

IPD

INTEGRATED PRODUCT DESIGN



Penn
UNIVERSITY of PENNSYLVANIA

SEMINAR



Friday, November 13th

3:30 PM

Wu & Chen

Levine Hall

Design Thinking

Banny Banerjee

Director, Stanford Design Program

Associate Professor, Mechanical Engineering Department

Stanford University

Banny Banerjee is Associate Professor in the Mechanical Engineering Department at Stanford and the Director of the Stanford Design Program. He also heads the Stanford Design for Change Center. Prof Banerjee is involved in exploring transdisciplinary processes and paradigms that would cause large scale impact for global issues such as energy and climate change. He is interested in the ways in which “design thinking” can be used to create large-scale impact by combining innovation, technology, human behavior, new ecosystems for business, sustainability and the dynamics of rapid change. He has extensive experience in human centered design and has worked in the fields of architecture, design, structural engineering, energy, mechanical engineering, economic development work in emerging economies, sustainability, software design, and technology art.

A fundamental transformation is sweeping through the design field. Worldwide, design firms and educational programs are grappling with the problem of redefining the field and its new role. Traditional skills-based activities are making way for design thinking, a term for the techniques and cognitive processes used in design that can also be used to solve complex multidimensional problems.

Design thinking is being directed toward a diverse set of problems, such as catalyzing organizational transformation, defining new markets, designing new experiences and shaping corporate strategy. The changes within the design profession, as well as the manner in which design thinking is being utilized, are predicated on the discovery of design’s strategic value in contrast to the ones prevalent in its more operational role.

Prof Banny Banerjee will speak about the design philosophy and processes that are being advanced at Stanford along with some cases that illustrate the strategic value of design thinking. He would also like to engage in a discourse about where the design field might be headed.

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