

ETHICS IN PRODUCT DESIGN

Tuesdays at 6:15 PM in Berger Auditorium, Skirkanich Hall, 210 South 33rd Street, University of Pennsylvania

Ethical decisions are made every day and the best choice may vary based upon a myriad of influences. In the world of creating and designing new products, from drugs to services to iPads to motorcycles, ethical conundrums must be confronted and addressed.

Join us, listen and share your opinions

MARCH 1

PETER BRESSLER, FIDSA

Peter Bressler, FIDSA, Adjunct Associate Professor, IPD Program, Founder/ Board Chair, Bresslergroup, Inc. He will be sharing ethical conundrums confronted in over 40 years of product design experience and exploring the breadth of ethical issues in product design.

MARCH 15

KLAUS KRIPPENDORFF, PHD

Klaus Krippendorff, Professor of Communication and Gregory Bateson Professor for cybernetics, language, and culture at the Annenberg School for Communication. He will speak about "Ethics in an Emerging Design Culture."

MARCH 29

KARL T. ULRICH

CIBC Professor of Entrepreneurship and eCommerce Vice Dean of Innovation The Wharton School. His research and teaching are focused on innovation, entrepreneurship, and design. In addition to his academic pursuits he is a successful product designer and entrepreneur. He will speak about "Sustainability and Design."

APRIL 5

WILLIAM BRAHAM, PHD, FAIA

William Braham is Interim Chair of the Department of Architecture and Director of the Master of Environmental Building Design. He will speak about "Ecology, Technology, and Design."

