

The Autodesk logo is displayed in white, oriented vertically. It features the word "Autodesk" in a sans-serif font, with a registered trademark symbol (®) at the top right of the "k". The background of the left side of the image is a grayscale architectural rendering of a modern building with a complex, angular facade and a glass railing in the foreground.

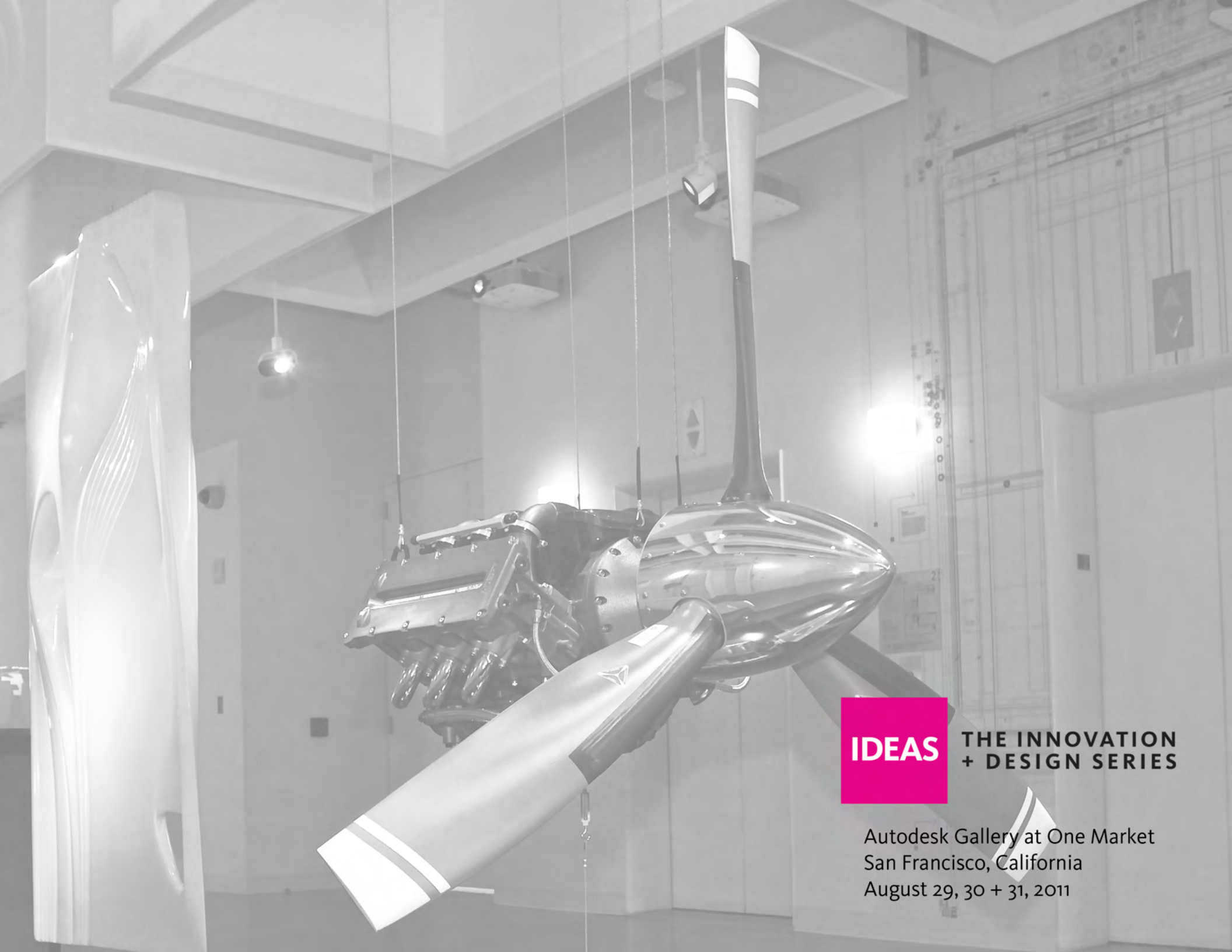
Autodesk®

IDEAS

**THE INNOVATION
+ DESIGN SERIES**

IDEAS: The Innovation + Design Series

Transcendent of specific products or disciplines, IDEAS is an exclusive gathering of thought leaders for the purpose of exploring design - as a systematic approach to problem solving and innovation, encompassing form, function, and performance - and its impact on corporate and societal success.



IDEAS

**THE INNOVATION
+ DESIGN SERIES**

Autodesk Gallery at One Market
San Francisco, California
August 29, 30 + 31, 2011

The Impact of Social Media on the Art and Science of Design.





Social media in all its forms - Facebook, Twitter, Foursquare, LinkedIn, and a myriad of other digital services - is a big topic and getting bigger every day. The implications on the design process, from inspiration and collaboration, through production, testing, and ownership of intellectual property, may be astounding.

Consider how social media is changing the designer. Who will design when anyone can design? What will it mean to be a designer? How and where will crowdsourcing be used? How might millennials, (those who have never known a world without the internet), engage in design?

How and where can one invest in a world that may be more driven by social media than ours today? What should companies do to understand the changes? What will social media mean for personal creativity and group collaboration? What should we do differently to take advantage of the drive to connect online?

IDEAS will explore the social media technologies, companies, users, applications, and drivers of change today, and envision their impact on several industries - video game production, consumer product design and fashion design - to better prepare for a social media driven world in the future.

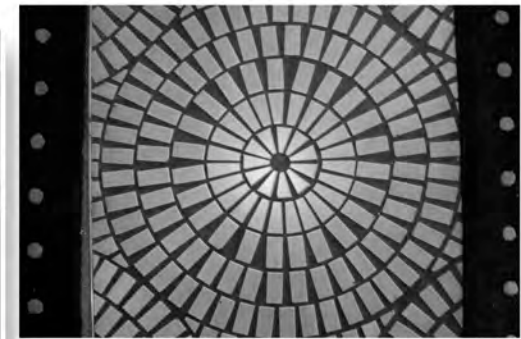


IDEAS

**THE INNOVATION
+ DESIGN SERIES**

Monday, August 29

Reception



meet new people



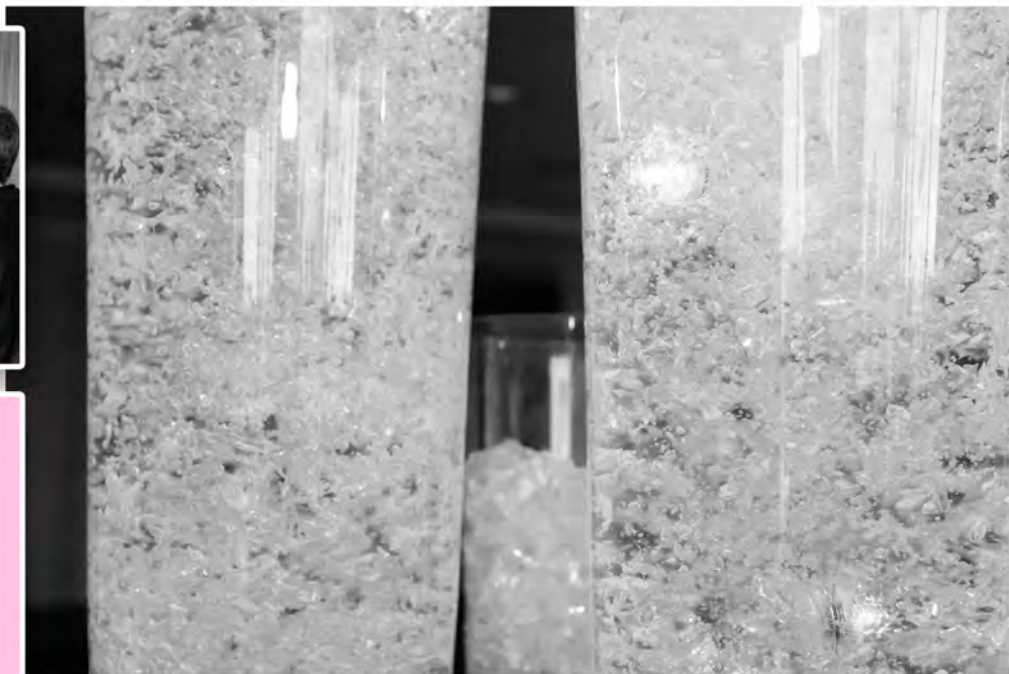
Reception

Lounge @ **Hyatt Regency**
San Francisco, Ca.

