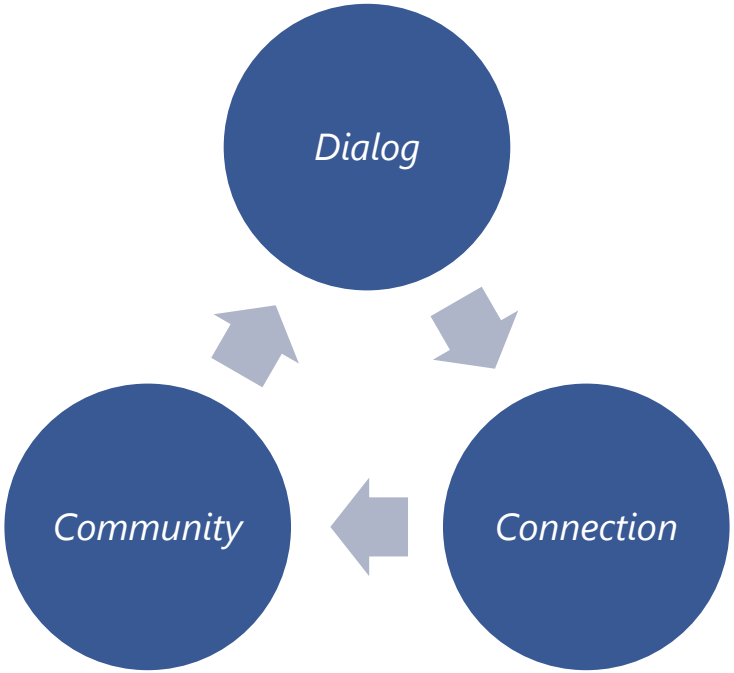
Microsoft Research
FacultySummit

Design Expo 2011

Curtis Wong
Principal Researcher
Microsoft Research

FUTURE/WORLD 2011 2031

What is Design Expo?



2011 Design Expo Universities

- **University of Washington – Seattle**
- **IUAV University of Venice – Venice**
- **Ontario College of Art and Design University – Toronto**
- **New York University – New York**
- **University of Iberoamericana – Mexico City**
- **Tonji University – Shanghai**

2011 Design Challenge

"Get Connected, Stay Connected"

Clueless in Seattle – an International Collaboration

The return of

Clueless in Seattle

Team member names

Alice Mortaro	IUVAV
JiHyun Moon	NYU
Ben Mabry	UW
Wei Wang	Tongji
Farzana Chanda	OCADU

Team 1

2011 Design Expo

July 17, 2011

2011 Design Expo Microsoft Liaisons

- **Monica Gonzales**
- **Vince Ball**
- **Joshua Fischer**
- **Yong Rhee**
- **Asta Roseway**
- **Nathan Auer**
- **Richard Banks**
- **Tim Regan**
- **Shelley Evenson**
- **Bill Buxton**

