

DESIGN
IN THE AGE OF EXPERIENCE™



Design in the Age of
Experience 2018

April 17th – 22nd Milan, Italy

The background features a light beige color with a subtle grid pattern. Overlaid on this are several large, stylized, 3D geometric shapes that resemble folded paper or origami, creating a textured, layered effect. The shapes are arranged in a way that they appear to be part of a larger, repeating pattern.

DESIGN IN THE AGE OF EXPERIENCE™

APRIL 17-22, 2018 | MILAN, ITALY

<https://events.3ds.com/design-age-of-experience>

The event at a glance

- When?** April 17th to 22nd, 2018 during the Design Week
<http://www.wheremilan.com/events/milan-design-week-2018-fuorisalone/>
- Where?** At the famous Superstudio Più, Via Tortona in Milan, Italy, in the very heart of the Design Week
- How?** In a multifaceted experiential event with an iconic experience, business experiences and users experiences
- Who?** Top designers and influencers, Decision makers, users and citizens

Reasons to Attend

▶ NETWORK WITH THE GLOBAL DESIGN COMMUNITY

- ▷ Over 400 executives from Design & Engineering

▶ LEARN FROM KEY EXPERTS

- ▶ Conferences
- ▶ Users sessions (hands-on, live demos, expert meetings)
- ▶ VIP guided tours of the Design week

▶ CONNECT

with leading Brands representatives



Big Idea

DESIGN FOR LIFE

Harnessing nature to re-imagine a sustainable
solution to air pollution



DESIGN | 2018 THEMATIC: DESIGN FOR LIFE

IF our world is complex
WE must design for life

Focus | Harnessing nature to re-imagine a sustainable solution to air pollution

What Megatrend impacts the city that Experiential/Sustainable Design could solve, enhancing experience of the event but leaving a legacy for the city and community?



