

Microsoft Design Expo 2013

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Goals

- Identify key challenges, and learn from student perspective-- across culture, skillset, age
- Enhance long term relationships with top design schools
- 10th Annual Microsoft Design Expo

Process

- Schools, professors, & challenge selected
- Each school has a spring semester course
 - Cross disciplinary classes
 - Liaison(s) from Microsoft visit school & gives feedback
- Top project from each school selected

- Present work at Microsoft Design Expo
 - 10 minute presentation
 - Brief feedback from critics on projects

Design Challenge

Making Data Useful:
Improving your life, community, & world

- Increasingly we live in a world alive with sensors & data.
- Today, we are only at the beginning discovering how to put this data to work to improve our lives and the world around us.
- How might data– make for a better and more community oriented place to live?

DESIGN EXPO SCHOOLS 2013

New York University, Interactive Telecommunication Program

Professor: Clay Shirky

Liaison: Jenny Rodenhouse, Robert Dietz

Interdisciplinary Center-Israel, Media Innovation Lab

Professors: Oren Zuckerman, Noa Morag

Liaisons: Ruth Kikin-Gil, Adi Diamant

Carnegie Mellon University, School of Design

Professors: Peter Scupelli & Bruce Hanington

Liaisons: Yong Rhee

U. California Los Angeles, Design Media Arts

Professor: Christian Moeller, Su Hyun Kim

Liaison: Jim Feris, Don Coyner

TU Eindhoven-Netherlands, Industrial Design

Professor: J.H. (Berry) Eggen

Liaisons: Jacob Nielsen, Anton Andrews

National Institute of Design-India, Graphic Design

Professors: Rupeshkumar Ishwarlal Vyas

Liaisons: Richard Banks, Tim Regan, Alex Taylor

Northumbria-UK, School of Design

Professor: Trevor Duncan

Liaisons: Tim Regan, Richard Banks, Alex Taylor

Iberoamericanan-Mexico, Design Dept.

Professor: Jorge Meza Aguilar

Liaisons: Tobias Kinnebrew, Andres Monroy Hernandez

University of Washington, Interactive Design

Professor: Axel Roesler

Microsoft Liaison: Nathan Auer

Critics

[Tony Dunne](#) - Royal College of Art

[Durrell Bishop](#) – Lucky Bite

[Bill Buxton](#) - Microsoft Research

Thanks

Michael Kasprow - Trapeze