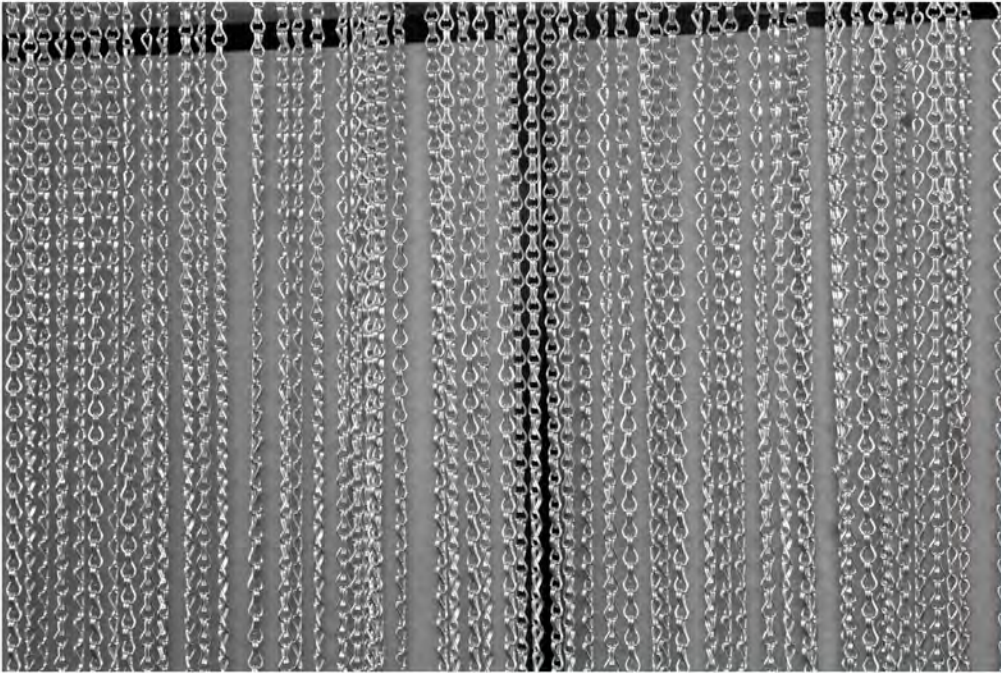




share experiences



develop contacts

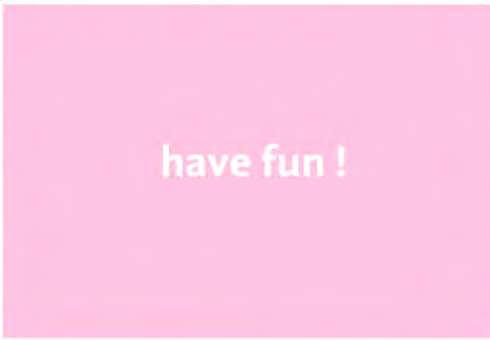


interact with
thought leaders



exchange information





An abstract sculpture made of cardboard and white plastic. It features several large, overlapping circular and rectangular cardboard pieces in shades of gray, creating a layered, architectural effect. In the foreground, there is a small, white, 3D-printed or carved plastic piece that looks like a stylized flower or a cluster of rounded shapes.

IDEAS

**THE INNOVATION
+ DESIGN SERIES**

Tuesday, August 30

**Welcome + Introductions
Framework + Context
Guest Speakers + Conversation
Group Activities + Discussion**



challenge
provoke
converse

discussion +
insight



big questions

**Welcome + Intro
Primary Goals**

Tom Wujec, Autodesk, Inc.

Jon Pittman, Autodesk, Inc.

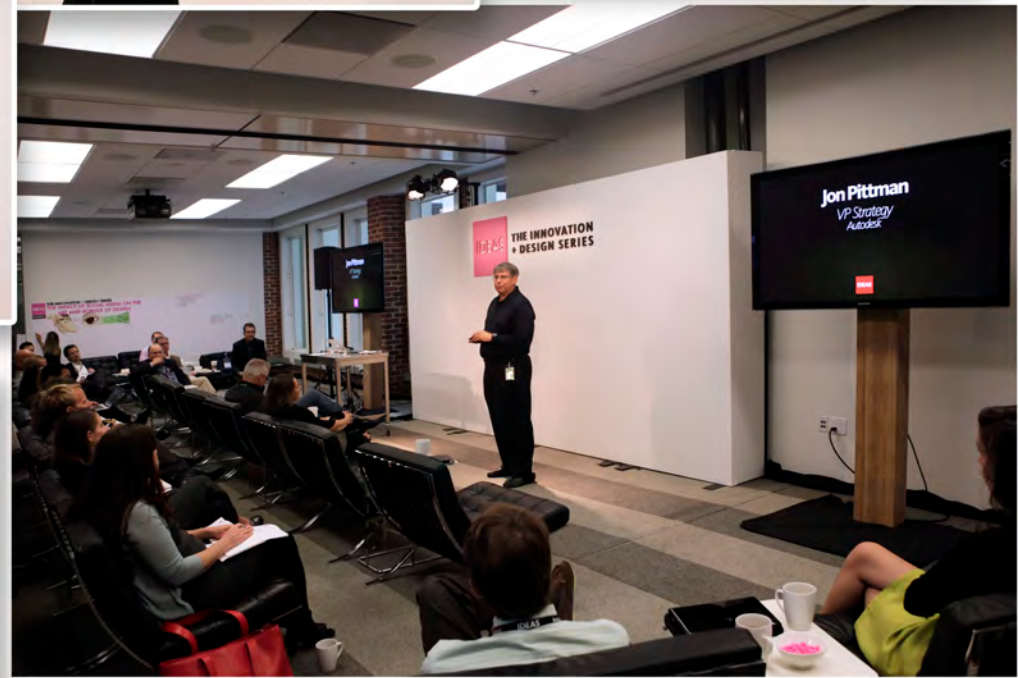




design
solutions

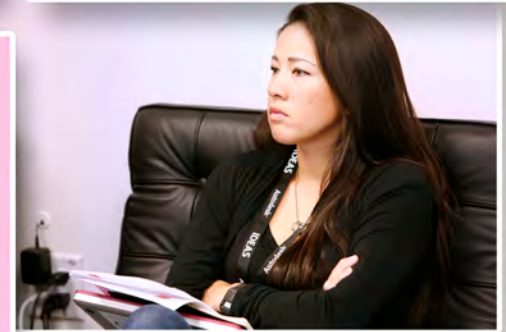


seek patterns





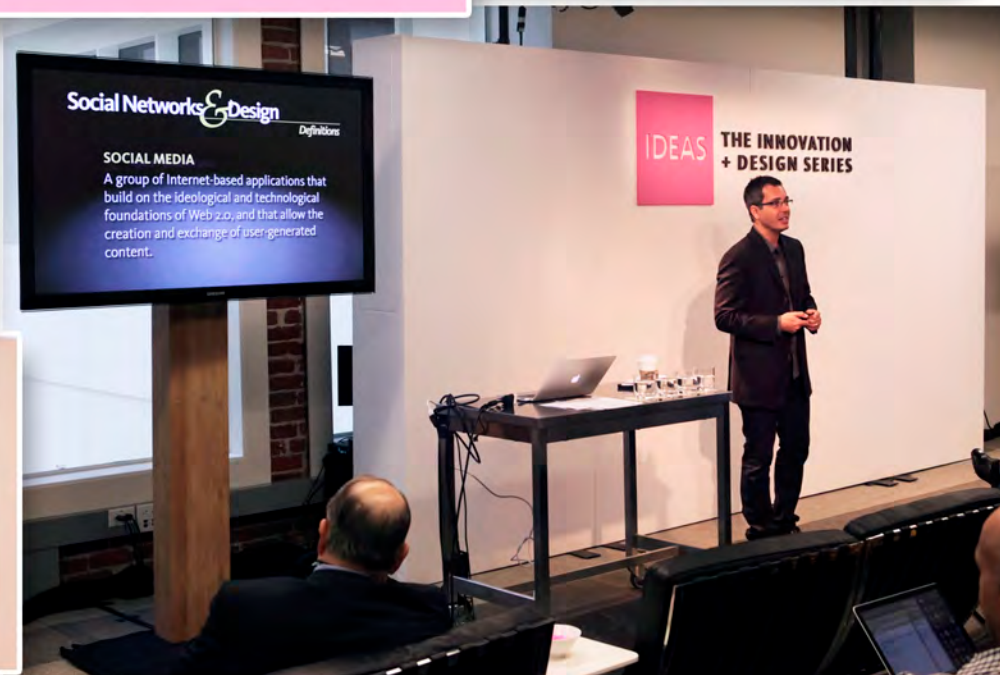
inspiration
collaboration
intellectual property



social networking
and its effect on the
design process

Context + Framework Initial Questions

Tom Wujec, Autodesk, Inc.





what's on your mind ?

EDUCATION:

HOW DOES SOCIAL MEDIA PLATFORMS CREATE 'STICKY' EDUCATION?

IMPACT OF DIVERSITY.

NEW → OLD → NEW AGAIN.

COLLABORATION VS GROUP THINK.

OVERLAP OF SHARING + INTELLECTUAL PROPERTY DEVELOPMENT.

ARCHITECTURE OF GATHERINGS/ WHERE PEOPLE COMMUNICATE.

GENERATIONAL QUESTIONS RE APPROACH TO TECHNOLOGY.

ROLE OF SOCIAL NETWORKS TO DESIGN THE SOCIAL ENVIRONMENT.

WHEN WILL SOCIAL NETWORKS EXECUTE BETTER GOV'TS?

PATTERNS WITHIN THE SOCIAL STREAM?
HIERARCHIES?
AGENCIES?

REPURPOSING OF TECHNOLOGY.

HOW TO CATALYZE PRODUCTS INTO OTHER UNIQUE APPLICATIONS

HYPER-SPECIALIZED SOCIETY...
BRIDGE THE SILOS...
AND "REPURPOSING."

HOW WILL WE ENCOURAGE CREATIVE PEOPLE TO COLLABORATE

HOW WOULD YOU DESIGN A COUNTRY THAT WORKS?

THE IDEA OF A 'FOLLOWER' IS INTERESTING.

CONSTANTS?
VARIABLES?
FRUITFUL DESIGN PATTERNS?

HOW HANDSON DO WE HAVE TO BE IN THE DESIGN OF SOCIAL NETWORKS?

WHAT CAN WE LEARN FROM NATURE?

HOW TO FIND THE RIGHT PERSON IN A SOCIAL NETWORK

CREDIBILITY ALGORITHM?

WHAT SHAPE WILL ORGANIZATIONAL INSTITUTIONS WILL TAKE?

DIFFERENCE SOCIAL NETWORKS, COLLABORATIVE NETWORKS?
ACTIVE VS PASSIVE.

SOCIAL NETWORKS EMPOWERING OR LIMITING CREATIVE CAREERS? + OUTPUT?

ACTIVE / PASSIVE...
GAP IN DESIGN IN PRODUCTION.
HOW DOES SOCIAL NETWORKING ADDRESS THIS?

