

Participants of the conference

The Future of Design Education

17-19 October 2019
in Los Angeles, USA



Christoph Böninger

Vorstandsvorsitzender iF Design Foundation
xxxxxx ??

Als Diplomarbeit entwarf Christoph Böninger 1982 den weltweit ersten Laptop, der heute in der Pinakothek der Moderne in München ausgestellt ist. Sein erster Job führte ihn zum Designbüro Schlagheck & Schultes, von dem ihn Herbert Schultes mit zu Siemens nahm, wo er für vier Jahre in New York ein US-Designbüro aufbaute und anschließend bis 2006 diverse führende Positionen im Designmanagement hielt.

Parallel entwarf er immer Möbel, darunter vier Tische für ClassiCon. 2010 erfüllte er sich seinen Traum eines nicht Marketing-getriebenen Möbelherstellers und startete zusammen mit Freunden und Weggefährten das Projekt AUERBERG.

Seit April 2018 ist er Vorstandsvorsitzender der neuen iF Design Foundation.

BOARD iF DESIGN FOUNDATION



Prof. Dr. René Spitz

Chair of Media Design and full-time professor of Design Research, Design Management, and Communication Management at Rheinische Fachhochschule Köln (RFH), University of Applied Sciences Cologne, Germany.

The main focus of his research and publication works lies on

- theory and practice of Ulm School of Design / HfG Ulm,
- the designers' societal responsibility,
- the future of design education,
- and foundations of design.

René Spitz is a leading expert on the Ulm School of Design/ Hochschule für Gestaltung (HfG), 1953-1968. He has published several books and a large number of essays and articles on this topic, discussing the relevance of historical concepts for current institutions and situations in the future. Spitz holds the world's largest collection of photographic works on HfG Ulm (Hans G. Conrad Collection).

Since 2016 he leads a worldwide research and publication project on the future of design education on behalf of iF Design Foundation (until 2021).

He is founding member of the German Society for Design Theory and Research (DGTF) and was appointed Head of the Advisory Board of the International Design Forum (IFG) Ulm, 2003-2007. He is frequently invited as keynote speaker and guest lecturer at conferences and universities in Europe, USA, Africa, and Asia.

For more than 20 years, he has covered newsworthy developments of international design with 400 broadcasts in Europe's largest public-law radio station, WDR (Westdeutscher Rundfunk), communicating in-depth knowledge of design to a broader audience.

As curator and co-curator of design exhibitions at internationally renowned museums (e.g. Hamburg, Munich, Cologne, Beijing), René Spitz showed an integrated view on system design and everyday objects. He has been awarded several times for his works.

Website: www.renespitz.de
Instagram: @renespitz

MODERATOR



Safir Bellali

Sr. Director, Advanced Digital Creation VF Corporation | Los Angeles

Born in Casablanca to a Moroccan father and a German mother, Safir grew up in a multicultural environment after moving to Luxemburg at the age of six. After getting his engineering degree in Computer Aided Design and Manufacturing, he secured an internship at Mercedes Benz in Stuttgart before being accepted to Art Center College of Design's Transportation Design program.

With over 20 years of combined experience as an automotive engineer and industrial designer, Safir has been able to leverage his strategic thinking and creative problem-solving skills to tackle a wide range of innovation challenges. Safir was an early adopter of 3D design and prototyping tools and carried his experience from the automotive world into the fashion and footwear industry. As Head of Innovation for the industry's leading Action Sports brand, Vans, he oversaw a number of initiatives that spanned across product and experiences. In his new role, heading Digital Innovation for VF's 20+ Apparel, Footwear, and Accessories brands (amongst which Vans, The North Face, Timberland, Dickies and most recently Supreme), he aims to explore the opportunities offered by digital tools and workflows and imagine the future of Digital Design and Product Creation.

He is an Aspen Institute First Mover's fellow, heads up the 3D Retail Coalition's Education Committee and teaches Design and Innovation at Art Center College of Design as well as at University of Southern California's Iovine and Young Academy (founded by Dr Dre and Jimmy Iovine).

An advocate of purposeful and responsible design, Safir has been pursuing a passion project, building out his vision of an experimental model for education in Design and Innovation. For this, he is in the process of securing partnerships with some of the most respected thought leaders and educational institutions to help democratize access to world-class education and close the digital skills gap.

