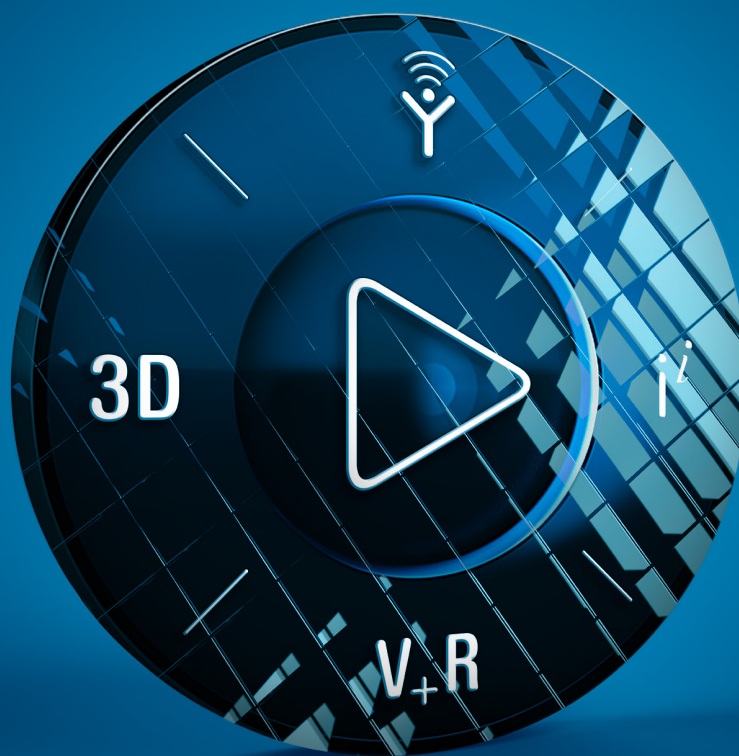


DESIGN IN THE AGE OF EXPERIENCE™

APRIL 4-5, 2017 | MICO | MILAN, ITALY



3DEXPERIENCE®

AGENDA

TUESDAY, APRIL 4TH 2017 - DESIGN IN THE AGE OF EXPERIENCE

01:30 pm REGISTRATION & WELCOME COFFEE

02:00 pm **WELCOME - ENTERING DESIGN IN THE AGE OF EXPERIENCE ERA**
Designers, innovators, and entrepreneurs need to find new ways to create business opportunities – shifting from products to consumer experiences, while drawing inspiration from nature and our social ecosystem.

This is what Design in the Age of Experience is all about.

Guido **PORRO** - DASSAULT SYSTÈMES, Managing Director EUROMED

Philippe **LAUFER** - DASSAULT SYSTÈMES, CEO CATIA

Gian Paolo **BASSI** - DASSAULT SYSTÈMES, CEO SOLIDWORKS

KEYNOTE ADDRESS: DESIGN – MAPPING THE FUTURE OF GLOBAL CIVILIZATION

Digital technologies are revolutionizing connectivity between people, cities and countries to improve quality of life.

“Mankind has a new maxim—Connectivity is Destiny—and the most connected powers, and people, will win.”

Parag **KHANNA** - Managing Partner, Hybrid Reality Pte Ltd

DESIGNING EXPERIENCE:

FROM PRODUCTS TO UNIQUE CUSTOMER EXPERIENCES

Designing products is not enough – The value of design remains its ability to deliver stellar and unique experiences for consumers.

Learn how DELFT HYPERLOOP, HONDA, and TEAGUE leverage Experience Thinking to create innovation.

Tim **HOUTER** - DELFT HYPERLOOP, Team Captain

Dave **MAREK** - HONDA, Acura Global Creative Director, R&D Americas, Inc

John **BARRATT** - TEAGUE, President and CEO

DESIGN IS THE BUSINESS PLAN:

CONNECTED CUSTOMER EXPERIENCES BECOME NEW PERSONALIZED SERVICES

The rise of new technologies such as Internet of Things and Cloud offer new business opportunities for personalized services that leverage data coming from consumers themselves. Hear exciting entrepreneurial success stories.

