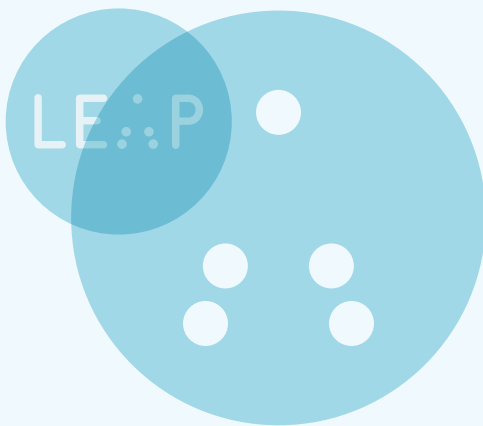


LEAP: THE NEW PROFESSIONAL FRONTIER IN DESIGN FOR SOCIAL INNOVATION SEPTEMBER 19-21, 2013

# PROGRAM

LEAP

## LEAP ADDRESSES A CENTRAL ISSUE: CAREER PATHWAYS FOR DESIGN AND SOCIAL INNOVATION.



The symposium is structured as a sequence of facilitated working group modules designed to build upon each other throughout the three days of the event. These immersive working group sessions are interspersed with lunchtime panel discussions and presentations, as well as with breathing moments for reflection, synthesis and re-gathering with the entire symposium group.

Curated by **Mariana Amatullo** with a national brain trust that includes **Allan Chochinov, Lee Davis, William Drenttel, Robert Fabricant, and Jocelyn Wyatt**, LEAP is conceived as a participant led conversation that brings together a diversity of perspectives and experiences about the evolving roles of design within the private, public and social enterprise sectors.

### KEY QUESTIONS EXAMINED THROUGH A PLURALISM OF LENSES

As a point of departure for LEAP, participants are invited to address the following three questions as they relate to the emergent pathways for professional design careers at the intersection of design and social innovation:

1/

#### WHAT IS DESIGN FOR SOCIAL INNOVATION?

What are the key practices and drivers for designers doing this work? What are the current professional opportunities available? What are other opportunities that we would like to develop and evolve?

2/

#### HOW DOES IT MANIFEST? VITAL HYPOTHESES.

What are central values, principles, and tools that drive or stifle new modes of professional engagement? What are the barriers and limitations to the current and prospective opportunities?

3/

#### WHY IT MATTERS? IMPLICATIONS.

What actions can we take to foster these professional opportunities? What do we need to do to reach potential employers? How can we enhance the preparation design students receive to access these opportunities? How do we articulate better the "the return on design" (ROD) and its relationship to social innovation?

LEAP invites an exchange of ideas and insights that aspires to be **dynamic, exploratory and honest**. Thank you for being part of LEAP and helping shape these emergent practices.

## DAY 1: THURSDAY, SEPTEMBER 19

# ART CENTER COLLEGE OF DESIGN HILLSIDE CAMPUS

1700 LIDA STREET, PASADENA CA 91103

### PROGRAM FORMAT:

PARTICIPANTS ARE CLUSTERED IN PRE-ASSIGNED MULTIDISCIPLINARY KNOWLEDGE-CONTENT GROUPS TO COLLABORATE IN DISCUSSIONS THAT ARE SEEDED WITH KEY THEMES FROM THE "OPENING ARGUMENTS" BROUGHT BY ALL TO LEAP.

### 8:30AM / FACULTY DINING ROOM

#### BREAKFAST

### 9:00AM / AHMANSON AUDITORIUM

#### WELCOME & OPENING REMARKS

Mariana Amatullo, Vice President, Designmatters, with the LEAP Braintrust:

Allan Chochinov, Chair, Products of Design, School of Visual Arts and Partner, Core 77

Lee Davis, Scholar-in-Residence, Center for Social Design, Maryland Institute College of Art (MICA)

William Drenttel, Director, Winterhouse Institute and Editorial Director, Design Observer and LEAP Symposium Editorial Director

Robert Fabricant, Vice President of Creative, frog

Jocelyn Wyatt, Co-Lead and Executive Director, IDEO.org

### OPENING THE OPENING ARGUMENTS

Allan Chochinov, Products of Design Chair, SVA; Partner, Core 77

### PROGRAM OVERVIEW

With members of the Art Center LEAP Core Programming Team:

Karen Hofmann, Chair, Product Design, Art Center College of Design

Sherry Hoffman, LEAP Programming Lead Facilitator; Heidrun Mumper-Drumm, Director, Sustainability Initiatives.

### 10:00AM / ASSIGNED CLASSROOMS

#### MORNING SESSION 1: AN UNCHARTED TERRITORY

This session module explores participants' "opening arguments" with the goal of capturing insights, through collective knowledge sharing, that establish the timeliness of the issues and a baseline of guiding topics and themes.