DISRUPTION:

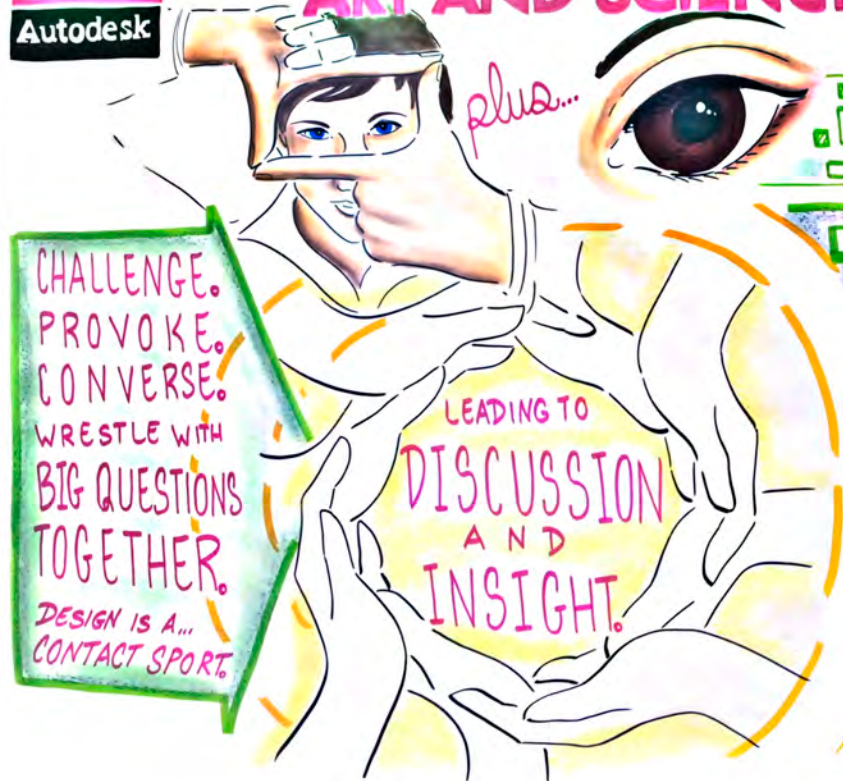
UTILIZE SOCIAL NETWORKS TO DISRUPT THE 'RATS' OF SOCIAL NETWORKS

WORKFORCE LIVES SOCIALLY, BUT ORGANIZATIONS CURRENTLY DO NOT...
BRIDGE THE GAP?



THE INNOVATION + DESIGN SERIES

THE IMPACT OF SOCIAL MEDIA ON THE ART AND SCIENCE OF DESIGN



DESIGN

1. SYSTEMS THINKING.
2. DIFFERENT DISCIPLINES.
3. MULTIPLE STAKEHOLDERS.
4. RICH CUSTOMER RESEARCH.
5. THE END-USER EXPERIENCE.

SOCIAL MEDIA

1. INTERNET-BASED APPLICATIONS THAT ALLOW FOR THE CREATION: EXCHANGE OF USER GENERATED CONTENT.
2. ACCESSIBILITY, IMMEDIACY, EASE OF USE, EXCHANGE OF IDEAS.

DIFFERENCE SOCIAL NETWORKS COLLABORATIVE NETWORKS? ACTIVE VS PASSIVE.

SOCIAL NETWORKS EMPOWERING OR LIMITING CREATIVE CAREERS? + OUTPUT?

ACTIVE / PASSIVE... GAP IN DESIGN IN PRODUCTION. HOW DOES SOCIAL NETWORKING ADDRESS THIS?

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IMPACT OF DIVERSITY. NEW → OLD → NEW AGAIN.

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ROLE OF SOCIAL NETWORKS TO DESIGN THE SOCIAL ENVIRONMENT.

WHEN WILL SOCIAL NETWORKS EXECUTE BETTER GOV'TS?

PATTERNS WITHIN THE SOCIAL STREAM? HIERARCHIES? AGACENCIES?

HOW WOULD YOU DESIGN A COUNTRY THAT WORKS?

THE IDEA OF A 'FOLLOWER' IS INTERESTING.

REPURPOSING OF TECHNOLOGY. HOW TO CATALYZE PRODUCTS INTO OTHER INNOVATIVE APPLICATIONS.

HYPER-SPECIALIZED SOCIETY... BRIDGE THE SILOS... AND 'REPURPOSING'.

CONSTANTS? VARIABLES? FRUITFUL DESIGN PATTERNS?

HOW HANDSON DO WE HAVE TO BE IN THE DESIGN OF SOCIAL NETWORKS?

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DISRUPTION:

UTILIZE SOCIAL NETWORKS TO DISRUPT THE 'RAT' OF SOCIAL NETWORKING.

Graphic Recording

Stephanie Crowley
Chrysalis Studios



self curation
of the
creative world

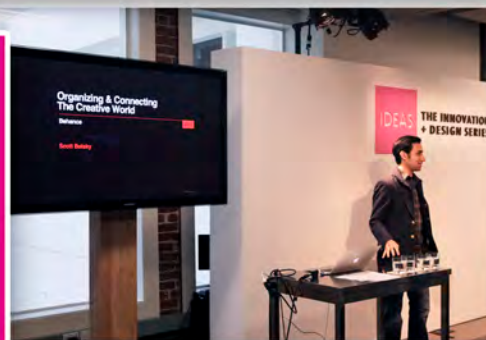
focus is on
the credible mass



Scott Belsky has committed his professional life to helping organize creative individuals, teams, and networks. He is the author of the national best selling book *Making Ideas Happen* and the founder and CEO of **Behance**, a company that develops products and services for the creative industries. **Behance** products include **behance.net**, the world's leading platform for creative professionals, **the99percent.com**, the **Behance** think tank for execution in creative teams, and **actionmethod.com**, a popular online/mobile productivity application and line of organizational paper products. **Scott** is a frequent contributor on MSNBC and has worked with many leading companies and organizations. In 2010, he was included in *Fast Company's* list of the 100 Most Creative People in Business.

Social Networks + Creative Industries

Scott Belsky, Behance





networked +
collaborative
creativity



engaging
on
multiple levels



Live from Burning Man

Jonathan Knowles, Autodesk, Inc.

Maurice Conti, Autodesk, Inc.

Tom Wujec, Autodesk, Inc.





become
a true citizen

digital social networks are
effective when they support
face-to-face social interaction



social media
is not
a cure all

The Downside to Digital Social Networks

Emily Pilloton, Project H Design

Emily Pilloton is an industrial designer, architect, lecturer & writer. Emily is the founder and director of **Project H Design** (design initiatives for humanity, habitats, health and happiness), which connects the power of design to the people who need it most. **Project H** focuses on using design and community building projects to provide a more engaged outdoor learning framework for K-12 students.



social networking is changing
how we think and impacting
real-world interaction



crowd subjugation ?
or
mutualism ?



Mickey McManus is passionate about saving the world from mind-numbing brainstorming where the loudest mouth wins and the shrinking violet shrinks. He is President and CEO of **MAYA Design, Inc.**, a technology design and innovation lab that specializes in making complex technology products and services easier to use. To maximize opportunities for innovation at the intersection of users and information, he leads a team of cognitive psychologists, ethnographers, computer scientists, mathematicians, visual and industrial designers, architects, and filmmakers. **Mickey** and his team focus on ways to take connected experiences out of the lab and into marketplace through smart products. Recently, he spoke about people and the connected world at the *Aspen Ideas festival*.



Dealing with Trillions

Mickey McManus, MAYA Design, Inc.



the more you share,
the more you have



be intentional
about social networks



Jim Babb has a Batman-style tool belt that includes game design, transmedia storytelling, cybernetics, and behavioral economics. **Jim** is a Digital Strategist and Mechanics Specialist at **Undercurrent**, where he has advised large corporations.

How Corporations Use Social Media

Jim Babb, Undercurrent





redesign
your relationship
with the planet

put 'flowers'
into social media



Alice Gelli is a design student and a Graphic Artist at **Cria**, which is a creative consultancy firm that combines systems, critical thinking, and design to deliver innovations that matter.

Fred Gelli, along with being a Founding Partner at **Cria**, is Creative Director and CEO of **Tatil Design de Ideias**, a branding and design agency that tends to some of the largest corporations. The agency has won over 100 national and international awards, as well as created the visual identity of the 2016 Olympic Games.

Alice and Fred are both enamored by Biomimicry.



A Social Perspective on Social Networks

Fred Gelli, Tatil Design de Ideias, Cria

Alice Gelli, Cria

SOCIAL NETWORKS & CREATIVE INDUSTRIES

Disorganized... BUT, FUTURE AND INTERESTING!

Behavior

HELPING TO ORGANIZE THE WORLD'S CREATIVITY

- DATA TRACKING
- PROMOTION
- HOW A CREATIVE PRICE WAS ACCOMPLISHED

TAPPING INTO THE CREATIVE STREAM

REAL TIME

IMMEDIACY

PROJECT ALWAYS LOOKS INTACT

ALL SITES ARE EMPOWERED BY THE SAME UTILITY

1 CENTRAL PLATFORM

THE CREATIVE WORLD IS STARTING TO CURATE ITSELF

WHAT DO YOU THINK SHOULD BE FEATURED?

APPEALATION BUTTON

FEED OFF OF THE STREAM

FOCUS IS ON THE CREDIBLE MASS

SOME QUESTIONS: ROLE OF PLACE? LIMITING THOSE WHO DO NOT HAVE THE OPPORTUNITY? i.e. tools, internet, etc.

REGARDING QUALITY

CREATIVE GRAPH + CREATIVE BANK

EXTENDED AGENCIES SOURCED VIA DATA

LIVE FROM BURNING MAN

FOUNDATION OF F...

RADICAL CREATIVE SELF EXPRESSION.

NETWORKED AND COLLABORATIVE CREATIVITY.

UNLEASHING CREATIVITY:

FRIENDSHIP AND COMMUNITY EMPOWERING COLLABORATIVE CREATIVITY!

ENGAGING ON MULTIPLE LEVELS...

AND FOLLOWING YOUR PASSION. HAVE FUN!

THE WHITE EARRINGS CAN REPRESENT CO-COINING AND NOT INTERACTING.