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KEY INFO EVENT

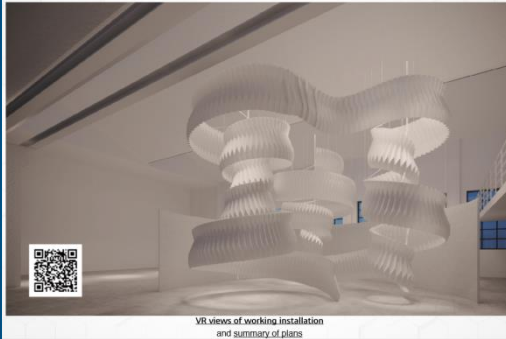


Design in the Age of Experience | Design For Life

1 - Meaningful Experience

For Citizen

Working design



2 – Thought leaderships Conferences

For Decision makers



3 - Hackathons & Technical content

For Users and Champions



Urban Mobility

3D CATIA



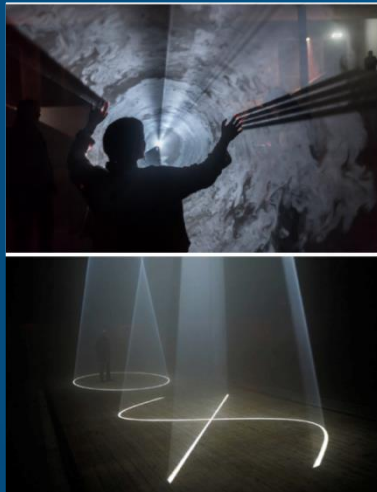
3D SOLIDWORKS

Connected world

Design in the Age of Experience | A meaningful Experience

1- Set up
Air pollution issue

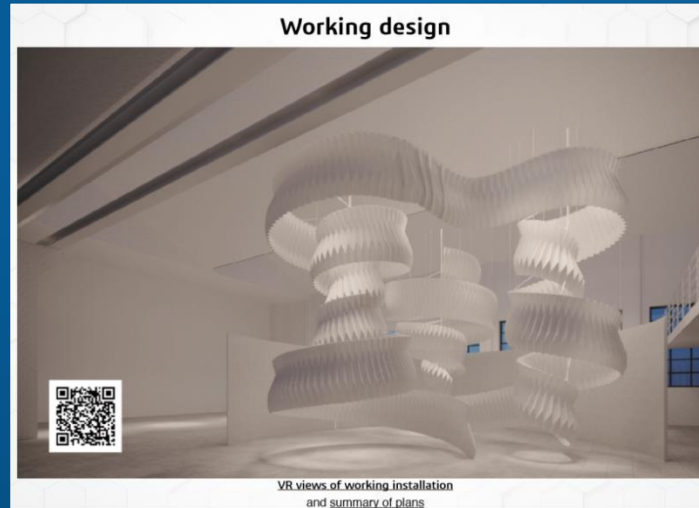
Anab Jain



2 – Sustainable Innovation to
clean the air Breathing

Kengo Kuma

CATIA



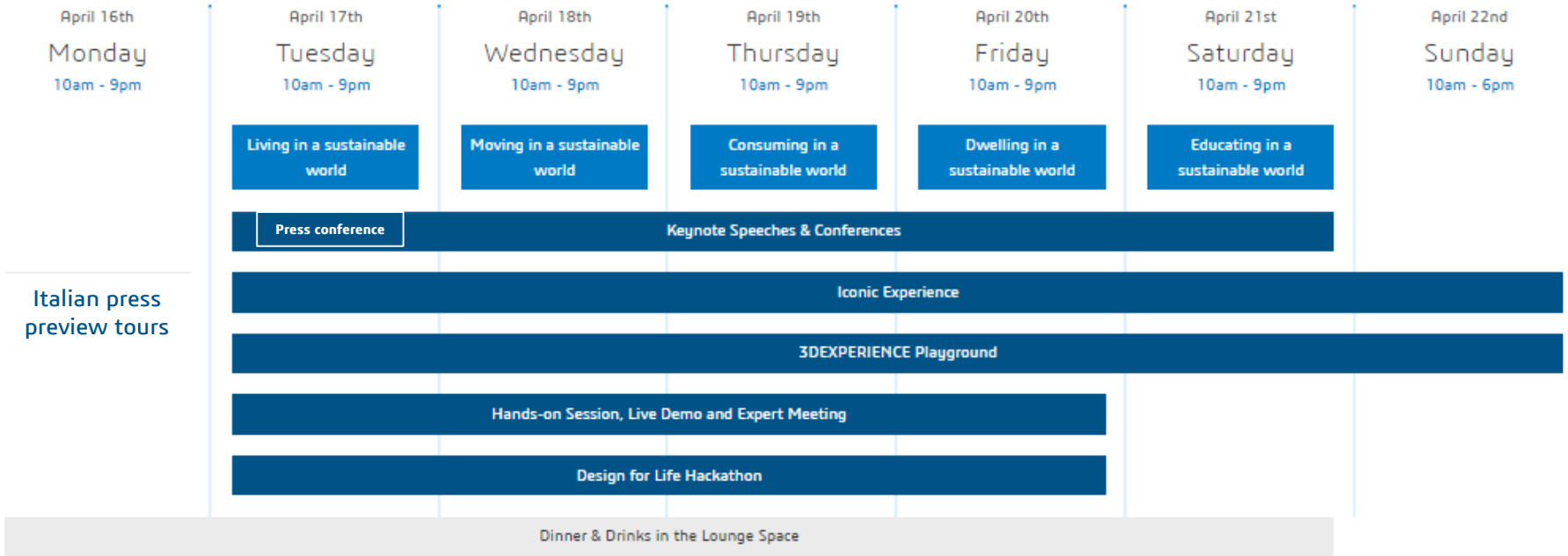
3 – Sustainable
innovation
in context of the City

Daan Roosegaarde

SOLIDWORKS



AGENDA | Full Week



One thematic per day / key challenge facing society

Each day : a set of 4 conferences, 3 hands on session, 6 Live demos and 12 slots for expert meetings

DESIGN
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AGENDA



AGENDA | Thematic per day

Living in a sustainable world

Tuesday April 17th

Cities epitomize our daily challenges for better living. How do we fulfil the promises of living while respecting the environment: tackling pollution; improving waste and resource management, such as water and electricity; ensuring people's well-being with personalized health services and systems technology? Beyond smart, we can make living more sociable, sustainable and resilient while respecting both nature and human needs. What are the desirable futures we can help shape?

Moving in a sustainable world

Wednesday April 18th

There is turmoil in industry. Today it's evolving to a transdisciplinary value network transforming the relationships of design, engineering and manufacturing. We reimagine mobility with battery-power, magnetic levitation, drone delivery in cities and airships to reach remote locales. What will the workforce and systems of the future look like? Can we move from exploiting human skills and nature to dynamic interaction of technology, processes and people that fosters disruptive innovation?

