



# 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



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

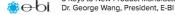


A Case for a Human Approach to Innovation **Erica Eden** 



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





5 Keys to New Product Manufacturing in China

## FRIDAY SEPTEMBER 21



Morning Coffee



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

11:15 AM - 11:45 AM

11:45 AM \_ 12:15 PM



Keynote | Why the Best Design is Invisible **Kathleen Brandenburg** 



Tech for Humans. Not Humans for Tech. Claude Zellweger



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



Morning Coffee

9:15 AM - 10:00 AM



IDSA/Eastman Innovation Lab Education Symposium Welcome Raja Schaar, IDSA



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 DM - 2:45 DM Designing the Future of Fast with Every Electric 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

Surva 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



1:20 PM - 2:00 PM

IDSA 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-Hieltness. 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 Remaks Raja Schaar, IDSA