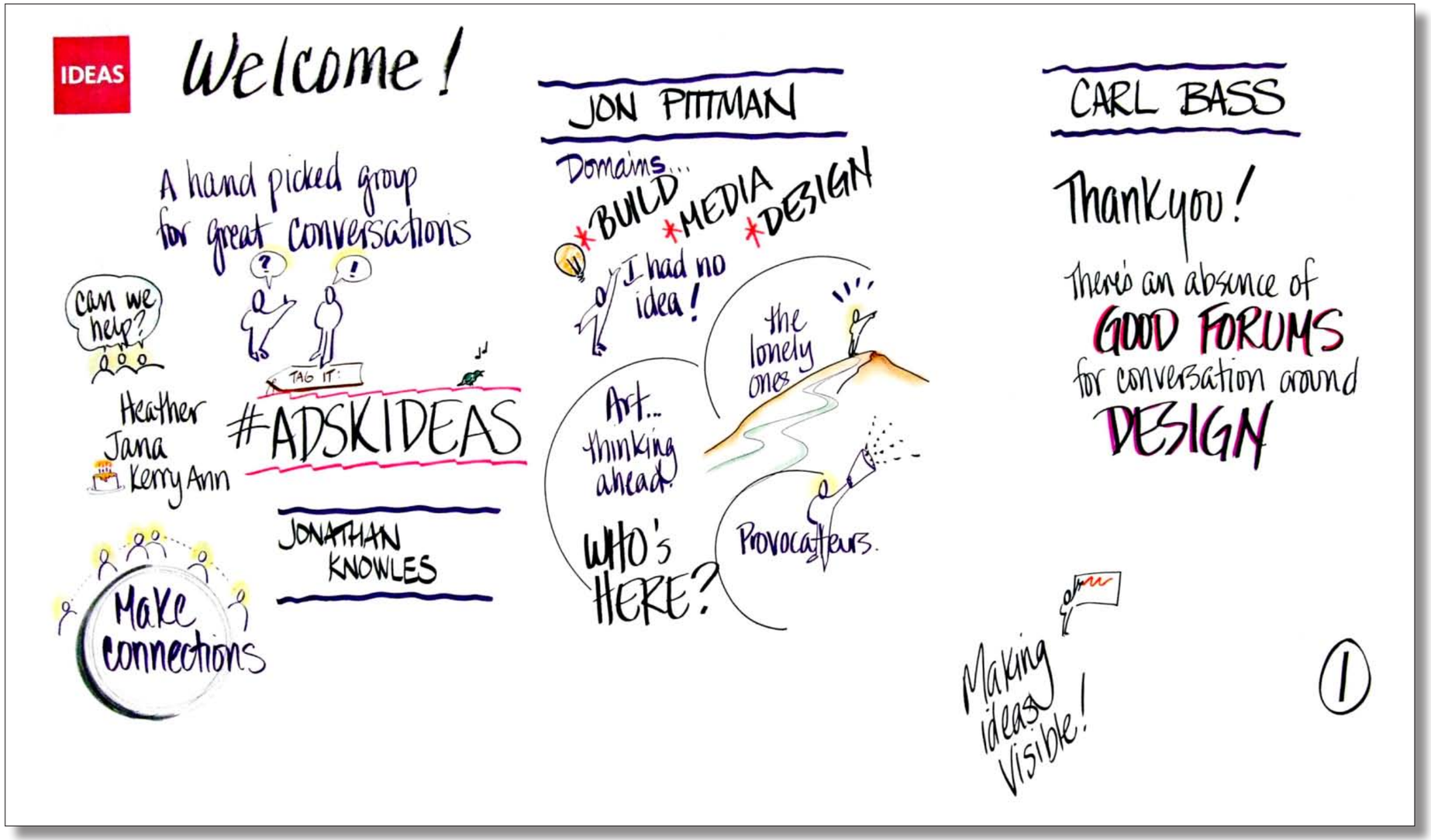


As attendees arrived, they were invited to “log themselves in” using large sticky notes. Each person created a simple portrait showing how they were feeling about the meeting along with their name and where they were from. On a second sticky note, participants answered the question, “What is innovation?” Each person then placed his or her notes on the wall in a rough approximation of the geographical area he or she came from.