Safir speaks 8 languages, lives in Pasadena, California with his wife and twin daughters, and spends his free time practicing the Brazilian martial art of Capoeira, going down slopes at an unreasonable speed on a mountain bike or snowboard and traveling the world in pursuit of the perfect shot and the perfect bite.



Kevin Bethune

**CCO dreams / design / life, Former VP
Design BCG Digital, DMI | Los Angeles**

Kevin Bethune is the Founder and Chief Creative Officer of dreams • design + life, a „think tank“ that delivers design & innovation services using a human-centered approach. Kevin’s background spans engineering, business and design in equal proportion over his 20+ year career, positioning him to help brands deliver meaningful innovations to enrich people’s lives.

Kevin began his career as a mechanical engineer in the nuclear power industry. This chapter gave him deep product experience working with high performing teams across 14 nuclear reactor upgrade campaigns. After his MBA, Kevin joined Nike, Inc. in a business capacity, but quickly navigated to the Global Footwear product engine to drive advanced digital product creation capabilities, discovering the world of design in the process.

After solidifying his creative foundation through further studies at ArtCenter College of Design, Kevin co-founded distinct design & innovation capabilities at two Tier 1 management consulting firms in Booz & Co. and the Boston Consulting Group (BCG). As VP of Strategic Design at BCG Digital Ventures, he led a large cohort of designers that would influence and shape every corporate venture spun out from the incubator. Kevin left BCG Digital Ventures to carve his own path under the banner of dreams • design + life, focusing on unlocking human potential through strategic design, industrial design and the building of new ecologies.



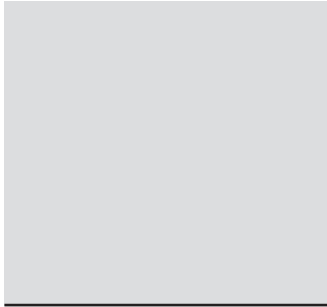
Mike Buzzard

UX Design Manager at Google

As a UX Design Manager at Google, Mike is focused on fostering the design community and culture. Together with a design director and program manager, Mike is shaping, resourcing, supporting, and guiding a range of programs and projects that are designed to ensure the health and success of UX at Google.

Prior to his work at Google, Mike was a co-founder of Cuban Council, a boutique interactive design, development and branding services company.

In addition, Mike has worked as an advisor for different investment ventures on issues such as pairing creative services for companies design-related needs, operations, and brand direction.



Kristine Bowne

**VP of Professional Development and
Industry Engagement, ArtCenter, LA**



Yvette Chaparro

**Parsons and Cumulus
New York**

Yvette Chaparro, is a practicing Industrial Designer and educator, she is currently the Director of the MFA Industrial Design programme, and an Assistant Professor of Product and Industrial Design, at Parsons/The New School in New York.

She graduated as an Industrial Designer from the Pontificia Universidad Javeriana in Bogotá, Colombia, and as a Film-maker and Master of Industrial Design from Pratt Institute in New York. She works for various clients such as Restoration Hardware, West Elm, Ralph Lauren, Prym, Villeroy&Boch, amongst others; spanning through various industries such as bath/kitchen fixtures, hardware, lighting, furniture, table-top, tools, home-goods, etc.

As an academic, Yvette is interested in teaching designers how to learn and question continuously through making and discovery; exploring topics such as morphology, modularity, systems, abstraction, growth patterns, families of objects, programme, and typologies.

Yvette lives and works in Brooklyn, NY.



Allan Chochinov

**Chair, MFA Product of Design,
SVA and Partner, Core77 | New York**

Allan Chochinov is the Founding Chair of the MFA in Products of Design graduate program at the School of Visual Arts in New York City, and a partner of Core77, the design network serving a global community of designers and design enthusiasts since 1995. Allan lectures widely at professional conferences, and has been a speaker and guest critic at schools including MIT, Yale School of Management, Columbia School of Business, RMIT, IIT, and Carnegie Mellon. He has moderated and led workshops and symposia at the Aspen Design Conference, the Rockefeller Center at Bellagio, and is a frequent guest critic and competition juror. Prior to SVA and Core77, his work in product design focused on the medical, surgical, and diagnostic fields (projects include work for Johnson & Johnson, Oral-B, FedEx, and Herman Miller). He has been named on numerous design and utility patents and has received awards from The Art Directors Club, The One Club, I.D. Magazine, and Communication Arts.



