The Design of Business | The Business of Design
Conference at MIT 14-15 September

Business as usual. (Not.)

At the intersection of design and business lie a host of technologies that enable efficiency and innovation at every turn. We design for devices that are mobile, engage in conversations that are virtual, and increasingly groom ourselves to embrace realities that are alternative, even artificial, as we do so. But at what cost—to each of us?

For two days we explored design, technology, and culture, and most of all, the humanist values that govern how we live, work, and thrive together.

We looked at human responsibility—not corporate responsibility—as a foundation for honesty, integrity, and truth. And we examined technology as our common language: how it can be better, and how we can be better, too.

"The world of reality has its limits", Rousseau once wrote. "But the world of the imagination is boundless".

Friday, September 14 - Saturday, September 15, 2019
MIT Samberg Center, 50 Memorial Drive, Cambridge, MA

Symposia

Attendees choose from one of four symposia, each examining design, technology, and culture through a humanist lens.

Enterprise

How do we embrace progress with patience, particularly when faced with the accelerated daily challenges of the modern workplace?
Presented by Mastercard

Cindy Chastain, *SVP, Global Head of Experience Design, Mastercard*
Gretchen Anderson, *Founder, Primary Angle*
Dana Arnett, *Vice Chairman + Founding Partner, VSA*
Theresa Fitzgerald, *VP Creative Director, Sesame Workshop*
Gene Lee, *SVP of CX and Design, MailChimp*

Equity

How does design reinforce cultural inclusivity, fairness, justice and access for all?
Presented by Target

Todd Waterbury, *Chief Creative Officer, Target*
Melina Isabel López, *Chief Product Officer, Praxis Labs*
Georgia Messinger, *Co-Founder Trill Project*
Dr. Camille Verovic + Josef Volcic, *Co-Founders GIRL + HAIR*

Ethics

How do we identify and inculcate a sense of ethical culture in our studios, with our clients, consumers, and colleagues all over the world?
Presented by Salesforce

Sara Frisk, *Senior Director, Ignite Incubator, Salesforce*
Shaun Borstock + Mark Bloomfield, Founders, *Modeclicks*
Liz Danzico, *Creative Director, NPR*
Jessica Helfand, *Co-Founder Design Observer*
Deanna Murshed, *Executive Thought Leadership Researcher, Salesforce*
Denis Weil, *Dean of Institute of Design, IIT*

Engineering

How do the things we produce help to define and reinforce humane practices, leading to more thoughtful solutions for the people we serve?
Presented by IBM

Lee Moreau, *Founding Director, Other Tomorrows*
Kevin Bethune, *Founder, CCO of dreams • design + life*
Mark Podlaseck, *Creative Director, IBM Research*
Sarah Williams, *Director, Civic Data Design Lab at MIT*
Bob Wisnieff, *CTO for Quantum Computing, IBM Research*

SPEAKERS

Gretchen Anderson consults with clients to inform their product strategy and improve team collaboration skills. Recently, she was Head of Design at PG&E, California's largest energy company, she has led the design of the hardware and software of a next-generation surgical system, and served as VP of Product at GreatSchools.org.

Dana Arnett is a founding principal and CEO of the internationally recognised firm of VSA Partners. He is the President of the AIGA National Board of Directors and a board member of the Architecture and Design Society of the Art Institute of Chicago, and the Chicago Children's Theater.

Ashleigh Axios is an international speaker, strategic creative, and an advocate for design's ability to break barriers and create positive social change. She is an executive board member for AIGA. She served as the creative director and a digital strategist in the Obama White House.

Kevin Bethune is the Founder and Chief Creative Officer of dreams • design + life, a "think tank" that delivers design & innovation services using a human-centered approach. His background spans engineering, business and design in equal proportion over his 20+ year career, positioning him to help brands deliver meaningful innovations to enrich people's lives.

Jewellery designer and Royal College of Art graduate **Mark Bloomfield** is a digital craftsman and artist based at London's iconic Oxo Tower. He is Visiting Professor of Design, Innovation and Technology in the School of Creative Arts at the University of Hertfordshire.

Dr. Shaun Borstrock is Associate Dean; Business, Innovation and Projects and is Head of the Digital Hack Lab, In Pursuit of Luxury and Creative Ideas in the School of Creative Arts. He also works as an independent consultant to luxury brands and associations around the globe.

Vivianne Castillo is a UX Researcher with over seven years of psychology and research experience spanning multiple contexts, cultures, and industries. Currently she is working at Salesforce where she leverages research to help C-suite executives develop innovative, human-centered approaches to business problems..

