

MARCH 19, 2010 STANFORD UNIVERSITY  
Hartley Conference Center, Mitchell Building,  
397 Panama Mall

# The Future of Design

As the field of design enters an era marked by profound questions, it is thrust into completely new regimes marking some profound changes in many quarters of the field.

Academia and practice are responding to these changes in a multitude of ways. The Design field has never been well organized in coordinating itself, but there is a great need not only to characterize the changes, the forces at play, and the the critical needs, but to articulate strategic directions for advancement.

The Future of Design Summit 2010 is intended to

bring together some of the leading thought-leaders in the design field together to create a discourse around this issue with a clear view of driving some directions for the field of Design.

The attendees are all individuals and members of institutions involved in making significant advances in the Design field. The invitees have been kept to a small, highly select group so as to engender a genuine discussion and to form a community that would continue to work together to develop the means for meaningful advancement.

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## ATTENDEES:

Mark Brientenberg, CCA  
Bill Burnett, Stanford University  
Liz Davis, Les Ateliers, Paris  
Nick Kaye, Stockholm School of Entrepreneurship  
Turkka Keinonen, Aalto University School of Art and Design  
Nick Leon, Design London  
Anijo Mathew, Institute of Design, IIT  
Peter Majanen, Quattroporte  
Bruce Nussbaum, New School/Parsons  
Bernie Roth, Stanford d.school  
Mark Schar, Stanford, Business Design Initiative  
Nathan Shedroff, MBA Design Strategy Program, CCA  
Yrjö Sotamaa, Aalto University School of Art and Design  
Surya Vanka, Microsoft  
Hosts: Banny Banerjee, Stanford University & Ronald Jones,  
University College of Arts Crafts and Design, Sweden

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## AGENDA :

- 9.00 - 11.00 : **Coffee and a round of introductory statements**  
Opening remarks  
5 minute statements from each person about key directions and current efforts
- 11.00 - 12.30 : **Session 1: Future of Design - framing session**  
Breakout session: Working in groups to frame key directions. Craft definitions and key agendas
- 12.30 - 13.30 : **Lunch**  
Reports out from each group
- 13.30 -14.30 : **Discussion: Key Challenges**
- 14.30 - 16.00 : **Session 2: Detailing the directions - Scenarios, strategies, and action plans**  
Breakout session: Working in groups to detail advancements. Create scenarios.
- 16.00 -16.15 : **Break**
- 16.15 - 18.00 : **Conclusions and next steps**  
Reports out from each group and discussion
- 19.30 - 21.00 : **Dinner**