Chris Do

CEOP The Futur Los Angeles

Chris Do is an Emmy award-winning designer, CEO and Chief Strategist of Blind and the founder of The Futur—an online education platform that teaches creatives how to make a living doing what they love.

He currently serves as the chairman of the board for the SPJA, and as an advisor to Saleshood. He has also served as: advisory board member and programming chair for AIGA/LA, Emmys Motion & Title Design Peer Group, Otis Board of Governors, Santa Monica College and Woodbury University.

He has taught Sequential design for over a decade at the Art Center College of Design. Additionally, he has lectured all over the world including Digital Design Days Milan/Geneva, Awwwards SF/NYC/AMS, The Design Conference Brisbane, Birmingham Design Festival, Creative South, AIGA national conference, Lu Xun Academy Fine Art Dalian, Motion Conference Santa Fe, MIT Boston, Bend Design Conference Bend, VMA Design Conference San Francisco, Graphika Manila, Create Philippines, Rise Up Summit Cairo, RGD Design Thinkers Toronto, California Institute of the Arts, LA Art Institute, Otis College of Design, UCLA, MGLA, Cal State Los Angeles/Northridge, Post Production World, Adobe Video World and San Diego University.

Mr. Do has given talks and conducted workshops on: Negotiations, Pricing & Budgeting, Communication, Mindset, Branding, Graphic & Motion Design, Social Media Marketing, Entrepreneurship, Business Management, and Client Relations.



Dave Dombrow

**Executive Creative Director / Co-founder / Entrepreneur
Former Under Armour design leads,
now startup | Portland**

Dave Dombrow is currently consulting, teaching and launching a new start-up Brand in the Athletic Industry. Mr. Dombrow has a passion for Athletic Performance and is constantly looking to challenge the status quo and progress the industry. Mr. Dombrow has over 20 years of experience including positions at Under Armour, Nike, GBMI, Puma and Salomon. Most recently Mr. Dombrow served as Chief Design Officer at Under Armour where he oversaw all Design / Design Strategy. Previously, he was Performance Creative Director at Puma, held various Design roles at GBMI and was a member of the Basketball Footwear Design Team at Nike. His introduction to Footwear Design began while interning at Salomon in Boulder, Colorado. Notable Accomplishments: Throughout the last 20 years, Mr. Dombrow has worked on many great teams, been featured in publications and received various Design / Innovation Awards from Red Dot, Runner's World, Outside, Nike, and Competitor. Additionally, Mr. Dombrow helped grow Under Armour business from approx 750 million to approx 5 billion during his tenure.

Mr. Dombrow is originally from San Diego where he was often found drawing and developed his love for gear and all things performance. He attended Wake Forest University in North Carolina but ultimately followed his passion for Design and graduated with Honors from the Art Center College of Design in Pasadena. He currently resides in Portland, Oregon with his wife, two kids, cat and dog. You can usually find him spending time with his Family, obsessing Footwear, or out on a Trail.



Annette Diefenthaler

**IDEO San Francisco
San Francisco**

Annette Diefenthaler is a designer and design leader driven by the question, what can design accomplish to improve our society? As a Senior Portfolio Director at IDEO, she has brought creative approaches to healthcare systems, to the education sector, and to striving to create transformational change in child welfare. Bringing joy and humanity to complex questions is her passion and has manifested in a fast-growing high-quality network of schools in Latin America, a radically new international school in Bangkok, a bus that virtually takes middle schoolers to Mars to inspire STEM learning, or a community of educators who creatively lead change. Annette is invested in giving those impacted by design solutions authorship in their creation and, as a design researcher, focuses on excellence and precision in the creative process. She is co-author of multiple publications, and her work has received several design awards. Annette holds a master's degree from Köln International School of Design. Now based in San Francisco, Annette grew up in Germany. In her free time, she can be found running near the ocean, backpacking in remote areas, or building large kinetic Origami sculptures with art collective FoldHaus.



Chris Hacker

**Chair, Product Design, ArtCenter
Los Angeles**

Chris Hacker is Chair, Product Design at ArtCenter College of Design. Chris brings his depth and breadth of design and leadership experience to the Product Design Department and to the College at large. Prior to this appointment, he had been teaching in the Graduate Graphic Design (MGx) department since 2016 where he helped develop the curriculum with a focus on strategy, design management and professional preparation. Hacker's passion is bringing awareness to designers and other business people of their power in the business world to make sustainable design a key paradigm of design process and therefore make the products and materials produced lighter on the planet.

