



PRESENTS A SYMPOSIUM ON

DESIGN PROCESS INNOVATION

DECEMBER 6, 2008 > 10A-5:30P
A+D MUSEUM OF LOS ANGELES

5900 Wilshire Blvd., Suite 100E > Los Angeles, CA 90036

ABSTRACT

Innovation affords designers new opportunities from idea generation to product manufacturing, while expanding the relevance of their design product and confronting the issues presented by a changing world. While today's designers have at their disposal powerful digital design software and fabrication machines, technology is just one aspect of a wider process revolution being driven by globalization, compressed time-to-market, ecological sensitivity and increased sophistication in consumer taste. This symposium brings together experts from a variety of design disciplines to analyze trends, share ideas, and look at the future of the design process.

FEATURED SPEAKERS



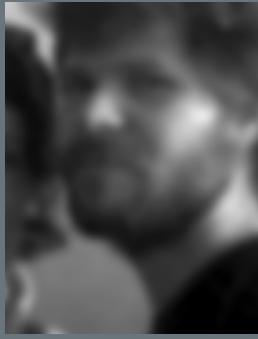
Geoff Manaugh *Dwell & BLDGBLOG*

Geoff Manaugh is Senior Editor of Dwell magazine, editor at Archinect, and author of the popular website BLDGBLOG. He has a BA in Cultural Studies from University of North Carolina and an MA in Art and Architectural History from University of Chicago. In Spring 2009, Chronicle Books will publish a full-length book based on BLDGBLOG.



Stuart Karten *Stuart Karten Design*

Stuart Karten's work spans the medical, consumer electronics, housewares, industrial and transportation industries. The company's design is grounded in a user-centered philosophy aimed at developing products and brand languages that excite their target customers and reflect an empathetic understanding of user needs. Karten developed ModeMapping to solve the challenges inherent in design research – organizing results, communicating findings to team members and clients, and drawing analytical conclusions.



C.E.B. REAS *Processing.org & UCLA Design | Media Arts Department*

C.E.B. REAS is an associate professor and chair of the department of Design | Media Arts at the University of California, Los Angeles. He focuses on defining processes and translating them into images. With Ben Fry, REAS initiated Processing.org in 2001, an open source programming language and environment for creating images, animation, and interaction.

Saffet Bekiroglu *Zaha Hadid Architects*

Saffet Kaya Bekiroglu is an associate at Zaha Hadid Architects (ZHA) and lead architect of projects on a variety of scales; among them the Aquatics Centre for London's 2012 Olympics, the Kartal Masterplan, Istanbul, and the critically acclaimed Aqua Table. Prior to ZHA, he graduated cum laude from UCLA and worked at Frank O. Gehry & Associates. Saffet's interest lies in the expression of smart surfaces informed by performative conditions and contextual data, organizing a project's multiple orders into architectural landscapes. Saffet is a regular visiting critic and occasional tutor at various international architecture schools.

MODERATORS

Frances Anderton *KCRW*

Frances Anderton is the host of DnA: Design and Architecture and a producer for Warren Olney's Which Way, L.A.? and To the Point all on public radio station KCRW. She is West Coast editor for Dwell magazine and writes on architecture and design for The New York Times and other publications.

Sam Lubell *The Architect's Newspaper*

Sam Lubell is the Los Angeles correspondent for the Architect's Newspaper and has written for Architectural Record, the New York Times, New York Magazine, the Los Angeles Times, and elsewhere. He is also the author of Paris 2000+: New Architecture.

PANELISTS

Chandler Ahrens *Open Source Architecture*

Chandler Ahrens is a founding partner of Open Source Architecture. His design methodology derives from an investigation into tangible and virtual environments engaging various modes of spatiality, materiality, fabrication techniques and implementation of parametric and generative computational processes to inform and evaluate the design process.

Mathew Cullen *Motion Theory*

Co-founder of Motion Theory, Mathew Cullen envisioned bringing together directors, animators, visual effects artists, writers, and other creative talents to form a more personal and agile version of a film studio. He has directed award-winning projects for HP, Nike, EA Sports, ESPN, and Budweiser, and music videos for Modest Mouse, Beck, and R.E.M. He has received more than one hundred industry awards and his work has been inducted into the Museum of Modern Art on 10 occasions.

Craig Hanna *thinkwell*

Craig is a writer, filmmaker and storyteller with more than 20 years expertise in the creation of compelling experiences and environments. As chief creative officer he directs the creative development of each project from inception through opening day. His experience in master planning and attraction development spans a variety of world-class projects. Prior to founding Thinkwell Craig was a creative executive at Universal Studios.

Tali Krakowsky *Imaginary Forces*

Tali Krakowsky, director of experience design for Imaginary Forces, has worked on immersive environments for the Museum of Biodiversity in Panama with Frank Gehry and Bruce Mau, and New City, a commissioned web-based installation for MoMA. She has worked on the World Trade Center redesign competition, an installation for the Netherlands Architecture Institute and MoMA's Tall Buildings exhibition as part of the design consortium United Architects.

Elena Manferdini *Atelier Manferdini*

Elena Manferdini is the principal of Atelier Manferdini, an architectural office that specializes in the cutting edge of computer-aided design of exotic forms. Because of her combination of degrees in engineering and architecture, Elena Manferdini's practice applies construction and manufacturing technologies from the aeronautic and car industry to the field of architecture, object design and fashion.

Matthew Melnyk *Buro Happold*

Matthew was a founding member of the Buro Happold Los Angeles office. His ongoing research has focused on performance design, optimization and form-finding. A graduate of the UC Berkeley School of Engineering (BS, MS), Matthew has lectured at Columbia University, Pratt University and Stevens Institute of Technology. He currently holds a teaching position in the graduate program of the Southern California Institute of Architecture.

Gaston Nogues *Ball-Nogues*

Gaston Nogues, an honors graduate in architecture from Southern California Institute of Architecture, worked at Gehry Partners in product design and production and became a specialist in creative fabrication. In his current collaboration with Benjamin Ball, Nogues is focused on fabricating what they visualize; on process as it relates to the built object. In his spare time, Nogues builds custom automobiles.

Scott Robertson *Design Studio Press*

Scott Robertson has designed a variety of consumer products, mainly durable medical goods and sporting goods. In 1995, he began teaching at Art Center College of Design in Europe and Pasadena. He founded Design Studio Press, a publishing company dedicated to art and design education. DSP's first book, Concept Design 1, released in 2003 and now out of print, is a collection of original artwork by seven of the top concept artists working in Hollywood.

Richard Whitehall *Smart Design*

Richard Whitehall graduated from the Industrial Design Engineering program at the Royal College of Art where his work focused on the design of electronic products and systems. His work on hi-fi speakers for Impulse received the British Design and Art Directors award in 1995. Prior to Smart Design, Richard was Design Director at Human Factors Industrial Design (now Product Genesis) where he specialized in the development of clinical and consumer healthcare products.

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PRE-ORDER: \$75, DAY OF EVENT: \$100, STUDENT (WITH ID): \$45

ticket price includes lunch and a hosted evening reception

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