LOGGING IN, continued

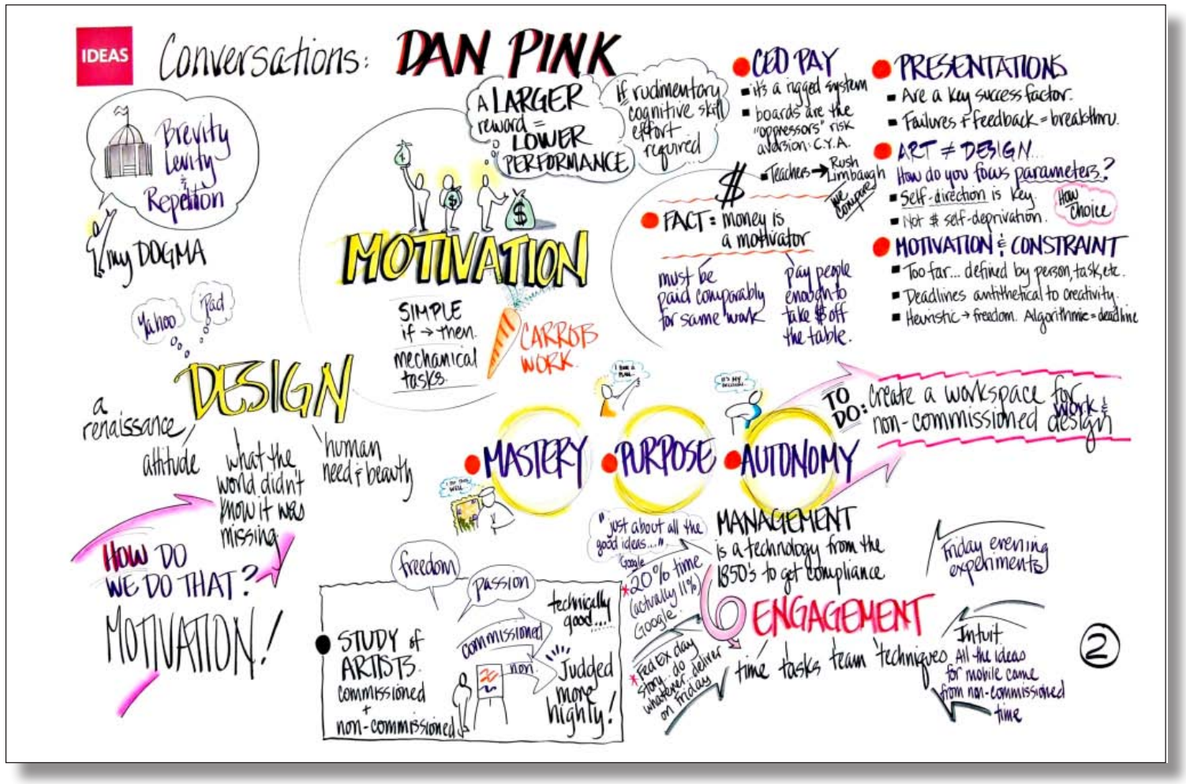


WELCOME



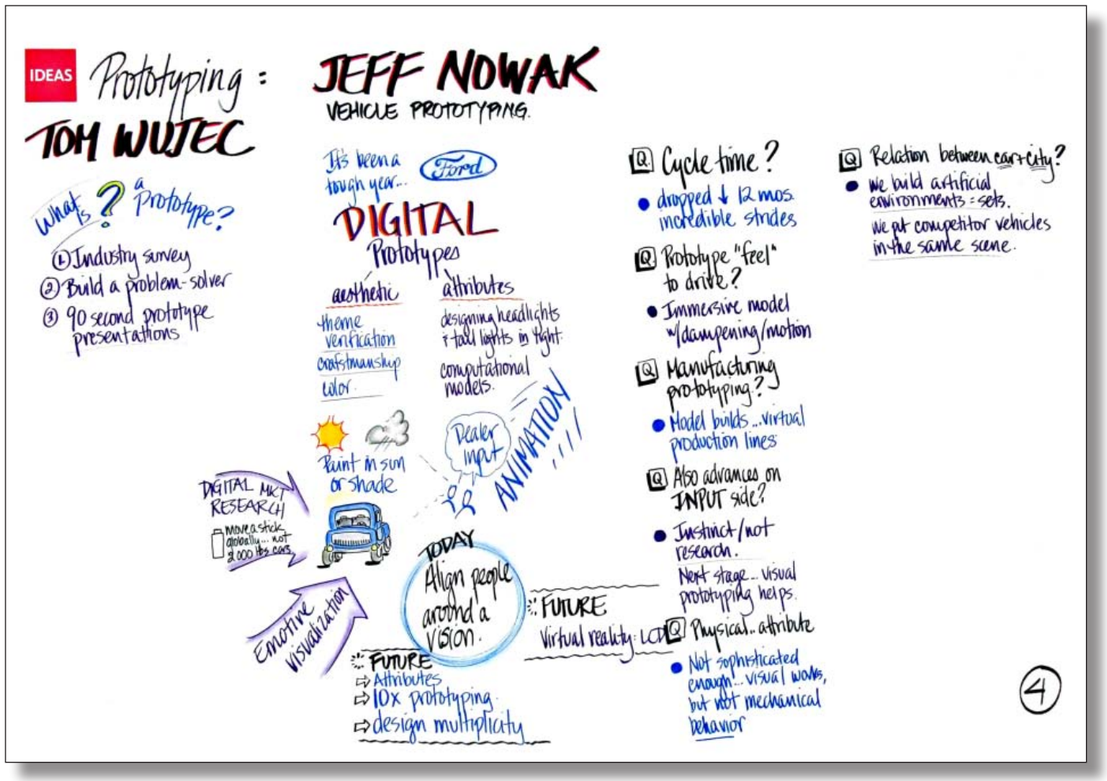
Autodesk Director of Strategic Initiatives Jonathan Knowles welcomed the group to the summit, describing it as a forum for great conversations among a hand-picked group of leaders. He introduced the official hashtag for the summit (#adskideas) and turned the floor over to Vice President of Corporate Strategy Jon Pittman, who identified the different domains of expertise represented in the room. Autodesk President and CEO Carl Bass gave a brief welcome, expressing his appreciation and noting that IDEAS provides a much-needed forum for deep conversation around design.

