



DESIGN MANAGEMENT INSTITUTE

THINKING AHEAD >

the changing role of design and
design management in business

32nd DMI International
Design Management Conference

September 23-26, 2007
Kingsmill Resort & Spa
Williamsburg, VA USA

< THINKING AHEAD

the changing role of design and design management in business

The integration of design and business is now a reality. Because the world of design and business is changing radically, we as design leaders must also be able to change and adapt to the future. In times of change, the future becomes more difficult to anticipate, yet more important than ever to prepare for.

At DMI's 32nd International Design Management Conference, we will take an in-depth look at what the future may hold for design management, leadership, and strategy. With a portfolio of thought-leaders, combined with group exercises, we will seek solutions to the biggest opportunities and obstacles we will face for both today and tomorrow. The goal will be to help design managers become design leaders, and design leaders to become organization leaders of the future.

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DESIGN MANAGEMENT

Presentations



Jim Dator,
*Professor and Director,
Hawaii Research Center for Futures
Studies, University of Hawaii*

Designing Futures

When most people think about the future, they assume that whatever they believe is happening now will continue. But that natural predisposition towards “continuation” is usually wrong, and often tragically so. No one can “predict” the future, in the sense of accurately saying what “will” happen. The best one can do is to forecast alternative futures, and then to try to envision, design, and strive towards preferred futures. The purpose of this talk and accompanying exercises is to enable you to “surf the tsunamis” of change, and not to be brushed aside by the oncoming tide.



Jesse James Garrett,
Director, Adaptive Path

Delivering Long-Term Design Value in a Short-Term World

For designers of complex, interactive products, the pressure is greater than ever. Jesse James Garrett will examine emerging trends in interactive product design that suggest new strategies to deliver value without getting trapped by reactive, short-term thinking. He'll look at what some of the most successful products today have in common, and why product designers might need to abandon the idea of a “product” in order to survive.



Jeannette Hanna,
*VP Brand Strategy,
Cundari SFP*

Culture, Community and Commerce: Designing Better Brands in the Age of Transparency

What's the role of design in building socially responsible brands? Growing public demand for accountability and authenticity is driving organizations to rethink how they engage in social issues that impact the long-term, shared interests of commerce and society. This session will profile the possibilities and pitfalls of partnering to make a difference, and identify the key role design managers can play in building brands that matter.



Lee Green,
*Vice President,
Worldwide IBM Values
and Brand Experience*

Design has a Seat at the Strategy Table—Now What?

For decades, design provided highly-skilled executional value—directing corporate identity programs, developing visual expressions of the brand, web, publications, products, etc. So what's changed? Today, designers are leading the formation of not just design strategy, but new business strategy as well. This is a role designers are particularly well suited for, as they force an outside-in discipline for decision making. This evolving role has become critical for designers at IBM as we transition from a hardware product company to a services company. Lee Green will share lessons learned that can be applied at any company.



Jeff Dietrich,
*Senior Analyst,
Ecotrends*

Thinking Ahead: Road Signs of the Global Economy

The impact of economic trends and cycles is real. Yet reading the signs of the economy is often a confusing and conflicting maze. This presentation will focus on some key macroeconomic trends, and look ahead at the implications for DMI members. The old adage is true: "You cannot change which way the wind blows but you can adjust your sails."



Richard Buchanan,
*Professor of Design,
Carnegie Mellon University*

The Four Orders of Design

Design and innovation are now central themes in business, but where is design headed in the coming years? Richard Buchanan will present his "four orders" framework for mapping the development of design in business, moving beyond posters and toasters into the new challenges of social interaction, information, service design, and managing as designing. We are entering a new period of design thinking, and this talk will show the pathways that are now opening for design managers and organization leaders.



Gianfranco Zaccai *FIDSA*,
President & CEO, Continuum

The Future of Design Is Not What It Used to Be

Design is being embraced by business as never before and past projections of a brave new business world based on design consciousness are beginning to be manifest. But what aspects of design are being truly embraced, and what will design become as a result? Our experience at Continuum has been that design in business is more than the discovery process and the physical result. Our focus is morphing from product design to system innovation, from communication design to experience design, and from design research to sustainable business innovation. Where are we now? Where are we going? How will we get there?



Lucia Chrometzka,
*Concept Designer & Coordinator
of International Network,
Future Concept Lab*



Elisabetta Pasini,
*Senior Consultant,
Future Concept Lab*

The Real Trends: The Trends that “Really” Impact the Market

In this presentation, Future Concept Lab, a European research institute dealing with advanced methodologies of analysis and innovative concepts, will identify trends that recent market history has proven to be “right,” to be “real,” and not just the result of the latest fad. The presenters will draw on the institute’s permanent research programs, Genius Loci and Mindstyles Program, which are used to identify visions on the future of consumption.



James Woudhuysen,
*Professor of Forecasting
and Innovation,
De Montfort University*

Responsible Design and the Triple Bottom Line

While climate change is a reality, global warming is by no means a catastrophe. To be truly responsible, designers must critically interrogate the economic, social, and environmental aspects of the triple bottom line. They must recognize that, whatever they might like, transformative technologies can deal with the emerging energy crisis better than either consumer awareness communications campaigns, or Green consumer design.



