The Myron E. Ullman, Jr. School of Design

# The New Normal. Speaker Series.

24 August - 8 September 2020 University of Cincinnati

now are far too important for us to simply wait for them to unfold on their own. As human-centric designers, we need to act fast. We need to be bold, seek answers, and provide solutions for a better future. But first, we need to imagine a world in which we would actually like to live and work

and hosted by School Director Gjoko

Muratovski, **The New Normal** will feature
world-famous authorities in the field
of design, such as Carole Bilson, Karim
Rashid, Bruce Mau, Steven Heller, and Don
Norman. We are honored and delighted to



# Design Leader. Carole Bilson.

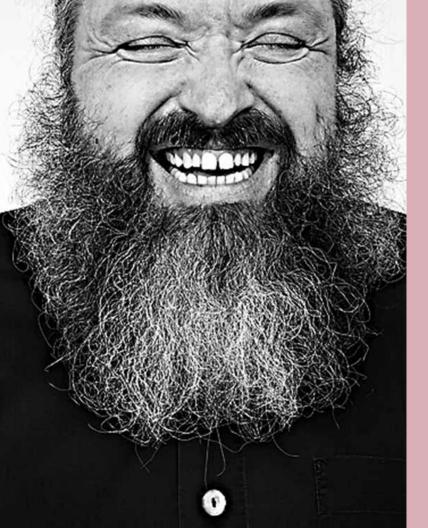
24 August 2020 | 1 pm EST

influential woman in the field of design today. As the President of the Design Management Institute [DMI] she represents a community of 30,000 design and innovation leaders from more than 60 countries. Prior to this role, she was the first African American woman to



#### Design Icon. Karim Rashid.

karim Rashid is one of the most prolific and most iconic designers today. With over 4,000 designs in production, more than 300 awards to his name, and clients that span across 40 countries – Karim is a design legend. Earlier this year, Karim received the highest and most



### Design Legend. Bruce Mau.

31 August 2020 | 2 pm EST

Bruce Mau is not a typical designer.

He designs books and cities, carpets
and social programs, global brands
and cultural institutions. In addition to
numerous other awards, he was also
named as an Honorary Royal Designer for

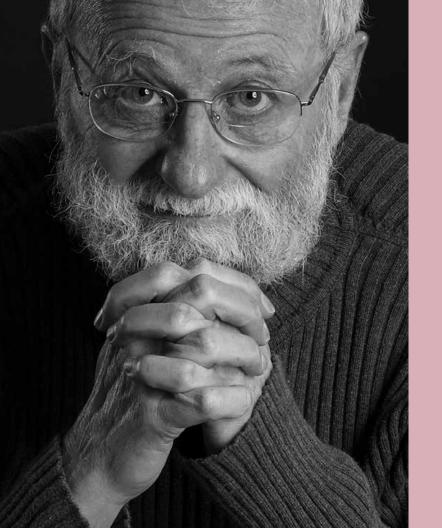
books "S,M,L,XL" [with Rem Koolhaas],
"Life Style," "Massive Change," and
"MC24" have received cult status and
critical acclaim. In his conversation with
Gjoko, Bruce will talk about why we need
to change everything we do today.



Design Critic. Steven Heller.

4 September 2020 | 12 pm EST

Chances are that even if you are vaguely interested in design you have probably come across some of **Steven Heller's** books on design. As an author and editor, Steven has published close to 200 books on design. As a design critic, he has documented and reflected on



#### Design Visionary. Don Norman.

8 September 2020 | 1 pm EST

Don Norman is the former Vice President for Advanced Technology at Apple and the ultimate authority on all matters related to user experience and usability.

He is also a researcher, professor, and author. Don is best known for his books on design, especially "The Design of Everyday

Things" and "Emotional Design." With the support of IBM Design, Don and Gjoko are currently working together on a new global initiative aimed to define the future of design education. As one of the co-founders of this initiative, Don will explain why we need to rethink how we teach design today.



#### Design Director. Gjoko Muratovski.

**The Host** 

Gjoko Muratovski is an Endowed Chair and Director of the Ullman School of Design. He is also an author, awardwinning designer, and innovation consultant working with a wide range of Fortune 500 companies, not-for-profit organizations, and various governments

Special thanks to **Ekaterina Loy** for conducting research on each of the themes covered in the speaker series, **Sarah Chase** for coordinating the event, **Sophia Tibbs** and **Dan Dugan** for the video production, and **Jessica Gates** for the event marketing.