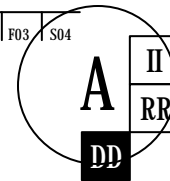


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MK11S09R

cambridge: ibm/lotus rogers auditorium a
reincarnated | may 2002 | F03 | S04



Ninth Living Surfaces Annual [Mini] Conference. Reincarnated.

6.30 pm 9.00 pm	FRIDAY EVENING	DEFY DOUBLE
6.30	Angela Shen-Hsieh	Welcome
6.40 00	Hani Asfour	Multiples of 1 Opening Defy and Double Propositions
7.00 01	Anthony Fabian DOUBLE	Film: Jean
7.15 02	Judith Donath DEFY	Between Conversations
8.00 03	David Tames DOUBLE	Film: Destiny
8.30 – 9.00	Donath, Tames, Audience Hani Asfour moderator	Defy and Double Discussion

Real Multiples of One.

Thank you for coming to Multiples of 1, the Ninth Annual Living Surfaces conference, reincarnated.

A longer version of this program was scheduled for a full conference in Chicago, as part of the American Center for Design's ongoing programs. Two weeks ago the ACD sadly announced the closing of the 75 year-old organization. The timing couldn't be worse for Living Surfaces.

At this point, though, the speakers were ready. The program was set and anticipation was building. The news came in as a shock.

Last week, while dropping off my children at school, I ran into some friends with whom I shared my predicament. Later, one of them called me to brainstorm. The following day I went to see some other colleagues in Cambridge to discuss the situation.

In the evening, three of them called me separately and each suggested almost simultaneously that we have a local version of Living Surfaces, to 'preserve the spirit of Multiples of 1.'

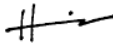
I can hardly believe that was only a week ago.

Ever since it has been a whirlwind of collaboration, support and generosity. Frantic calls and emails to and from the AIGA Experience Design group, Harvard Design School's Center for Design Informatics, Viant, IBM/Lotus, friends, family, and colleagues.

Flurry produced this program and event, as we literally put it together in less than five days. We are delighted we are able to bring the spirit of Living Surfaces to Boston.

We are also delighted you could join us. With your help and support, I hope Living Surfaces lives on and this will be one of multiple events.

Thank you.



Hani Asfour
Chair

Multiples of 1 is the power of a single voice amplified through collaboration.

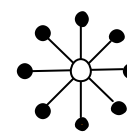
Themes

DEFY
DOUBLE
INTERPRET
INVADE
REPRODUCE
REAP

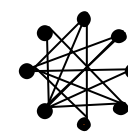
Conference Structure.
The conference consists of 3 sessions, A, B, and C. In each session 2 themes of collaboration will be covered. Each session begins with propositions addressing the themes. Each session has 2 speakers, each covering 1 theme. Each session ends in a discussion and questions from the audience addressing the propositions and the presentations.

Original conference speakers who worked so hard but could not join us.
Polly Becker, Rick Chavez, Scott Elias, IDEO (Roshi Givechi, Duane Bray, Marcus Gosling, David Haygood, Leo Kopelow), Erik Natzke, Karim Rashid, Dennis Sheldon, Laurens van den Acker, Julia Whitney, and Tiffany Winne.

Set rather rapidly in Emigre ChollaSans.



Sarnoff
 $V=n$



Metcalfe
 $V=n^2$



Reed
 $V=2^n$

A Friday Evening

DOUBLE x DEFY

00 Hani Asfour Viant

Hani is a lead designer at Viant. He served on the board of directors of the American Center for Design. Asfour is an architect by training with a BS from MIT and an MArch from Harvard. Asfour's latest work recently won an award from the International Interior Design Association for the design of the Viant Los Angeles Workplace.

01 Anthony Fabian Elysian Films

Anthony Fabian has produced and directed three short dramas and over a dozen classical music films through his company, Elysian Films. A graduate of UCLA's Film and Television School, his career has also led to work as an opera director in the UK, and as a music supervisor on feature films. Fabian is currently developing a South African feature film based on the true story of Sandra Laing.