Cindy Chastain is Senior VP of Global Customer Experience & Design at Mastercard. Before joining Mastercard, she was a CX strategist and Executive Creative Director at R/GA, named Digital Agency of the Decade by *Adweek*.
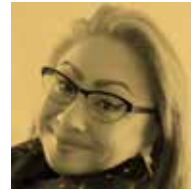
At IBM Watson Health, **Astrid Chow** leads transdisciplinary teams focused on user experience design related to AI and healthcare. She serves as a board member for the User Experience Professionals' Association (UXPA) Boston Chapter. She holds an MBA in Strategy and an MS in Human Factors in Information Design from Bentley University.

Theresa Fitzgerald leads brand design at Sesame Workshop, the global nonprofit educational organization behind *Sesame Street*, with the mission to help kids grow smarter, stronger and kinder. The work includes telling the mission story across the organization including the MacArthur 100&Change with IRC and Lego Foundation.
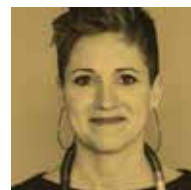
Sara Frisk is a Senior Director and Research Lead for Salesforce's Office of Innovation. From Pentagram to IDEO, her career spans human centered research and design, graphic design, communication design, brand strategy, and design thinking. She is honored to currently serve on AIGA's National Board of Directors.

Jarrett Fuller is a designer, writer, educator, and podcaster. He runs twenty-six, a multidisciplinary design and editorial studio; hosts *Scratching the Surface*, a weekly podcast about design criticism; and teaches in both undergraduate and graduate programs at Pratt Institute, The New School Parsons School of Design, and the University of the Arts.

George Gendron has spent most of his professional life at the intersection of media, innovation, entrepreneurship, and higher education. He is currently the Writer-in-Residence at MIT's Integrated Design and Management graduate program. He is the Co-founder and Creative Director of The Solo Project and served as the Editor-in-Chief of *Inc.* Magazine for two decades.

Sara Hendren is an artist, design researcher, writer, and professor at Olin College of Engineering. Her work includes social design projects and mixed media collaborations that engage technology and the adaptive human body. Combining disability studies and critical design, her practice is in pursuit of sharper questions about human capacity, worth, and interdependence.

Titus Kaphar is an artist whose paintings, sculptures, and installations examine the history of representation by transforming its styles and mediums with formal innovations to emphasize the physicality and dimensionality of the canvas and materials themselves. He is a distinguished recipient of numerous prizes and awards including a 2016 Robert R. Rauschenberg Artist as Activist grant, a 2018 Art for Justice Fund grant and the 2018 Rappaport Prize.

As a Principal of Kennedy & Violich Architecture Ltd. (KVA), over 15 years **Sheila Kennedy** has established an internationally recognized design practice that explores architecture, digital technology, and emerging public needs. Designated as one of *Fast Company*'s Masters of Design, Kennedy is described as an "insightful and original thinker who is designing new ways of working, learning, leading and innovating". She is currently Professor of the Practice of Architecture at MIT.

David Sun Kong is a Synthetic Biologist, community organizer, musician, and photographer based in Lexington, MA. He is the Director of the MIT Media Lab's Community Biotechnology Initiative whose mission is empowering communities through biotechnology. He is a pioneer in developing "lab-on-a-chip" technologies for synthetic biology and a leader in the global community biology movement.

Gene Lee is the SVP of CX & Design at Mailchimp. Partnering closely with marketing, product, engineering, and customer support, Gene and his team are responsible for connecting the dots across Mailchimp's brand. Previously, Gene served as head of UX Design at Sony PlayStation.

As the Assistant Director of Design and Construction at the Department of the Neighborhood Development (DND), **Jay A. Lee AIA NOMA** is responsible for managing the design and construction of new and rehabilitated residential, commercial, and open space development for the department.

Melina Isabel López is the CPO of Praxis Labs, a social impact focused venture that advances diversity and inclusion outcomes through Virtual Reality (VR) based learning experiences. Her experience as a queer Mexican-American motivate her to tell the untold stories of marginalized and historically underrepresented people.

Roman Mars is the host and creator of *99% Invisible*, a short radio show about design and architecture. With over 350 million downloads, the *99% Invisible* podcast is one of the most popular podcasts in the world. *Fast Company* named him one of the 100 Most Creative People in 2013. His 2015 TED Talk about design has over 5 million views.

