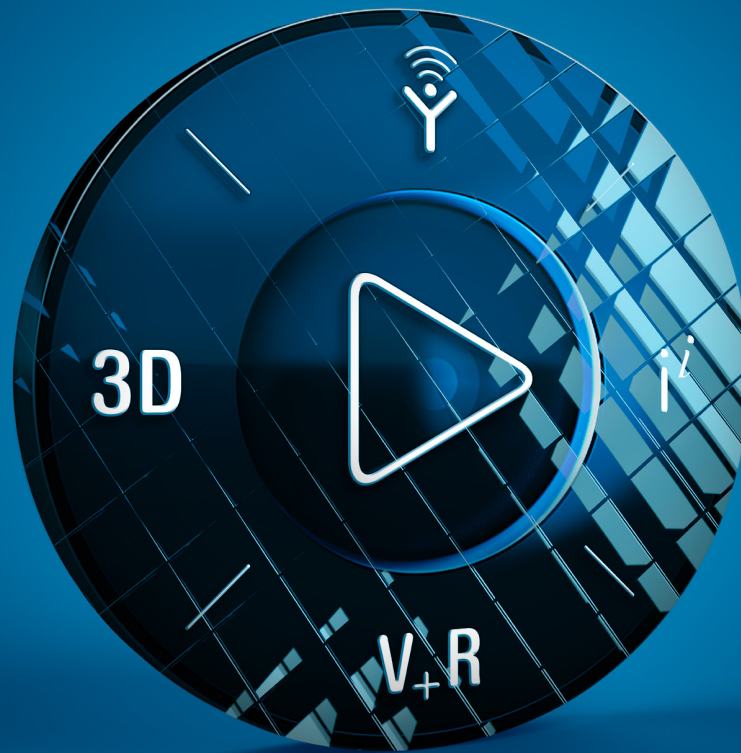


# DESIGN IN THE AGE OF EXPERIENCE™

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



## 3DEXPERIENCE®

## AGENDA

## TUESDAY, APRIL 4<sup>TH</sup> 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** - Managing Director EUROMED, Dassault Systèmes

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, Division Director at Honda R&D Americas, Inc

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

DESIGN IS THE BUSINESS PLAN:

CONNECTED CUSTOMER EXPERIENCES BECOME NEW PERSONALIZED SERVICES

**The rise of new technologies such as the 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

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

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

## TUESDAY, APRIL 4<sup>TH</sup> 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 **KUNIMOTO** - NAGOYA CITY UNIVERSITY HOSPITAL, Head of Medical Design Research Centre

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

John **EDSON** - EDSON, LUNAR, President, MCKINSEY, 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 5<sup>TH</sup> 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.**

10:30 am COFFEE BREAK IN THE **3DEXPERIENCE**<sup>®</sup> PLAYGROUND

04:00 pm Come and touch Design in the Age of Experience !

# WEDNESDAY, APRIL 5<sup>TH</sup> 2017 - DESIGN IN THE AGE OF EXPERIENCE - BREAKOUT SESSIONS

	STRATEGIC TRENDS	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	<b>DESIGNING EXPERIENCE</b>	<b>THINKING DESIGN IN THE CONTEXT OF HUMAN EXPERIENCE</b>	<b>THE ENGINEERING EXPERIENCE DRIVEN REVOLUTION</b>	<b>SOCIAL IDEATION FOR HIGH TECH EXPERIENCE</b>	<b>DESIGN INSPIRED BY NATURE</b>	<b>CONCEPTUALIZE BUSINESS DRIVEN EXPERIENCES</b>	<b>DESIGNING EXPERIENCE</b>
	Riccardo <b>BALBO</b> , Director ISTITUTO EUROPEO DI DESIGN (IED) Hiroshi <b>KOBAYASHI</b> , Department Manager Toshiko <b>MORI</b> , Architect NIKON	Pierre <b>VILLA</b> , CATIA Dassault Systèmes	Jacques <b>MAZAUD</b> , Marc <b>FANDARD</b> , Fabrice <b>AGNES</b> , CATIA Dassault Systèmes	Vincent <b>MERLINO</b> , High-Tech Industry Stephan <b>CLAMBANOVA</b> , Valérie <b>PEGON</b> , DESIGN STUDIO Dassault Systèmes	Fabio <b>BALLARI</b> , Laurent <b>IGARZA</b> , CATIA Dassault Systèmes	<b>Conceptual Designer</b> Dana <b>CASTRANOVA</b> Casey <b>FISHER</b> Karl W <b>SCHMIDT</b>	HANDS-ON SESSIONS
11:30 am	<b>DESIGN IS TRIBES</b>	<b>EXPERIENCE THINKING FOR SYSTEMS INNOVATION</b>	<b>DESIGNING THE CONSTRUCTION EXPERIENCE</b>	<b>SOCIAL COLLABORATION FOR EXPERIENCE DESIGNERS</b>	<b>BOOSTING INNOVATION WITH SIMULATION</b>	<b>INDUSTRIALIZE BUSINESS DRIVEN EXPERIENCES</b>	<b>DESIGN IS TRIBES</b>
12:30 pm	Klaus <b>BUSSE</b> , Sr. Mgr. PDO Operations at Chrysler FCA Fabio <b>FILIPPINI</b> , Design and strategy advisor to the CEO PININFARINA James <b>SHYR</b> , Senior Vice President, HAITEC Design Center, for Luxgen Motor, Yulon Group , HAITEC	Gauthier <b>FANMUUY</b> , CATIA Valérie <b>PEGON</b> , DESIGN STUDIO Dassault Systèmes	Thomas <b>BERGERON</b> , Architecture Engineering & Construction Industry Dassault Systèmes Javier <b>GLATT</b> , Cad Makers	Howie <b>MARKSON</b> ENOVA Dassault Systèmes	Lyna <b>ETIENNE</b> <b>LENORMAND</b> , SIMULIA Dassault Systèmes	<b>Industrial Designer</b> Gary Mc <b>CULLAGH</b> TORBEL	HANDS-ON SESSIONS