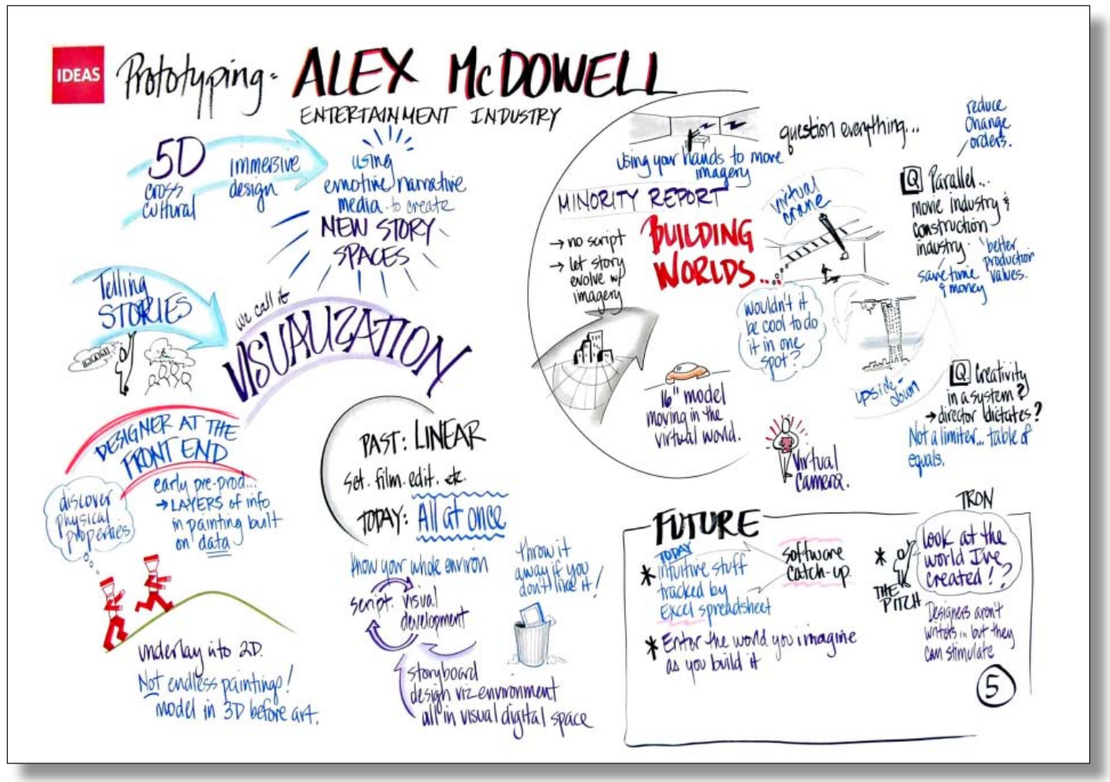
CONVERSATIONS: DAY ONE



The first day opened with a series of conversations about design and "design thinking." Author Dan Pink opened with an inspiring keynote on what motivates people—and what doesn't. He was followed by California College of the Arts faculty Nathan Shedroff, who spoke on employing design in a business setting, and Glenn Entis of Vanedge Capital, who showed how to integrate design into pre-production in innovative and fun ways.

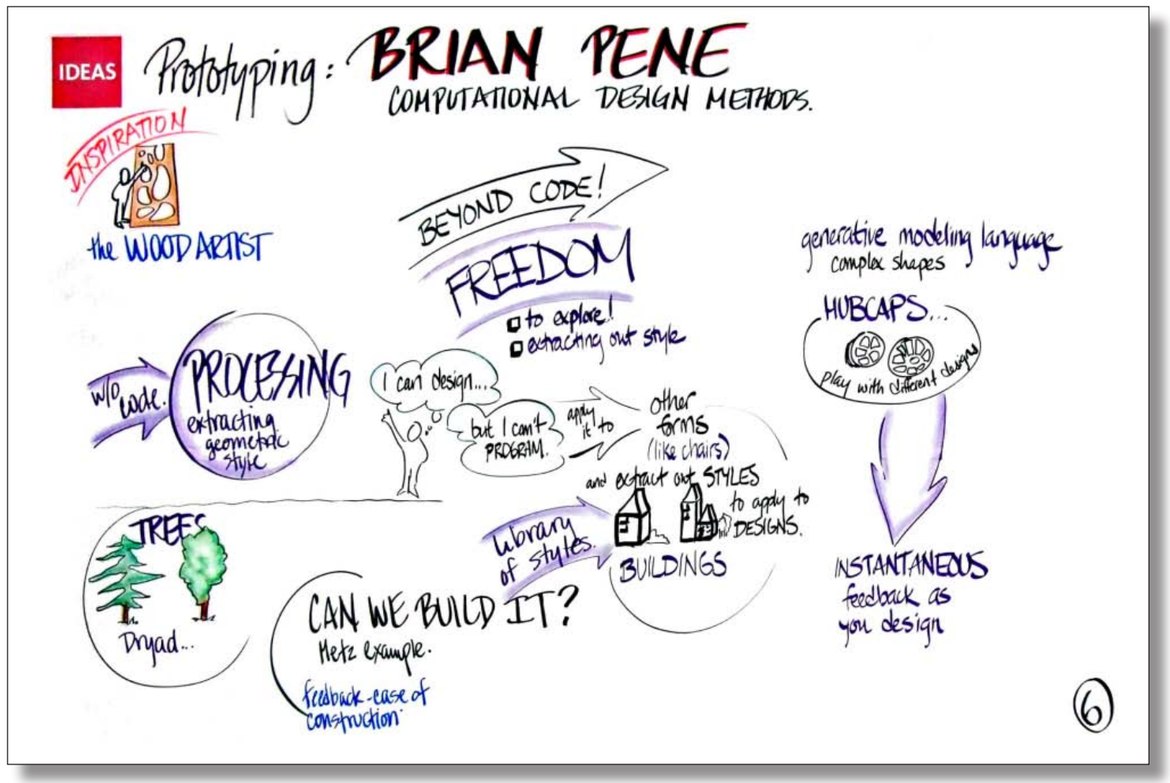
PROTOTYPING I

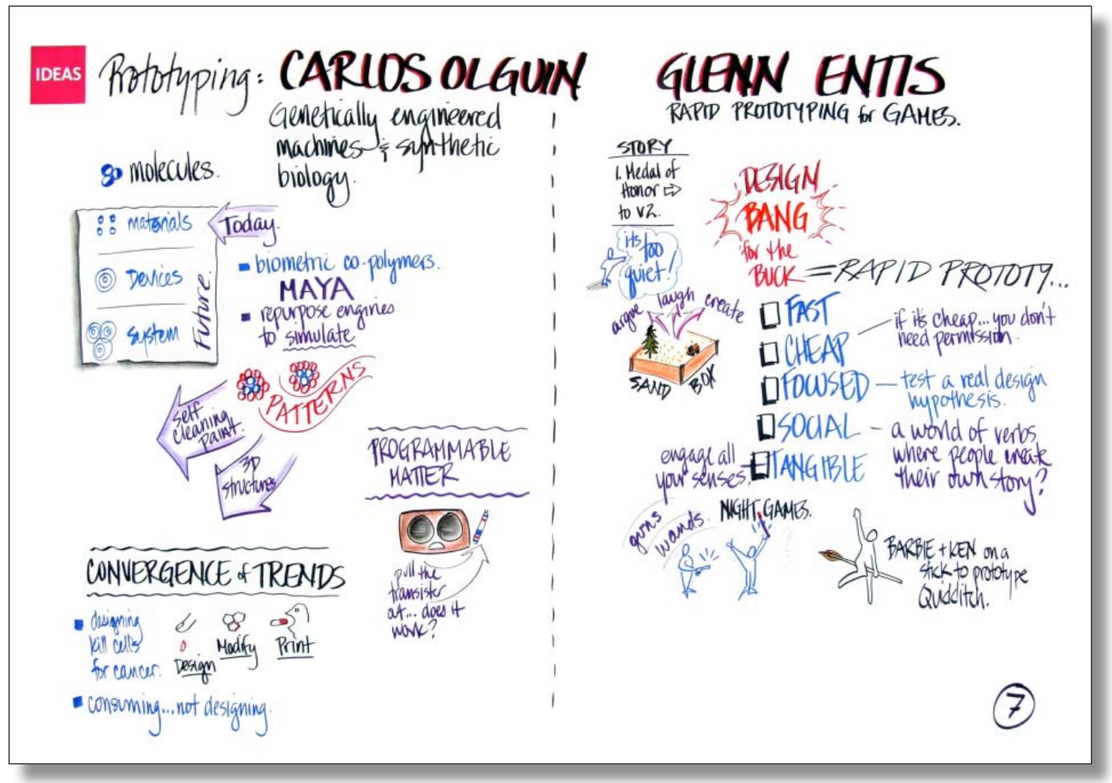




Autodesk Fellow Tom Wujec opened the next part of the summit, which focused on prototyping. Jeff Nowak of Ford Motor Company began with an overview of how digital prototyping is used at Ford and the changes that have come about as a result. A lively question-and-answer session followed. Next, Alex McDowell of 5D described prototyping as it occurs in the film and entertainment industry, indicating how the process (called visualization) has changed over the years and hinting at where it is headed.