Ellen McGirt is an award-winning feature writer who also covers race, culture, and leadership in a daily column for *Fortune* called *RaceAhead*. Her reporting has taken her inside the C-Suites of Facebook, Nike, Twitter, Intel, Xerox and Cisco; on the campaign trail with Barack Obama and across Africa with Bono to study breakthrough philanthropy.

Georgia Messinger is the co-founder and COO of Trill Project. Originally from Los Angeles, California, Georgia is now a sophomore at Harvard University studying psychology and computer science. Trill Project is a gen-z powered, free to download mobile application that offers anonymous and safe peer support to people struggling with mental health, those identifying LGBTQ+, or anyone else looking to feel a sense of belonging and security.

As Founder and Creative Director of LLM, **Leila Lee Mitchell** is an expert at communicating identity and information to shape experiences that connect people to place. With more than 20 years of design experience in a variety of disciplines, her process begins with engaging the collective voice and ends with capturing the audience in a compelling story.

Deanna Murshed is a researcher, digital strategist, and budding cultural theorist/theologian. She joined Salesforce's Office of Innovation in 2017, after 20+ years of academic work and consulting for some of the world's most recognizable brands across the business, government, and nonprofit sectors.

Mark Podlaseck is a Creative Director at IBM Research. He manages a group of scientists, psychologists, engineers, and designers, and works on physical embodiments of new technologies.

James Rhee is an impact-focused entrepreneur, investor, operator, and educator. As both CEO and investment firm founder, Mr. Rhee has generated market-leading returns by designing and executing upon bespoke capital and operational solutions. At Ashley Stewart, as Chairman and CEO and investor, he has led an innovative and progressive complement of changes that have transformed a twice bankrupt, unprofitable brick-and-mortar retailer into an industry leader founded upon a values-based, social commerce paradigm.

Paula Scher is one of the most acclaimed graphic designers in the world. She has been a principal in the New York office of the distinguished international design consultancy Pentagram since 1991. During the course of her career she has been the recipient of hundreds of industry honors and awards, and documentary on her and her work can be seen in the 2017 Netflix series *Abstract: The Art of Design*.

Lisa Strausfeld is an information architect, data visualization entrepreneur and principal of Informationart. She currently holds a senior research position at The New School, where her focus is on envisioning a better future for our day-to-day information experiences.

Skylar Tibbits is the founder of the Self-Assembly Lab at the Massachusetts Institute of Technology (MIT), and Assistant Professor of Design Research in the Department of Architecture.

Dr. Camille Verovic is a physician and the Founder of GIRL+HAIR, an innovative multicultural hair care brand. Based on her personal frustration properly maintaining her natural hair, and armed with her medical knowledge and desire to find the best ingredients for optimal hair health, she created UNDER HAIR CARE, a novel hair care line. She has used her background and expertise to brand and produce smart, result driven products.

Josef Verovic is a German-trained lawyer with more than 15 years' experience working in international law and managing advocacy projects globally. In 2014, Josef turned entrepreneur when he, together with his wife and business partner, co-founded GIRL+HAIR, an innovative multicultural hair care brand.

Caroline Wanga is Chief Diversity and Inclusion Officer and Vice President of Human Resources at the Target Corporation. She leads Target's strategic intent to champion an inclusive society with accountability for inclusive guest experiences, a diverse and inclusive work environment, and societal impact.

Todd Waterbury is Target's Chief Creative Officer. In his role, Todd establishes the creative vision and direction of Target's marketing efforts, leading an internal team of art directors, designers, developers, writers and producers, as well as its external agency and design partners. Together, they craft the creative content and experience for the Target brand from its Owned Brands to innovative partnerships with Vogue and The Grammys.

Hugh Weber is a researcher, network theorist, story discoverer, civic rider, design advocate, and small town kid from Milbank, SD. He serves on the Executive Committee of AIGA's National Board and believes wholeheartedly that designers are our only hope.

Denis Weil (MDes 2001) is the dean of the Institute of Design at Illinois Tech. He is a proven design leader with a passion for advancing the practice of design to create new solutions and approaches to entrenched problems, through both practice and teaching. He has driven design and innovation in leadership positions at organizations such as McDonald's, Procter & Gamble, and IDEO.

Nico Wheadon is the executive director of NXTHVN, a multidisciplinary arts incubator in New Haven, Connecticut. She is also an adjunct assistant professor of Art History and Africana Studies at Barnard College, and Professional Practices at Hartford Art School within the interdisciplinary MFA program.