DESIGN BUILD TRANSFORM SHARE

DIGITAL SOCIAL NETWORKS ARE EFFECTIVE WHEN THEY SUPPORT FACE-TO-FACE SOCIAL INTERACTION.

LEARN HOW TO TALK WITH REAL PEOPLE

VERSUS A SHADOW OF AN ONLINE PRESENCE

LEARN HOW TO SPEAK TO A WIDELY DIVERSE SET OF PEOPLE

VERSUS LEARNING TO SPEAK TO A WIDELY DIVERSE SET OF PEOPLE

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THE DOWNSIDE TO DIGITAL SOCIAL NETWORKS

KEYS TO SUCCESS

SOCIAL MEDIA IS NOT A CURE-ALL

PHYSICAL ENVIRONMENT AND CULTURAL FACTORS PLAY AN IMPORTANT ROLE IN LOCAL SOCIAL MEDIA/COMMUNITY SUCCESS

TEACHING CONSTANT ITERATION REGARDING DESIGN

VIRTUAL DESIGN CAN CONSTRAIN DESIGN IN THE REAL-WORLD UNEXPECTED CONSEQUENCES

CAN SKIP OVER THE DEVELOPMENT OF BASIC SOCIAL SKILLS

LEARN HOW TO... PRESENT YOUR IDEAS

INTERACTING WITH THE REAL WORLD TEACHES YOU HOW TO BECOME A TRUE CITIZEN

VERSUS LEARNING TO SPEAK TO A WIDELY DIVERSE SET OF PEOPLE

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Graphic Recording

Stephanie Crowley
Chrysalis Studios

MAYA DESIGN - DEALING WITH TRILLIONS

"FOR EVERY ATOM BELONGING TO ME, AS GOOD BELONGS TO YOU"

IS IT CROWD SUBSTITUTION? OR MUTUALISM?

STUDY PATTERNS TO GET OUT INTO THE REAL WORLD

THE NEXT 100 YEARS WILL BE ABOUT MAKING RIGHT THINGS

OPEN DATA

TO TAKE A CLOSER LOOK AT REAL WORLD HUMAN ISSUES

HUMAN-CENTERED DESIGN

HUMAN-CENTERED DESIGN SHOULD BEGIN AT AGE 5, NOT WHEN WE'RE WHITE AND IN OUR THIRTIES...

FLASH MOB FARMERS MARKET SNEAK

SOCIAL NETWORKING CHANGING HOW WE THINK AND IMPACTING REAL-WORLD INTERACTION

USING SIMPLE TECHNOLOGIES TO IDENTIFY AND CONNECT LOCAL COMMUNITY NEEDS FOR PEOPLE TO PHYSICALLY CONNECT TO TRADE & GET WHAT THEY NEED...

OPEN SOURCING/ COLLABORATION ADDED IDEAS AND DETAILS... DETAILS MATTER!

LOOK TO NATURE FOR DESIGN INSPIRATION

"hey, I just look 2,000 skin cells giving this presentation! In nature, memory is cheap"

HOW CORPORATIONS USE SOCIAL MEDIA

AN EXPERIMENTAL ASIDE...

SNAP!

NETWORKS ARE CREATED THROUGH THE TRANSACTION OF 'SOMETHING'.

WHAT ARE THE ECONOMICS OF A SOCIAL NETWORK?

WHAT IS 'PAYING ATTENTION' TO YOUR NETWORK?



A SOCIAL PERSPECTIVE ON SOCIAL NETWORKS

ENGAGE WITH ONE ANOTHER

STRENGTHENING BONDS.

STATUS.

COLLECTIVE IDENTITY.



THE HUMAN ELEMENT

YOUNG PEOPLE WILL BE DIFFUSING THE BOMB OF THE HUMAN/PLANET RELATIONSHIP

VIRTUAL BRIDGE

PHYSICAL GAP

HOW WILL YOU REDESIGN YOUR RELATIONSHIP WITH THE PLANET?

AND WHAT WILL BE YOUR CREATIVE APPROACH?

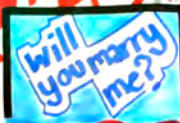
EDUCATE

ATTRACT



A FLOWER IS AN AMAZING DESIGN BY NATURE... AND IS NEW AND HIGHLY SUCCESSFUL.

AND THEN HAVE THE YOUNG PEOPLE HELP DESIGN THE SENSORY TRAP TO BE MORE ATTRACTIVE.



OWN SOCIAL NETWORK

EGG TOWER

SOCIAL REGISTRATION

THE MORE YOU SHARE, THE MORE YOU HAVE.

STRENGTHEN BONDS...

STATUS.

DEFINE OUR COLLECTIVE IDENTITY.

TO DO LIST

1. LISTEN MORE.

2. BROADCAST LESS.

3. SHOUTING ONLINE DOESN'T WORK...

1. BE INTENTIONAL ABOUT SOCIAL NETWORKS.

2. WE NEED ONLINE SOCIAL NETWORK CURATORS TO MANAGE OUR ONLINE PRESENCE.

A CONSIDERATION: HOW WILL WE CHANGE OUR MEASUREMENTS OF ONLINE SUCCESS?

WHICH LANGUAGE DOES YOUR FLOWER SPEAK?

THERE ARE 'SPECIALISTS' TO 'PLAY' PURPOSE

PLAY PLUS LEARNING/ EDUCATIONAL/ BUSINESS

PUT FLOWERS INTO SOCIAL MEDIA

Graphic Recording

Stephanie Crowley
Chrysalis Studios



transparency



collaboration



John Abele is a pioneer in the field of less-invasive medicine. For more than 50 years, he has devoted himself to innovation in health care, business, and solving social problems. **John** is a Founding Chairman of **Boston Scientific**, holds numerous patents, and has published and lectured extensively on the technology of various medical devices and the technical, social, economic, and political trends and issues affecting health care. He has a major interest in science literacy for children, education, and the process by which new technology is invented, developed, and introduced to society.

Mix of Command & Control in Open Source Forums

John Abele, Boston Scientific



inspire
connect
transform



bring your
stories
to light



John Cary is the author of *The Power of Pro Bono* and curator of PublicInterestDesign.org. He previously served as the longtime Executive Director of San Francisco-based Public Architecture, leading it into the leading advocate for pro bono and public interest design. He also led *Next American City*, a nonprofit and quarterly magazine focused on the future of cities.



**Social Media for
Social Issues**

John Cary, Public Interest Design





introduce yourself



co-create

Mark Sylvester is the co-founder and CEO of **IntroNetworks**, which offers smart social networks dedicated to helping people identify and make meaningful connections to who and what matters to them. Since 2003, when the company deployed a social network for TED Conference, **IntroNetworks** has successfully created over 275 systems across a customer base that includes many high profile organizations and corporations. For more than 20 years, **Mark** has been on the leading edge of software development. His work has revolutionized the way the world is entertained, including cutting edge commercial 3D modeling and animation systems. **Mark** works directly with major studios with computer generated animation, and has received many accolades, including an Academy Award for technical achievement.

Large Scale Collaboration

Mark Sylvester, IntroNetworks

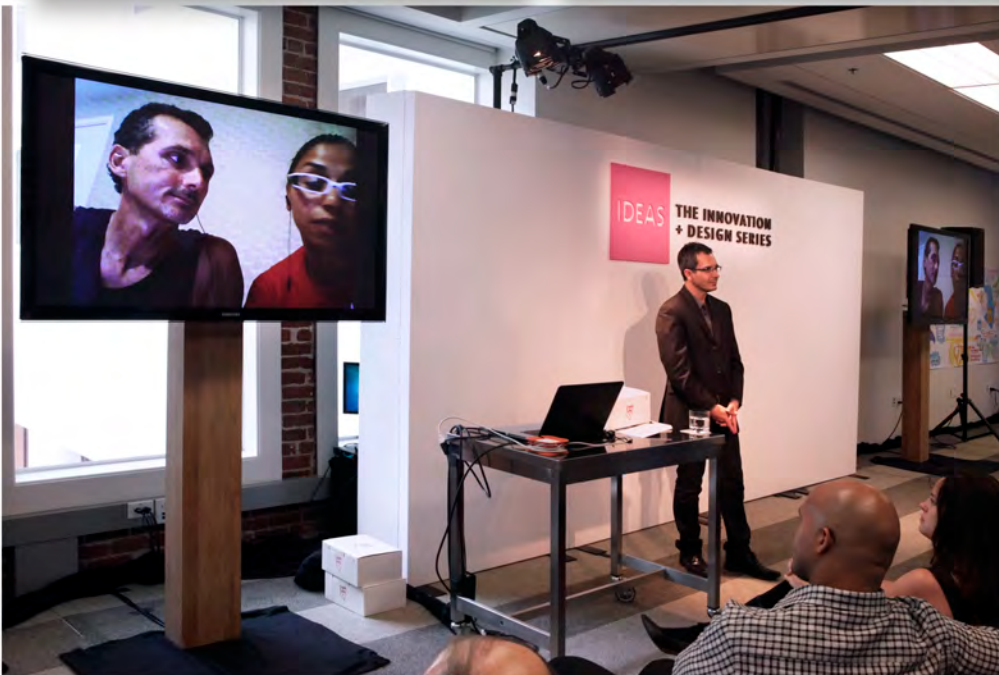
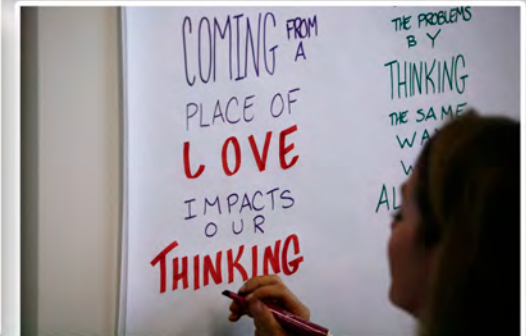


