

## Design & Thinking Screenings Resources Suggestions for Event planning

### 1. Event planning

Design the screening event to your own needs. Known event types include conferences, local film showing events, internal employee training, get-together with clients, part of design department/ organization initiatives, professional community events, and campus showings.

We hope this film can be a tool to help you communicate your own messages:

- a. Invite someone suitable for your context to do an opening for the film and event.
- b. Have a panel discussion, party, or workshop after the film.
- c. Get to know the “movie stars” and their stories before the showing:  
<http://designthinkingmovie.com/aboutthemovie.html>  
This will widen your topics of discussion.  
You might consider inviting some one to attend your screening as panelist.
- d. If you are interested in having the Design & Thinking filmmakers to join your screening, write to [designthinking.movie@gmail.com](mailto:designthinking.movie@gmail.com) and tell us how you’d like us to contribute.

### 2. Technical specs:

- a. Total Running Time is 74:11.  
Please do your best to run movie until the end, when all credits and Kickstarter backers has finished running.
- b. Dimensions: 16:9 (1290\*1080)
- c. Language: English

### 3. Suggestions for Discussion Topics:

- a. Design
  - The future of design thinking
  - The future of industrial design & other design disciplines
  - The changing role of the design profession
  - Design in the business world
- b. Crossing Boundaries
  - “Why do huge corporations get beaten by kids in garages?”
  - “We tried that in 1975 and it didn’t work.”
  - “It can’t be about delivering a software. It’s about experimenting.”
  - “It did take us a long time to get good at working together.”
  - “When we’re innovating, we want to look for the outliers.”
- c. Culture
  - “Society doesn’t do a very good job of promoting hybrid thinking.”
  - “When design is reduced in to a formula, they will lose virtually all of the values.”
  - Encouraging failure & What happens after “failure”?
  - Design thinking & regional culture

### 4. Promote Through Us

Please send us your event page, your own facebook page/link, and short promotional text.

- a. <http://www.facebook.com/designandthinking>
- b. Twitter: @designthinkingM