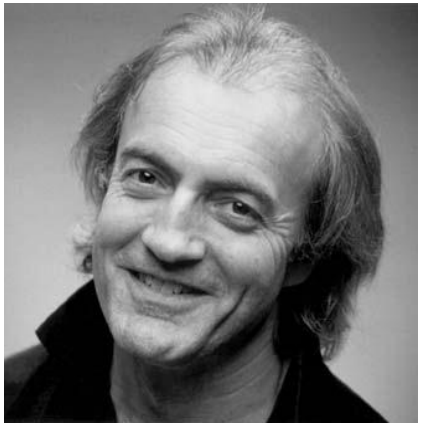
Design Expo Program

Michael Kasprow, Co-Chair of Design Expo

Monday, July 18, 2011

Time	Event/Topic
9:00–9:30	**Welcome and Introduction**—Tony Hey, corporate vice president, Microsoft Research Tony will welcome the attendees of Faculty Summit 2011 and provide a short overview of our collaboration with the research community. He will highlight some of our successful projects and programs and discuss some promising areas for collaboration that hold a high degree of potential value for both academia and Microsoft.
12:00–15:00	**Design Expo**
	Chair: Curtis Wong, Microsoft Research
12:00–12:10	Opening/Welcome Distinguished Critics—Curtis Wong and Mike Kasprow
	Teams and Presentations
12:10–12:35	*Origin*—University of Washingon, Seattle, WA, United States Daniya Ulgen, Vu Chu, Jason Wong, Ben Mabry, and Nicholas Smith In recognition of the shortcomings of current file management systems, Origin seeks to improve the way in which data is tagged, making its operation far more organic (or brain-like) than any typical system. By tagging data with contextual markers, it delivers users what they want, when they want it without degrading opportunities to search for other data.
12:35–13:00	*Voglia*—Iuav University of Venice, Venice, Italy Alice Mortaro, Valeria Refratti, and Amanda Rezza The Venice brief, "Thicker than Water," asked students to invent, design, and prototype a system that allows real-time, interactive, but non-verbal communication between dispersed family members. The focus was on sharing emotions, intimacy, and background sensation. Voglia is a connected device, designed as a jewelry pendant, allowing close bodily communication between a couple who are physically apart.
13:00–13:25	*In-NEED*—The Ontario College of Art and Design University, Toronto, Canada Nermin Moufti and Fareena Chanda In-NEED is a system for managing the community's response to natural disasters through the use of mobile technologies. In-NEED addresses the humanitarian need of pre-emptive "survivor" systems/networks that engage and mobilize people within the community to act and share existing resources to mitigate the impact of natural disasters in the all-important hours directly preceding the event. By using existing technologies, localized platforms, and developing low-cost community nodes, In-NEED serves as a virtual survival kit.

Design Expo 2011 Distinguished Critics

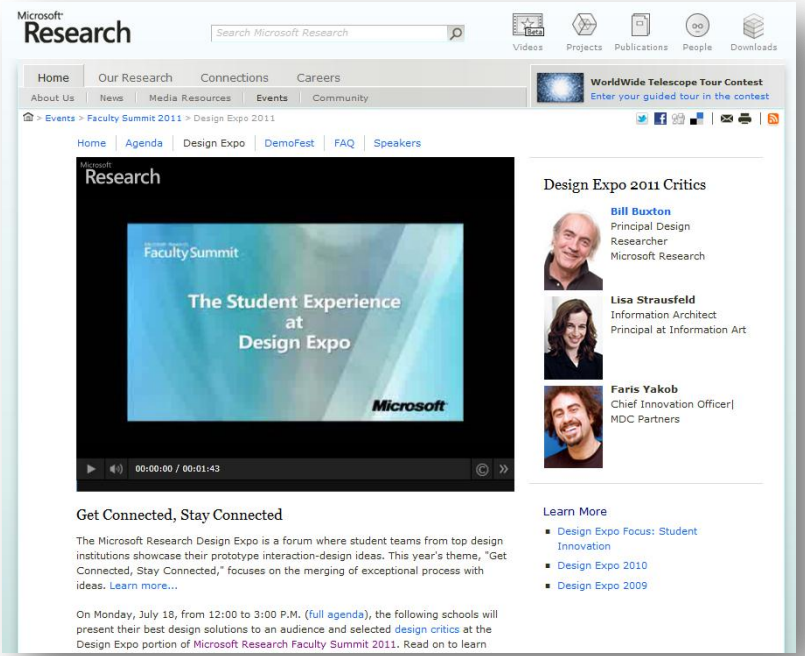


Bill Buxton

Lisa Strausfeld

Faris Yakob

For more information about Design Expo 2011



http://research.microsoft.com/en-us/events/fs2011/designexpo.aspx

2011 Design Expo *acknowlegements*

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- Jenifer Carlson
- Lynn Powers
- Genevieve L'Esperance

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