David Griffiths,
*Design Management Consultant,
Aliagroup (India) and IDIS
(The Netherlands)*

The Paradox of Success

Design is on a roll—governments in both the West and emerging economies are emphasizing its importance, and businesses are looking to design to fuel innovation. So why is this a troubling time for designers—what is the paradox that leads many to be unsure of the future? This presentation uses examples from the UK and India to illustrate challenges and opportunities for both advanced design economies and challenger design economies.



Peter Lawrence,
*Chairman,
Corporate Design Foundation*

The Next Design Opportunity: The Role of the Workplace in Achieving Innovation

In this presentation, Peter Lawrence will discuss companies that have used workplace design as part of an effort to change the culture of their organization to be more collaborative and innovative; what innovation and design leaders say about space; and the opportunities for design directors to expand the utilization of design as a business resource.



Hartmut Esslinger,
Founder, frog design

Money Is Green

Let's be honest: Design—like marketing—is about driving mass consumption and ultimately contributes to pollution and global warming. We need to change the economic business model towards “smarter with less,” and we need to advance our profession towards the strategic early stage of the process—where ecological strategy needs to be defined to be effective. We must innovate the way companies interact and collaborate with their customers and visa versa. The power is shifting—and we designers have the obligation to create and operate the new controls.



Christopher Vice,
*Chairperson,
Visual Communication Design,
Indiana University*

Design Thinking: How this Concept Creates Opportunities within the Integrated Practices of Design and Business

People in many business fields have recently discovered designers' specialized ways for knowing and doing. This recognition of the core competencies of design has created both opportunity and confusion. Christopher Vice will examine the concept of “design thinking” and describe how and why this framework is essential for designers seeking to lead change in markets, business enterprises, institutions, and communities.

Conference Information

Please sign up for the conference by completing the registration form and mailing or faxing it to DMI with payment, or by registering at www.dmi.org/annual. The DMI Web site has complete conference information, including the latest schedule. DMI will confirm your registration in writing shortly after your payment is received. Space at this conference is limited. DMI strongly recommends that you register early, as this event has sold out for the last five years.

The conference will start at 3:00 pm on Sunday, September 23rd, with two speaker presentations followed by group activities, and will end at 12:30 pm on Wednesday, September 26th. Tuesday afternoon will include time for discussion sessions and organized recreational activities. You will receive information on activities after you register.

Your registration fee includes access to all conference events, the conference book, conference CD, access to updated presentations online, refreshments, and evening receptions. Meals are included with the Kingsmill Resort hotel fee.

Hotel Reservations

To book your room, please contact The Kingsmill Resort and Spa at 800-832-5665, or 757-253-1703. Fax hotel forms are also available at www.dmi.org/annual on the registration page. The "Full American Plan," which includes your lodging, full buffet breakfast, lunch except on Wednesday, and the dinner daily, is US\$289 per night per person. You must identify your affiliation with the Design Management Institute when calling Kingsmill. Reservations must be phoned or faxed directly to Kingsmill prior to August 24, 2007. Reservations after this date will be on a space-available basis. The rate includes use of the Kingsmill Sports Club (including indoor swimming pool, fitness center, whirlpool, steam, sauna, racquetball, and game room), and complimentary shuttle service to Colonial Williamsburg and Busch Gardens.

Travel Arrangements

Kingsmill Resort & Spa is located in Williamsburg, Virginia, along the James River, minutes away from historic Colonial Williamsburg, and easily accessible via I-64. Kingsmill is served by three airports: Norfolk International Airport, located 45 minutes east of Kingsmill along I-64; Richmond International Airport, located 45 minutes west of Kingsmill along I-64; and Newport News/Williamsburg, located 20 minutes east of Kingsmill along I-64. Shuttles from these airports can be organized with Kingsmill's destination management team at 757-253-3948.

Conference Registration

To sign up for the conference, register online at www.dmi.org/annual, or check the appropriate registration category and mail or fax this form to DMI.

Send or fax this conference registration to:

Design Management Institute
29 Temple Place,
2nd Floor
Boston, MA 02111-1350
USA

Phone: 617-338-6380

Fax: 617-338-6570

Web site: www.dmi.org

E-mail: dmistaff@dmii.org

Non-US wire payments

If you would like to pay by wire transfer, please contact DMI for account information.

Cancellation policy

All cancellations or substitutions must be received in writing.

Until August 23:

We will deduct a US\$150 administrative charge and refund or credit the remaining fee.

August 23 - September 6:

We will deduct a US\$150 administrative charge and credit the remaining fee towards a future conference (within a year) or a new (no renewals) full price membership.

After September 6:

No refunds.

Registration Category

<input type="checkbox"/> Non-member	US\$2150
<input type="checkbox"/> Professional member	US\$1935
<input type="checkbox"/> Academic Individual member	US\$1935
<input type="checkbox"/> Professional Group member	US\$1720
<input type="checkbox"/> Academic Group member	US\$1720
<input type="checkbox"/> Organization member	US\$1610
<input type="checkbox"/> Forum member	US\$1500

Conference Price

Conference/Membership Special Offer

If you are not already a DMI member, you can save on both the conference and a new membership by checking the appropriate category.

Member Category	Special Bundled Price	Net Savings
<input type="checkbox"/> Professional	US\$2260	US\$290
<input type="checkbox"/> Professional Group	US\$3120	US\$630
<input type="checkbox"/> Organization	US\$4410	US\$940
<input type="checkbox"/> Forum	US\$7300	US\$1250

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