

Design Thinking: New Opportunities, New Design Roles

May 12th, 2016 - Soho House Istanbul, Turkey

Curated by Gülay Özkan

#DesignThinking

Design has evolved throughout the past 100 years but in this century it has started to generate new types of value through applications in the new domains of business.

Beyond classical disciplines such as product and graphic design, we can now generate human-centered value through an application of design on broader and more complex problems. This is often called design thinking.

With this concept in mind, design has now become a core approach for innovation, along with technology, to create relevant solutions. As a result, design is more important now than it has ever been in the past.

Aside from traditional design disciplines, this conference focuses on the application of design on brands, services, strategies, and cultures, as well as the consequent success stories.

The topics that the conference prioritizes are the following:

Culture

- Relationship between design and design thinking
- Challenges of applying design thinking in the corporate world
- Benefits of design thinking in emerging markets like Turkey

Practices

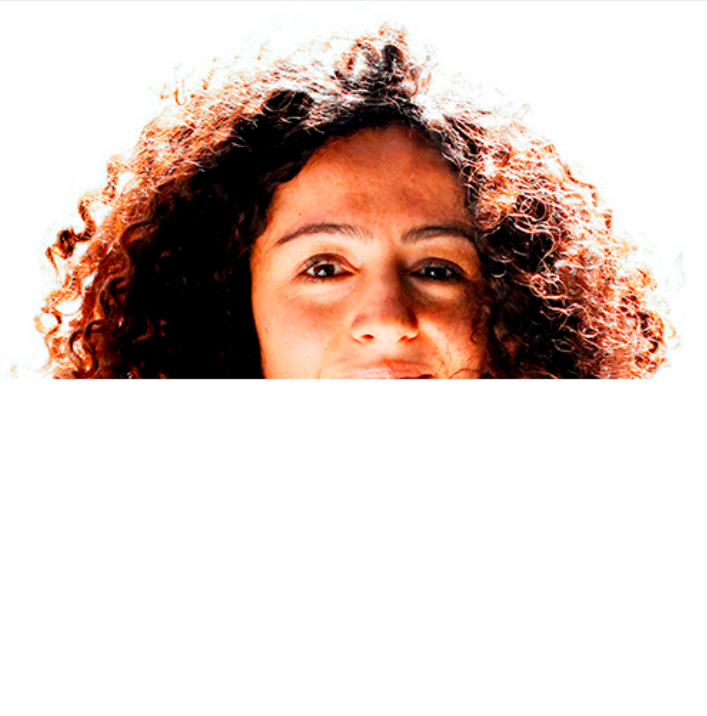
- Challenges of applying design thinking in startups
- Application of design thinking in health, education, public, or other possible verticals
- Overcoming the supply-demand problem

Value

- Value of design thinking
- Value of design research
- Design thinking to create social impact

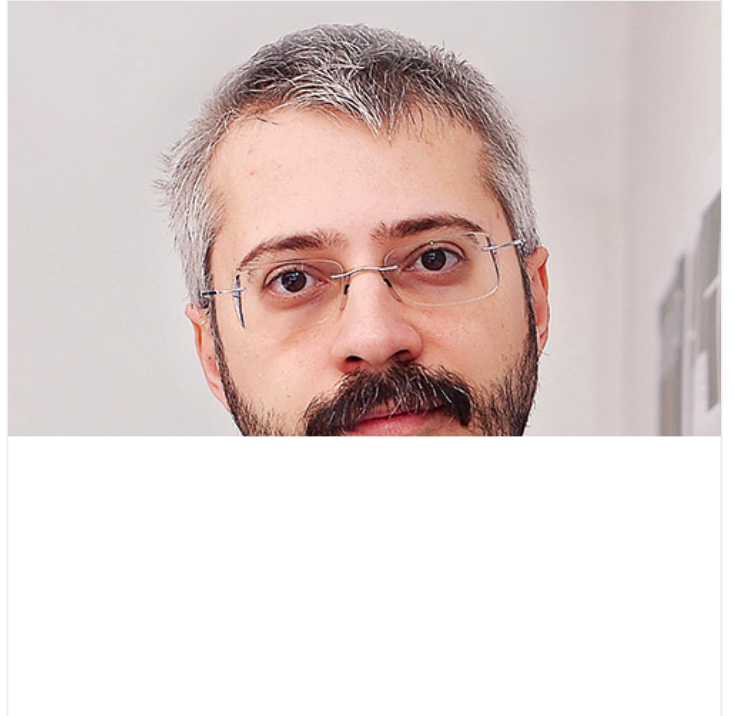
The conference is in English and Turkish. Simultaneous translation will be available in English and Turkish.

