



UNFOLDING DESIGN

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April 4th Pre-Conference
April 5th Conference
GRAND RAPIDS, MI



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Digging deeper and deeper into our proverbial design toolbox to uncover newer creative methodologies.

We are approaching some remarkable times of change. I believe, one have to discard the idea of Adam Smith economics, which says that it's better for society if everyone is working in their own self-interest, and move towards the economics of John Nash, which says we can find a better outcome if we work collectively!

Especially because, the global marketplace as we all know is rapidly evolving; most product categories are reaching maturity and the newer demographics have very, very peculiar values and desires, from work, family and from their social network. The paradigms of basic human needs and satisfaction levels are getting more demanding. There is an increased cohesive request for meaningful return on "experience of the design".

We, the design community have to keep on unfolding the layers of design to dig in for more righteous differentiation of the products to create an inclusive experience from the user point of view. To make every touch point more individualized, more memorable and more special. We, the creative force should also not forget to mash it with other proven tools of trade to bring a well-balanced innovative solution for the betterment of the end user, the manufacturer and the society at large.



Jeevak Badve, IDSA

IDSA Board Member / Central District VP / 2014 Conf. Chair

jeevak@sundbergferar.com

248 202 9338



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Pre-Conference

Friday 04 April

Design Marathon

Herman Miller, Zeeland, MI	9:30 ^{am} - 11:30 ^{am}
Haworth, Holland, MI	12:30 ^{pm} - 2:30 ^{pm}
Steelcase, Grand Rapids, MI	4 ^{pm} - 6 ^{pm}

Evening Studio Crawls

Start Garden	7 ^{pm} - 9 ^{pm}
Grid70	7 ^{pm} - 9 ^{pm}
The Factory / Co-lab	7 ^{pm} - 9 ^{pm}
Grand Rapids Brewing Co.	9 ^{pm} - 11 ^{pm}

Conference

Saturday 05 April

In Grand Rapids

Day Events • 8^{am} - 6^{pm} • @ Kendall - Federal Building

9 Speakers from Industry in two breakout sessions

Artisan Panel discussion

Student Merits Award Presentations

Portfolio Review

Evening Event • 7^{pm} - 9^{pm} • @ The B.O.B.

Night Cap at Local Pub

Closing Reception

Student Merit Awards Ceremony

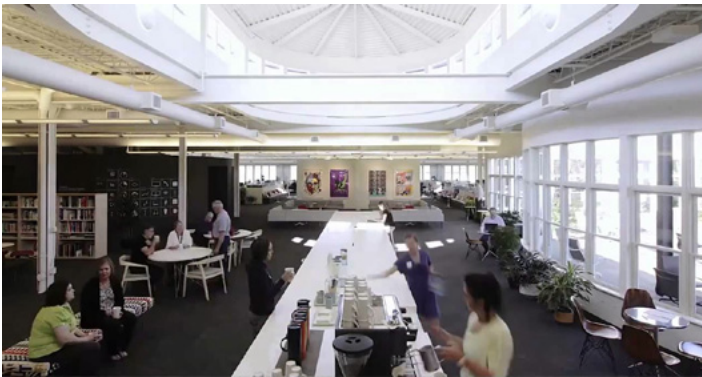


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Pre-Conference / Design Marathon / Friday 9:30^{am} - 6^{pm}



Gary Smith

V.P. Product Design
Herman Miller



Jeff Reuschel

Global Design Director
Haworth



Robert Scheper

Design Director
Steelcase



Bruce Smith

Design Director
Steelcase





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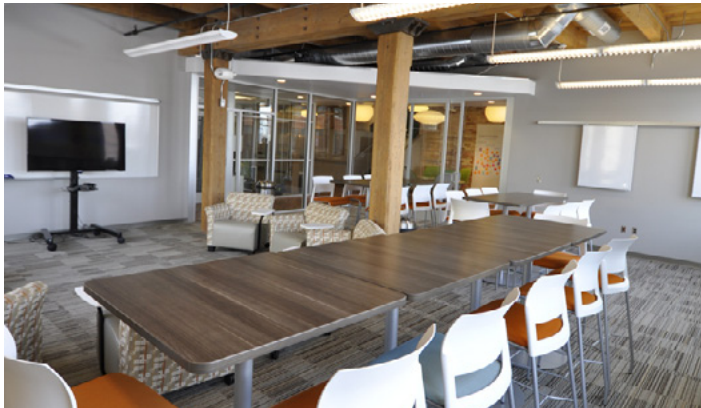
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Pre-Conference / Design Marathon / Friday 7^{pm} - 9^{pm}



