the NATURE of DESIGN

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APRIL 17-18, COLUMBUS

Conference Chair Jeevak Badve, IDSA
jeevak@sundbergferar.com
Welcome to the Nature of Design.

Nature is arguably the greatest inspiration for designers all over the globe. We still have a lot to learn from the flora & fauna and the immense ideas that nature plays out every single day. Many of the solutions that we see and experience have been in the making for thousands of years.

Design, like nature is constantly evolving. It has changed from producing stand-alone, artifact-based design solutions to creating a connected and automated design experience economy. How is the collective need of humanity changing? Shouldn’t we start to re-think our design methodologies?

We have hand selected some amazing experts who will shed light on how we can learn from nature and apply those concepts to our built environment and the manufactured objects that we design and consume in our daily lives. Attendees will engage with thought-provoking speakers and panel discussions, visit local design studios and enjoy a rocking closing party.

It’s going to be fun, engaging and inspirational! A conference that will impact the nature of your design thinking.

Jeevak Badve, IDSA
Central District VP

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@jeevakbadve
#IDSACentral15
Day 1 : Friday Apr 17

Preconference workshop & studio visit  @ Lextant

Conference kick off @ CCAD Canzani Auditorium

Fantabulous Speakers

Studio visit @ Priority Designs + Live Music Band

Day 2 : Saturday Apr 18

Artisan Presentation & Panel

More Awesome Speakers

SMAC - Student Merit Award Competition

Portfolio Review

Closing Ceremony party @ Athenaeum

Studio visit and after party at Trident Design

More

Unbelievable Door prizes

@ Columbus city

www.idsa.org/events/district/2015-central-conference
Day 1 | Apr 17 | 9:30am

Offsite Address:
580 North 4th Street
Suite 610
Columbus, Ohio 43215

9:30am : Welcome : Jeevak

30 min : Talk by Marty Gage
"Insight Translation: Unleashing the strategic power of design"

60 min : Design Research Workshop
‘Identifying the components of experience“

Following Marty’s presentation, Lextant will play a team-based Cranium-like game to learn about the elements of ‘experiences' and how to identify actionable components to inspire the design process. After choosing a card that represents one of the components of experiences—Emotions, Features, Attributes, or Benefits—each person will sculpt, sketch, or act out what is on the card and the team will guess the component. Once the team has collected enough of these experience components, they will use them to fill in a Mad Lib-like story. The teams will share their story stories and the best story will win a box of goodies representing some of the best that Columbus has to offer!
Conference Venue: CCAD

Joseph V. Canzani Center Auditorium
60 Cleveland Avenue, Columbus, OH 43215
(Intersection of Cleveland Ave. & E. Gay St.)
Welcome

Day 1 | Apr 17 | 12:30pm – 1:00pm @ Canzani Auditorium

Jeevak Badve
VP, Sundberg-Ferar Design Studio
IDSA Board Member

Tom Gattis
Professor & Dean, School of Design Arts
Columbus College of Art & Design

Dan Martinage
IDSA Executive Director
Speaker Session One

Day 1 | Apr 17 | 01:00pm – 3:00pm @ Canzani Auditorium

Tom Hardy
Professor, Design Management
Savannah College of Art and Design

Michael Luh
Vice president, Innovation
Worthington Industries

Tonya M. Matthews, Ph.D.
President & CEO
Michigan Science Center
Speaker Session Two

Day 1 | Apr 17 | 3:30pm – 5:30pm @ Canzani Auditorium

Reade Harpham
Director of Human Centric Design
Battelle

Tom Gattis, IDSA
Professor & Dean, School of Design Arts
Columbus College of Art & Design

Joel Kashuba
Global design director for Air Care,
S.C. Johnson
Day 1 | Apr 17 | 6:30pm – 9:30pm

Offsite Address:
100 S. Hamilton Road
Columbus, Ohio 43213

6:30am : Networking Reception

Live Music by PD’s own “Locker 15”

30 min : Talk by Paul Kolada
How the ____ Did We Get Here?!

Growth is a natural process, but sometimes you still look back and wonder, “How the ____ did we get here?!”. Growing from a 1-person initiative to a 60-person, multi-talented team with an amazing new, 50,000 sq ft. facility is quite a journey. While the fundamental principles and Nature of Design may not have changed much over the years, the tools and technology required to navigate the process certainly have.