He is Chief Design Officer of Hacker Design Group, a design consultancy specializing in Product and Brand Design Management and Sustainability Design.

Previously, Chris was Vice President Marketing and Design at Herman Miller and was Creative Director, Consumer and Specialty. He provided design and marketing leadership to the Herman Miller Collection and Consumer businesses and



Maggie Hendrie

**Chair, Media Design Practices &
Interaction Design | ArtCenter, LA**



Karen Hofmann

Provost ArtCenter | Los Angeles

Karen Hofmann is the provost at ArtCenter College of Design overseeing the undergraduate and graduate educational departments, academic, faculty and student affairs and ArtCenter Extension. Prior to being named provost in July 2018, she served as chair of ArtCenter's Product Design department since 2009 and began teaching at the College in 2001. In 2018, she was presented with the Industrial Designers Society of America (IDSA) Education Award in recognition of her significant and distinguished contributions to the field of industrial design education. She was similarly recognized in 2010, when DesignIntelligence, published by the Design Futures Council, named her one of their Most Admired Educators.

During her tenure on faculty and as chair at ArtCenter, Hofmann led numerous initiatives including the development and launch of the Color, Materials and Trends Exploration Laboratory (CMTEL), the Wearables & Soft Goods concentration in the product design program, and co-led a unique study abroad program with INSEAD International Business School. She is the founder of the innovative project model DesignStorms® (3-day creative immersions with ArtCenter faculty and students) collaborating with corporate partners exploring future market opportunities and emerging technologies. She is a co-creator of ArtCenter's executive education programs focused on design-driven workshops and creative leadership seminars.



Lorraine Justice

Author, "Future of Design" Prof. + Dean Emerita, RIT | New York



Carl Magnusson

Principal | New York

1940 Born in Malmö, Sweden **1947** Immigrated to Canada, Canadian & USA citizen **1958** University of Idaho: engineering and architecture **1960** Chalmers Institute of Technology, Gothenburg, Sweden: architecture and design **1964** Klemming & Thelaus Architects, Gothenburg, Sweden: public graphics and street furniture **1966** Eames Office, Ray & Charles, Venice, CA: Exhibition, graphics and industrial design **1968** Independent practice in Rudolph Schindler's house, L.A., photography and graphics **1970** Photo-documentation of Tarahumara Indians in Mexico, Los Angeles Times **1972** „Origins of the Modern Chair“, curator of NEA traveling exhibit Knoll USA, Head of Graphics and Exhibits. Vignelli Associates, Consultant, New York **1976** Knoll Europe, Head of Design for all facilities and exhibits. Product commissions: E. Sottsass, G. Aulenti, R. Lovegrove, G.F. Frattini, H. Hollein **1989** Knoll USA Director of Design worldwide. Product commissions: M. Lin, F. Gehry, E. Ambasz, D. Chadwick and J. Burnett **1993** Executive Vice President of Design, Knoll executive committee Design of Magnusson and Spoleto Desks, Knoll **1994** Founded Knoll Design Symposium at Cranbrook Academy of Art: Annual event to explore the

borders of design, 100 speakers and 1000 guests over nine years including Morris Lapidus and Frank Gehry **1995** Co-founder, Knoll Museum in East Greenville PA. One of the most comprehensive collections of a single company's products. Established archive, library, and loan program for students and visiting scholars **1996** Created and presented lecture, „Character of Design“, to over 2000 students at Cranbrook, Milan and Venice Politecnico, Art Center Europe, and Yale Art Gallery **1997** Lifetime Achievement Award, Pacific Design Center, Los Angeles **2000** Created and presented lecture, „3500 Years of Design in 2000 Seconds Flat“, for corporate, students and museum audiences to over 2000 participants Member of the Board of Trustees, Wolfsonian Institute, Miami Design of RPM Task Chair, Knoll **2001** „Who's Really Who? The Most Creative Individuals in the USA“ by R. Wurman **2003** Created and presented lecture, „Draftsmanship in the Pre-Digital Age“, for American Institute of Architects **2004** Moderator, „Dialogs with Design Legends“ at 92stY, NYC Created show and presented, „Florence Knoll at Knoll“, for Philadelphia Museum **2005** Retired from Knoll as Executive Vice President of Design after 30 years of service Founded design consulting firm: Carl Gustav Magnusson Design, Industrial Design and Exhibition Design Design Jury, Tupperware International

