

ipd Lecture Series 08

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DESIGN IS A FORM OF INTERVENTION.

Whenever a new artifact is introduced to our life — often inspired by new technology — design has to negotiate between people, the existing context and the new artifact. Here, the essence of design is interaction. Interaction between people and artifacts, as well as interaction amongst people mediated by designed artifacts. Through examples of Antenna's work, crossing the threshold between product and environment, between public and private, between physical and digital interfaces, some of the key ideas which govern our design practice will be presented.

INTERVENTION

antenna

Masamichi Udagawa + Sigi Moeslinger

Monday, March 16 : 6:30 pm : B1 Meyerson

University of Pennsylvania [School of Design](#)

integrated **product** **design**

www.me.upenn.edu/ipd/

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Antenna was founded in 1997 by Masamichi Udagawa and Sigi Moeslinger. Antenna's mission is to make the experience of objects and environments more meaningful and exciting. Antenna's projects range from public to commercial, from applied to exploratory. Among Antenna's best known projects are the design of New York City subway cars and ticket vending machines, Jet-Blue check-in kiosks, Bloomberg displays and interactive environments, such as Power Flower, an installation in the windows of Bloomingdale's activated by passersby. Antenna's people-centered design approach helps understand human behavior, which is particularly important when designing the unfamiliar, elicited by new technology.

Integrated Product Design [IPD]

A new master's degree (MSE) in product design that integrates the perspectives of design arts, engineering, and business. The IPD program draws on faculty and courses from three internationally recognized schools within the University of Pennsylvania, the School of Engineering & Applied Science, the Wharton School, and the School of Design.

The program is intended to cultivate design professionals that possess the breadth of knowledge to effectively bridge the domains of technology, manufacturing, marketing, business, aesthetics, and human-product interaction. The graduate courses that make up the program adopt an interdisciplinary point of view, and are taught by professors from all three schools. Collaborative team projects and design-driven independent projects complement core courses in each area to give students a solid grasp of the nuances of these fields. The guiding philosophy of the program is to teach students to create innovative products that address the social, environmental, and experiential contexts of those products.

Spring 2009 IPD Lectures

For an updated schedule and for more information:

www.me.upenn.edu/ipd/highlights_events