Jean

The film, Jean, is a 10 minute psychological thriller, a puzzle that must be resolved by the viewer. Its structure is both simple and complex, using an unexpected color-code to tell a story solely through images (there is no dialogue). It is also an exploration of identity, duality, time, and what happens when the past collides with the present.

02 Judith Donath MIT Media Lab

Judith Donath directs the Sociable Media research group at MIT where research focuses on intuitive visualizations of social interactions, graphical environments for mediated conversations, and innovative interfaces that mix real and virtual experiences. She pioneered a number of social applications for the web and has worked as a designer and builder of educational software and experimental media.

Between Conversations

Today's textual conversations (email, instant messaging) are interactions in a new form, not quite speech, yet also unlike the traditional written word. They can be obscure and uninviting; it may be difficult to see who is participating, to understand the evolving social dynamics. By making the patterns and participants in the conversations visible, these interfaces bring both legibility and vitality to the connected world.

03 David Tames Kino-Eye

David Tames is a filmmaker, interface designer, and media technologist. He holds an MS in media arts and sciences from MIT.

Destiny

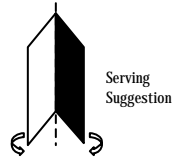
Destiny is a classic New York love story of two people who are perfect for each other, yet never meet. Two young professionals. Two dogs. Two days of shooting. Two thousand dollar cash budget. Available in two formats. All the action takes place in two minutes. Destiny is all about twos. Destiny is a short film currently available in Video and QuickTime. It has been screened at Festivals and is scheduled to air on PBS in the near future.

For best results measure body in underwear: Men's XS S M L XL Women's S M L XL

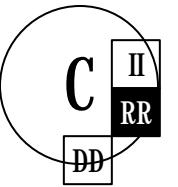
multiple x 1

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1.00 pm 4.00 pm	SATURDAY AFTERNOON		REPRODUCE REAP
1.00	07	Kate Ehrlich	Reproduce and Reap Propositions
1.15	08	Hiroshi Ishii REPRODUCE	Tangible Bits: Towards Seamless Interface between People, Bits, and Atoms
2.00	09	Karen Donoghue REAP	Built for Use
2.45		Ishii, Donoghue, Audience Kate Ehrlich moderator	Reproduce and Reap Discussion
3.15		Break	Milk and Cookies
3.30 – 4.00	00	Hani Asfour	Multiples of 1 Closing Remarks

B Saturday Morning

INTERPRET x INVADE

04 David Rose Ambient Devices

David Rose is founder and President of Ambient Devices. He is known as a thought leader in the interactive media industry, and has lectured extensively on innovation and interactive design. He holds an MS in psychology from Harvard.

05a Glorianna Davenport MIT Media Lab

Glorianna Davenport is a founding member of the MIT Media Lab where she serves as principal research scientist and heads the Interactive Cinema Group. Trained as a documentary filmmaker, Davenport has pioneered new methods in digital media including 'Evolving Documentary' and 'Very Distributed Storytelling.' Her most recent collaborative work, 'Flights of Fantasy,' was premiered at Boston's CyberArts festival 2001.

05b Aisling Kelliher MIT Media Lab

Aisling Kelliher is a PhD candidate in the Interactive Cinema Group at MIT's Media Lab. Her current research interests include developing a software tool that will provide users with a functional method for publishing their video content online, using a diary format as the display and distribution framework. Before coming to the Lab, Kelliher taught digital video and multimedia programming in Trinity College, Dublin. She holds a BA in Communication Studies from Dublin City University and an MSc in Multimedia Systems from Trinity College, Dublin.

Observation and Constructed Realities: Growing A Shared Story Perspective

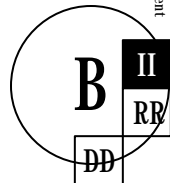
All cultures are built on a foundation of shared stories. Today's electronic linkages and manipulations facilitate the co-construction and versioning of media stories, inviting us to celebrate multiplicity of tellings and interpretation of very distributed stories.

