

The Future of Design - Designing the Future

- **Date:** August 20th (Tuesday) 6:00 - 8:00 P.M. (*Reception/Party starts at 8:00 P.M.)
- **Venue:** 5th floor, 600th Anniversary Hall, Sungkyunkwan University, Seoul, Korea

SPEAKERS



Behavioral Economics for Design
Jaewoo Joo, Korea

Expect the Unexpected
Cassandra Telenko, USA



Replicating Nature's Design
Ilhoon Roh, Korea

Design with Intent:
an Effort to Design a Better World
Soodeh Montazeri, USA



Designing Complex Biological Systems
in the Human Body
Paul Egan, USA

Designing Future Privacy in Technology
Diana Schneider, Belgium



How Can 6 Billion Designers Work Together?
Hao Wu, UK

Design: the Ability of Making Dreams Come True
Andrea Luigi Guerra, France



Design Common-Unity: Transformational Design
for Life, for Living and for Others' Better Living
Diana Moreno, USA

How Can We Learn from the "Other" 90% of the World?
Rachel Kuhr, USA

INVITATION

The Design Society and the organizing committee of the 19th International Conference on Engineering Design (ICED13) invite young design researchers and designers, including design students, to participate in this discussion on the future of design and to join the networking of international young design community.

Please send an email to dinstitute@skku.edu with your name, affiliation and contact information by August 19th (Monday) to join this free of charge special event.

For more information, please visit ICED13 website, www.iced13.org, or send your inquires to the Creative Design Institute, dinstitute@skku.edu.