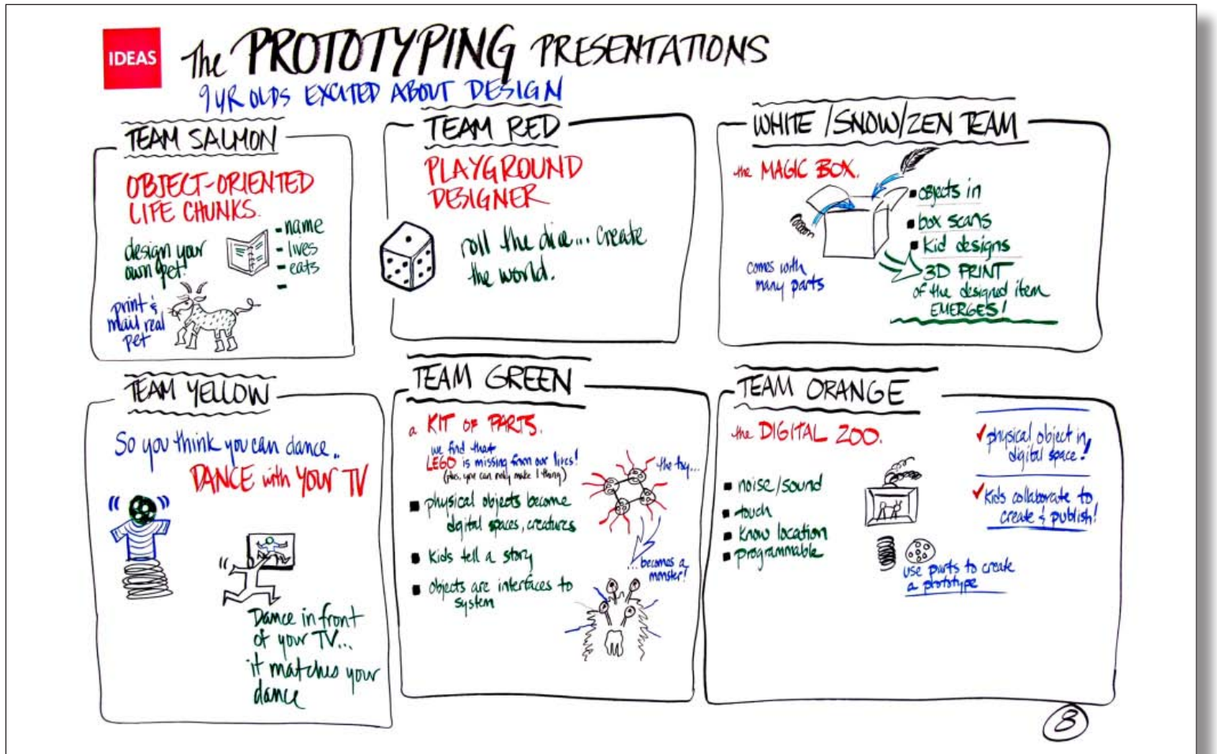
PROTOTYPING II

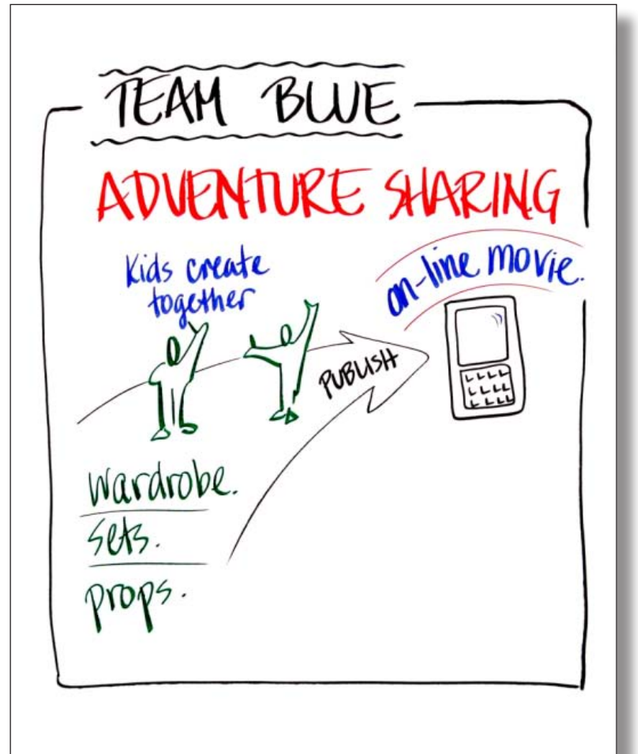




The conversation continued with Autodesk Research Strategist Brian Pene discussing how design can be extracted from an individual piece, added to a library of styles, and applied to different forms to rapidly create new pieces in the same style family. Carlos Olguin, also with Autodesk Research, described genetically engineered machines and synthetic biology, applying rapid prototyping to programmable matter and giving a glimpse of what the future may hold. The final prototyping conversation was led by Glenn Entis, who illustrated how rapid prototyping is used to develop different kinds of games.

