The Myron E. Ullman, Jr. School of Design

The New Normal. Speaker Series.

24 August - 8 September 2020
University of Cincinnati
The New Normal is a phrase that we use today to describe the new reality in which we live. This means that in many ways, we have come to grip with things and accepted the fact that our world has changed so dramatically that it will never be the same again. The way we live, work, study, interact with other people, travel, and shop, has altered our lives so radically in such an incredibly short period of time, yet the consequences of this massive change will continue to trickle down for years to come.
The issues that we are dealing with right 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.
The New Normal speaker series aims to address the current issues that designers are facing today. COVID-19, social change, racial injustice, climate change, and the rise of citizen activism are changing the field of design and are rapidly shaping the profession in ways that we are yet to understand. What does all of this mean for the future of the profession, the future of the field of design, and the future of design education – and what can designers do to help? These are the topics of the conversations that will take place during this speaker series.
Presented by the Ullman School of Design 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 have them on board.
Carole Bilson is perhaps the most 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 become head of global design and user experience at a major corporation, where her team received 49 patents and over 12 international design awards. She was also the worldwide product line manager for the Kodak Picturemaker – one of the first digital consumer kiosks, that has earned the company over a billion dollars. As the leader of DMI, the world’s largest community of design and innovation professionals, Carole is uniquely positioned to address the issues that the field of design is currently facing.
Design Icon.

Karim Rashid.

28 August 2020 | 12 pm EST
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 prestigious design award in the United States – the American Prize for Design. This highly coveted award is given to outstanding individuals for their lifetime achievements in the field of design. In a conversation with Gjoko, Karim will share his thoughts on the future of design, while reflecting on what it means to be a global designer today.

Karim Rashid
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 Industry by the Royal Society of Arts. His 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.
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 the history and practice of design with incredible depth, breadth, and scope. He is also the recipient of two highly prestigious awards – the AIGA’s Lifetime Achievement Award and the National Design Award, which was presented to him at a White House ceremony by Michelle Obama. In his conversation with Gjoko, Steven will discuss the important role that design activists perform in an effort to make the world a better place.
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, award-winning designer, and innovation consultant working with a wide range of Fortune 500 companies, not-for-profit organizations, and various governments from around the world. By combining design thinking, social sciences, and cultural theory with lean business principles and evidence-based research, he helps organizations become human-centric, more efficient, and future-proofed. He is also an official member of the Forbes Councils and contributor to the Leadership section at Forbes magazine.
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.