### 10:45AM / ALCOVE/SINCLAIRE PAVILLION

#### MORNING BREAK

### 11:15AM / ASSIGNED CLASSROOMS

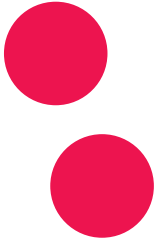
#### MORNING SESSION 2: DIVERGENCE

Building on Session 1, participants are invited to delve deeper into reflection and framing/reframing of insights, diverging to sketch patterns, weave connections and identify new possibilities.

### 12:00PM / LAWN AND FACULTY DINING ROOM

#### LUNCH

(continued)



## DAY 3: SATURDAY, SEPTEMBER 21

# ART CENTER COLLEGE OF DESIGN HILLSIDE CAMPUS

1700 LIDA STREET, PASADENA CA 91103

LEAP

### PROGRAM FORMAT:

PARTICIPANTS ARE CLUSTERED IN WORKING GROUPS THAT REFINED THE ARTICULATION OF INSIGHTS FROM DAY 2. INFORMATION IS DISTILLED FOR PRESENTATION WITH THE ENTIRE GROUP DURING A WORKING LUNCH AND SYMPOSIUM WRAP-UP SESSION IN THE AFTERNOON.

**8:30AM / STUDENT DINING ROOM**

#### BREAKFAST

**9:00AM / STUDENT DINING ROOM**

#### REFLECTIONS

William Drenttel in dialogue with Mariana Amatullo

#### SYNTHESIS

With LEAP Core Programming Team and Facilitators.

**09:30AM / ASSIGNED CLASSROOMS/STUDENT DINING ROOM**

#### MORNING SESSION 1: NEW NARRATIVES AND PATHWAYS

Participants articulate directions for new career pathways through presentations of visual narratives and future scenarios that project alternative conditions and an evolving context.

**10:15AM / ALCOVE/SINCLAIRE PAVILLION**

#### MORNING BREAK

**10:45AM / ASSIGNED CLASSROOMS**

#### MORNING SESSION 2: NEW NARRATIVES AND PATHWAYS

**11:45AM / STUDENT DINING ROOM**

#### WORKING LUNCH

**01:00PM / STUDENT DINING ROOM**

#### AFTERNOON WRAP-UP SESSION: COLLABORATION AND COMMITMENTS FOR THE NEW FRONTIER

Key insights, questions and emergent content are distilled and presented with the entire group. LEAP participants outline commitments toward a new frontier for practice.

**03:00-05:00PM / HILLSIDE SCULPTURE GARDEN**

#### LEAP FAREWELL PARTY

Hosted by Designmatters.

# DAY 1: THURSDAY, SEPTEMBER 19

## ART CENTER COLLEGE OF DESIGN HILLSIDE CAMPUS

1700 LIDA STREET, PASADENA CA 91103

### 1:00PM / AHMANSON AUDITORIUM

#### LEAP LUNCHTIME TALKS: A COLLABORATION WITH THE ART CENTER DIALOGUES

Introduction & Framing:

Robert Fabricant, Vice President of Creative, frog

Presenters:

Bryan Boyer, Former Strategic Lead at SITRA, and Project Manager, Helsinki Design Lab

Christopher Fabian, Advisor on Innovation to the Executive Director, UNICEF

#### "Design Innovation at the Intersection of the Public and Private Sectors."

One of the most effective ways that a designer can work is to span both public and private sector activities. Public sector organizations are hungry to learn from the private sector models. Similarly, businesses are beginning to recognize the value of social sector work as a way to strengthen their market reach and invigorate their innovation capacity. The presenters in this session will share unique case studies and perspectives that point to a re-definition of roles.

### 2:00PM / ASSIGNED CLASSROOMS

#### AFTERNOON SESSION 1: NEW TERRAIN

This session is conceived as the final group session of the day and as a generative module for hands-on ideation, scenario-building and visualization based on the morning discussions.

### 2:45PM / ALCOVE/SINCLAIRE PAVILLION

#### AFTERNOON BREAK

### 3:15PM / FILM SOUND STAGE

#### AFTERNOON SESSION 2: EMERGENCE AND NEW PROVOCATIONS

All clusters of participants re-gather as an entire group to debate and report back on emergent topics from prior working sessions.

### 4:00PM

#### BREATHING ROOM

### 4:15PM / FILM SOUND STAGE

VISUAL TESTIMONIALS AND CASES THAT INSPIRE with LEAP "Surprise Presenters."

