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 regathering 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.
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.

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)
PROGRAM FORMAT:

PARTICIPANTS ARE CLUSTERED IN WORKING GROUPS THAT REFINE 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.
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 SAPPi 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
LEAP: THE NEW PROFESSIONAL FRONTIER IN DESIGN FOR SOCIAL INNOVATION  SEPTEMBER 19-21, 2013

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)
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

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”