Paul Kolada, Founder & Principal of Priority Designs, will discuss how the fast paced world of a design consultancy has changed and expanded over the last 25 years, requiring new skills and new thinking. Plus a few good stories of just how in the ____ we got here!
Session Three : Artist Panel

Day 2 | Apr 18 | 8:30am – 9:30am @ Canzani Auditorium

Lea Gray
Principle
Lea Gray Design

Collyn DeBano
Founder
Tree Trunk Arts

Brian Kritzman
Associate Professor of Industrial Design,
Department of Art and Art History
Wayne State University
Day 2 | Apr 18 | 10:00am – 12:00noon @ Canzani Auditorium

Speaker Session Four

Mark Devon
Founder
Emotional Consulting

Douglas Paige
Associate Professor, Industrial Design
Biomimicry 3.8

Matthew Clayson
Director,
Detroit Creative Corridor Center
Day 2 | Apr 18 | 1:00pm – 3:00pm @ Canzani Auditorium

**Student Merit Presentations**
Hosted By
Peter Chamberlain
Assistant Professor
University of Cincinnati

Carnegie Mellon University
Cedarville University
Cleveland Institute of Art
College for Creative Studies
Columbus College of Art & Design
Kendall College of Art & Design
The Ohio State University
University of Cincinnati

Owen Foster, IDSA
Department Chair, Industrial Design
Savannah College of Art and Design

John McCabe, IDSA
Professor of Industrial Design,
Savannah College of Art and Design
Speaker Session Six

Day 2 | Apr 18 | 3:30pm – 5:15pm @ Canzani Auditorium

Pete Foley
Founder
Pete Foley Innovations

Bill Bowen
Principal / Co-Creative Director
Octane Design

Tom DeMay
Principal / Co-Creative Director
Octane Design
Portfolio Review

Day 2 | Apr 18 | 5:15pm – 6:30pm @ Canzani Auditorium 2nd floor

Photos from last year’s Central Conference
Closing Ceremony

Day 2 | Apr 18 | 7:30pm – 9:00pm

The Columbus Athenaeum
32 North 4th Street Columbus, Ohio 43215
(614) 222-6338
Studio Visit @ Trident Design
Just a cab / Uber drive away

Day 2 | Apr 18 | 9:30pm – 11:30pm

Offsite Address:
Trident Design, LLC
939 Burrell Avenue
Columbus, OH 43212
Door Prizes – feeling lucky!

Plus a few more,…
Conference Chair: Jeevak Badve, IDSA
jeevak@sundbergferar.com

brought to you by the NATURE of DESIGN APRIL 17-18, COLUMBUS

Map

Columbus College of Art & Design
60 Cleveland Avenue, Columbus, OH 43215
(614) 224-9101

The Columbus Athenaeum
32 North 4th Street, Columbus, OH 43215
(614) 222-6338

Priority Designs
100 South Hamilton Road, Columbus, OH 43213
(614) 337-9979

Lextant
580 North 4th Street, Columbus, OH 43215
(614) 228-9711

Trident Design
939 Burrell Avenue, Grandview Heights, OH 43212
(614) 291-2435

Renaissance Hotel
50 North 3rd Street, Columbus, OH 43215
(614) 228-5950

Columbus Brewing Company
525 Short Street, Columbus, OH 43215
(614) 464-2739

Elevator Brewing Company
161 North High Street, Columbus, OH 43215
(614) 228-0500

Yellow Brick Pizza
892 Oak Street, Columbus, OH 43213
(614) 725-5482

Cap City Diner
1290 Olentangy River Road, Columbus, OH 43212
(614) 291-3663

http://bit.do/IDSA-CDDC
Columbus Zoo & Aquarium

The Columbus Zoo is not only one of the largest zoos in the world, but has also been named by multiple organizations as one of the best in the US, making it a no-brainer visit for families in Columbus. Over 6000 animals can be found here across a dozen sections and buildings, including the newer Polar Bear addition, the newly opened Heart of Africa, and Colo, the first Gorilla ever born in captivity, and oldest living Gorilla in captivity world-wide. For more information, visit

Address: 4850 West Powell Road
Powell, Ohio 43065

Center of Science and Industry (COSI)

The COSI, as it is usually referred to, is the Ohio Center of Science and Industry. The Center contains 116,000 square feet of exhibit space, with additional space for the Ohio State University Labs in Life and a working television station. Visitors will find more than just the exhibits fascinating, the building itself is a sight to see and very leading considering the facility was built in 1991. It was designed by architect Arata Isozaki.