Meron **GRIBETZ** - META, CEO

Edward **STILSON** - JOBY AVIATION, Design Engineer

Monika **MIKAC** - RIMAC, COO

Ben **STAGG** - HALO SMART LAB, Co-Founder & CEO

04:15 pm COFFEE BREAK IN THE **3DEXPERIENCE**® PLAYGROUND

04:45 pm Come and touch Design in the Age of Experience !

TUESDAY, APRIL 4TH 2017 - DESIGN IN THE AGE OF EXPERIENCE

04:45 pm

DESIGN IS TRIBES:

CONNECTING PEOPLE, DATA AND ECOSYSTEMS TO CREATE UNIQUE EXPERIENCES

Leveraging the wealth of talents in the designer's multi-disciplinary ecosystem stimulates inspiration and creates powerful experiences. Discover the critical role of connecting people to address societal challenges.

Professor Katsushi **KUNIMOTO** - NAGOYA CITY UNIVERSITY HOSPITAL, Head of Medical Design Research Centre

Simona **MASCHI** - COPENHAGEN INSTITUTE INTERACTION DESIGN, Co-Founder and CEO

John **EDSON** - LUNAR - McKinsey, Design Partner

DESIGN IS SCIENCE DRIVEN:

PUTTING SCIENCE AT THE HEART OF DESIGN TO GENERATE AND SIMULATE INNOVATION

Algorithms, data driven analysis, simulation – generative design technologies that are playing key roles in creating products, systems and experiences for a more sustainable world.

John **CERONE** - SHoP, Associate Principal, Director, Virtual Design & Construction

David **WONG** - NANYANG POLYTECHNIC, Head of Additive Manufacturing Innovation Centre

05:40 pm

COCKTAIL RECEPTION IN THE **3DEXPERIENCE**[®] PLAYGROUND

05:45 pm

08:30 pm

Join us for a hands-on adventure at our breakthrough interactive playground, while networking with 400+ executives from the global Design and Engineering community.

WEDNESDAY, APRIL 5TH 2017 - DESIGN IN THE AGE OF EXPERIENCE

08:30 am WELCOME COFFEE

09:00 am OPENING WELCOME

ARCHITECTURE ENGINEERING CONSTRUCTION HACKATHON RESULTS

Following an intense 36 hours collaborative session between CATIA R&D and some of the world's most progressive architecture firms, the results of our AEC hackathon will be revealed and prizes awarded for the best designs created with CATIA on the 3DEXPERIENCE platform.

CadMakers / CO / HKS / Kengo Kuma / Morphosis / New Jersey Institute of Technology / SHoP / Zaha Hadid / Zahner

Jonathan **ASHER** - DASSAULT SYSTÈMES, CATIA AEC Portfolio Management Director

Romain **PERRON** - DASSAULT SYSTÈMES, CATIA Web Apps R&D Applications Senior Manager

10:30 am COFFEE BREAK IN THE 3DEXPERIENCE® PLAYGROUND

Come and touch Design in the Age of Experience !

STRATEGIC TRENDS (AT THE SAME TIME AS USERS SESSIONS, PLEASE SEE NEXT PAGES)

10:30 am	DESIGNING EXPERIENCE	Riccardo BALBO - ISTITUTO EUROPEO DI DESIGN (IED), Director Hiroshi KOBAYASHI - NIKON, Department Manager Toshiko MORI , Architect
11:30 am	DESIGN IS TRIBES	Klaus BUSSE - FIAT CHRYSLER AUTOMOBILE, Head of Design Fabio FILIPPINI - PININFARINA, Design Director James SHYR - HAITEC DESIGN CENTER, FOR LUXGEN MOTOR, YULON GROUP, Senior Vice President
01:35 pm	DESIGN IS SCIENCE DRIVEN	Biomimicry and Generative Design Strategic Discussion Martin TAMKE - CENTRE FOR IT AND ARCHITECTURE, Professor Toshiki MEIJO - KENGO KUMA, Chief Designer
02:35 pm	DESIGN IS THE BUSINESS PLAN	Disrupting Business Model in Construction Industry Javier GLATT - CADMAKERS, CEO