Sarah Williams is the Homer A. Burnell (1928) Career Development Chair of Technology and Urban Planning at MIT, where she directs the Civic Data Design Lab. Her research uses data analytics, sensors, and interactive design strategies to communicate and change urban policies.

Dr. Robert Wisnieff joined IBM in 1986 after earning a Ph.D. in Applied Physics. He is the Chief Technology Officer for the IBM Quantum Computing program, a joint effort of IBM Systems and IBM Research. Dr. Wisnieff has been a member of the Defense Science Board for the US Department of Defense since 2010.

Forest Young is a global design leader, educator and speaker. He is a Principal at Wolff Olins — which was recently named *Fast Company*'s Most Innovative Company for Design. Here, he leads initiatives for the world's most influential companies and cultural institutions, based in San Francisco. Select clients include Apple, Uber, Microsoft and Modern Fertility.

Daniella Zalcman is a Vietnamese-American documentary photographer based between Paris and New York. She is a multiple grantee of the Pulitzer Center on Crisis Reporting, a fellow with the International Women's Media Foundation, a National Geographic Society Grantee, and the founder of Women Photograph, a non-profit working to elevate the voices of women and non-binary visual journalists worldwide.

Symposium Sponsors

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Institutional Partner

MIT Architecture

Schedule

September 14, 9:15 to 9:30 am
Welcome
Jessica Helfand + Michael Bierut
Co-Founders Design Observer
Lee Moreau
Founding Director, Other Tomorrows
Adjunct Professor, MIT Architecture

9:30 to 11:00 am
Design as a Humanist Discipline

Polynya — the Design of Hope
Forest Young, *Global Principal, Wolff Olins*

The Siren Call of Self-Neglect
Vivianne Castillo, *Sr Design Researcher + Innovation Consultant, Salesforce*

What Can A Body Do? How We Meet the Built World
Sara Hendren, *Artist, design researcher, writer, and professor, Olin College of Engineering*

11:00 to 11:30am
Break
Refreshments available

11:30 to 1:00 pm
Design as a Transformative Discipline

Ellen McGirt, *Senior Editor, Fortune*
in conversation with
James Rhee, *Chairman and CEO, Ashley Stewart, Founder, FirePine Group*

Lisa Strausfeld, *Information architect, data visualization entrepreneur + Principal, Informationart*
in conversation with
Ashleigh Axios, *Executive Board Member, AIGA*

Cindy Chastain, *SVP, Global Customer Experience & Design, Mastercard*
in conversation with
Dana Arnett, *Vice Chairman and Founding Partner, VSA*

1:00 to 3:30 pm
Lunch Symposia

3:30 to 5:30 pm
Design as a Cultural Discipline

A Network of Community
Hugh Weber, *Creative Counsel*

What we Create Together
Skylar Tibbits, *Founder, Self-Assembly Lab at MIT*

Culture + Architecture
Sheila Kennedy, *Principal, Kennedy & Violich Architecture, Ltd. + Professor in Practice, MIT Architecture*

25 Years at the Public
Paula Scher, *Partner, Pentagram*

Closing remarks

6:00 to 8:00 pm
Opening Night Reception
MIT Museum
Sponsored by MullenLowe

September 15, 8:30 to 9:45am
Breakfast Talks and Roundtables

AIGA
Boston design leaders active in the field of design for social impact share their experiences and perspectives with equity and social responsibilities in mind.

Design For America
DFA students share select case studies and experiences from their participation in social impact design projects.

Roundtables
Dana Arnett, Ashleigh Axios, Michael Bierut, Jessica Helfand, Lee Moreau, Paula Scher, Hugh Weber, and Forest Young to host.

10:00 – 12:30 pm
Design as an Ethical Discipline

Ethics in Solo Practice
George Gendron, *Writer-in-Residence, MIT Integrated Design and Management*

Where Together Takes Us
Caroline Wanga, *Chief D&I Officer + VP HR, Target*
Todd Waterbury, *Chief Design Officer, Target*

Community Ethics in Biotechnology
David Sun Kong, *Director, Community Biotechnology Initiative at MIT Media Lab*

Building More Inclusive Narratives
Daniella Zalcman, *Documenatry photographer*

Titus Kaphar, *Artist + President/Founder of NXTHVN*
Nico Wheadon, *Executive Director, NXTHVN*
in coversation with
Roman Mars, *Host, 99% Invisible*

Farewell
Michael Bierut, Jessica Helfand, + Lee Moreau