your invited



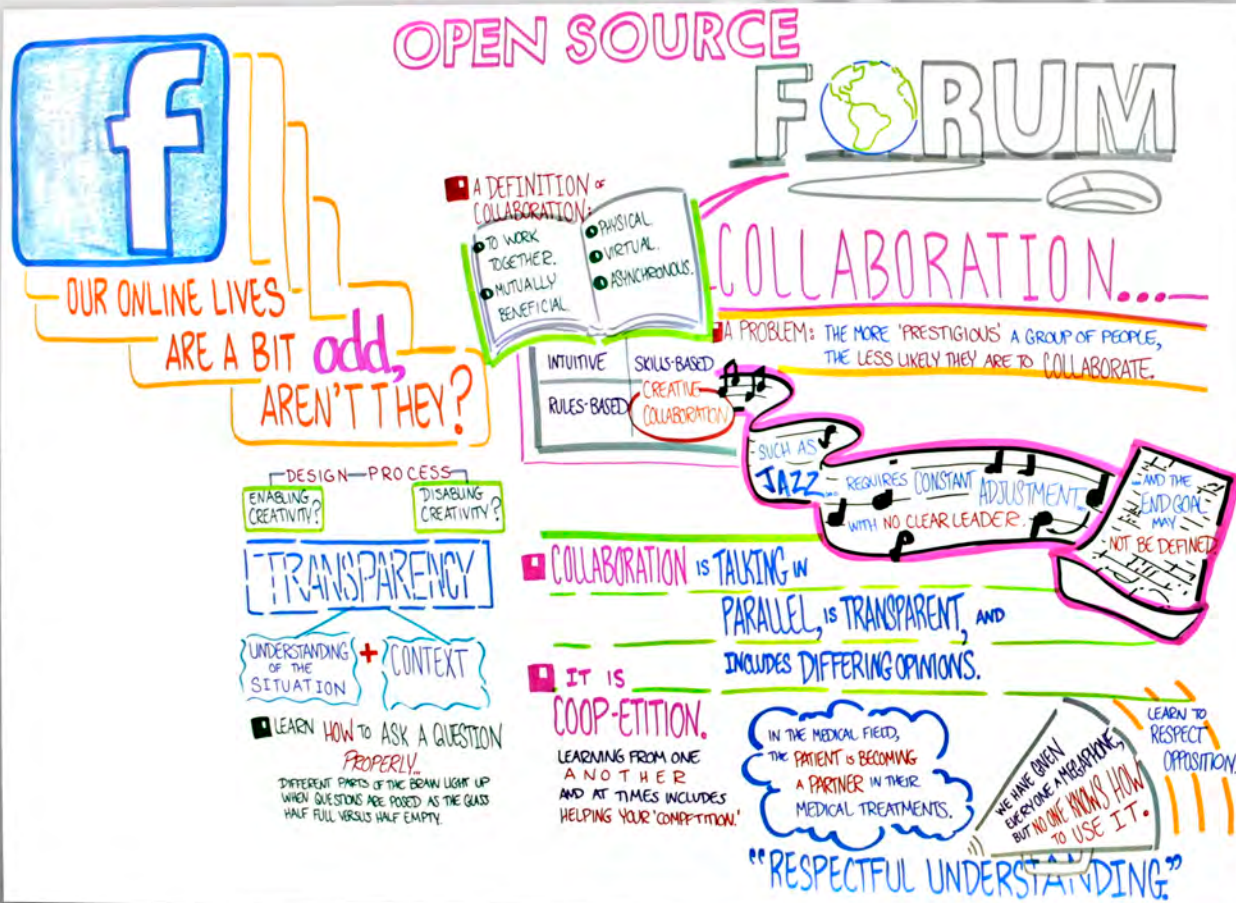
love
impacts
thinking

think love



**Physical Manifestations
of Social Media**

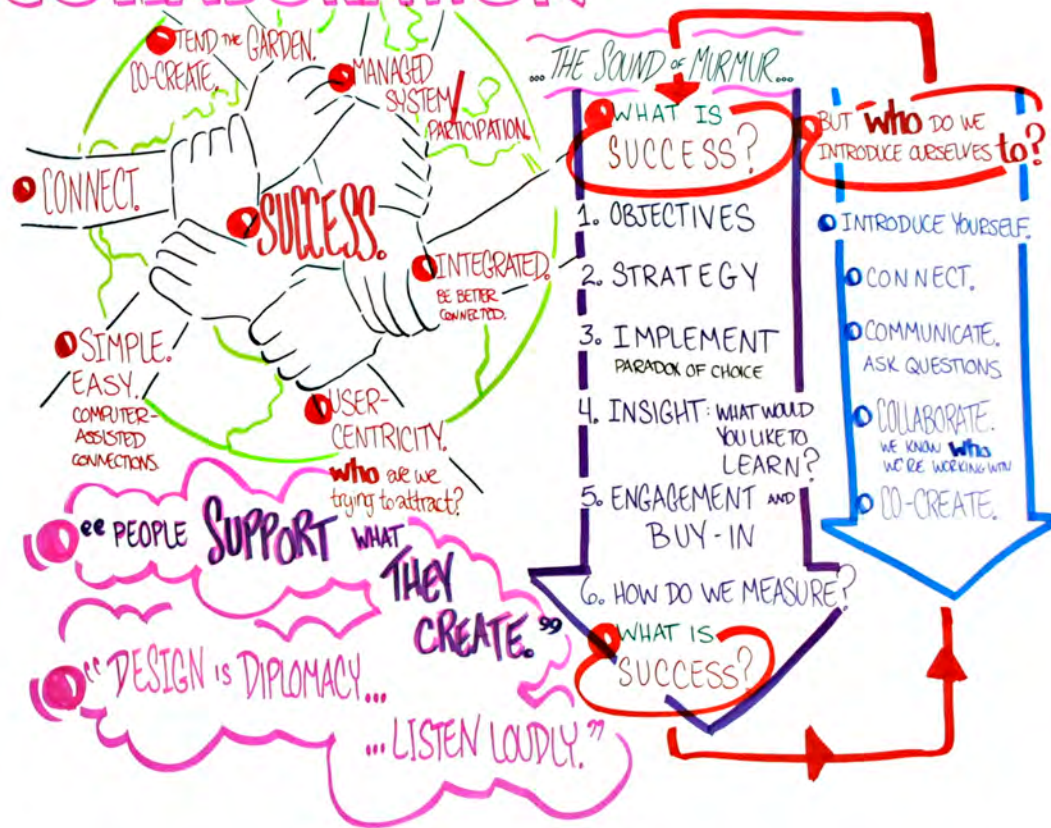
Catherina + Gerry, Google



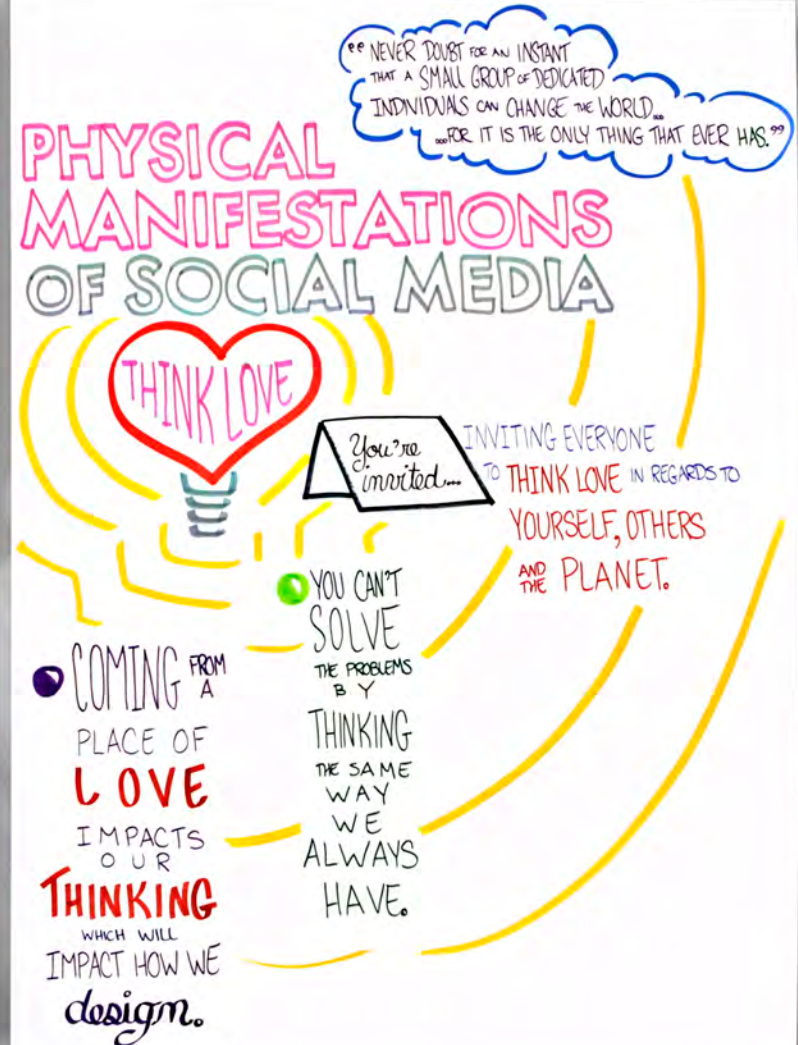
Graphic Recording

Stephanie Crowley
Chrysalis Studios

LARGE SCALE COLLABORATION



PHYSICAL MANIFESTATIONS OF SOCIAL MEDIA



Graphic Recording

Stephanie Crowley
Chrysalis Studios



Going Deeper - Core Questions to Explore

Tom Wujec, Autodesk, Inc.

