

EVENT SCHEDULE

WEDNESDAY SEPTEMBER 19, 2018

The 2018 IDEA Ceremony & Gala
Doors Open 6:30 PM & Ceremony Starts 7:00 PM

The International Design Excellence Awards (IDEA) celebrate the pinnacle of design achievement annually since 1980. Winning an IDEA is a career-defining moment and positions winners in the global spotlight. This year, nearly 2,000 entries were reviewed, making IDEA one of the most prestigious and eagerly anticipated annual design competitions in the world.

The IDEA Ceremony and Gala will take place at the National WWII Museum in New Orleans, LA.



THURSDAY SEPTEMBER 20



9:30 AM – 10:00 AM
Morning Coffee & Beignets



10:00 AM – 10:30 AM
Welcome
Debbie Millman



10:30 AM – 11:15 AM
Keynote | Design for Confrontation
Steve Selzer



11:15 AM – 11:45 AM
Design for Dystopia
Krystal Persaud



11:45 AM – 12:15 PM
A Case for a Human Approach to Innovation
Erica Eden



12:15 PM – 1:30 PM
Lunch Break
(On Your Own)

1:30 PM – 2:00 PM
5 Keys to New Product Manufacturing in China
Dr. George Wang, President, E-BI



FRIDAY SEPTEMBER 21



9:30 AM – 10:00 AM
Morning Coffee



10:00 AM – 10:30 AM
Welcome
John Maeda



10:30 AM – 11:15 AM
Keynote | Why the Best Design is Invisible
Kathleen Brandenburg



11:15 AM – 11:45 AM
Tech for Humans. Not Humans for Tech.
Claude Zellweger



11:45 AM – 12:15 PM
Achieving Balance in Design and Community
Nichole Rouillac



12:15 PM – 1:00 PM
Lunch Break
(On Your Own)



1:00 PM – 1:30 PM
IDSA Awards

SATURDAY SEPTEMBER 22



8:30 AM – 9:00 AM
Morning Coffee



9:00 AM – 9:15 AM
IDSA/Eastman Innovation Lab Education
Symposium Welcome
Raja Schaar, IDSA



9:15 AM – 10:00 AM
Student Merit Awards Presentation



10:00 AM – 10:30 AM
IDSA Education Awards



10:30 AM – 11:15 AM
YPHD? Is a PhD Needed for Design?

Panel Chair: **Jim Kaufman, FIDSA**
The Ohio State University

Rodney Adank, I/IDSA
DINZ

Dan Harden, IDSA
Whipsaw

Karen Hofmann, IDSA
ArtCenter College of Design

Lorraine Justice PhD, FIDSA
Rochester Institute of Technology

Stephen B. Wilcox PhD, FIDSA



2:15 PM – 2:45 PM

Designing the Future of Fast with Every Electric Bike
Marc Fenigstein



2:45 PM – 3:15 PM

What Am I Not? Making Magic with Cross-Disciplinary Collaboration
Becki Hyde



3:15 PM – 3:45 PM

Creativity in the Digital Age
Safir Bellali



3:45 PM – 4:15 PM

Coffee Break



4:15 PM – 5:15 PM

Rapid Fire Talks

Anna Finch & Brien Teasley
Real DFM

Laura Flusche
Museum of Design Atlanta

Surya Vanka
Authentic Design

Navit Keren
Designit

Adi Neuman
ECONcrete



5:15 PM – 6:00 PM

Documenting Dieter
Gary Hustwit



6:00 PM – 6:15 PM

Closing Remarks
Debbie Millman



1:30 PM – 2:00 PM

ISDA Year In Review



2:15 PM – 2:45 PM

_____ Transformed
Christian Ervin



2:45 PM – 3:15 PM

An Industry in Flux: Finding a Creative Path
Jules Ehrhardt



3:15 PM – 3:45 PM

The Time Traveler's Dilemma
Pamela Bailey & Ricardo Marquez



3:45 PM – 4:15 PM

Coffee Break



4:15 PM – 5:15 PM

Rapid Fire Talks

Gerard Furbershaw, IDSA
SmithFurbershaw

Lloyd Cooper, IDSA
PUSH Product Design

Jonah Becker
Fitbit

Colleen McHugh
The Water Institute of the Gulf



5:15 PM – 6:00 PM

Keynote | Design THINK – On Your Feet
Wilson W. Smith III



6:00 PM – 6:15 PM

Closing Remarks
John Maeda



6:15 PM – 8:30 PM

Closing Party



8:30 PM – 10:30 PM

Keyshot Designer Night, The Bourbon Cowboy

Design Science



11:15 AM – 12:00 PM

Sketchnote: More than Pen Meets Paper
Teddy Lu, IDSA & Verena Paepcke-Hjeltness, IDSA



12:00 PM – 1:30 PM

Lunch Presentation | Sponsored by Eastman Innovation Lab
Ellen Turner



1:30 PM – 3:00 PM

Education Papers
Q&A Session



3:00 PM – 3:30 PM

Coffee Break



3:30 PM – 4:45 PM

Education Papers
Q&A Session



4:45 PM – 5:00 PM

Closing Remarks
Raja Schaar, IDSA