Design Competition Formed Alpinum Colloquium Speaker Series at Lyceum Alpinum School, Zuos, Switzerland Design lecture in Belgrade to A & D community **2006** Design Jury IDSA / Business Week, Industrial Design Awards Developed Design Competition in Moscow, Russia Guest Speaker, Pinakothek der Moderne, Munich, Germany Design Jury, Louis Vuitton Classic, Concept Auto Competition, Paris **2007** M.C & Producer, Florence Knoll Design Award Event, Wolfsonian Institute, Miami Design of Marketplace, desking system, Teknion Marketplace Design Awards: IIDEX/Neocon Innovation Gold Award, IF Design Award Automobile Year, Contributing Editor, Paris, France Director of Design, Articolo LLC German Design Conference Speaker, Berlin **2008** M.C. & Producer, BMW „Design Talk & Exhibit“ at Concorso D'Eleganza, Villa d'Este, Italy (5x) Design of Synapse, wood side chair, Teknion Synapse Design Awards: NeoCon Gold, Green Star Sustainability Award, Good Design Award Created design show, „Innovation is a Unique Combination of Existing Ideas“ Design of 1KON Exhibition, BMW, Munich and Berlin Keynote Speaker, „Sustainability in Design“, Holon Design School, Tel Aviv, Israel **2009** Interior Design and Source Bloom Award Best of Furniture, Synapse Chair Design of FX, workstation accessories, Teknion FX Design Awards: NeoCon Silver,

IIDEX/Neocon Silver Innovation Award MMQB declares Marketplace one of the "Top Ten Products of the Decade"
2010 Design of Conflux Lighting Collection for Teknion IIDA Circle of Excellence Award Classic Driver design interviews (2) at Concorso d'Eleganza, Villa d'Este Hotel, Cernobbio, Lake Como – Italy Vimeo.com/11322201
Conflux Design Awards: Neocon Gold Award for Lighting, IF Design Award by Building Magazine: Grand Award for innovation for Conflux light collection Design of A-FOLD for iPad, AREXIT A-Fold: IF Design Award Creation and presentation of lecture, „Faith in the Future“, to BMW Designworks USA **2011** Lecture and discussion: LMNOP Design Association; New York Lecture, „Innovation is a Unique Combination of Existing Ideas“, IFMA, Harley Davidson Museum, Milwaukee BMW Villa d'Este Design Talk Video Interview (4x) Lecture "Tales of Ten Cities", Nashville, TN Chamber of Commerce Conflux Design Award: Green Good Design Award, The European Centre for Architecture, Art, Design, and Urban Studies, and the Chicago Athenaeum: Museum of Architecture and Design DeLuxe LED Lamp project for Baccarat, Paris **2012** Contract Magazine 2012 Legend Award for Lifetime Achievement Good Design Award, Mast monitor arm system, Teknion Visiting Critic: Furniture Design Department,

Yale University, New Haven, CT (5x) IF Design Jury, Hanover, Germany (7x) Michigan Youth Arts Annual Innovation Award IDEA Design Award, MAST monitor arm system, Teknion ASID International Design Award, MAST monitor arm system, Teknion e2e Marketing and Design, Best of Neo-Con Gold Award for Innovative Materials Design of CLUBtalk, Media Collaboration, Teknion BMW Art Cars: Contributing Editor, Hatje Cantz Verlag, Berlin Samsung GDI, Global Design Initiative, Board of Advisors (2x) Keynote Speaker, IIDA Conference, Dallas and Seattle IDSA Design Award, MAST Monitor Arm System **2013** Lecture, "Innovation is a Unique Combination of Existing Ideas", Dent the Future Conference, Sun Valley ID Designers & Books: Carl Magnusson's Book List www.designersandbooks.com Good Design Award, The Magnusson Collection for Momentum Textiles **2014** IIDA California lecture series iDesk - design of comprehensive office furniture line: benching system, executive and general desking, training and side tables, conference tables, media center, filing system and partition screens **2015** Hyperloop: Member of Design Advisory Board, UCLA Graduate Design Studio Director of product design iDesk 3 Good Design awards for iDesk benching, work tables and lounge system CGM Design LLC

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2016 IVY umbrella stand co-designed with E. Frattini in 1990 Good Design award Board member MAD Design, not for profit foundation for solving urban issues Design of patented light-engine luminaries for KROP Technology for museums Good Design aLecture and mentoring graduate students at S.C.A.D, La Coste, France.