Improv Reflections





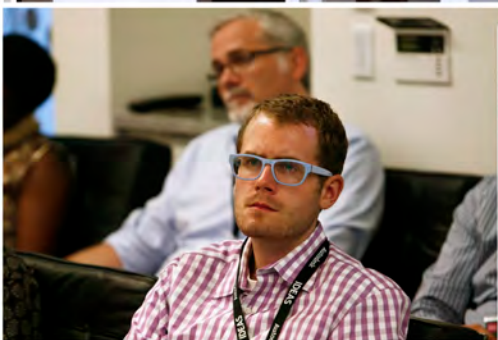
synergize
accelerated
trust

patterns
beyond
open source

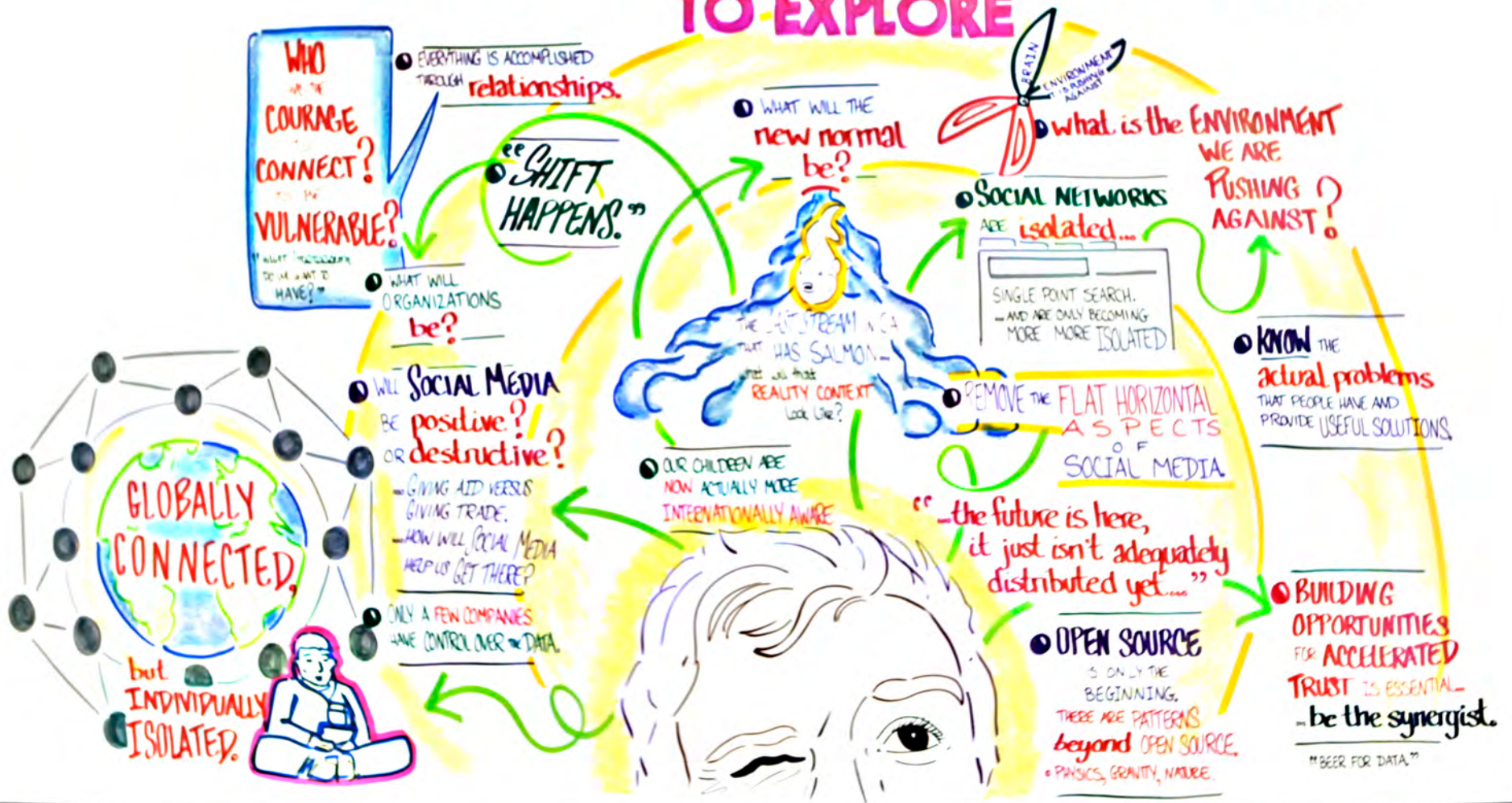


**Burning Man Conversation:
Beer for Bytes**

Dave Warner, Mindtel Afghanistan

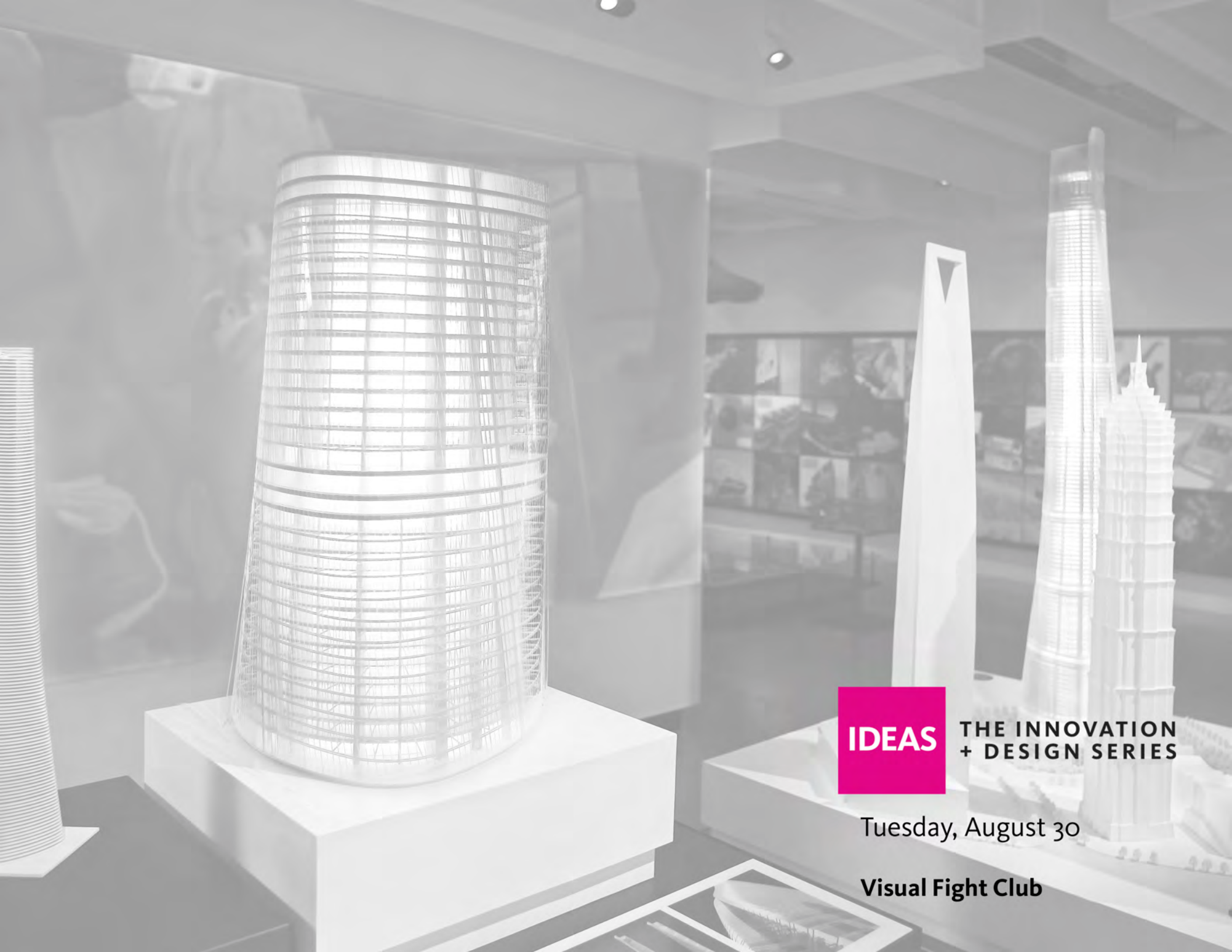


GOING DEEPER - CORE QUESTIONS TO EXPLORE



Graphic Recording

Stephanie Crowley
Chrysalis Studios



IDEAS

**THE INNOVATION
+ DESIGN SERIES**

Tuesday, August 30

Visual Fight Club

Visual Fight Club

Moment vs Agenda
Grown Up vs Growing Up
Conferences: Small vs Big
Virtual vs Real World
Hierarchical vs Free Form, Flat





WELCOME TO VISUAL

FIGHT CLUB



LIVE IN THE MOMENT!

- 1 FINDING: BUILDING ON MISTAKES.
- 2 GO WITH THE MOMENT!
- 3 SO COOPERATE! THE AGENDA MAY BE REAL.
- 4 DON'T BE A SLAVE TO THE AGENDA!
- 5 ENGAGE!



FOLLOW THE AGENDA!

- 1 WE DON'T DO MISTAKES! EXECUTE APPROPRIATELY!
- 2 LETTING THE CHIPS FALL WHERE THEY MAY DOESN'T WORK!
- 3 TIME IS MONEY!



ADULTS ROLE

- 1 NO MORE BLACKBERRY!
- 2 IT'S GRANDMA'S BIRTHDAY!
- 3 PUT THE CELL PHONE AWAY... YOU'RE ADDICTED!

GABRIELA'S ROLE

- 1 I AM HERE!
- 2 I HAVE TO STAY IN TOUCH WITH THE PARTY!
- 3 Noooo!!! PLEASE!
- 4 I'M RESEARCHING!

SMALL CONFERENCES!

- 1 SMALL GROUPS ENERGIZE, CREATIVE, CREATE MOVEMENT, CONVERSATION!



BIG CONFERENCES!

- 1 MORE PEOPLE = MORE IDEAS!
- 2 DIVERSITY!
- 3 DIFFERENT CONVERSATIONS!

HIERARCHICAL

- 1 FLUX IS FUZZY!
- 2 HISTORY DICTATES HIERARCHICAL IS EFFECTIVE!
- 3 QUEEN BEE!
- 4 LEADERS AND FOLLOWERS GET STUFF DONE.