Confirmed Speakers



[\(/gulay-ozkan\)](#)

Gülay Özkan
Curator



[\(/serdar-turan\)](#)

Serdar Turan
Editor In-Chief, HBR Turkey

Founder, GEDS



(/fura-johannesdottir)

Fura Johannesdottir

Group Executive Creative Director, R/GA
London



(/tim-kobe)

Tim Kobe

Founder & CEO, Eight Inc.



(/john-mathers)

John Mathers

CEO, Design Council



(/thomas-j-dittler)

Thomas J. Dittler

CEO/Founder, DIGB



(/maja-kecman)

Maja Kecman

Design Lead, HELIX Centre



(/ozgur-dogan)

Özgür Doğan

Chief Marketing Officer, Hepsiburada.com

(/alpay-er)

Prof. Alpay Er

Chairperson of the Industrial Design
Department, Özyeğin University

(/kwame-nyanning)

Kwame Nyanning

VP Experience Design, McKinsey & Company

Conference Program

08:30 - 09:00		Registration - Breakfast	
09:00 - 09:20	CULTURE	Design Thinking: New Opportunities, New Design Roles	Gülay Özkan, GEDS
09:20 - 09:40	CULTURE	The Power of the Design Economy	John Mathers, Design Council, UK
09:40 - 10:00	CULTURE	Design Innovation in the Context	Alpay Er, Özyeğin University
10:00 - 10:30		Coffee Break & Networking	

10:30 - 10:50	PRACTICE	Return on Experience	Tim Kobe, Eight Inc.
10:50 - 11:10	PRACTICE	Transforming Brands Through Design	Fura Johannesdottir, R/GA
11:10 - 11:30	PRACTICE	Experience Design	Kwame Nyanning, McKinsey & Company
11:30 - 11:50	PRACTICE	Transforming Healthcare by Design	Maja Kecman, HELIX Centre
11:50 - 13:00		Lunch Break & Networking	
13:00 - 13:20	VALUE	Invest in Design	Thomas Dittler, DIGB
13:20 - 13:40	VALUE	UX Investments	Özgür Doğan, Hepsiburada.com
13:40 - 14:00	VALUE	Moderated Q&A	Serdar Turan, HBR Turkey Ebru Binboğa, IBM
14:00 - 14:30		Break & Networking	
14:30 - 17:00		Workshop (Max 20 People) Design Human Experience	Lead by Tim Kobe
14:30 - 17:00		Workshop (Max 20 People) Improving the Everyday Lives of Corporate Employees	Lead by SAP
14:30 - 17:00		Workshop (Max 20 People) Turning Problems Into Opportunities	Lead by GEDS

Workshop Details

https://docs.google.com/document/d/1kXUKrfROTSY1yLabGnjLL_z5dQ331bYIGQzzg63Q5YY/edit?usp=sharing

For Questions and Comments

event@hbrturkiye.com (mailto:event@hbrturkiye.com)

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RSVP

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Ticket Type	Price
Event Ticket	\$300 +VAT
Design Thinking Workshop Ticket	\$120 +VAT
Event + Design Thinking Workshop Ticket	\$400 +VAT

Location

Soho House, Istanbul



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