2017 Design and introduction of LYSS seating collection for Allseating at NeoCon Board members of The Bertoia Foundation Lecture at Kean University, Michael Graves College of Design Lecture at CUSP Conference, Chicago 2018 Design and introduction of ZINC seating collection for Allseating at NeoCon Craig Ellwood, Architect: Contributing Editor, Rizzoli, New York Interior Design Best of Year Award, LYSS chair Architizer Award, LYSS chair Good Design Award, LYSS chair NeoCon 2018 recognizes CGM Design as a significant contributor to design innovation IDSA International Design Excellence Award, LYSS chair Interiors + Sources podcast on design Good Design Award, ZINC chair Sixty-Six Magazine article, "Reflections on a Legacy" Good Design Award Jury Member



Heidrun Mumper-Drumm

2019 Architizer Jury Member

Metropolis Magazine, guest writer, "Note Worthy" Bernina GT, Swiss Hillclimb, Brand Ambassador and competitor Design and introduction of Prata, conference chair for Allseating Octane car magazine, inclusion in column by author Stephen Bayley 000 Porsche car magazine, design of commemorative medallion Interior Design magazine, Best of Year finalist for Prata chair Monterey CA, Pebble Beach Concourse d'Elegance attendee Greenwich CT, Concourse d'Elegance competitor Art Center College of Design Concorso VIP guest IF/ACCD symposium "Future of Design Education" participant Design of Silent Silo product for Spinneybeck/ Knoll British Classic Car Club concourse judge in St.Moritz, Switzerland Villa d'Este, Lake Como, Italy, Concorso d'Eleganza, VIP observer. CGM Design has been awarded 38 design awards since 2007.

Director Sustainability Initiatives **ArtCenter College of Design**

By combining her science-based education with design practice and enterprise, Heidrun Mumper-Drumm has created a unique sustainability curriculum for art and design students. As ArtCenter faculty, Mumper-Drumm teaches, conducts research and serves as the college's Director of Sustainability Initiatives. Her academic classes and studio courses prepare and challenge designers to create sustainable product/service systems that improve environmental performance, while also considering social and economic impact. Her research interests include methods and practices that incorporate life cycle thinking, and lead to design innovation.

Upon receiving a Masters in Environmental Engineering, Mumper-Drumm began her multi-disciplinary career with Bechtel Corporation, where she worked on nuclear and wind energy projects, and later with Parsons Engineering, as manager of environmental and cultural compliance for NASA/US Air Force construction projects. Moving from engineering to design, she founded a graphic design and

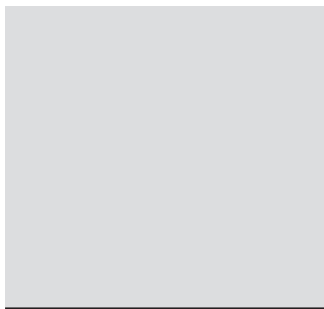
letterpress company and became a faculty member at ArtCenter. She participates and holds leadership positions in national and international design and sustainability organizations and consults and leads workshops related to life cycle research and assessment. She recently completed a Masters in Sustainability and Environmental Management from Harvard University



Robbie Nock

**Director of Entrepreneurship and
Professional Practice, ArtCenter| Los Angeles**

Robbie Nock is the Director of Entrepreneurship and Professional Practice at ArtCenter. Driven to activate and inspire interdisciplinary teams through creative education, he connects designers, artists, engineers, scientists and investors to launch and grow new ventures and initiatives. With a background in photography, media production, technology and startups, Robbie works on behalf of the creative community to generate pathways and possibilities with collaborators and partners spanning fields and industries. He received an MA in English Literature from the University of Edinburgh and MFA in Art and Technology from CalArts. He is a practicing visual artist and surfs, skis and runs whenever possible.



Andy Ogden

**Chair, Graduate Industrial Design
ArtCenter| Los Angeles**



Rosemarie Piccioni

**Associate Provost of Online Education
ArtCenter College of Design**

Rosemarie Piccioni leads teams who create inspirational, meaningful, and robust learning experiences using rich media purposefully for teaching and learning. Rosemarie and team just launched ArtCenter Online and first courses in transportation design and creative direction. Highlights of her 30-year career in education include creating innovative teaching and learning experiences for Carnegie Hall, The Philadelphia Orchestra, The Walt Disney Company, Disney Cruise Line, Columbia University and Teachers College, Penn State, UCLA, and ArtCenter College of Design.

