(d) design is symposium that will explore how to plan, create, shape and adapt innovation.

(d) is the variable that matters for transformative innovation. It is a catalyst that rallies innovation, shifts perspectives and creates meaning out of chaos. Through the variable of (d) we will explore the potential of creative inquiry to take us in directions we didn’t think feasible, worthwhile or even possible.

The event will include leaders in design thinking, innovation and entrepreneurship with the community at-large.

event organizers

IUCA+D COLUMBUS  MBA PROGRAM INDIANA UNIVERSITY-PURDUE UNIVERSITY COLUMBUS Division of Business columbus chamber KELLEY SCHOOL OF BUSINESS INDIANA UNIVERSITY Johnson Center for Entrepreneurship & Innovation
session I  Kelley School of Business  IU Bloomington, CG1022  April 9th 2013  5pm - 6:30

session II  IUCA+D  310 Jackson Street  Columbus, IN  April 10th 2013  9:30 - 4pm

free registration for symposium  www.columbusareachamber.com
kadams@columbusareachamber.com

(d) ZOKOS  4/10/13  reception  4-6pm  at Irwin Gardens

panel facilitator  elise foster
zokos  brad baer
marcel botha  audacious risk taker
Kelley School of Business, Indiana University  tom hustad
IUCA+D  kevin lair
will miller  The Wallace Foundation
scott pobiner  Parsons the New School for Design
Cummins  john wall
craig watters  Spears School of Entrepreneurship
jon yoder  Syracuse University

more info  www.indiana.edu/~iucad/
Design also embraces myths and meaning, philosophy, science, teaching/education, anthropology, sociology, material culture studies, media and cultural studies, economics, political science, and ecology. It is design’s ability to operate through “things” and “systems” that makes it particularly suitable for dealing with contemporary societal, economic and environmental issues.

Design, therefore, is manifest in all aspects of contemporary life

- Alastair Fuad-Luke, Design Activism

Symposium overview

(d) design is an event that will explore how to plan, create, shape and adapt innovation. (d) is the variable that matters for transformative innovation. It is a catalyst that rallies innovation, shifts perspectives and creates meaning out of chaos. Through the variable of (d) we will explore the potential of creative inquiry to take us in directions we didn’t think feasible, worthwhile or even possible. Richard Buchanan describes what we design as indeterminate and contextual, “The subject matter of design is potentially universal in scope, because design thinking may be applied to any area of human experience. But in the process of this application, the designer must discover or invent a particular subject out of the problems and issues of specific circumstances.”

The event will include leaders in design thinking, innovation and entrepreneurship with the community at-large. The (d) guests and program will align with the universal potential of design thinking and fluidity of subject matter than can be addressed as defined by the designer. The (d) will help investigate how design operates, why it matters, and the specific circumstances where it is being applied to create unique outcomes. This will include applications for innovation in the design of organizations, services and new ventures. We will also consider the forces driving the need and opportunity for design thinking applications from small to large scale applications.

The discourse will explore multiple and diverse perspectives on design and design thinking. Through engagement and discourse our symposium goals are to help community participants:

Help build innovation capacity

Develop community networks to support innovation within Columbus

Market Columbus, area organizations and businesses as unique environment for transformative innovation

Build a unique culture of innovation

Foster resilience in business and communities through diverse approaches to innovation that build social, human, manufacturing, natural and financial capital
Symposium Schedule April 9th 2013 at Johnson Center IU Bloomington

4:30pm Pizza

5:00pm-5:15pm Introduction Dr. Don Kuratko Kelley School of Business

5:15-6:30 Panel Discussion Dr. Tom Hustad Kelley School of Business, Marcel Botha 10xBeta

Symposium Schedule April 10th 2013 at IUCA+D Columbus

9:30 Coffee

10:00am Introduction from IUCA+D Kelly Wilson IUCA+D

10:10am Introduction Jack Hess Institute of Coalition Building

10:20am Panel Introductions Kevin Lair IUCA+D, Dr. Scott Pobiner Parsons the New School for Design Dr. Craig Watters Oklahoma State University, Dr. Jon Yoder Syracuse University,

11:00am - 12:00pm Panel (d) design Why is (d) the variable that matters for transformative innovation? How is it a catalyst that rallies innovation, shifts perspectives and creates meaning out of chaos. The first session panel will engage in exploration of “design thinking”.

Facilitator Elise Foster

12:00pm-1:15pm Lunch

1:15pm Introduction Marwan Wafa IUPUC

1:30pm Panel Introductions Brad Baer Zokos/Bluecadet, Marcel Botha 10xBeta, Dr. Tom Hustad Indiana University, Dr. John Wall Cummins, Will Miller The Wallace Foundation

2:15pm - 3:30pm Panel (d) design In our second session panel we will explore through specific case studies the potential of creative inquiry and design to take us in directions we didn’t think feasible, worthwhile or even possible.

Facilitator Elise Foster

3:30pm-4:00 Closing

4:00pm- 6:00pm Reception at Irwin Gardens
The idea to create a nationally and internationally recognized Center for Art and Design in the city of Columbus, Indiana through a unique partnership between the community of Columbus and Indiana University, began in early 2010 with discussions held between President McRobbie and community members from the city of Columbus. In September of 2010, a proposal to create such a program was drafted between IU and Columbus, with an announcement of the initiative by President McRobbie in December of 2010. The Center was opened in August of 2011 to students and classes from IUB, using the Center and its new faculty to explore the city of Columbus as a ‘living laboratory of design’. The Center was dedicated October 2011.

Offering six integrated, thematic modules, the IU MBA Program at IUPUC offers a graduate business curriculum designed to help students learn business management in ways much more like how real business management is conducted. This includes special attention to managing a global workforce, to innovative problem solving through design thinking, and to individual professional development. An important measure of the program’s success: Over the past 10 years, seven IU MBA teams have become Global Champions in world-wide competition via the Business Strategy Game.

The Columbus Area Chamber of Commerce engages its members in the pursuit of excellence and economic growth by fostering an innovative business environment and a world-class community.

The Johnson Center for Entrepreneurship & Innovation (JCEI) is out to prove that entrepreneurial thinking isn’t just for startups. It’s crucial for leadership in any organization. Our programs aim to provide students with a wide range of classroom and experiential opportunities to discover and develop the “entrepreneurial perspective” throughout the entire campus. The Johnson Center for Entrepreneurship & Innovation is recognized as the focal point for entrepreneurial development of technologies and potential ventures within any discipline at Indiana University through world-renowned academic programs, cross-campus initiatives, powerful networking opportunities, immersive projects, and conferences.