

Program

Saturday 10/20

8.30 – 9.00 AM

Doors open & registration

9.00 – 12.00 AM

Kick-off event

- Opening speech
- Topic introduction
- «Understand and observe» by Designathon
- Inspirational talks by Danny Stillion (IDEO) Wilfried Anreiter (Canton of Zurich)
- Announcement of design task
- Team building session
- Team registration

12.00 PM

GO! Teamwork starts...

12.00 – 3.00 PM

Lunch buffet

1.30 – 2.00 PM

Workshop «How to find ideas» by Designathon

4.00 – 4.30 PM

Workshop «From ideas to concept» by Designathon

6.00 – 6.30 PM

Workshop «Take shape» by Designathon

7.00 – 9.00 PM

Pizza & beer :)

12.00 AM

Event venue closed

Sunday 10/21

7.00 AM

Event venue open

7.00 – 9.00 AM

Breakfast

11.00 – 11.30 AM

Workshop «How to pitch» by Designathon

3.00 – 4.00 PM

Hand in presentation material

open to public

4.30 PM

Doors open for the «Showcase» event

5.00 – 6.30 PM

Showcase

- Welcome by swissnex SF
- Designathon intro
- Jury Team
- Opening speech by Carmen Walker Späh (Canton of Zurich)
- Pitch session in front of jury

6.00 PM – 7.00 PM

SF Design Week Pop up

- Intro by Dawn Zidonis
- Sketchin (winner of SF Design Week Award 2017) | Pietro Masi

7.00 – 7.30 PM

Concert by «None of Them»


7.30 – 8.00 PM

Award ceremony

9.00 PM

Event venue closed

Ideation Challenge



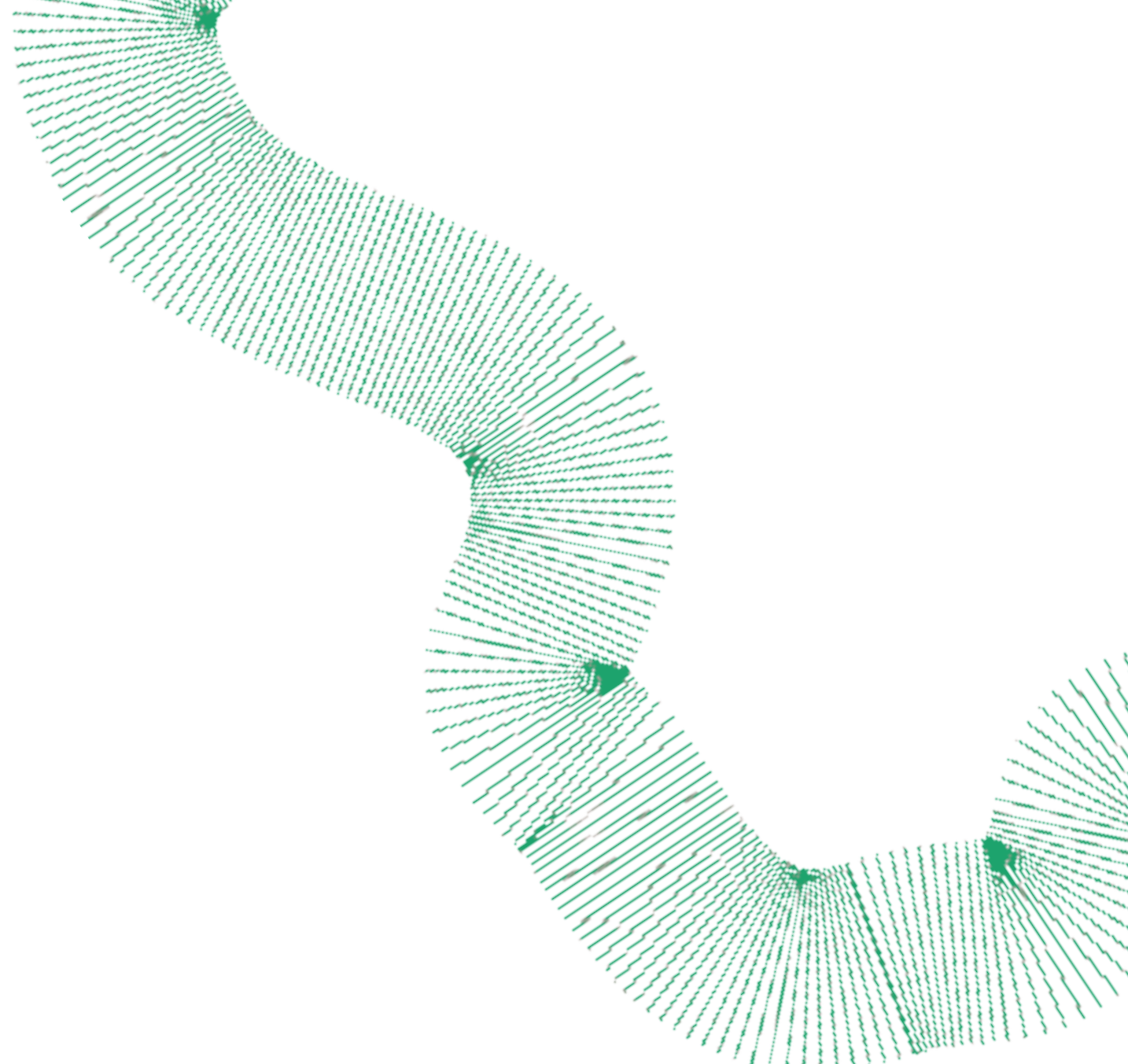
How would the Bay Area transform if we change the hierarchies in the transport system and put the pedestrian in focus?

Scenario

We are in the Bay Area and the year is 2045. We focus on mobility. Transport is mainly by door-to-door service and is on demand. There are multiple, flexible and fast ways to get around and the boundaries between private, shared and public services are blurred. Through autonomous vehicles, and the permanent exchange of information between all vehicles, traffic safety has increased. Transport is routed via a smart and connected platform, and any service can be requested on your mobile at anytime. These convenient services give us more usable free time during your commute, and the number of parking lots and space utilization by stationary vehicles has reduced. The Bay Area has transformed into a seamless dense field. A population of over 10 million inhabitants live and work here, and people continue to move to the Bay Area - the population is growing. Society is more racially and ethnically diverse, and a significant portion of the population is over 65 years old. The number of low and high income households has increased, whereas the middle class is constantly decreasing, leaving us with a society of very wealthy and very poor people. Air pollution and CO2 consumption have been reduced through many initiatives. However, environmental damage is still a big problem and the demand for further clean solutions remains high.

Remember

Think critically, push boundaries and excite our imagination, design solutions or an innovative and visionary concept that is out of reach but within sight, look for radical new possibilities within any context –is it cultural, social or business. To say it simply: If you plan cities for cars and traffic, you get cars and traffic. Draw us in and show us how the future might look. If you plan for people and places, you get people and places.



Presentation format

Content to submit

Titel of project

Description text (600 signs including space)

1- 4 images (vertical format)

Name of team

Presentation for 120 sec pitch

- PDF [reliability]
- Web > Chrome [reliability]
- Keynote [reliability]
- Video [reliability] >> max 120 sec/ H.264/VLC
- Powerpoint [reliability]

! Projector format is 1920 × 1080px (16:9)!

Schedule to submit

Saturday – until 10 PM

Team name

Sunday – until 3 PM

Submit all project content online

Sunday – until 4 PM

Hand in all project content at info desk

