Special thanks to Prestige Printing for their support of (d) design.
(d) design is a symposium that explores 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 explore the potential of creative inquiry to take us in directions we didn’t think feasible, worthwhile or even possible.

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

IUCA+D Columbus led a collaborative team effort as (d) design host and lead sponsor with the MBA Program at IUPUC, the Columbus Area Chamber of Commerce and the Kelley School of Business and Johnson Center for Entrepreneurship & Innovation (JCEI) at Indiana University. The event is also supported by generous contributions from Columbus area businesss.
Kelley School of Business  IU Bloomington, CG1022  
April 9th 2013  5pm - 6:30pm

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

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

April 10th  reception  4pm - 6pm  at Irwin Gardens  
panel facilitator  elise foster  
  zokos  brad baer  
  marcel botha  10xBeta
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 explores 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 includes leaders in design thinking, innovation and entrepreneurship with the community at-large. The (d) guests and program align with the universal potential of design thinking and fluidity of subject matter than can be addressed as defined by the designer. The (d) investigates how design operates, why it matters, and the specific circumstances where it is being applied to create unique outcomes. This includes applications for innovation in the design of organizations, services and new ventures. We also consider the forces driving the need and opportunity for design thinking applications from small to large scale applications.

The discourse explores 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

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

Symposium Schedule  April 10th 2013 at IUCA+D Columbus

9:30am  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-4:00pm  Closing

4:00pm- 6:00pm  Reception at  Irwin Gardens
The IU Center for Art+Design is a creative hub where the diversity of individuals, aspirations and ideas found within our communities may collect, connect, collaborate, create, debate and disseminate under the definitions of a design approach to thinking and making. The creative hub has as its core the re-invigoration of design by the inclusion, association and collaboration with artistic inquiry, long excluded though fundamental to design thinking and making.

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.