

Design IS Business Schedule-At-A-Glance

#IDSA17Atlanta
#IDSAIDEA



Wednesday, Aug. 16, 2017

- 8:30 – 5:00 **IDSA/Eastman Innovation Lab Symposium 2017**
- 4:00 – 9:30 **Registration Open**
- 5:00 – 6:00 **Design Gallery Open**
- 6:00 – 6:30 **Welcome** | Jeevak Badve, IDSA, Sundberg-Ferar
- 6:30 – 8:00 **Making the Impossible, Possible: Disney's Approach**
Keynote | Bob Weis and Andrew Bolstein, Walt Disney Imagineering
- 8:00 – 9:30 **Opening Reception** | sponsored by Benjamin Moore

- 10:00 – 5:00 **Design Gallery Open**
- 10:00 – 10:30 **Design for Business Impact** | Joel Kashuba, Fifth Third Bank
- 10:30 – 11:00 Coffee Break | Design Gallery
- 11:00 – 11:30 **IDSA Year in Review**
- 11:30 – 12:30 **IDSA Awards**
- 12:30 – 2:00 Lunch | Design Gallery
- 2:00 – 4:00 **Rapid Fire Sessions**

Thursday, Aug. 17, 2017

- 8:00 – 5:00 **Registration Open**
- 9:00 – 9:30 **The Dichotomy of Design and Business** | Chris Kaye, IDSA, US Endoscopy
- 9:30 – 10:00 **Shaping More Than Form: The Broad Influence of ID** | Peter Michaelian, Dolby Laboratories
- 10:00 – 5:00 **Design Gallery Open**
- 10:00 – 10:30 **We Can Make Anything. What Will We Make?** | Randy Hunt, formerly of Etsy
- 10:30 – 11:00 Coffee Break | Design Gallery
- 11:00 – 11:30 **Contemporary Nostalgia: Rebranding One of the World's Most Iconic Brands** | James Sommerville, Coca-Cola
- 11:30 – 12:00 **The Best Way for Design to Become an Internal Force Is Not to Force It** | Nate Young, Newell Brands
- 12:00 – 12:30 **Designing Products That Inspire: Airstream's Approach to Product Design in a Competitive Industry** | Bob Wheeler, Airstream

- Qin Li, IDSA, fuseproject
 - Marlisa Kopenski, Design Concepts
 - Max Burton, IDSA, MATTER
 - Florian Vollmer, InReality
 - Ann Marie Conrado, IDSA, Notre Dame
 - Stephen Wilcox, FIDSA, Design Science
 - Nahla Osman, Huge
 - Ti Chang, IDSA, CRAVE
- 4:00 – 5:00 Coffee Break | Design Gallery | Design Foundation Auction Conclusion
- 5:00 – 6:00 **Panel | Business of Design Consultancy Studios**
Moderator: Jeevak Badve, IDSA, Sundberg-Ferar
- 6:30 – 10:30 **Studio Open Houses**
- Creature & Ingenuity Works
 - Formation Design Group
 - thrive
 - Georgia Tech School of Industrial Design
 - Big Bang
 - Maven
 - Orange Sparkle Ball & Spark Corps
 - People of Resource

Career Center Schedule

- 1:00 – 1:45 **Sketch Aerobics™**, Jose Gamboa, IDSA, Hatch Development
- 2:00 – 2:45 **Simulation in CAD for Designers**, Jeff Smith, IDSA, Autodesk
- 2:45 – 3:00 Networking Break
- 3:00 – 4:30 Portfolio Review

- 12:30 – 2:00 Lunch | Design Gallery
- 2:00 – 4:00 **Rapid Fire Sessions**
- Brian Roderman, FIDSA, In2 Innovation
 - Seth GaleWyrick, Bressler Group
 - Jennifer Peavey, IDSA, Eastman Chemical Co.
 - Evan MacDonald, Freely Systems
 - Tsai Liu Lu, IDSA, & Shea McManus, NCSU
 - Liam Hawry, Studio One Eleven
 - Lisa Marks, IDSA, Berea College
 - Kevin Young, IDSA, Continuum
- 4:00 – 5:00 Coffee Break | Design Gallery
- 5:00 – 6:00 **Panel | Business of Corporate Design Studios**
Moderator: Jeevak Badve, IDSA, Sundberg-Ferar

Friday, Aug. 18, 2017

- 8:00 – 5:00 **Registration Open**
- 9:00 – 9:30 **The Business of Feelings** | Julia Burke, IDSA, Whirlpool
- 9:30 – 10:00 **Putting People at the Center of Healthcare** | Sean Carney, Philips

Saturday, August 19, 2017

- 8:00 – 2:00 **Registration Open**
- 9:00 – 9:30 **Design and Creativity Inspired by Kids** | Ryan Ringholz, PLAE
- 9:30 – 10:00 **The Art and Science of Play** | Mark Zeller, IDSA, Fisher-Price
- 10:00 – 2:00 **Design Gallery Open**
- 10:00 – 10:30 **Designing for (the Business of) PLAY** | Michael Laris, IDSA, PlayPower
- 10:30 – 11:00 Coffee Break | Design Gallery
- 11:00 – 11:30 **Innovate the Impossible** | Michael Mode, Big Lightbulb, Inc.
- 11:30 – 12:00 **Growing Businesses through Design** | Steve Burns, Kids II
- 12:00 – 12:30 **Adaptation Artistry: Designed to Thrive** | Francie Krawcke, Michigan Avian Experience
- 12:30 – 1:30 Lunch | Design Gallery
- 1:30 – 2:30 **Panel | Future of ID Studios and ID Education** | sponsored by LiquidHub
Moderator: Kevin Shankwiler, IDSA, Georgia Tech
- 2:30 – 3:00 **Closing Remarks** | Jeevak Badve, IDSA, Sundberg-Ferar
- 6:30 – 8:00 **IDEA Ceremony** | Rich Theatre, Woodruff Arts Center
- 8:00 – 9:30 **Closing Gala** | High Museum of Art, Woodruff Arts Center | sponsored by Samsung