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 Hernandes

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