Consuming in a sustainable world

Thursday April 19th

We yearn for personalized consumer experiences that give us authentic stories we can share. Big data can track and predict consumer habits and needs like never before, while collaborative platforms power a value network of design, manufacturing and service that can transform consumption. Connected companies can upgrade consumer experiences, eliminating obsolescence and reducing waste. It's the right experience at the right time in the right place for each of us.

Dwelling in a sustainable world

Friday April 20th

Imagine, configure and visualize a home, products and layouts in a virtual version of your surroundings. Now add domotics that control and automate lighting, heating (with smart thermostats), ventilation and air conditioning, home appliances and security for your 'smart' home. It's the Internet of Things, the cloud and smart objects shaping your personalized experience with innovation for sustainable communities.

Educating in a sustainable world

Saturday April 21st

As we grow, we gather knowledge, build know-how and fight to keep our sense of wonder. Digitalization, artificial intelligence and virtualization offer new techniques that can blow us away and bring us back to earth to see and learn first-hand. In a shifting world where adults, just like children, will need to adapt, live varied professional lives, and move from real to virtual and back again, the opportunities are plentiful.

AGENDA | Focus conference

Design is bigger than aesthetics or products. Design is the start of sustainable experiences that change lives and help address key challenges facing society—like climate change, housing, transportation, health care. Designers are at the focal point, linking form, function and sometimes 'magic' to transform how we live, work and play.

Tuesday April, 17th	Wednesday April, 18th	Thursday 19th April	Friday 20th April	Saturday 21st April
LIVING IN A SUSTAINABLE WORLD	MOVING IN A SUSTAINABLE WORLD	CONSUMING IN A SUSTAINABLE WORLD	DWELLING IN A SUSTAINABLE WORLD	EDUCATING IN A SUSTAINABLE WORLD
3DS talk Philippe LAUFER Keynote Kengo Kuma <ul style="list-style-type: none"> • Transform our environment • Better living • Building the city Hosted by: Olivier RIBET & Severine CHAPUS	3DS talk Anne ASENSIO Keynote Wesley Goatley (Superflux) <ul style="list-style-type: none"> • Design revolution • Empower design • Urban mobility Hosted by: TBC	3DS talk Gian Paolo BASSI Keynote Patrick Jouin <ul style="list-style-type: none"> • New ways of consuming • Connected universes • Consumption innovation Hosted by: Philippe LOEB	3DS talk Vincent PICOU Keynote Victoria Willmotte <ul style="list-style-type: none"> • Home Design • Connected homes • Home By Me Hosted by: Vincent PICOU	3DS talk Florence VERZELEN Keynote Anilore Banon 1 Live Demo on stage <ul style="list-style-type: none"> • App for Kids (SW) Hosted by: TBC

Sebastien MASSART

DEZEEN Live Conference

Bernard CHARLES

Florence VERZELEN

Florence VERZELEN

To be confirmed : Laurent BLANCHARD (LAB) Frédéric VACHER (FVR)

 **DASSAULT SYSTEMES** | The **3DEXPERIENCE**® Company



Hands on sessions – 1 hour session

Deep dive into the heart of Dassault Systèmes' **3DEXPERIENCE** platform and Brands.



