Conference (1/2)

What about Tomorrow
Grosser Konzertsaal at Toni-Areal
Fri 8 Sep, 13:00–17:00

In cooperation with: swiss design association, Zurich University of the Arts – Departement Design

Speakers from leading educational institutions, from the private sector and from the area of design look to the future. How can we imagine what will be tomorrow?
And what methods will help us do that? The conference offers impulses for creatives and enterprises that rely on design as a promoter of innovation.

Moderation by Nina Mavis Brunner, journalist/moderator 3Sat and SRF.
The speeches will be held in German or in English (EN/DE).

12:30	Ticketing, Arrival
13:00	Opening of the conference
13:20	Keynote Speech (EN) Alan N. Shapiro, Visiting Full Professor, Folkwang University of the Arts
	How is the future shaped by a new Gestalt of ideas which is at the border between theory and practice?
	Alan N. Shapiro is author or editor of Star Trek: Technologies of Disappearance, Software of the Future, The Technological Herbarium, and Transdisciplinary Design. His ideas about self-driving cars were featured in the 2016 Audi annual report.
14:00	Speech (DE) Prof. Bitten Stetter, Zurich University of the Arts
	What tools and methods can be used to observe the present and to design the future?
	Working in the fields of trendscouting, visual forecasting, conception, storytelling and curation. Beside running her own label Bitten Stetter she leads the MA Trends & Ereignis at the Zurich, University oft the Arts. She is a lecturer in the BA Style & Design and responsible for the reasearch in the field of trends & identity.
14:20	Speech (DE) Prof. Ulrich Götz, Zurich University of the Arts
	How can classic design methods support the learning processes in Serious & Applied Games?
	Within the field of specialization, he is responsible for the areas of BA education and research. He lectures in BA and MA in the field of game design. In research and development he is particularly concerned with the field of Serious & Applied Games in the medical, therapeutic, and educational environment.
14:40	Case (DE) Christian Harbeke, Partner NOSE Design
	What opportunities and benefits are there for the integration of VR in a concrete design project?
	After studying mechanical engineering Christian Harbeke continued to study product design at the ZHdK. In 1991 he founded the NOSE together with Ruedi Müller and another partner. In addition he is a guest lecturer at various universities (ETH, ZHDK, FHNW, HSLU, etc.).

Conference (2/2)

15:00	Refreshment break in the Foyer Program during the break: VR from NOSE Design
15:30	Speech (DE) Stefano Vannotti, Zurich University of the Arts
	How to act in the new roles of design?
	Teaching Master Design, Bachelor Design, Interaction Design and Further Education. Stefano Vannotti is Head of the CAS Design Thinking / MAS Strategic Design. His field of reasearch include designmethods, UX and Strategic Design.
15:50	Case (EN) Léa Pereyre, Industrial Designer BA, Verity Studios
	How does technology shape new design professions?
	Léa Pereyre works as a product designer. She received her bachelor degree from the ECAL in Industrial and Product Design. She recently won the third price of the Fondation d'entreprise Hermès in collaboration with Claire Pondard, with who she's developing a studio called "Claire + Léa". She is involved in the research project called "Inhabiting and Interfacing the Cloud(s)" at EPFL+ECAL lab. Currently, she works for Verity Studios in the field of entertainment industries.
16:10	Wrap Up
16:40	Note of thanks
17:00	Closing of the conference Opening Apéro

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