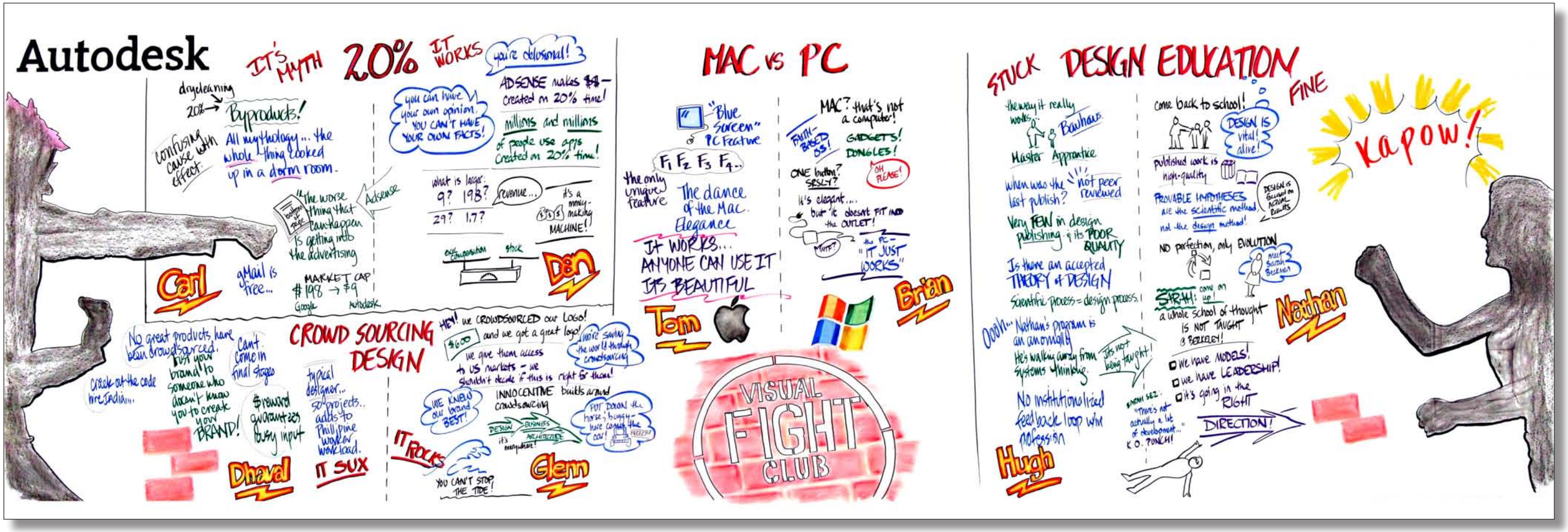
PROTOTYPING PRESENTATIONS





The afternoon included a rapid prototyping competition in which groups used everyday materials to design a game that would interest a 9-year-old in design. The seven groups presented their solutions to a panel of judges. Congratulations to Team Salmon, designers of Object-Oriented Life Chunks!

VISUAL FIGHT CLUB

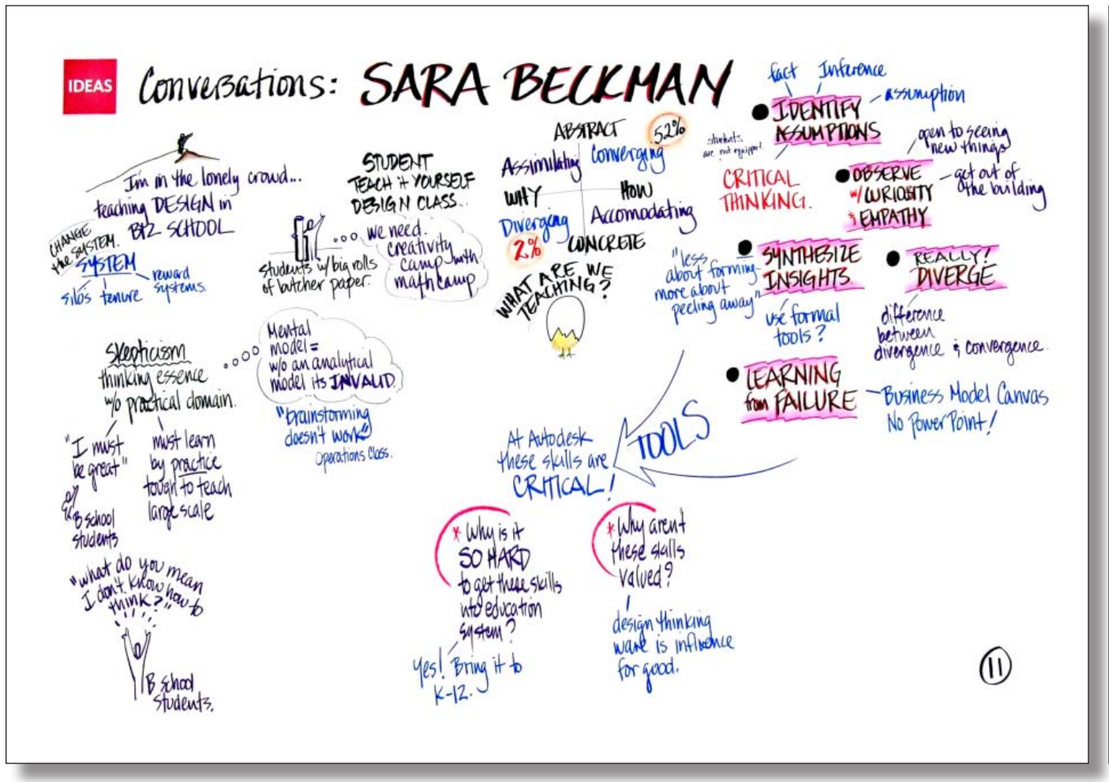


The evening launched with a fast-paced series of debates known as Visual Fight Club. Combatants paired off in a no-holds-barred verbal sparring match of two-minute statements followed by rapid-fire responses and rebuttals. Hot topics included Mac vs. PC; 20% Time: Myth or Not?; Crowd-sourced Design: Does It Suck or Does it Rock?; and Design Education: Stuck or Just Fine?