Live Demos – 30 minutes session

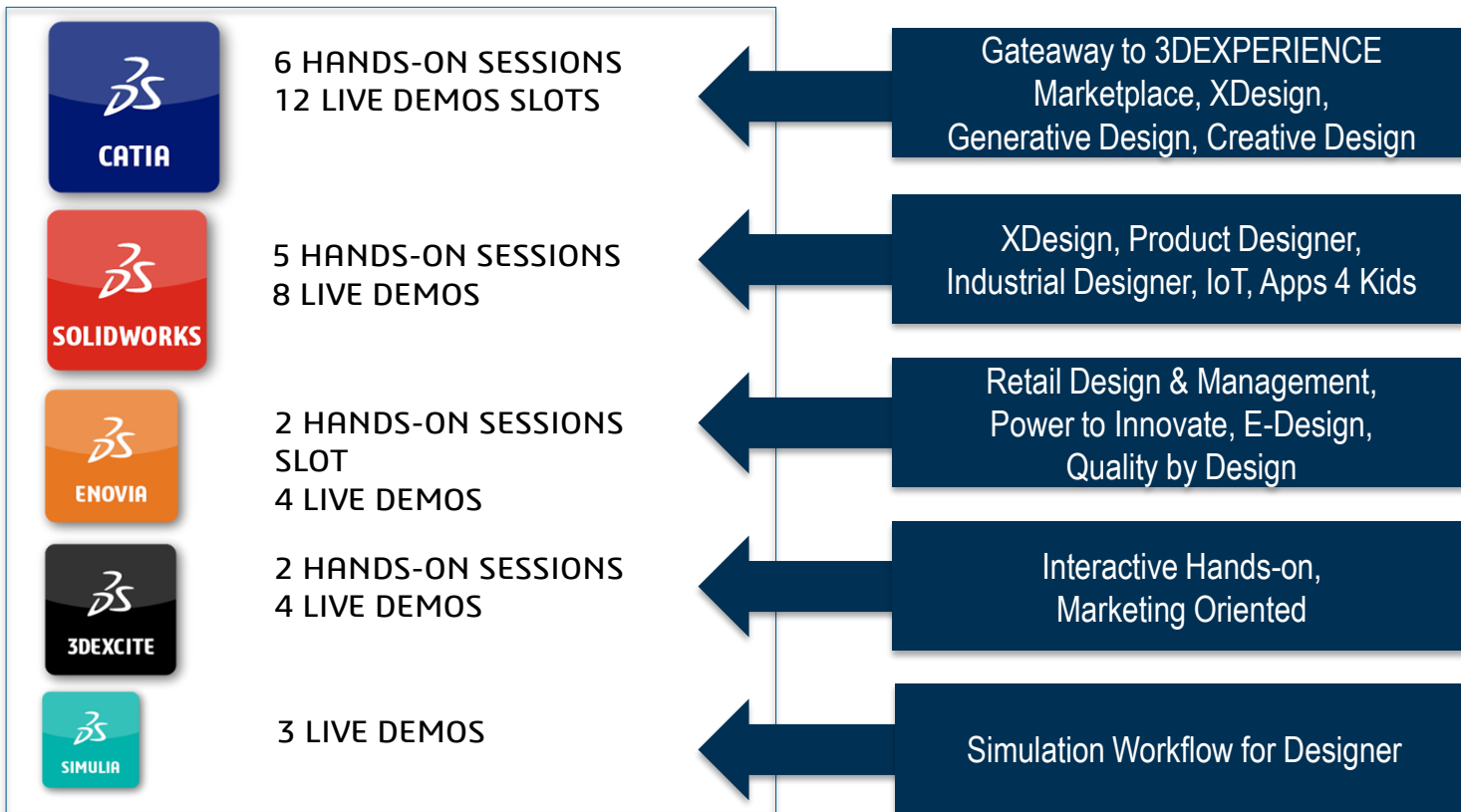
See first-hand with an expert all the capabilities and secrets of key Dassault Systèmes' brands.



Expert meetings

Meet and discuss projects & ideas with experts in a comfortable environment in the heart of Milan Design Week.

AGENDA I Focus user sessions



Tuesday 17th April | LIVING IN A SUSTAINABLE WORLD

AGENDA | Focus user sessions

HANDS-ON		LIVE DEMOS	
8:00		<i>Access for staff only</i>	
10:00		<i>Superstudio Opening Gate (for everyone)</i>	
<i>Time in</i>			
10:45	CATIA GATEAWAY to 3DEXPERIENCE Platform R2018x in collaboration with ABEX EDUCATION PARTNER	CATIA Product Design (Part1) Pierre VILLA	10:45
		<i>time in/out</i>	
		CATIA Product Design (Part 2) Pierre VILLA	11:15
12:00			12:00
<i>Cocktail Lunch / finger food (60')</i>			
13:00	CATIA "EARLY ADOPTERS PROGRAM" CATIA xDesign web application hands on"	CATIA Generative Design Nicolas MEISTERSHEIM	13:00
		<i>time in/out</i>	
		CATIA Additive Manufacturing with SIMULIA & DELMIA Nicolas MEISTERSHEIM	13:30
14:15			14:15
<i>time in/out</i>			
14:30	CATIA Concept Building Designer for AEC Jonathan ASHER	CATIA V5 3DEXPERIENCE Social Services	14:30
		<i>time in/out</i>	
		CATIA 3DEXPERIENCE MARKETPLACE	15:00
15:45			15:45
<i>time out</i>			

EVENING	
18:30	Cocktail & Drinks in the lounge area
20:00	Flow/ exit
21:00	SUPERSTUDIO closed – site clear

