

## PROGRAM

**Thursday, May 14, 2009**

(Opening Day)

15:00 Ars Electronica Center: Guided Tour

LENTOS

17:30 **Opening**

Reinhard Kannonier, President of University of Arts and Industrial Design, Linz  
Gerfried Stocker, Director of Ars Electronica, Linz  
Stella Rollig, Director Lentos Art Museum Linz

### **Welcome**

Josef Pühringer, Governor of Upper Austria  
Erich Watzl, Vice Mayor of Linz

### **Introduction**

Michael Shamiyeh, Head of DOM Research Lab

18:30 Keynotes

**John Thackara** (F/ NL)

Head of Doors of Perception and author of "In the bubble: designing in a complex world"

19:00 **Ilya Prokopoff** (US)

IDEO partner and co-leads the firm's Transformation practice

19:30 **Albin Kälin** (D)

EPEA Int. Umweltforschung GmbH

Moderation

**Michael Shamiyeh** (A)

Head of DOM Research Lab

20:00 Reception at Lentos Art Museum Linz

**Friday, May 15, 2009**  
(Conference Day)

10:00 Lentos Art Museum: Guided Tour

LENTOS

13:00 Opening Keynote  
**Alejandro Gutierrez** (UK)  
Associate Director Integrated Urbanism ARUP, London

PANEL 1: SOLVING COMPLEX PROBLEMS IN PRACTICE

13:50 **Michael Shamiyeh** (A), Host  
DOM

14:00 **Marco Murillo** (US)  
Senior Product Merchandiser NIKE Inc.

14:40 **Arnab Chatterjee** (NL)  
Shell Global Solutions International, Amsterdam

Panel Discussion

Coffee Break

PANEL 2: MANAGING INNOVATIVE PROBLEM-SOLVING-PROCESSES

15:40 **Sonja Zillner** (D), Host  
osb international Consulting AG, Tübingen, Siemens AG

16:00 **Greg Van Alstyne** (CND)  
Professor and Director of Research, Strategic Innovation Lab, Ontario College of Art, Toronto

16:40 **Gerald Fliegel** (A)  
Senior Vice President "Research and Development", Siemens VAI Technologies, Linz

17:20 **Wolfgang Schwaiger** (A)  
Königswieser & Network, Wien

Panel Discussion

Coffee Break

PANEL 3: BUILDING THEORY ON MANAGEMENT AND DESIGN

18:20 **Robert Bauer** (A), Host

Professor for Organizational Design Johannes Kepler University, Linz

18:40 **Fred Collopy** (US)

Chair of Information Systems Department, Weatherhead School of Management, Cleveland

19:20 **Kamil Michlewski** (UK)

Strategy Lecturer and Business Consultant

20:00 Challenging Talk

**Simonetta Carbonaro** (S)

Professor for Humanistic Marketing and Design Management, University Borås, Sweden

Panel Discussion

21:00 **Jamshid Gharajedaghi** (US)

Managing Partner & CEO of INTERACT

22:00 Speakers Dinner at Sky Loft (Cubus), Ars Electronica Center

Hotel Seehof Mondsee

Saturday, May 16, 2009

(Workshop conducted by **Jamshid Gharajedaghi** (US), First Day)

Sunday, May 17, 2009

(Workshop conducted by **Jamshid Gharajedaghi** (US), Second Day)

with special guests: **Markus Miessen** (Studio Miessen, D), **Martin Herrndorf** (St. Gallen, CH), **David Griesbach** (SKGROUP, RISE Management Research, CH), **Christian Presslmayr** (voestalpine, A), **Juan Palop Casado** (LPA, ES)