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.
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