CONVERSATIONS: DAY TWO

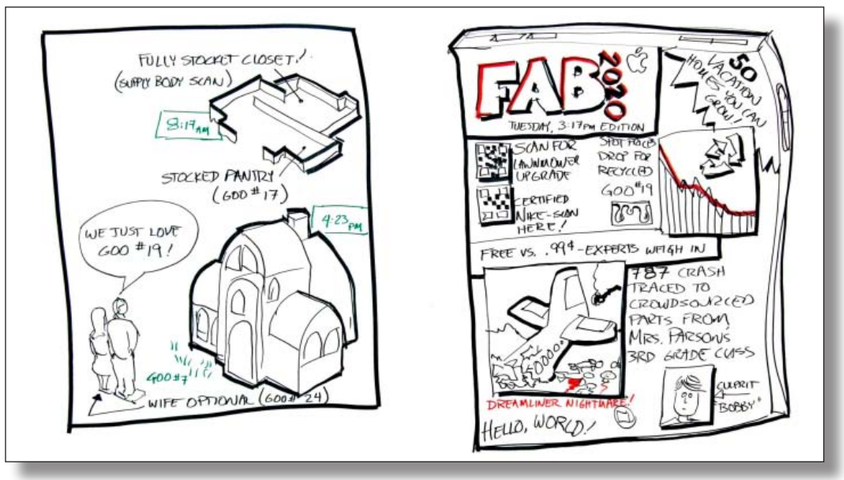
The second day opened with a discussion about insights gained the previous day. Alvise Simondetti of Arup demonstrated design and prototyping to develop architectural spaces, such as subway terminals and large buildings. Cria's Dhaval Chadha spoke about design as a process of co-creation, taking inspiration from biomimicry, and building a desirable future through the process of backcasting.

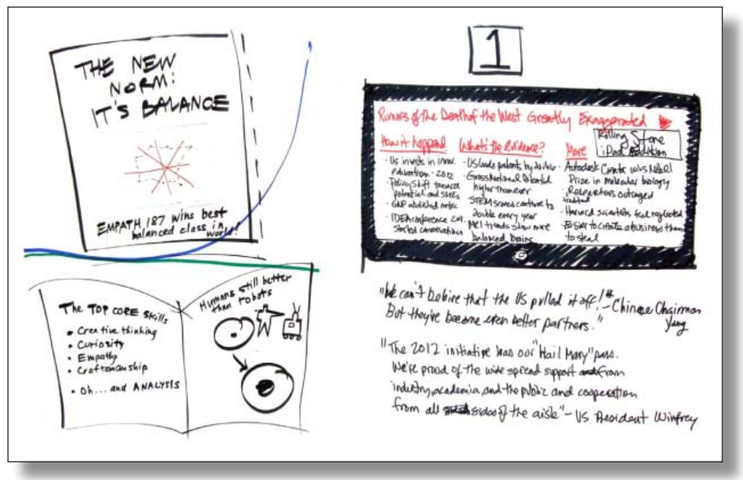
CONVERSATIONS: DAY TWO, continued

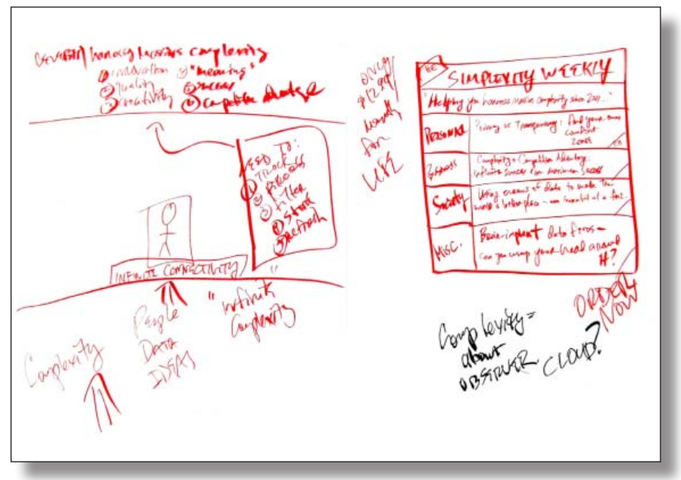


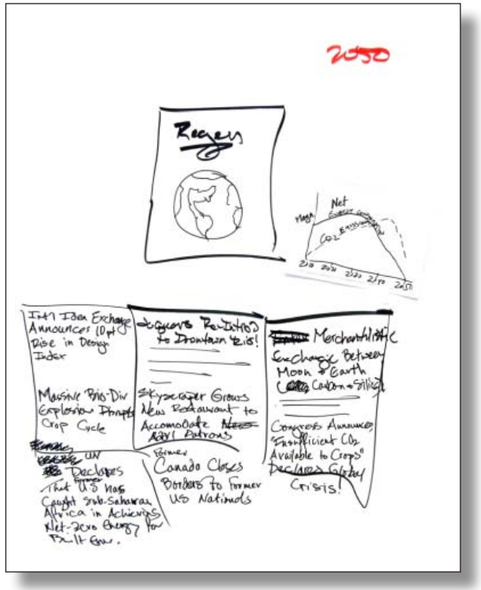
Sara Beckman of the Haas School of Business shared her experiences teaching design in business school, noting that as students develop design skills, they also develop critical thinking and other essential skills. Autodesk Labs VP Brian Matthews spoke about technology-driven design, illustrating three technology trends—digitized reality, infinite computing, and digital realization—that are changing the shape of design and prototyping.