Wednesday 19th April | MOVING IN A SUSTAINABLE WORLD

AGENDA | Focus user sessions

		HANDS-ON	LIVE DEMOS		
8:00			<i>Access for <u>staff only</u></i>	08:00	
10:00			<i>Superstudio Opening Gate (for everyone)</i>	10:00	
Time in					
10:45	CATIA GATEAWAY to 3DEXPERIENCE Platform R2018x in collaboration with ABEX EDUCATION PARTNER	CATIA Product Design (Part1) Pierre VILLA		10:45	
		time in/out			
12:00		CATIA Product Design (Part 2) Pierre VILLA		11:30	12:00
Cocktail Lunch / finger food (60')					
13:00	CATIA "EARLY ADOPTERS PROGRAM" CATIA xDesign web application	CATIA Generative Design Nicolas MEISTERSHEIM		13:00	
		time in/out			
14:00		CATIA Additive Manufacturing with SIMULIA & DELMIA Nicolas MEISTERSHEIM		13:45	14:15
time in/out					
14:30	CATIA V5 3DEXPERIENCE Social Services	CATIA V5 3DEXPERIENCE Social Services		14:30	
		time in/out			
15:45		CATIA 3DEXPERIENCE MARKETPLACE		15:15	15:45
time in/out					
16:00	3DEXCITE CLAAS CONTENT DEMONSTRATION	3DEXCITE CLAAS CONTENT LIVE DEMO		16:00	
		time in/out			
17:15		3DEXCITE CLAAS CONTENT LIVE DEMO		16:45	17:15
time out					

EVENING	
18:30	Cocktail & Drinks in the lounge area
20:00	Flow/ exit
21:00	SUPERSTUDIO closed – site clear

AGENDA I Focus user sessions

Thursday 20th April | CONSUMING IN A SUSTAINABLE WORLD

	HANDS-ON	LIVE DEMOS	
8:00	<i>Access for staff only</i>		08:00
10:00	<i>Superstudio Opening Gate (for everyone)</i>		10:00
10:30	<i>Time in</i>		
10:45	SOLIDWORKS XDESIGN	SOLIDWORKS IOT	10:45
		<i>time in/out</i>	11:15
		SOLIDWORKS Mercuris	11:30
12:00			12:00
<i>Cocktail Lunch / finger food (60')</i>			
13:00	SOLIDWORKS PRODUCT DESIGNER	SOLIDWORKS Shade Craft	13:00
		<i>time in/out</i>	13:30
		SOLIDWORKS Nano Dimensions	13:45
14:15			14:15
<i>time in/out</i>			
14:30	SOLIDWORKS INDUSTRIAL DESIGNER	SOLIDWORKS Halo Smart Labs	14:30
		<i>time in/out</i>	03:00
15:45		SOLIDWORKS Universal Robot	15:15
			15:45
<i>time in/ out</i>			
16:00	SOLIDWORKS IOT	SOLIDWORKS Freight Farms	16:00
		<i>time in/out</i>	16:30
		SOLIDWORKS Meta Company	16:45
17:15			17:15
<i>time out</i>			
		SIMULIA Big data & Smart Health	17:30
			18:00

EVENING	
18:30	Cocktail & Drinks in the lounge area
20:00	Flow/ exit
21:00	SUPERSTUDIO closed – site clear

Friday 21st April | DWELLING IN A SUSTAINABLE WORLD

AGENDA | Focus user sessions

	HANDS-ON	LIVE DEMOS	
8:00	Access for <i>staff only</i>		08:00
10:00	Superstudio Opening Gate (for everyone)		10:00
10:30	Time in		
10:45	ENOVIA TURN EVERY RETAIL VISIT INTO A PURCHASE	ENOVIA THE POWER TO INNOVATE	10:45 11:15
		time in/out	
12:00		ENOVIA STRATEGY UPDATE & WHAT'S NEW R2018x	11:30 12:00
Cocktail Lunch / finger food (60')			
13:00	ENOVIA TURN EVERY RETAIL VISIT INTO A PURCHASE	ENOVIA EDesign-Driven BOM	13:00 13:30
		time in/out	
14:15		ENOVIA Quality by Design	13:45 14:15
time in/out			
14:30	SOLIDWORKS APPS4KIDS & 3DbyME HANDS-ON	SIMULIA SIMULIA Vertical Applications to address Industry Workflows for Designers	14:30 15:00
		time in/out	
15:45		SIMULIA Performance Based Plastic Part and Mold Design - End to End Solution with 3DEXPERIENCE CATIA and SIMULIA	15:15 15:45
time in/out			
16:00	3DEXCITE World Expo	3DEXCITE World Expo	16:00 16:30
		time in/out	
17:15		3DEXCITE World Expo	16:45 17:15