### 5:00PM

#### EVENING BREAK

### 6:00-9:00PM / GAMBLE HOUSE\*

#### OPENING RECEPTION, HOSTED BY SAPPY IDEAS THAT MATTER

Welcome Remarks by Dr. Lorne M. Buchman  
President, Art Center College of Design

\*Gamble House

4 Westmoreland Place, Pasadena, CA 91103

Self guided tours of the Gamble House, a National Historic Landmark, will be offered from 6:00-7:00pm

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## DAY 2: FRIDAY, SEPTEMBER 20

# ART CENTER COLLEGE OF DESIGN HILLSIDE CAMPUS

1700 LIDA STREET, PASADENA CA 91103

### PROGRAM FORMAT:

PARTICIPANTS ARE INVITED TO SELF-SELECT INTO NEW GROUPINGS ORGANIZED BASED ON A FEW SELECT TOPICS THAT WILL HAVE BUBBLED UP FROM THE EMERGENT CONTENT OF DAY 1.

### 8:30AM / FACULTY DINING ROOM

#### BREAKFAST

### 9:00AM / AHMANSON AUDITORIUM

#### WHY THEY MATTER: STORIES FROM THE FRONTLINE

Allan Chochinov, Products of Design Chair, SVA; Partner, Core 77

#### NEW TOPICS OF RELEVANCE

Jocelyn Wyatt, Co-Lead, IDEO.org in dialogue with LEAP Core Programming Team

### 10:00AM / ASSIGNED CLASSROOMS

#### MORNING SESSION 1: NEW SCENARIOS, OPENING UP NEW PATHS

Session modules focus on prototyping and scenario-building exercises with probes and prompts based on insights and provocations from Day 1.

### 10:45AM / ALCOVE/SINCLAIRE PAVILLION

#### MORNING BREAK

Pastries provided by Homegirl Catering, a division of Homeboy Industries, a Los Angeles-based social enterprise.

### 11:15AM / ASSIGNED CLASSROOMS

#### MORNING SESSION 2: NEW SCENARIOS, OPENING UP NEW PATHS

A continuation of activities and modules from Session 1.

### 12:00PM / LAWN AND FACULTY DINING ROOM

#### LUNCH

### 01:00PM / AHMANSON AUDITORIUM

#### LEAP LUNCHTIME TALKS: A COLLABORATION WITH THE ART CENTER DIALOGUES

**"Designing a Social Economy:  
Professional pathways in the emerging  
social capital market."**

Around the world, a new market is emerging focused on maximizing social good and social benefit.

(continued)

## DAY 2: FRIDAY, SEPTEMBER 20

# ART CENTER COLLEGE OF DESIGN SOUTH CAMPUS

950 SOUTH RAYMOND AVENUE, PASADENA, CA 91105

### 01:00PM / AHMANSON AUDITORIUM

(continued)

Social entrepreneurs and social investors are revolutionizing the way markets work, the way we think about business, and the very definition of profit and value. This panel will explore trends in this emergent field and professional opportunities for "design entrepreneurs" to envision, create and shape the future of the marketplace.

Moderator:

Lee Davis, Scholar-in-Residence, Center for Social Design, Maryland Institute College of Art (MICA)

Panelists:

David Greco, Vice President,  
Western Region, Nonprofit Finance Fund

Kanyi Maqubela, Venture Partner,  
Collaborative Fund

Tara Roth McConaghy, President,  
Goldhirsh Foundation

Gabriel Wartofsky, Co-Founder & CTO,  
Conscious Commuter Corporation

### 02:15PM / SOUTH CAMPUS VENUE

#### BOARD BUSES TO SOUTH CAMPUS

### 02:30PM / WIND TUNNEL ASSIGNED CLASSROOMS

#### AFTERNOON SESSION 1: UN-CONFERENCE MODULE

LEAP participants propose and sign up for topics that become the focus of concurrent running sessions.

### 03:30PM / WIND TUNNEL PATIO

#### AFTERNOON BREAK

### 04:00PM / WIND TUNNEL GALLERY

**VISUAL TESTIMONIALS AND CASES THAT INSPIRE**  
with LEAP "Surprise Presenters."

### 04:45PM / ASSIGNED CLASSROOMS

#### WORKSHOPS

LEAP Workshops are offered by key symposium partners who bring unique perspectives, knowledge and resources to the design and social innovation space.

**"Global Social Innovation Competitions: How do we embed design to maximize social impact?"**

Suzi Sosa, CEO, Verb

**"Beyond Design: Expanding Designers' Roles in Multi-disciplinary Collaborations"**

Jennifer Keller Jackson, Senior Program Officer,  
NCIIA (National Collegiate Inventors and Innovator's Alliance)

**"Sharing the Power of Design: Using Media to Reach New Audiences"**

Adele Peters, Design Curator at GOOD

### 05:30PM

#### EVENING BREAK

### 07:00-10:00PM / SOUTH CAMPUS ROOFTOP\*\*

#### LEAP RECEPTION HOSTED BY ART CENTER ALUMNI RELATIONS

Welcome Remarks by Kristine Bowne, Executive Director, Alumni Relations and Elisa Ruffino, Director, Designmatters.

\*\*South Campus

950 South Raymond Avenue,  
Pasadena, CA 91105