Address: 333 West Broad Street, Columbus, OH 43215, United States

Official site: http://www.cosi.org/
Topiary Park

The Topiary Park is where art and nature truly collide. Located at the Old Deaf School Park in Columbus this is one of the most unique topiary gardens. The garden is based on the painting by Georges Seurat, entitled "A Sunday On The Island Of La Grande Jatte" which depicts people lounging by the River Seine. Artist James T. Mason recreated this scene in the early 1990s through sculpted shrubs, which involved 54 topiary people, numerous boats, dogs, a cat, and a monkey, along with a real pond built to represent the river. The Topiary Garden is definitely worth seeing while in Columbus.

Address: 480 East Town Street, Columbus, OH 43215, United States

Official site: http://www.topiarygarden.org
EAT

Rigsby's | 698 N. High St. | 614-461-7888
Rigsby’s is an upscale restaurant that serves simple, authentic, and innovative contemporary Italian food utilizing local ingredients.

The Pearl | 698 N. High St. | 614-461-7888
This comfortable tavern features exposed brick, original wood floors, and over-sized iron beams. The menu is chef-driven with a focus on locally-sourced, organic, made-from-scratch, comfort food. You don’t want to miss their fresh, buttery oysters.

Tip Top Kitchen & Cocktails | 73 E Gay St | 614-221-8300
A downtown neighborhood bar featuring stomach-pleasing, heartwarming Ohio Comfort Food. Try their crispy sweet potato fries and delectable homemade pie.

Tasi Café | 680 N Pearl St | 614-222-0788
Tasi is a friendly, casual cafe that offers freshly prepared meals for dining-in or taking home. Stop there for a tasty breakfast and start your day right.

Northstar Café | 951 N High St | 614-298-9999
Every item on Northstar’s seasonal menu is delicious, wholesome, and made from local, organic, artisan ingredients. They’re even gluten-free, vegetarian, and vegan-friendly. Stop in and stay a while; they have a huge selection of the most current design and lifestyle periodicals.

North Market | 59 Spruce St | 614-463-9664
This year-round covered market is home to 3 dozen local purveyors serving everything from artisan bread to Vietnamese cuisine.

Jeni’s Ice Creams | 714 N High St | 614-294-5364
Ice cream made from 100% grass-fed, organic Ohio milk that is available in a variety of creative, gourmet flavors like salted caramel, black currant yogurt, and Thai chili. Jeni’s is a Columbus must. Don’t leave without a taste.
@ Columbus city

DRINK

Eleven | 591 N High St | 614-225-9611
Eleven is an upscale lounge with a classic selection of drinks and small plates. It’s a year-round favorite because of its cozy fireplaces and soft lounge seating in the winter and lovely outdoor seating area in the summer—great for people watching.

Mouton | 954 N High St | 614-732-4660
A former art gallery, Mouton has a classy and eclectic atmosphere. The bartenders specialize in clean-tasting classic cocktails crafted with near scientific precision (as well as high-end whiskeys and wine).

Barrel 44 | 1120 N High St | 614-294-2277
A casual and fun bar, Barrel 44 offers over 100 different whiskeys—bourbon, scotch, rye, Irish and Canadian options. Go ahead and quiz the staff; they’re very knowledgeable and friendly. Barrel 44 is sure to have your favorite spirit, and maybe even something new to try.

Seventh Son Brewery | 1101 N 4th St | 614-421-2337
Seventh Son opened in April 2013 and is housed in a boomerang-shaped, 5500 square foot building that had been an auto garage up until the early 20th century. Go there for bold and distinctive beers like their Prime Swarm Saison, Oubliette Imperial Stout, or Hibiscus #2.

Surly Girl Saloon | 1126 N High St | 614-294-4900
Say howdy to Surly Girl, a pirate/western saloon with dark décor, sassy menu descriptions, and a wide range of drinks. They have 24 beers on draught (from premium craftbeer to PBR) and a vast selection of whiskey, quality wines, and unique cocktails.

16-Bit Bar+Arcade | 254 S 4th St | 614-222-1616
This “barcade” is where classic ‘80s video games and a variety of libations collide. Go there to chill out and play old favorites like Galaga, Mortal Kombat, and Teenage Mutant Ninja Turtles. No quarters needed; all the games are free.
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Columbus College of Art & Design
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