FREE-FORM, FLAT

- 1 LISTEN TO THE PEOPLE!
- 2 THE QUEEN BEE CAN'T DO IT ALONE!
- 3 GREAT IDEAS COME FROM WITHIN THE ORGANIZATION!

VIRTUAL!

- 1 REAL WORLD WE MEET AT THE MERRY OF THE ENVIRONMENT!
- 2 NO BOUNDARIES!
- 3 THE CATALYST IS NOW VIRTUAL!
- 4 YOU MIGHT ONLY BE ABLE TO SEE THE WORLD VIRTUALLY (ONE MEANS).

THE REAL WORLD!

- 1 THE REAL WORLD IS WHERE REAL THINGS HAPPEN!
- 2 THE REAL WORLD IS PHYSICAL!
- 3 ENJOY THE REAL BEAUTY OF THE WORLD!
- 4 DESIGN IS THE PHYSICAL WORLD!



Graphic Recording

Stephanie Crowley
Chrysalis Studios



IDEAS

**THE INNOVATION
+ DESIGN SERIES**

Tuesday, August 30

Dinner





A detailed V8 engine with a propeller, suspended in a museum. The engine is a complex mechanical assembly with various components like the intake manifold, carburetor, and various pipes and bolts. It is suspended by thin wires from the ceiling. The background shows a modern museum interior with a high ceiling and large windows. The overall tone is monochromatic with a pink accent for the logo.

IDEAS

**THE INNOVATION
+ DESIGN SERIES**

Wednesday, August 31

**Recap + Reflections
Guest Speakers + Conversation
Group Activities
Optional Group Tour**



the impact
on humanity

the intersection of
design and
social networking



Recap + Reflections

Tom Wujec, Autodesk, Inc.

Jon Pittman, Autodesk, Inc.



contextual
innovations



connections
between
disciplines



Jim Keravala has been a leader of international teams in aerospace, finance, and technology sectors for almost 20 years. **Jim** is an expert in foresight cognitive mapping and dynamic visualization, which he uses to combine a deep knowledge of global technology, cultural, and business trends with practical expertise in building cross cultural teams that cut across diverse sectors. **Jim** is passionate about ensuring that our species expands beyond the confines of this amazing planet and starts fabricating civilization in space, where the multidisciplinary nature of the endeavor requires insight into many fields of science, engineering, and culture. His work aims to characterize the connections between disciplines and identify the context of new innovations.



Cognitive Mapping

Jim Keravala, Shackleton Energy Co.



share
information



advance
innovation



Lesla Mitchell is a Vice President with the **Kauffman Foundation**, where she has been responsible for the foundation's frontier work in understanding the policy levers that influence the advancement of innovation from universities into the commercial market, and the new relationships between disease philanthropy and for-profit companies.

Eliminating the Concept of IP

Lesla Mitchell,
Ewing Marion Kauffman Foundation





move
to
action

storytelling
to inspire



Cynthia La Grou is a cross-disciplinary creative professional currently exploring the intersection of social innovation and purposeful media. **Cynthia** is the Founding Director of the **Compathos Foundation**, which explores ways to inspire action, advocacy, and global citizenry through harnessing the power of story to promote positive change. The **Compathos** creative community consists of award-winning artists, photographers, and filmmakers who have produced inspiring work for a range of clients. **Compathos** is passionate about creating results-orientated media campaigns that deliver measurable impacts and inspire viewer action.



Compathos

Cynthia La Grou, Compathos



look back
at the past

connect
people



Arturo Pelayo is passionate about connecting people. He is an instructional designer who works at the intersection of education and social media. He believes that design fuses listening, observing, and emergent thinking. His current focus is **Ocean**, a platform for ocean education, design, and community outreach that aims to connect people and bring knowledge from everywhere to everyone.

I Am Ocean

Arturo Pelayo, Singularity University



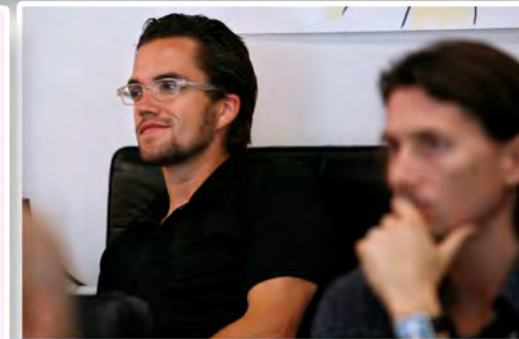


bridge the gap

physical
connects to
virtual

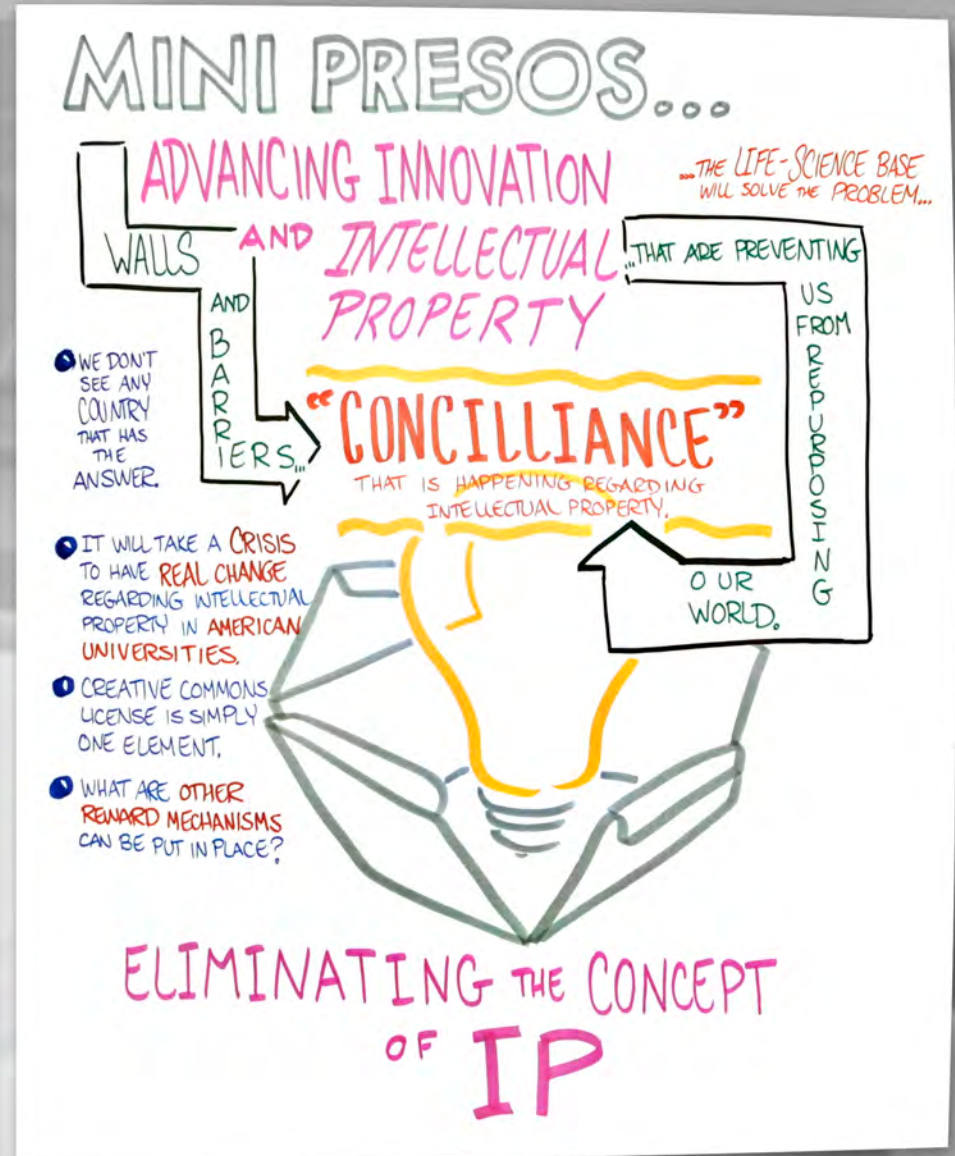
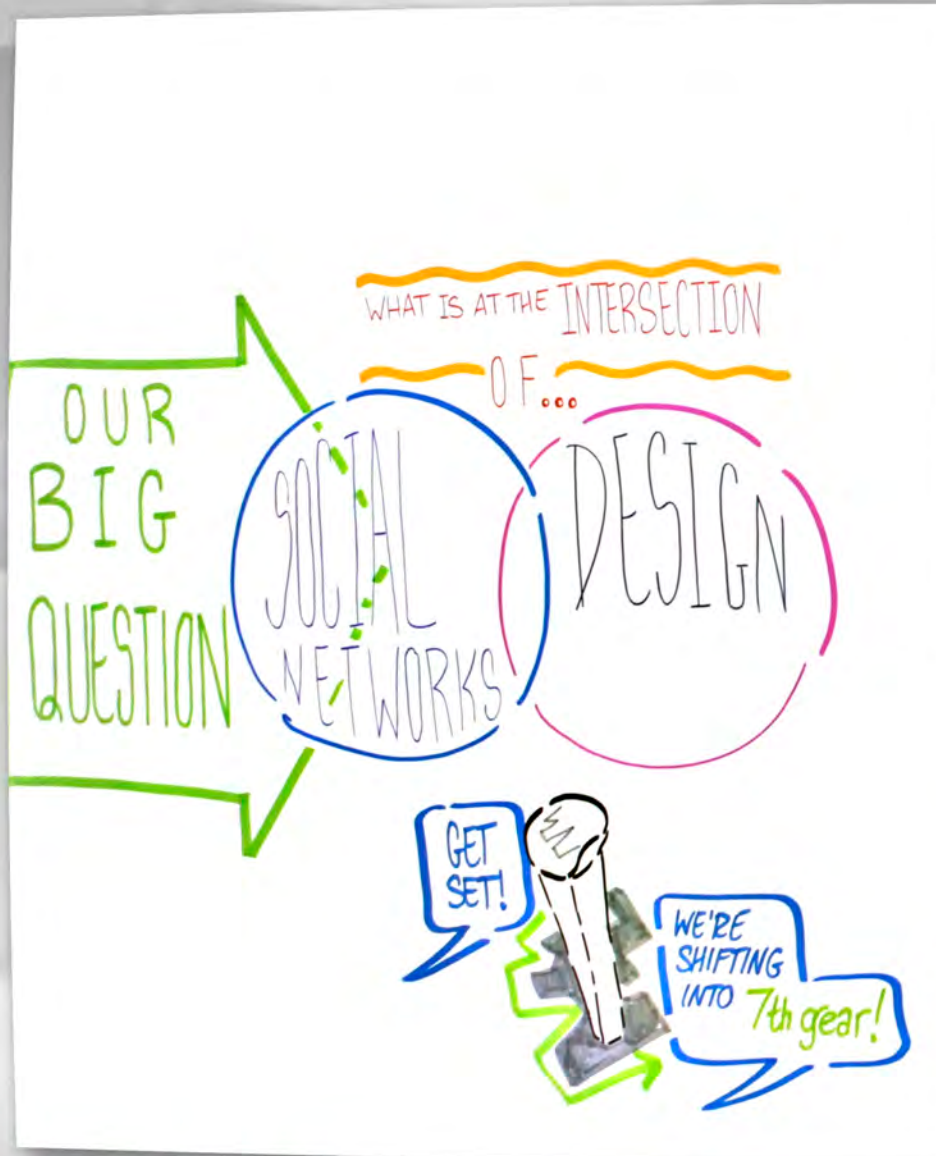