Dr. Piccioni holds B.S. and M.M. in music education from Duquesne University and a M.Ed. and Ed. D. in instructional technology and media from Teachers College, Columbia University.



Mariana Prieto

Innovation Leader, Wildlife Conservation, Former IDEO.org | Los Angeles

Mariana is a service designer working in wildlife conservation. Her work aims at developing conservation solutions that benefit both people and wild animals. She is currently pursuing a Masters in Biology from Miami University in partnership with Wildlife Conservation Society, and working on Human-elephant conflict solutions with WildAid in East Africa.

Before working in conservation, Mariana led design and innovation work at the International Rescue Committee where she led the redesign of refugee resettlement processes in the U.S. and post-Ebola relief work in West Africa. She was named TED Resident in 2018 and 2019 for her work in wildlife conservation and IDEO.org Global Fellow in 2013.

Mariana is adjunct professor at Art Center College of Design and in the past, she has been guest faculty/lecturer at USC Marshall School of Business, ESADE School of Business, Stanford University, Parsons School of Design and UC Berkeley.

On the side, Mariana loves sustainable toilet paper because common toilet paper is wiping out forests around the world that are home to millions of animals. She works with Who Gives a Crap to encourage more people around the world to stop wiping with virgin trees.



Andrea Ruggiero

Parsons School of Design New York

Andrea Ruggiero is an award-winning designer and educator based in New York City. Trained as an industrial designer, Andrea approaches design as a generalist, working across scales and bridging various disciplines: In addition to Product Design, he has been actively involved in the design and development of furniture, environments, brand identities and packaging. His work has been selected for numerous awards, including Interior Design's Best of Year, multiple Good Design awards, the Green Good Design Award, the D&AD Award and the IDEA / International Design Excellence Award.

Prior to establishing his design practice, Andrea Ruggiero was a senior designer at digital agency Razorfish, where as a part of the Physical Solutions Lab he was responsible for developing next generation communication devices and defining new product-user scenarios. Before Razorfish he collaborated with a number of design studios in New York, including renowned branding agency Arnell Group as well as Vignelli Associates where he worked with Massimo Vignelli on the identity redesign for Ducati Motorcycles.

Andrea studied at Domus Academy in Milan and received his degree in Product Design from Parsons School of Design in New York, where he is an Adjunct Professor in the Product and Industrial Design programs. He has taught all levels of undergraduate Product Design studio and has led numerous collaborative projects with renowned brands such as Poltrona Frau, IKEA, Fossil, Moroccanoil, and Roche Bobois. As of 2016, he is also teaching in the MFA Industrial Design program at Parsons. Half Italian, half Hungarian, Andrea was raised in Italy, China, and Austria.



Nashan Sheppard

Head of Global Customer Experience Design, Amazon | Seattle

Nasahn Sheppard is an executive leader with a passion for creating meaningful experiences in people's lives through design. He believes the brands, products, and experiences we choose to invite into our lives define our values, and everything made, can be made better. A servant leader and entrepreneurial spirit who lives to build human-centered design organizations that delight customers, deliver value, and drive customer-obsessed businesses. Currently, Nasahn is Head of Global Customer Experience Design for Amazon Devices. Before Amazon, he was the first VP, Design for REI Co-op where he led the turn around and transformation of REI Private Brands. Previously he spent 15 years in leadership positions at Strategic Design and Innovation consultancies including as VP, Design for Smart Design. He has led global creative work for brands like P&G, Samsung, Amgen, Cisco, HP, Microsoft, OXO, and SC Johnson.

His award-winning work has been patented over 30 times and recognized worldwide, including an IDSA Design of the Decade award. Additionally, Nasahn's insights on design and innovation have been published in The New York Times, BusinessWeek, Sydney Morning Herald, Outside, and The Wall Street Journal. The Cooper Hewitt, Smithsonian Design Museum, has also recognized his designs and he speaks regularly on design and innovation. Nasahn received a Bachelor of Science with Honors in Product Design from Art Center College of Design. He lives in Seattle with his wife, two children and dog named Bacon.



