



**SINGAPORE  
DESIGN  
WEEK**

**03-12  
MAR  
2017**

**INNOVATION BY  
DESIGN CONFERENCE**

**7 & 8 MAR**

**A MARCH OF DESIGN**



# Innovation by Design Conference

Design • Innovate • Transform

○ Day 1 – Tuesday, 7 March

AM

Design & Technology

Design As Strategy

PM

Design & Transforming Your Organisation

Next Generation Design: The Experience of Design

○ Day 2 – Wednesday, 8 March

AM

Design & Engaging Your Customers

PM (Breakout Tracks)

Design for Design Companies

Design for Businesses

Design for Public Sector



## Opening (Day 1)

**9.30am**

### Welcome Remarks

- Agnes Kwek, Executive Director, DesignSingapore Council

**9.35am**

### In Conversation with Guest-of-Honour, Dr Beh Swan Gin, Chairman, Singapore Economic Board

Why Design Matters – And Why Singapore Sees Design As A Strategic Priority

Hosted by Norman Pearlstine, Vice-Chairman, Time Inc.



## Design & Technology (Day 1)

- 10.10am** **Presentation - DESIGNING ECOSYSTEMS**
- Barry Wacksman, Global Chief Strategy Officer R/GA

### Discussion

Moderated by Matt Vella, Executive Editor, TIME

- 11.15am** **Panel Discussion - IDENTIFYING BREAKTHROUGH TECHNOLOGIES**
- Tim Kobe, Founder and Chief Executive Officer, Eight Inc
  - Patrick Chia, Director, Squeeze Design; and Founding Director, Design Incubation Centre, National University of Singapore
  - Prof Kristin L. Wood, Engineering and Product Development Pillar Head; and Co-Director of the SUTD-MIT International Design Center, Singapore University of Technology and Design

Moderated by Clay Chandler, Executive Editor, Time Inc. International

- 12.00pm** **Presentation - DESIGN AS STRATEGY**
- Derrick Kiker, Partner, McKinsey & Company and Chief Executive Officer, Lunar

### Discussion

Moderated by Clay Chandler, Executive Editor, Time Inc. International



# Design & Transforming Your Organisation (Day 1)

## 2.10pm Presentation - DESIGN INNOVATION: WHAT, WHO, AND WHY?

- Mauro Porcini, Chief Design Officer, PepsiCo

### Discussion

Moderated by Brian O'Keefe, International Editor, Fortune

## 2.55pm Panel Discussion - BECOMING AN INNOVATION RENEGADE

- Neal Cross, Chief Innovation Officer, DBS Bank
- Dr Eugene Shum, Chief Corporate Development Officer, Eastern Health Alliance
- Stefan Hirsch, Partner, ASEAN Lead, IBM Interactive Experience

Moderated by Matt Vella, Executive Editor, TIME

## 4.00pm Presentation - TRANSLATING PASSION INTO PRODUCTS

- Ernesto Quinteros, Chief Design Officer, Johnson & Johnson

### Discussion

Moderated by Brian O'Keefe, International Editor, Fortune



# Design & Transforming Your Organisation (Day 1)

4.45pm

## **Presentations - NEXT GENERATION:THE EXPERIENCE OF DESIGN**

- Dann Roosegaarde, Founder, Studio Roosegaarde
- André Fu, Architect and Founder, AFSO
- Beatrix Ong, Founder, Beatrix Ong

## **Discussion**

Moderated by Tony Chambers, Editor in Chief, Wallpaper\*



## Design & Engaging Your Customers (Day 2)

**9.00am**

### **Interview - UNDERSTANDING CUSTOMER EXPERIENCE**

- Chelsia Lau, Chief Designer, Shanghai Advanced Studio, Ford Motor Company
- Moderated by Clay Chandler, Executive Editor, Time Inc. International

**9.45pm**

### **Interview – GET ON THEIR SIDE**

- Low Cheaw Hwei, Head of Design, Philips ASEAN Pacific and Head of Design Consulting, Asia

Moderated by Matt Vella, Executive Editor, TIME

**10.50am**

### **Panel Discussion - CREATING DEEP ENGAGEMENT**

- Mokena Makeka, Founder, Makeka Design Lab
- Tom Voirol, Head of Experience Design, Ogilvy & Mather

Moderated by Brian O’Keefe, International Editor, Fortune

**11.35am**

### **Closing Panel – WHAT MATTERS?**

- Mauro Porcini
- Ernesto Quinteros
- Low Cheaw Hwei

Moderated by Clay Chandler, Executive Editor, Time Inc. International



## Breakout Track– Design for Design Companies (Day 2)

Transformation Of Design Companies By Technology, Internationalisation And Collaboration

- 2.00pm** Presentation - **APPLYING HUMAN CENTRED DESIGN TO BUSINESS TRANSFORMATION IN THE DIGITAL AGE**  
- Bassam Jabry, Partner and Managing Director, Chemistry
- 2.30pm** Presentation – **BENEATH AND BEYOND – FROM INSIGHT TO FORESIGHT**  
- Jeremy Sun, Partner and Director, Orcadesign Consultants
- 3.00pm** Presentation – **DESIGNING FOR THE WORLD**  
- Gabriel Tan, Principal, Gabriel Tan Studio; and Co-Founder, Outofstock
- 3.30pm** Panel Discussion  
Moderated by Ken Yuktasevi, Co-Founder, Parable Studio





# Breakout Track– Design for Businesses (Day 2)

## Business Innovation

**2.00pm**      **Presentation – TOTAL DESIGN**

- Winnie Chan, CEO and Founder of Bynd Artisan
- James Quan, Chairman and Founder of Bynd Artisan

**2.20pm**      **Presentation – BUSINESS TRANSFORMATION BY DIVERSIFICATION**

- Rehan Amarasuriya, Director, B P De Silva Holdings Pte Ltd

**2.40pm**      **Presentation – HOSPITALITY INNOVATION THROUGH DESIGN THINKING**

- Morris Sim, Chief Marketing Officer, SilverNeedle Hospitality Pte Ltd

**3.00pm**      **Presentation – AN ASIAN METHOD OF BUSINESS DESIGN FOR INNOVATION**

- Lawrence Chong , Chief Executive Officer and Founder, Consulus

**3.20pm**      **Panel Discussion**

Moderated by Lawrence Chong



## Breakout Track– Design for Public Sector (Day 2)

Transforming Public Services by Design

**2.00pm** Presentation – A DESIGN-DRIVEN CITY AS AN INNOVATION PLATFORM

- Peter Barkman, Managing Director and Co-Founder, PALMU
- Reima Rönholm, Service Designer, PALMU

**2.40pm** Presentation – YOU DID NOT PAY FOR A BADLY DESIGNED GOVERNMENT!

- Jacqueline Poh, Chief Executive, GovTech

**3.10pm** Panel Discussion

Moderated by Soh Lishan, Director, AGENCY