workthefactory.com

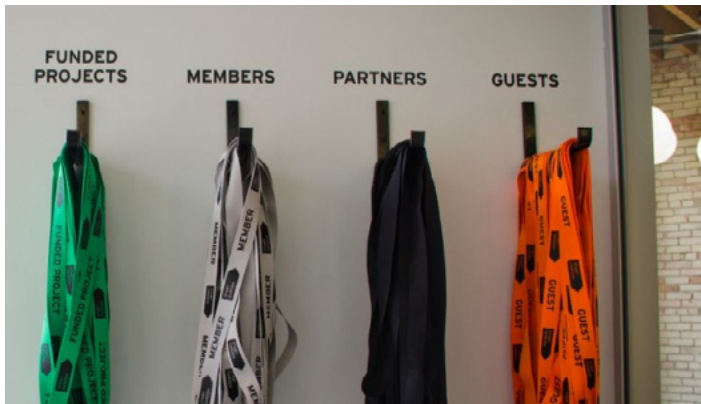
616 379 9377



grid70.com

616 458 6050

**START
GARDEN**



startgarden.com

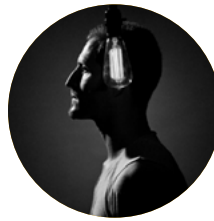


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Conference / Artist Panel / Kendall-Federal Building Saturday 8:00^{am} - 9^{am}



Rory White
Photographer



Yoo Hyun
Ceramicist & Industrial Designer



Joey Ruiter
Industrial Designer



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Conference / Kendall-Federal Building / Saturday 9:30^{am} - 6^{pm}



Christopher Hawker, IDSA

Founder
Trident Design, LLC



Rayvon Fouché

Director-American Studies Program
Purdue University



Alex Liebert

Director Industrial Design Competence Center Atlas Copco



Thomas Gould

Design Director - Industrial Design Johnson Controls Inc.





