

## STANFORD Vortragsreihe

Einladung zur 5. Veranstaltung im Rahmen der Stanford Vortragsreihe

**Thema** Re-Designing the Future and Mobility  
Larry Leifer, Center of Design Research  
William Cockayne, Stanford Humanities Lab & IFTF  
Charles Petrie, Stanford CS Logic Group  
Stanford University, Palo Alto, Kalifornien

**Termin** Dienstag, 28. März 2006

**Zeit** 9.00 – 17.00 Uhr

**Ort** Besprechungsraum der AutoUni, ICW Haus 6, 1. OG

Um Anmeldung bei [klaus.schaaf@volkswagen.de](mailto:klaus.schaaf@volkswagen.de) wird gebeten

Wolfsburg, 7. November 2005

Ansprechpartner:

Dr. Klaus Schaaf

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Sehr geehrte Damen und Herren,

Im Rahmen der Kooperation zwischen dem Center of Design Research der Stanford University und der Volkswagen AutoUni begrüßen wir Prof. Leifer, Dr. Cockayne und Dr. Petrie zu einem Workshop im Rahmen der Stanford Vortragsreihe. Die einführenden Vorträge und die Präsentationen des Workshops werden in englischer Sprache abgehalten.

### **Abstract:**

Prof Leifer and his colleagues, Dr. William Cockayne and Dr. Charles Petrie will lead a day long workshop designed to engage you in a lively (interactive) experience in re-thinking the future of mobility. Professor Leifer will lead workshop segments focused on "Design-Thinking" the core methodology of the d.school. Dr. Cockayne will lead a pre-cursor workshop segment dealing with "Foresight-Thinking" a core methodology of the Institute of the Future (IFTF). To get the best result from the workshop we hope to attract participants from diverse fields within Volkswagen. We believe that your engagement in this event will enhance your value to the industry.

### **Introduction to Critical Foresight and the first break-exercise**

Dr. Cockayne gives a short presentation on critical foresight as a research practice and describes how it can be used inside of companies as a

## **STANFORD Vortragsreihe**

Seite 2 von 2

complement to research, strategy and design. He will then lead participants in a critique of a futures narrative from two perspectives; the future that is described and the storytelling. This will be followed by a Critical Foresight exercise.

### **Introduction to Design-Thinking and a second break-exercise**

Surprise and delight - How do we take a real corporate performance to the next level? Prof Leifer gives an introduction to the method which was developed at CDR and has been successfully implemented and applied at IDEO, one of the leading companies for design and innovation. A design-thinking exercise in teams will be based on the findings from the scenario created in the morning. Using found materials and objects from the personal portfolios and brief cases, teams will conceptually prototype (build) artefacts that explore the pathway from the future back to today in terms of mobility products and services.

### **The Coaches**

- Professor Larry Leifer is Director of the Stanford Center of Design Research (CDR), and one of the initiators of the Hasso Plattner Institute of Design at Stanford (aka d-school)
- Dr. William Cockayne is Associate Director of the Stanford Humanities Lab
- Professor Charles Petrie, former director of the Stanford Network Research Center is now with the CDR and the Stanford CS Logic Group

**Es wäre schön, wenn die Teilnehmer aus den unterschiedlichsten Bereichen kommen würden.**

**Anmeldung zu der Veranstaltung ist notwendig. Bitte senden Sie eine Email an [klaus.schaaf@volkswagen.de](mailto:klaus.schaaf@volkswagen.de).**

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