

# Design Innovation & Research

A one-day conference hosted by **The Paul Merage School of Business** and **The Design Alliance** at **UC Irvine**, organized by Alladi Venkatesh, Lynda Lawrence and Raymond Pirouz.

**DATE & TIME** Saturday, November 15, 2008  
9am to 4pm

**VENUE** Calit2 Auditorium  
UCI Campus Building 325

## PRESENTATIONS BY AN INTERNATIONAL GATHERING OF ESTEEMED DESIGNERS & RESEARCHERS

**Kathryn Best** *Design and the World of Business*  
Design Professor, University College of Creative Arts, UK  
Consultant, Author

**Richard Harper** *Driving to Trafficking — From Efficiency to Experience in Design*  
Principal Researcher, Microsoft

**Norman Stolzoff** *An Ethnographic Perspective on Sustainability: What Green Really Means for Design*  
President, Ethnographic Insight

**Seema Khanwalkar** *NANO: the People's Car — A Design Story from India*  
Center for Environmental Planning and Technology  
Ahmedabad, India

**Victor M. Gonzalez** *Design Considerations for Community Portals in Master-Planned Developments: The Case of Real del Sol in Tecámac, Mexico*  
Manchester Business School, University of Manchester  
and CRITO, UC Irvine

**B. Christopher Han** *Investigating the Effect of Customer Experience on Car Purchase Decisions: An Opportunity to Design Higher Quality Interactions*  
Dept. of Management Science & Engineering  
Stanford University

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