



Ringling College 4th Annual Sarasota International Design Summit 2010 February 5 – 6, 2010

Design + Business | *the art of designing business solutions*

This year's theme will explore the convergence of Design + Business | *the art of designing business solutions* - particularly where design-thinking is applied to complex technology, global issues, service design, health care, social media strategies, scientific research and more.

As told by the experts:

- How to use storytelling to unleash new business solutions
- How science incorporates design thinking into it's discovery process
- How health care is transforming customer service by applying user-centered design

This year's program is a series of events: summit • meet-up

Feb 5 + 6 Summit: Speakers/Workshops 8:30 – 6 PM, Feb 5
Keynote/Workshop 8:30 – 2 PM, Feb 6

Feb 6 TEDx Student Meet-Up 8:30 – 2 PM, Feb 6

Speakers include a cross-industry line-up:

Sir Ken Robinson, Author and Global Leader
David Bromstad, HGTV, Color Splash
Bob Allen, Founder, i.d.e.a.s. Disney
Ravi Adapathya, Global Design Experience, GE Healthcare
Dr. Carl Hodges, Scientist, Seawater Foundation
Laura Guido-Clark, Product Designer, HP Imagineered Workspace
Alan Brody, Playwright | MIT Professor *History of Theatre Arts*
Lynda Barry, Cartoonist | Playwright , *Unthinkable Writing*
David Berman, Author, Do Good Design
Kath Straub, Principal Scientist, usability.org
Steven Heller, Author | School of Visual Arts *Illustration & Visual Essay*
Yolanda Santosa, Creative Director, ferroconcrete

“The management innovation that is destined to kick Six Sigma off its throne is Design Thinking.” Marty Neumeier, author of *The Designful Company*