04.00 pm

WEDNESDAY, APRIL 5TH 2017 - DESIGN IN THE AGE OF EXPERIENCE - BREAKOUT SESSIONS

	USERS SESSIONS					
	DESIGNING EXPERIENCE	DESIGNING EXPERIENCE	DESIGN IS TRIBES	DESIGN IS SCIENCE DRIVEN	DESIGN IS THE BUSINESS PLAN	EXPERIENCE THE POWER OF DESIGN
10:30 am	THINKING DESIGN IN THE CONTEXT OF HUMAN EXPERIENCE	THE ENGINEERING EXPERIENCE DRIVEN REVOLUTION	SOCIAL IDEATION FOR HIGH TECH EXPERIENCE	DESIGN INSPIRED BY NATURE	CONCEPTUALIZE BUSINESS DRIVEN EXPERIENCES	DESIGNING EXPERIENCE
	Pierre VILLA , CATIA Dassault Systèmes	Jacques MAZAUD , Marc FANDARD , Fabrice AGNES , CATIA Dassault Systèmes	Vincent MERLINO , High-Tech Industry Stephan CLAMBANOVA , Valérie PEGON , DESIGN STUDIO Dassault Systèmes	Fabio BALLARI , Laurent IGARZA , CATIA Dassault Systèmes	Conceptual Designer Dana CASTRANOVA , Casey FISHER , Karl W SCHMIDT	Demo Live
11:30 am	EXPERIENCE THINKING FOR SYSTEMS INNOVATION	DESIGNING THE CONSTRUCTION EXPERIENCE	SOCIAL COLLABORATION FOR EXPERIENCE DESIGNERS	BOOSTING INNOVATION WITH SIMULATION	INDUSTRIALIZE BUSINESS DRIVEN EXPERIENCES	DESIGN IS TRIBES
12:30 pm	Gauthier FANMUY , CATIA Valérie PEGON , DESIGN STUDIO Dassault Systèmes	Thomas BERGERON , Architecture Engineering & Construction Industry Dassault Systèmes Javier GLATT , CadMakers	Howie MARKSON , ENOVIA Dassault Systèmes	Lyna ETIENNE LENORMAND , SIMULIA Dassault Systèmes	Industrial Designer Gary Mc CULLAGH , TORBEL	Demo Live

WEDNESDAY, APRIL 5TH 2017 - DESIGN IN THE AGE OF EXPERIENCE - BREAKOUT SESSIONS

	DESIGNING EXPERIENCE	DESIGNING EXPERIENCE	DESIGN IS TRIBES	DESIGN IS SCIENCE DRIVEN	DESIGN IS THE BUSINESS PLAN	EXPERIENCE THE POWER OF DESIGN
01:35 pm	CYBER SYSTEMS EXPERIENCE DESIGN	REALIZING THE VALUE OF IoT	SOCIAL COLLABORATION FOR FASHION EXPERIENCE	MULTIPHYSICS & FUNCTIONAL GENERATIVE DESIGN	BUSINESS DRIVEN CONNECTED EXPERIENCES	DESIGN IS SCIENCE DRIVEN
	Cyber Experience Fabrice PINOT , CATIA, Dassault Systèmes Andrea CANAPARO , FERRARI		Chris COLVER , Consumer Goods & Retail Dassault Systèmes	Philippe SAVIGNARD , CATIA Tiphaine GILBERT , CATIA Dassault Systèmes	Industrial Designer Ben STAGG , HALO SMART LAB	Demo Live
02:35 pm	VISUAL PRODUCT EXPERIENCE IN THE AGE OF EXPERIENCE	DESIGN THE PERFECT PACKAGING EXPERIENCE FOR HIGH TECH	SOCIAL COLLABORATION FOR PACKING DESIGN	INDUSTRIAL ADOPTION OF ADDITIVE MANUFACTURING	SOURCING & STANDARDIZATION INTELLIGENCE	DESIGN IS THE BUSINESS PLAN
04:00 pm	Stephan RITZ , Michael REITER , Martin LEPS , Daniel DRESEMANN , CATIA Dassault Systèmes	HIGH TECH DESIGN Natacha BECARD , High-Tech Industry Dassault Systèmes Quentin MICHOUD , CATIA Dassault Systèmes	Walid DARGHOUTH , Kevin BOLING , Consumer Packaged Goods & Retail Industry Dassault Systèmes	Jean-Marc CAUZAC , DELMIA Dassault Systèmes	Philippe BOULAY , EXALEAD Dassault Systèmes	Demo Live