Anna Smith

Director, PENSOLE Footwear Design Academy | Portland

Ms. Smith is the Director of Education at PENSOLE Academy based in Portland, Oregon. Using her innate ability to collaborate with both right and left brain individuals, she is dedicated to inspire, develop, and mentor the next generation of creative thinkers. Her creative endeavors started at the age of three, when she graffitied her name on the side of her mattress with a red Sanford permanent marker; she has been designing ever since. Ms. Smith is a cross-pollinator. With work history in both corporate industry and education, over the last 20 years, her experiences have crossed many different creative genres encompassing more than the labels we have given them: dance/movement art, visual art, and design. Through it all, observer, educator and maker have been constants.

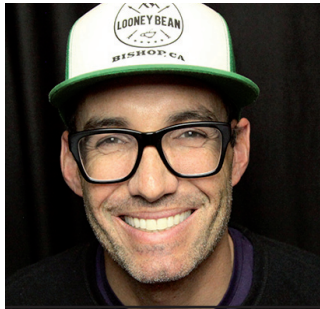


Leslie Speer

**Chair, Product Design, MICA
Baltimore**

My career has been dedicated to using design to improve the world, combining experience in corporate, consulting, and academic environments. For the last three decades I have focused on teaching others how to use design methods to improve their lives, and the lives of others. I work in rural and developing communities around the world, closely collaborating with the people of those communities, along with having my students next to me. Nothing is better than seeing young minds realize to surprise a field-worker or a working mother by designing something that really meets their needs.

Currently I am Chair of the Product Design Department at Maryland Institute College of Art (MICA). My professional design career has included work at Philips NV, Dupont, frog design, and Praxis Design. In addition, I have continuously done consulting and research with people in under-served communities. I am also developing my craft as a jeweler and honing my skills of living off the land. Nature is my inspiration.



Daniel Stromborg

**Design Director, Gensler
Los Angeles**

Daniel fell into object and furniture design after relocating to Los Angeles to study at The Art Center of Design where he added brand-based and conceptual work to his interests. After working with graphic design pioneer April Greiman and product designer Richard Holbrook, he worked alongside Don Chadwick on projects for Knoll, Herman Miller, OXO, Boeing and others. After 6 years with Don, Daniel left Chadwick Studio to pursue his own projects with Knoll, Elizabeth Arden, RealD and others. Since joining Gensler, Daniel has previously served as Global Practice Area Leader for Product Development, and is now currently focused on continuing to leverage Gensler's global reach to build a research based product portfolio. Daniel continues to serve as Design Director on product design for many international manufacturers including Arper, Fermob, Devon&Devon, Cambria, Schlage, Fantoni, Muraflex, Zumtobel and Targetti.



Therese Swanepoel

Senior Design Research + Strategy, REI Seattle

Born and raised in South Africa, Therese spent her childhood travelling across Africa, where her parents worked as wildlife videographers. She discovered the power design has to bridge the cultural gap within a post-Apartheid South Africa. With experience and education in branding, architecture, research, and product design, Therese honed her expertise as a Design Strategist.

By combining science, empathy and storytelling, Therese provides a tangible understanding of user experience needs in order to deliver world class design that push traditional conventions and enhance culture. As a multidisciplinary designer, Therese works with a wide latitude of discretion, providing both creative and business leadership on highly complex projects that range from products, apparel, technology and the built environment.

Therese co-founded the workplace innovation team at Nike: an in-house supporting function for all the Nike corporate locations across the globe and delivered the best in class examples of future workplace design. She recently joined REI, to expertly uncover unmet needs, identify new business opportunities, and developing solutions for future markets.



David Townsend

**Chiefdesigner, Data and AI, IBM
Austin**



Stefan Ytterborn

**Founder & CEO, Ridecake, Stockholm Stockholm,
Sweden**

Design & Education

there are people with the gift, talent and competence to seduce by artistic perfection. Let's all make sure to love them and to encourage their work.

They are rare and crucial to life.

On the other hand, the admiration of these few gifted, has for far too long paralyzed the dynamics and development of other competences needed on the palette of design and design education.

It's still those that are good at drawing who are being assumed and who gets the most attention during their time at school.

The aspiration to develop aesthetic perfection shadows the actual need, to announce issues and challenges, conceptually organizing the processes, bringing new and better.

Holding on WHAT and WHY and starting with HOW is still the main obstacle and resistance to great ideas.

Making nice and neat and appealing (subjectively), will always be crucial and the great ideas will need to pass that filter too.

Let's open the gates to those that are crucial to the orchestral approach to design and design education, to fuse with the design traditionalists, to make a difference and being meaningful with permanence.