# WEDNESDAY, APRIL 5<sup>TH</sup> 2017 - DESIGN IN THE AGE OF EXPERIENCE - BREAKOUT SESSIONS

		DESIGNING EXPERIENCE	DESIGN EXPERIENCE	DESIGN IS TRIBES	DESIGN IS SCIENCE DRIVEN	DESIGN IS THE BUSINESS PLAN	EXPERIENCE THE POWER OF DESIGN
01:35 pm	<b>DESIGN IS SCIENCE DRIVEN</b>	<b>CYBER SYSTEMS EXPERIENCE DESIGN</b>	<b>HIGH TECH</b>	<b>SOCIAL COLLABORATION FOR FASHION EXPERIENCE</b>	<b>MULTIPHYSICS &amp; FUNCTIONAL GENERATIVE DESIGN</b>	<b>BUSINESS DRIVEN CONNECTED EXPERIENCES</b>	<b>DESIGN IS SCIENCE DRIVEN</b>
	<b>Biomimicry and Generative Design Strategic Discussion</b> Martin <b>TAMKE</b> , Associate Professor at The Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation CENTRE FOR IT AND ARCHITECTURE Toshiko <b>MEIJIO</b> , Chief Designer	<b>Cyber Experience</b> Fabrice <b>PINOT</b> , CATIA, Dassault Systèmes Andrea <b>CANAPARO</b> , FERRARI		Chris <b>COLYER</b> Consumer Goods & Retail Dassault Systèmes	Philippe <b>SAVIGNARD</b> , CATIA Tiphaine <b>GILBERT</b> , CATIA Dassault Systèmes	<b>Industrial Designer</b> Milos <b>ZUPANSKI</b> SOLIDWORKS Dassault Systèmes	HANDS-ON SESSIONS
02:35 pm	<b>DESIGN IS THE BUSINESS PLAN</b>	<b>VISUAL PRODUCT EXPERIENCE IN THE AGE OF EXPERIENCE</b>	<b>DESIGN THE PERFECT PACKAGING EXPERIENCE FOR HIGH TECH</b>	<b>SOCIAL COLLABORATION FOR PACKING DESIGN</b>	<b>CATIA &amp; DELMIA</b>	<b>SOURCING &amp; STANDARDIZATION INTELLIGENCE</b>	<b>DESIGN IS THE BUSINESS PLAN</b>
04:00 pm	<b>Disrupting Business Model in Construction Industry</b> Javier <b>GLATT</b> , CEO CadMaker	Stephan <b>RITZ</b> , Michael <b>REITER</b> , Martin <b>LEPS</b> , Daniel <b>DRESEMANN</b> , CATIA Dassault Systèmes	<b>HIGH TECH DESIGN</b> Natacha <b>BECARD</b> , High-Tech Industry Dassault Systèmes	Walid <b>DARGHOUGH</b> , Kevin <b>BOLING</b> , Consumer Packaged Goods & Retail Industry Dassault Systèmes		Philippe <b>BOULAY</b> , EXALEAD Dassault Systèmes	HANDS-ON SESSIONS