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Kevin Shinn, IDSA

Vice President of Design Altair Thinklabs



Terence Duncan

Head of Consumer Engagement
Manindra GenZe



David Calvert, IDSA

Industrial Designer
GE Appliances



Ian Cunningham, IDSA

Director of Industrial Design
Newell Rubbermaid

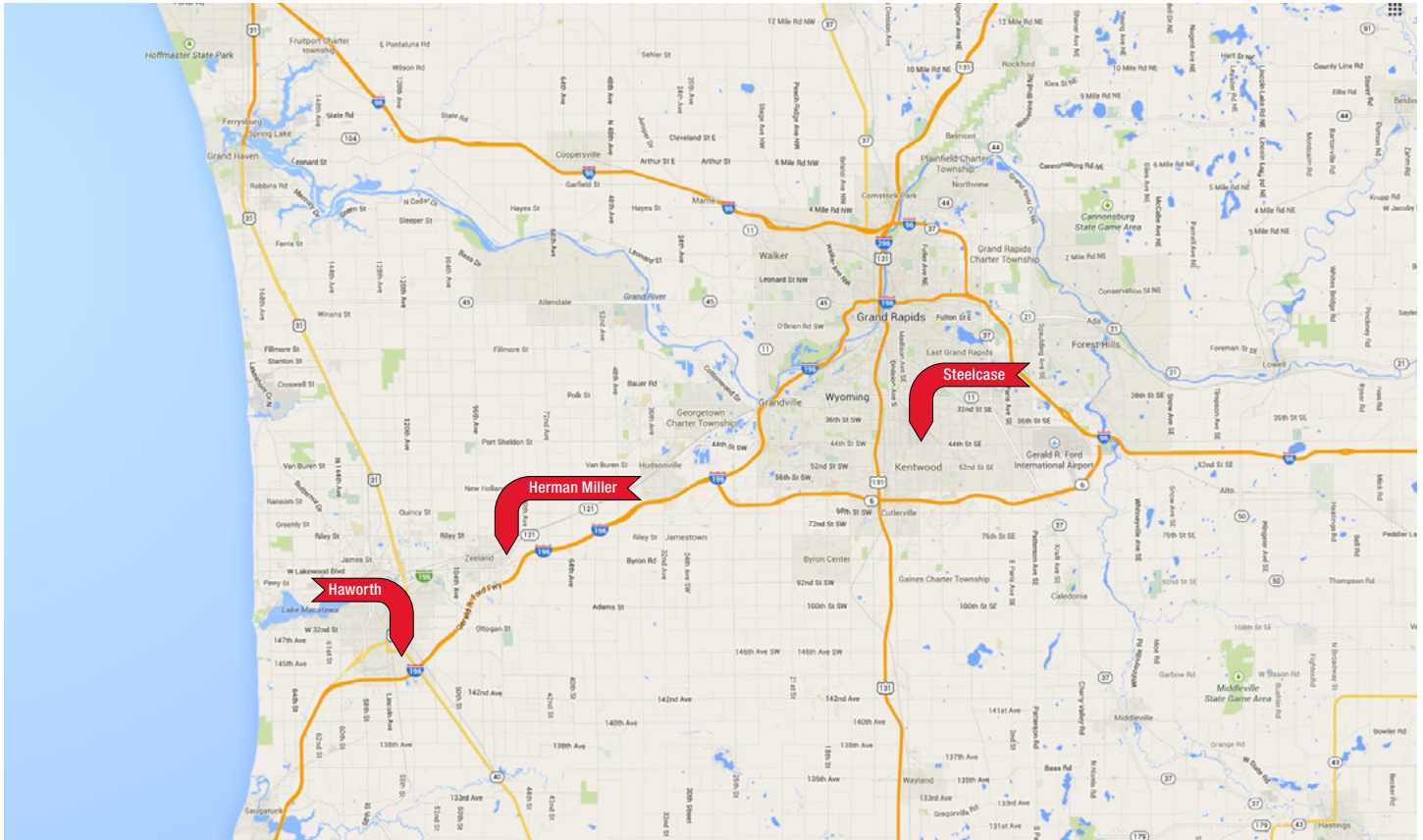


Kevin Patmore

Chief Engineer, Eng Product Management
Stryker



MAP / Design Marathon



Herman Miller
9:30am - 11:30am
855 E Main Ave
Zeeland, MI 49464

Haworth
12:30am - 2:30pm
1 Haworth Center
Holland, MI 49423

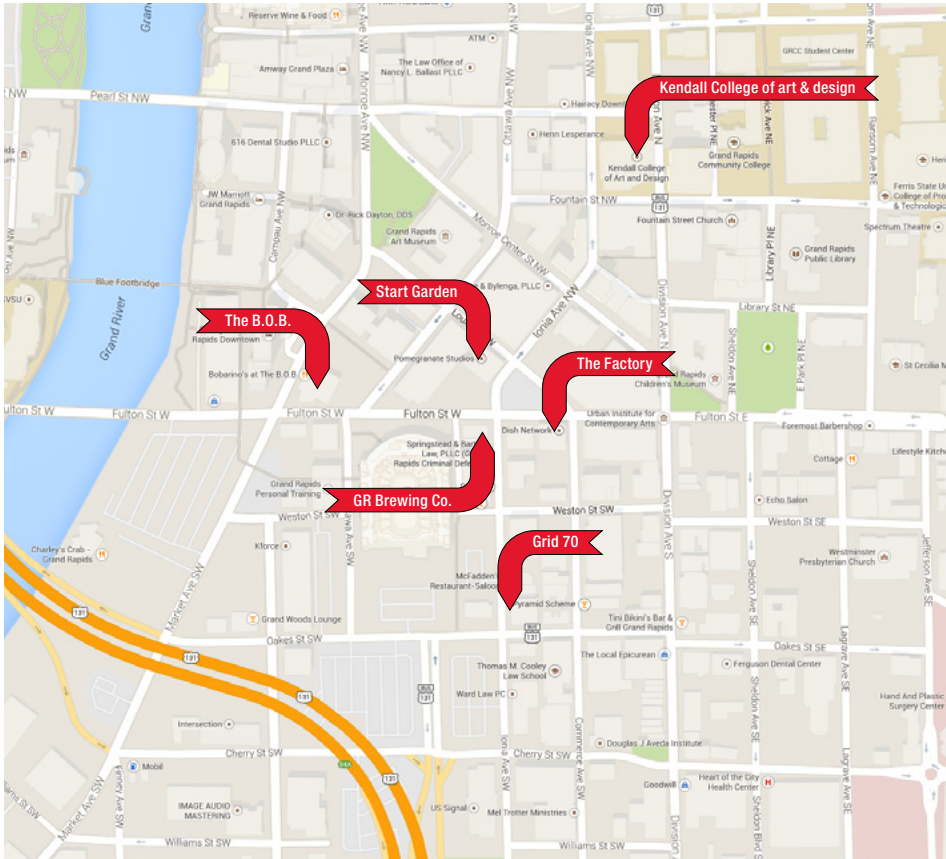
Steelcase
4pm - 6pm
901 44th St SE
Grand Rapids, MI 49508

QUESTIONS?

Jeevak Badve, IDSA
IDSA Board Member / Central District VP / 2014 Conf. Chair
jeevak@sundbergferar.com
248 202 9338

*Please think about carpooling
for the design marathon*

MAP / Evening Studio Crawls



Kendall College of Art & Design

17 Fountain Street NW
Grand Rapids, MI 49503

Start Garden

50 Louis Street
Grand Rapids, MI 49503

The Factory

38 Fulton St W #400
Grand Rapids, MI 49503
(616) 379-9377

The B.O.B.