Marianne Abreu is an industrial designer with more than eight years of experience in digital and interactive media. **Marianne** is passionate about bridging the gap between people and high technologies through the discovery of anthropocentric points of view for new technological products. Currently, she is leading research focusing on the gestural language rescue for human to computer communication.



Singularity University

Marianne Abreu, Singularity University



Graphic Recording

Stephanie Crowley
Chrysalis Studios

COMPATHOS



PATHOS: MOVEMENT TO ACTION.

STORY TELLING TO INSPIRE PEOPLE TO DO GOOD.



A PARTICIPATIVE, REIMAGINED STORY FOR HUMANITY.

EMPATHIC CULTURE NEEDS TO BE NURTURED.

WHAT IS YOUR STORY, YOUR PURPOSE?

CROWDSOURCING: PROVIDING A MEDIA-RICH PLATFORM TO SHARE GREAT STORIES AND THE MEANING OF GREAT STORY.

TELL HIS-HER-STORY... COLLABORATE AND CROWD-SOURCE TO SHARE THE CULTURAL ENGINEER PERSPECTIVE... THE STORY OF THE CITIZEN WHO GIVES BACK.

I AM OCEAN

"A COMMUNITY IS LIKE A SHIP. EVERYONE MUST TAKE A TURN AT THE HELM."

CONNECTING PEOPLE



"BRINGING DESIGN TO THE PEOPLE."

GOING INTO THE BLUE UNDER NO JURISDICTION, I THINK? ABOUT DESIGN...

Where does DESIGN END? SUSTAINABILITY & DESIGN



WHAT IS THE PARADIGM SHIFT?
HOW DOES WORK CHANGE?
WHAT IS THE META SHIFT?

LOOK AT THE PAST AND BEING FORWARD TO THE FUTURE THAT WHICH IS RELEVANT...

IDEA: CONNECT WITH OTHER COUNTRIES, FOR A 'LAND-CONNECTION', TO THEN PARTNER SCHOOL PROGRAMS.

1. CONSCIOUS CONNECTIVITY.
2. UNCONSCIOUS CONNECTIVITY
3. UNKNOWN CONNECTIVITY

THE EXTENSION OF SENSES
AN EVOLUTION

Who are you?

REMOVE THE BARRIER BETWEEN TECHNOLOGY AND THE HUMAN...
...WHOLE BODY CONNECTION TO THE INTERNET.

A DISTRIBUTED AND DE-CENTRALIZED NETWORK ACTUALLY HELPS US TO BE MORE CONNECTED THAN EVER BEFORE.

USING OUR PHYSICAL WORLD TO CONNECT TO OUR VIRTUAL WORLD.

SINGULARITY UNIVERSITY

CONNECTIONS

IDEAS

BETWEEN

WHEN DO WE NEED TO REMOVE OURSELVES IN ORDER TO CONTINUE TO BE OURSELVES?

NOW, THERE IS NO CENTRALIZED NETWORK, AND THERE IS NO CONTROL, SO THE DESIGNERS ARE UNHAPPY...

BUT WE ARE NOW IN THE ERA OF EMPOWERMENT AND VOICE.
AND WE ARE M.O.B.I.L.E.

Graphic Recording

Stephanie Crowley
Chrysalis Studios



Magenta Paper Creation

-Group Work + Presentations

Tom Wujec, Autodesk, Inc.



THE IDEA:

CREATIVE
VS
CONSUMER

THE PROTOTYPE:

The Title

A PATTERN LANGUAGE

THE WAY THINGS WORK
DESIGN FOR SOCIAL NETWORKS AND SOCIAL
NETWORKS FOR DESIGN.

TEAM 4

 listen

 Share

 collaborate

 design

Co- create

INNOVATE

once → Make young people aware of design

→ Design principles ← Intention

- Trends
- Definitions
- Experiences

1 Pad paper

- Pull Quotes of main Ideas
- Video versions

- Find Best Practices
- Collaborate
- Do better work

- Be able to share pages
 - copy, tweet, blog, etc
 - twitter feed in back - ongoing convo.
- 'Live Book'
 - questions

Infusion
The Idea

DEEP THRIVE
THE PROTOTYPE:

DEEP THOUGHT
THE PROTOTYPE: ^{IN A BOTTLE}
THE MOVEMENT

THE QUEST

THE MINORITY

MONÉ OR DË

A hand-drawn diagram of a 'GO!' sign. The sign is a rectangle with the word 'GO!' in a circle at the top right. Below it, the text 'INVITE PLAYERS' is written, followed by three horizontal lines and a small triangle. An arrow points from the 'GO!' circle to the 'INVITE PLAYERS' section. Another arrow points from the bottom of the sign to the text 'GO!' in the bottom right corner of the page.

A hand-drawn diagram of a cell. A label 'Rough Endoplasmic Reticulum' is written in a circle, with an arrow pointing to a structure within the cell.

A hand-drawn diagram of a DNA double helix. The two strands are labeled 'Purine' and 'Pyrimidine'. The strands are connected by horizontal lines representing base pairs. The diagram is drawn in black ink on a white background.

100

THE MAGENTA PAPER CREATION

- NATURE.
- SHARING.
- EMOTION.
- SYSTEMS THINKING.
- WHAT PROBLEMS TO SOLVE?
- WHAT ARE THE NEW PROBLEMS?
- DESIGN IS DIPLOMACY.
- PHYSICAL EXPRESSION.
- COLLABORATION.
- THE HUMAN ELEMENT OF SOCIAL NETWORKS.
- IMPACT OF MEDIA REGARDING HOW WE ENGAGE.



PROGRESSION FROM
INNOVATION TO UTILITY
● EVOLVE TO CREATIVE CULTURE
... TO DESIGN MEDIA

POSITIVE
IMPACT STORIES
PLUS CATALYTIC
OPPORTUNITIES
● ... NATURE
● ... THE IMMUNE SYSTEM
OF DESIGN.

● WHAT IS THE
LANGUAGE OF DESIGN?

● PATTERN BOOK: A COLLECTION OF STORY
PLUS QUESTIONS TO
ASK OURSELVES

“A NATURAL
PATTERN
OF
LANGUAGE”

SUGGESTIVE METHODOLOGY

TO DEFINE THE
PROBLEM

- USE A TOOL FOR
ACTIVE CONSTRUCTIVE
ENGAGEMENT
- HAVE AN IMPACTFUL
VOICE
- ... AND BLEND IN STORY.



LIVE BOOK FORMAT

INFORMING THE
FUTURE
OF DESIGN IN
REAL-TIME.

- ... ONGOING CHANGING CONVERSATION.
- ... DESIGN PRINCIPLES.
- ... WE CARE - DEFINE BEST PRACTICES
AND ENABLE THE BEST WORK
TO OCCUR.

“SOCIAL NETWORK
SUPPORTS THE
ANALOG NETWORK”

“LISTENING; SHARING IS
AN ENTRY POINT TO DESIGN”

“MAGENTA MOVEMENT
DEEP THRIVE”

- JOIN THE MOVEMENT, PICK A GUEST,
CHOOSE A CHARACTER, BUILD A
CHALLENGE, INVITE PEOPLE, PLAY...
- ... GAIN TOOLS! APPLY TOOLS!
MASTER LEVELS.

↳ LINK TO REAL WORLD
EVENTS!

CHART BY
STEPHANIE CROWLEY

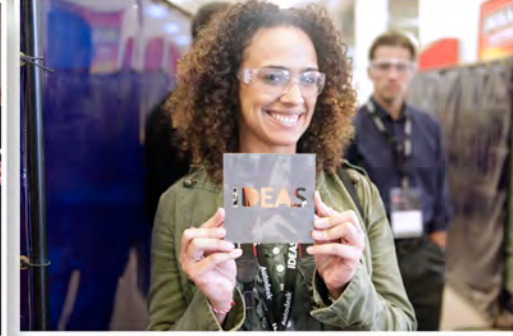
Graphic Recording

Stephanie Crowley
Chrysalis Studios



Optional Group Tour

TechShop SoMa
San Francisco, Ca.





Participants

John Abele, Boston Scientific
 Marianne Abreu, Singularity University
 Nadia Aly, Google
 Jim Babb, Undercurrent
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Produced by

TENCUE