06 Jeffrey Huang Harvard University | Convergeo

Jeffrey Huang is an associate professor at Harvard in the area of digital media and information technology. In partnership with Muriel Waldvogel, Huang heads the firm Convergeo which specializes in the design and implementation of convergent architectures. Recent projects include the Swiss Consulate in Boston and the Digital Agora in Washington, DC.

Internet and Architecture

Although the Internet is an essential conduit for many social and business activities, it isn't rendering the physical world any less important. Successful companies will be those that reap the synergies of physical space and Internet technologies. This presentation addresses critical design issues in the creation of such convergent architectures.



9.00 am 1.00 pm	SATURDAY MORNING		INTERPRET INVADE
9.00	00	Hani Asfour	Welcome
9.15	04	David Rose	Interpret and Invade Propositions
9.30	05	Glorianna Davenport Aisling Kelliher INTERPRET	Observation and Constructed Realities: Growing A Shared Story Perspective
10.15	06	Jeffrey Huang INVADE	Internet and Architecture
11.00		Davenport, Huang, Audience David Rose moderator	Interpret and Invade Discussion
11.45 am – 1.00 pm		Lunch	Film: Fabian's Bach and Variations Film starts at 1.30pm

Pay attention. Nothing else here requires payment.

INTERPRET :: Ideas -> Collaborating x design and authoring: Propositions -> When the community is the author/reader, new possibilities and challenges emerge. INVADE :: Ideas -> Collaborating x design and messaging: Propositions -> Information services must be plastic, always adapting to context, persona, and intent. REPRODUCE :: Ideas -> Collaborating x design and profit: Propositions -> Higher value results from dynamic interaction between individuals and communities. REAP :: Ideas -> Collaborating x design and the masses: Propositions -> As products reach millions, sensual differentiation is key.

C Saturday Afternoon

REPRODUCE x REAP

07 Kate Ehrlich Viant

Dr Kate Ehrlich is a senior consultant in the Viant KMpractice and provides thought leadership for Knowledge Management and collaboration. Prior to joining Viant, Ehrlich worked at Lotus in Lotus Research, IKM and Lotus Institute where she directed a team to develop 'Expert Network', a tool for finding people in distributed organizations. She has written and spoken extensively about the human, organizational and technical issues of expertise management. She has held leadership positions in professional organizations including papers Co-Chair for CHI 99, conference Co-Chair for CSCW 96, and, current editor for the Design column, Interactions magazine. Ehrlich has a PhD in Cognitive Science from the University of Sussex and BSc in Psychology from the University of London.

08 Hiroshi Ishii MIT Media Lab

Hiroshi Ishii is founder and director of MIT's Tangible Media Group and is currently pursuing a new vision of 'Tangible Bits.' His team seeks to change the 'painted bits' of GUIs to 'tangible bits' by giving physical form to digital information. From 1988 to 1994, he led a computer-supported cooperative work (CSCW) research group at the NTT Human Interface Laboratories.

Tangible Bits: Towards Seamless Interface between People, Bits, and Atoms
Tangible Bits, our vision of human computer interaction (HCI), seeks to give physical form to digital information, making bits directly manipulable and perceptible. The goal is to blur the boundary between physical space and cyberspace, realizing a seamless interface between the people, bits, and atoms.

09 Karen Donoghue HumanLogic

Karen Donoghue is founder and principal of HumanLogic, a strategic user-experience firm servicing Fortune 1000 clients, including Fidelity Investments, State Street Global Advisors, Reuters, FleetBoston Financial, EMC Corporation, and Trellix Corporation. HumanLogic also serves many dot-com start-ups such as Raging Bull and MidnightTrader.

Built for Use

In the intense crucible that was the Dot Com era, the pressure of the market forced us to collaborate, looking beyond our own disciplines to understand what it meant to create truly customer-centric experiences. The net result? The Internet is now recognized as a vital customer relationship channel and the user experience resulting from collaboration between design, marketing and technology is the new vehicle for delivering the value proposition to customers.



Beware Shrinkage: Do not order a larger size than usual except as recommended.
This event is free and open to the public. Program subject to change without notices.
Please note this program is no longer affiliated with the American Center for Design or any of its programs.