20 Monroe Ave NW
Grand Rapids, MI 49503
(616) 356-2000

Grid 70

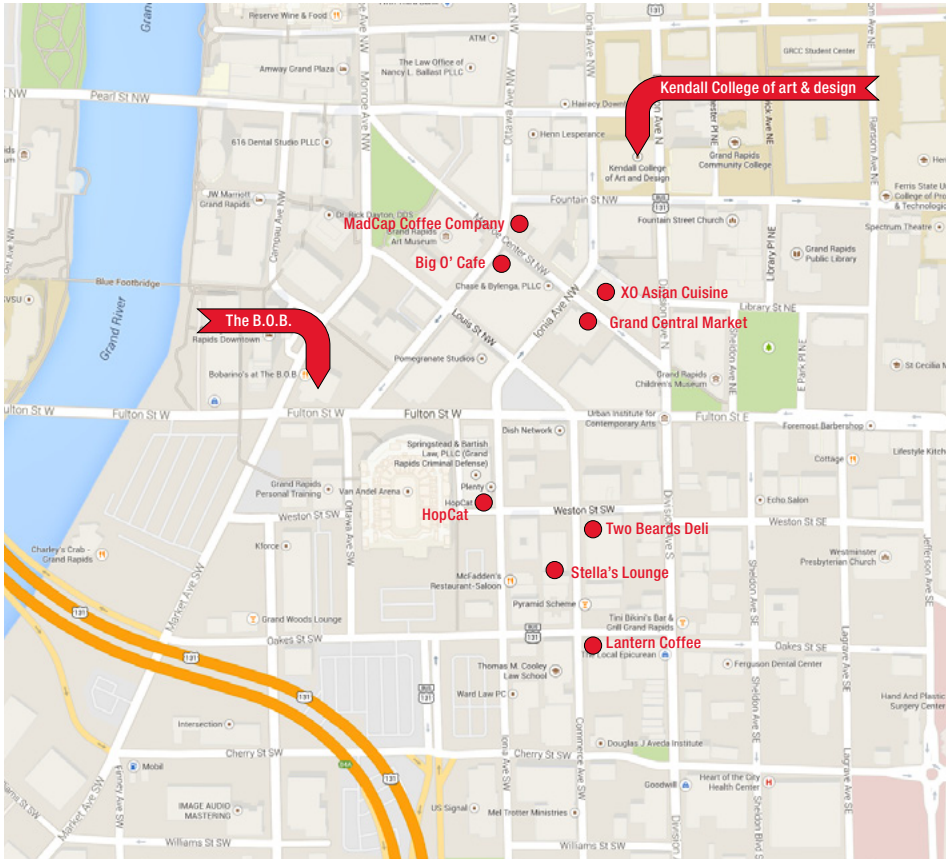
70 Ionia Ave SW
Grand Rapids, MI 49503
(616) 458-6050

QUESTIONS?

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MAP / Restaurants



LOCAL RESTAURANTS

Stella's Lounge

53 Commerce Ave SW
Grand Rapids, MI 49503
P: (616) 742-4444
W: stellasgr.com

Hopcat

25 Ionia Ave SW #100
Grand Rapids, MI 49503
P: (616) 451-4677
W: hopcat.com

Two Beards Deli

38 Commerce Ave SW
Grand Rapids, MI 49503
P: (616) 719-3802
W: twobeardsdeli.com

Big O' Cafe

80 Ottawa Ave. NW #1
Grand Rapids, MI 49503
P: (616) 451-1887
W: bigospizzas.com

Kendall College of Art & Design

17 Fountain Street NW
Grand Rapids, MI 49503

The B.O.B.

20 Monroe Ave NW
Grand Rapids, MI 49503
(616) 356-2000

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LOCAL RESTAURANTS

Grand Central Market

57 Monroe Center St NW
Grand Rapids, MI 49503
P: (616) 454-5300
W: grandcentralmarketgr.com

XO Asian Cuisine

58 Monroe Center St NW
Grand Rapids, MI 49503
P: (616) 235-6969
W: xoasiancuisine.com

LOCAL COFFEE

MadCap Coffee Company

98 Monroe Center St NW
Grand Rapids, MI 49503
P: (888) 866-9091
W: madcapcoffee.com

Lantern Coffee Bar and Lounge

100 Commerce Ave SW
Grand Rapids, MI 49503
P: (616) 920-0209
W: lanterncoffee.com



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The Closing Reception / The B.O.B. / Saturday 7:00^{pm} - 9^{pm}



- Closing Reception
- Student Merit Awards Ceremony