

DESIGN IN MOTION

A special dialogue session linking Design and Mobility in Ann Arbor Michigan November 11

In Conjunction with MOVING MINDS: The Next Transportation Infrastructure, a summit on sustainable transportation in an urbanizing world (November 9 – 12 – see um-smart.org)

Led by Barbara Knecht with support from Sue Zielinski and Dave Muyres.

We would like to extend a special invitation to join a conversation focused on design and New Mobility in conjunction with the formal program of SMART's *Moving Minds summit*. In the spirit of the conference theme, we've dubbed this session, "Design in Motion," to emphasize a forward-looking discussion. We plan to explore how design enhances the human experience of mobility and accessibility, and to develop a strategy for building strong design networks that actively engage and connect design and New Mobility.

***Design Dialogue.** Design can be what distinguishes New Mobility from old mobility. Whether directed, specific, and intentional, or unconscious, haphazard, and random, the design process will result in a product with which humans will live and interact. Join a multi-disciplinary conversation about design and mobility and accessibility at the Moving Minds Summit in November. We'll talk about design as the act of creating change in objects, systems and places, and as the series of decisions made from inception to implementation of any idea. The conversation will revolve around how design can support not only the physical but also the cultural, psychological, and aspirational underpinnings of our relationship to transportation. If you are involved or interested in product design, system design, or community and urban design as it relates to transportation, and if you are interested in connecting with others in this pursuit, contact Barbara Knecht at bknecht@humancenterreddesign.org*

We look forward to seeing you in Ann Arbor!

Sincerely,

Barbara Knecht, RA, Director of Design, Institute for Human Centered Design

Dave Muyres, Agent of Transportation Change, Ongoingtransportation.com, Vice President of HuntGreen LLC & NewNorth Center for Design in Business

Sue Zielinski, Managing Director, SMART, University of Michigan.