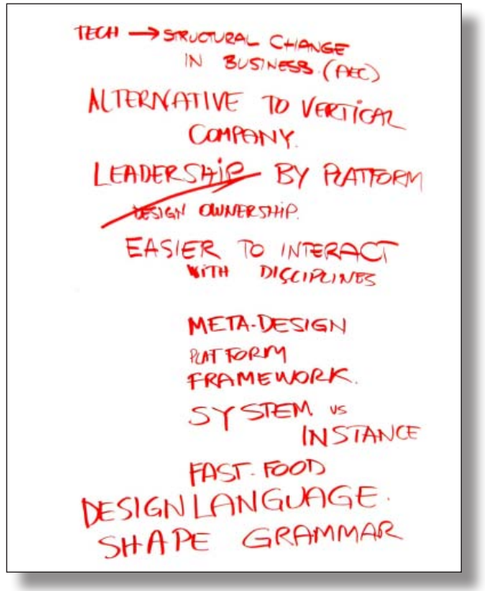
STORY WORK





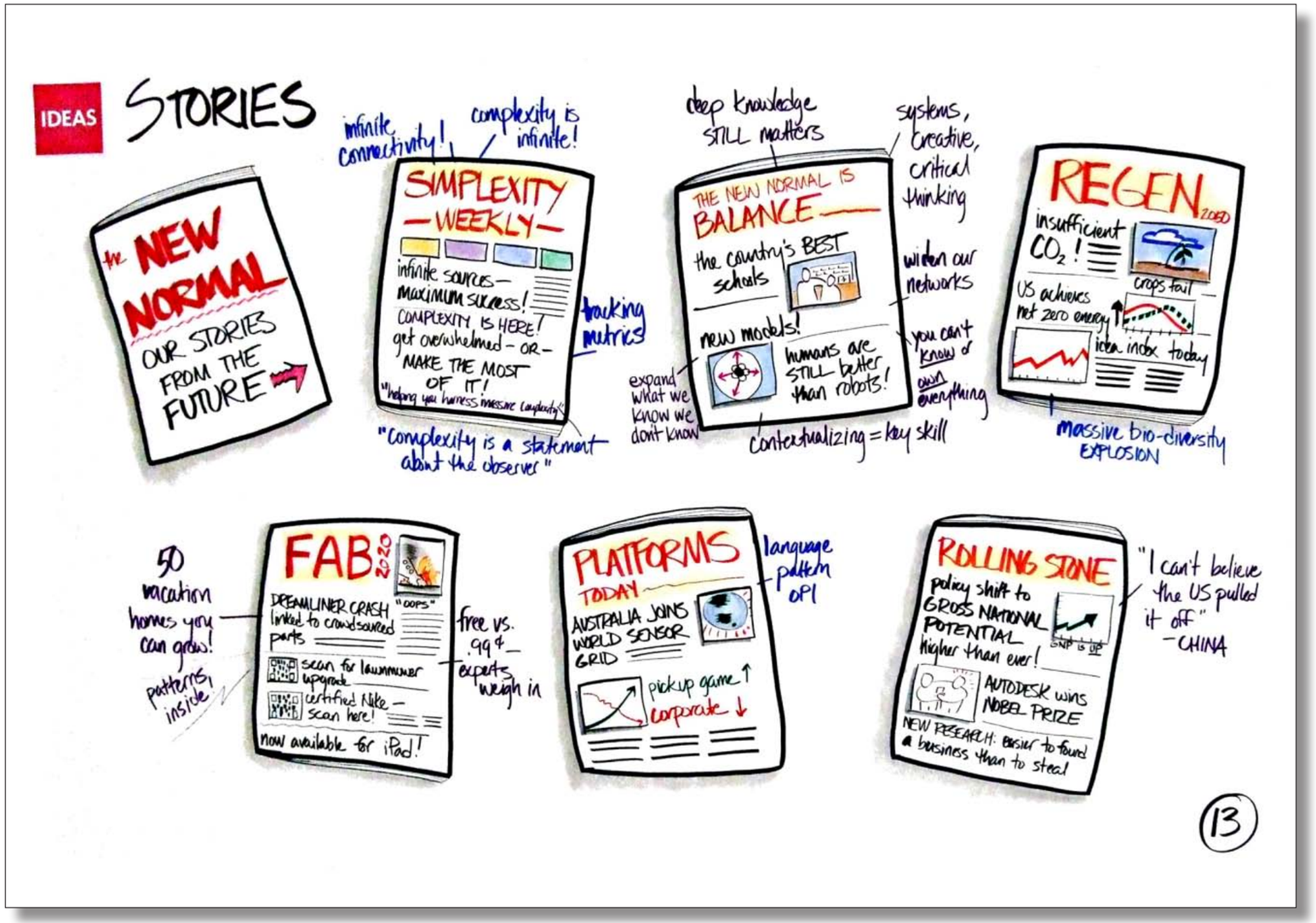






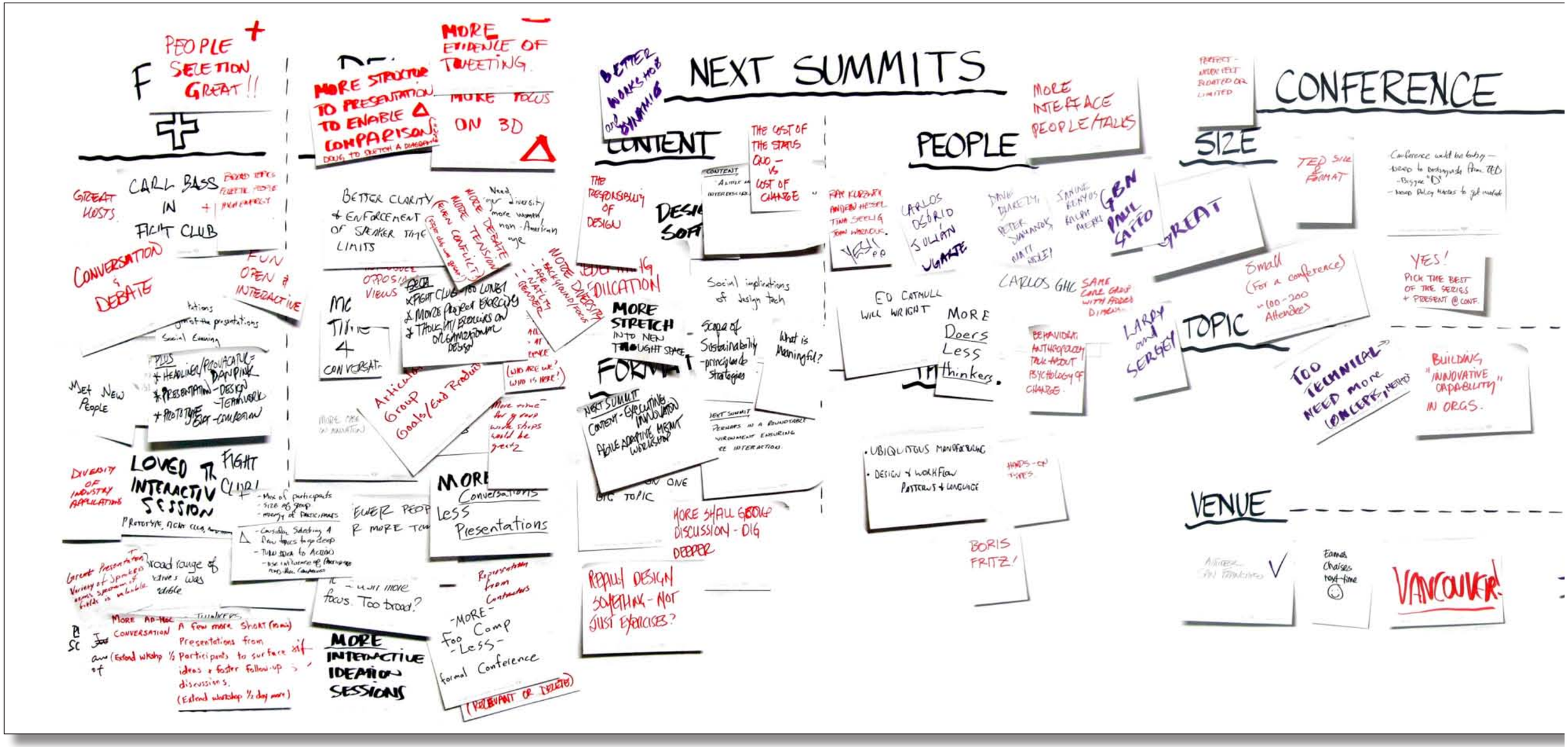
The afternoon workshop on the second day invited participants to envision the future by designing the cover and a two-page spread from a popular magazine in 2050. The group as a whole brainstormed big issues and questions around design, then grouped those into six categories. Each group took a category and developed a magazine layout to demonstrate what the world might look like once those issues were solved. Some of the issues are pictured here (bottom) along with a few of the groups' sketches (top).

