

BY INVITATION ONLY

The University of Technology, Sydney and the Creative Industries Innovation Centre invite you to attend:

DESIGN THINKING: BEYOND CREATIVITY

Nowadays, governments, companies and other organisations are facing open, complex, dynamic and networked problems that traditional approaches cannot resolve. In this three-hour workshop you will be participating in a structured approach to design thinking to deal with such problems and challenges.

Through re-framing, re-thinking and re-doing, we can explore deeper issues that allow organisations to transform at the fundamental level of meaning and value.

DATE AND TIME. Thursday, 24 May 2012, 9.00am – 12.00pm

VENUE. University of Technology, Sydney
Bon Marche Media Lab Studios 1 and 2
755 Harris Street, Ultimo

* Please refer to map and directions included below

RSVP. By 5pm Tuesday, 22 May 2012 to diana.thai@uts.edu.au

PRESENTERS.

Professor Kees Dorst

PROFESSOR OF DESIGN, ASSOCIATE DEAN RESEARCH, FACULTY OF DESIGN, ARCHITECTURE AND BUILDING, UNIVERSITY OF TECHNOLOGY, SYDNEY

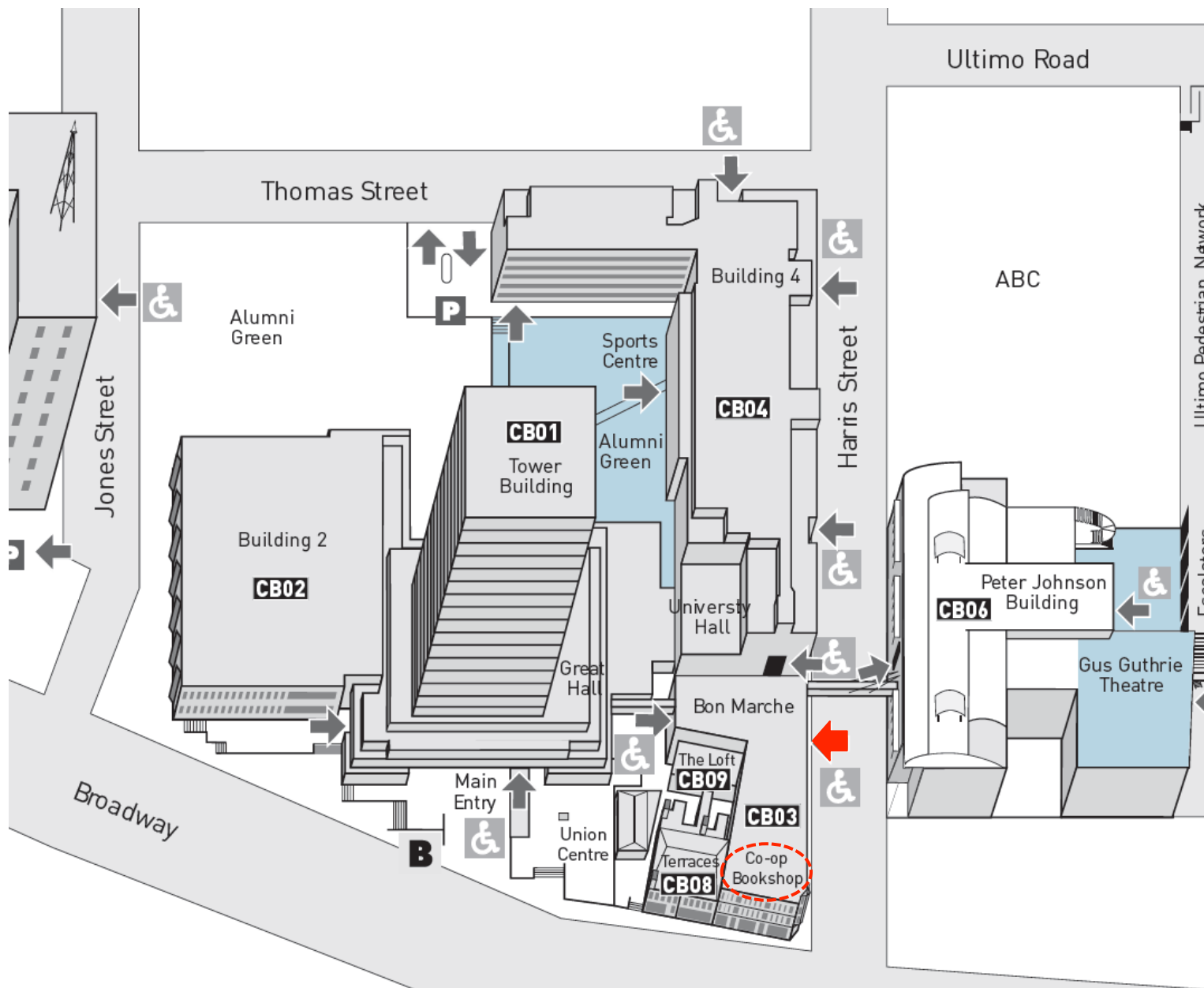
Kees Dorst is Professor of Design and Associate Dean Research at UTS's Faculty of Design, Architecture and Building. He has worked as a designer, consultant, manager of several design firms and editor of a leading design magazine. His research focuses on the way designers think and work. His publications include five books, the most recent being 'Understanding Design – 175 reflections on being a designer' (2006) and 'Design Expertise' (2009) with Bryan Lawson. Currently he is working on an invited book for MIT Press on 'Frame Creation - a design-based methodology for driving innovation'.

Professor Dick Rijken

PROFESSOR OF INFORMATION TECHNOLOGY AND SOCIETY, HAGUE UNIVERSITY APPLIED SCIENCES, THE NETHERLANDS, DIRECTOR STEIM (STUDIO FOR ELECTRO-INSTRUMENTAL MUSIC)

Dick Rijken is a professor of Information Technology and Society at The Hague University of Applied Sciences in The Netherlands, and director of STEIM (Studio for Electro-Instrumental Music), the only independent live electronic music centre in the world exclusively dedicated to the performing arts. He is the chairman of the e-culture committee of the Dutch Culture Council, co-chair of the European Union working group on Cultural and Creative Industries, and a board member of NoAcademy - Laboratory for Art & Society, a post-graduate program in social design.

UTS BROADWAY MAP.



DIRECTIONS.

Media Lab Studios 1 + 2
University of Technology, Sydney
Level 2, Bon Marche Building
755 Harris Street, Ultimo

UTS Broadway location:
CB03.02.21 + 22

Look for the Co-op Bookstore on the corner of Broadway and Harris Street; the entrance to the Bon Marche Building is approximately 30metres down Harris Street.

Take the elevator to Level 2, and head left, through the glass doors into the Media Lab Studios.