OUR STORIES



As each group unveiled its magazine, the stories were captured on this chart. The headlines are optimistic, revealing the group's confidence in the power of design and the feeling that as conversations like the ones at this summit continue to take place, new innovations will arise to address today's challenges.

WRAPPING UP



The group's final task was to evaluate the summit and make suggestions for future meetings. Although some of the headings are obscured by the enthusiastic responses added to the chart, they include Plus/Delta, Ideas for the Next Summits, Conference, and Community.

WRAPPING UP, continued

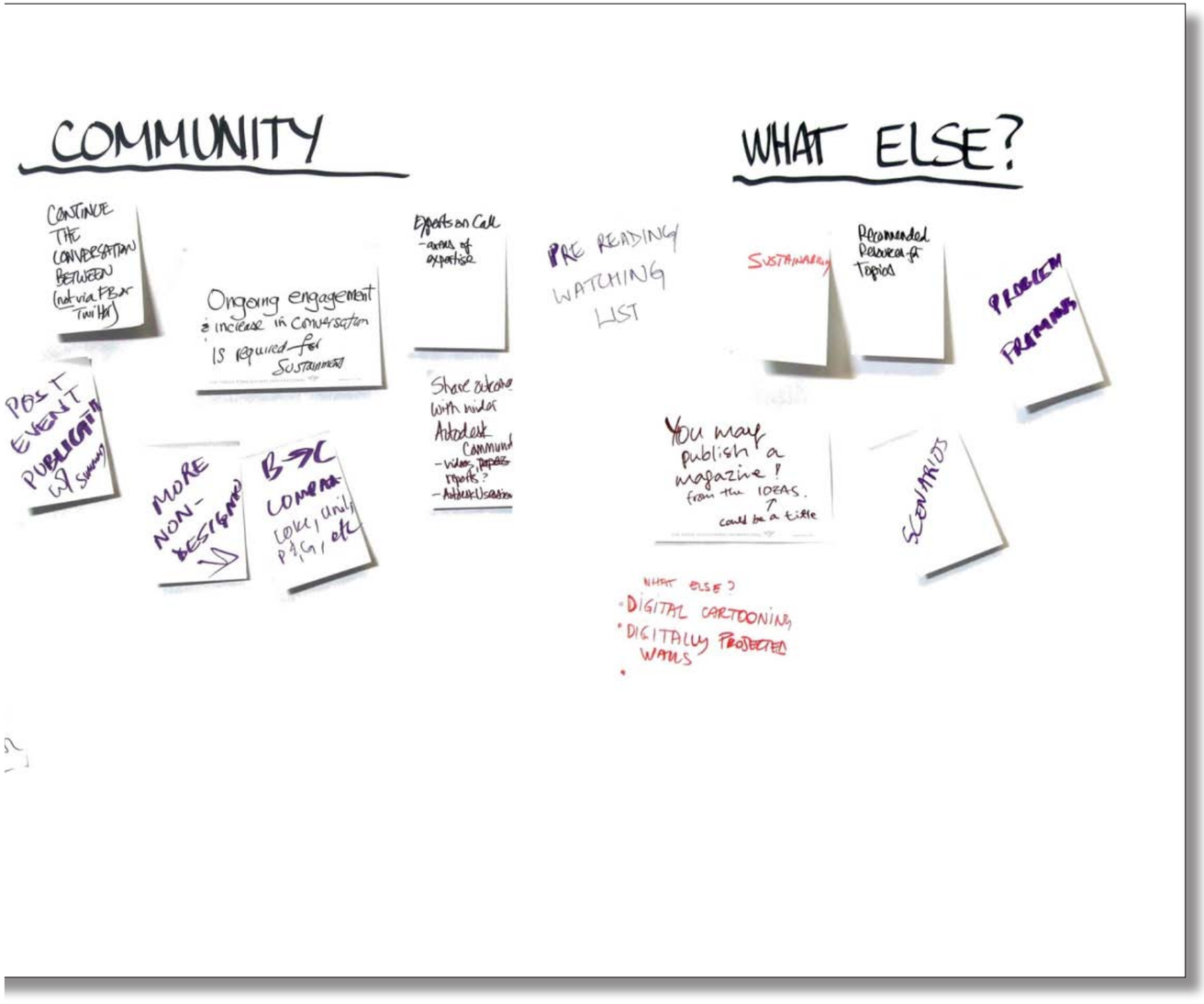
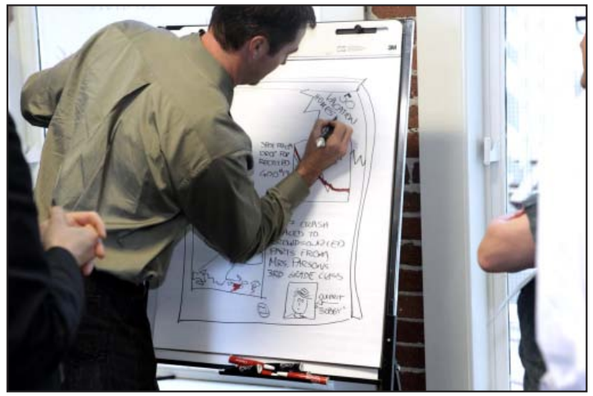


PHOTO GALLERY



These photos were selected from among the many taken by photographer Nirant Vora Photography during the event. Used with permission.