

SCHEDULE

UNBOXED'25

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MON OCT 6TH

8:30-9:00	Registration + Coffee📍 Building lobby and NYC DF, 9th floor	
9:00-9:40	Welcome from DFGN & Pace and Keynote from NYC DF📍 NYC DF, 9th floor	
9:40-10:40	Keynote and ice breaker: by Jillian McDonald, Professor and Artist, Pace University📍 3rd floor	
10.40-10.50	Break	
10.50-12.15	Tour of NYC DF and Pace📍 3rd floor	
12.15-13.15	Lunch📍 3rd floor	
13.15-14.15	Parallel session 1	Parallel session 2
	FISHBOWL SESSION (Session Chair: Dhruv Gandhi):📍 3rd floor • Prompt, Prototype, Repeat: An experiment on teaching in the Age of generative everything (first author: Sierra Andrés, Bellorini, Werner, Batista, Berral, Procopio & Alaracon / Fusion Point Esade, UPC and IED + CERN Ideaquare) • The impact of GAI tailor-made agents on creativity (Krebs & David / Shenkar)	FISHBOWL SESSION (Session Chair: Tua Björklund):📍 NYC DF, 9th floor • Asian Case Studies of Cultivating Futures Thinking Mindset through Design (Shaznay Patel, Iwabuchi & Takahashi / Singapore Institute of Technology) • Art Making and Viewing as Design Thinking: Flood (In)Tolerant Ecologies (Cunningham, Mattingly & Pappenheimer / Pace University)
14.15-15.00	POSTER SESSION:📍 3rd floor • DECISION-MAKER BASED DESIGN (Riveros & Devia / Cali Design Factory, Pontificia Universidad Javeriana) • Systematically Incorporating Equity into Design Thinking for AI Education (Cotoranu, Scharff, Wautelet & Brusseau / NYC DF, Pace University + KU Leuven) • From Pixels to Patterns: AI Impact on (African) Fashion (Scharff, Mohan Bathula, Kaleemunnisa, Sicilian, Liavitskaya, Niranjan Kalpavruksha, Golani & Faye / Pace University + ESMT) • Quadra Helix Model Application in Product Development for Innovation and Creative District (Mikelsone, Babre, Babris, Rode & Sturmane / RTU Design Factory, Riga Technical University) • Other posters and showcase by Pace University community	
15.00-16.00	MIXED FORMAT SESSION (Session Chair: Nadya Shaznay Patel):📍 3rd floor • TECH2X From Deep-Tech to Spin-Off: Co-Designing an Entrepreneurial Training Pathway (Dosi, Gönenç Sorguç, Batista, Drees, Gorni, Kohler, Bellorini, Wirtavuori, Vignoli, Sierra Andrés, Monti & Cochane / OperSpace, University of Bologna, METU, CERN IdeaSquare, inno.space Design Factory Mannheim, Esade) • PORT: An Experiment in Ecosystem Driven Entrepreneurship Education (Ganoo & Galkina/ Aalto University)	DEMO SESSION (Session Chair: Lucas Ivorra Peñafort):📍 NYC DF, 9th floor • Expanding the Horizon: A Workshop for Node-based Idea Mapping and Ideation (Lichtman / St. John's University) • From Idea to Happy Customer: Entrepreneurship on a game board (Kuikka / Aalto University Design Factory)
16.00-16.15	Break	
16.15-16.45	Light reflection & wrapup📍 NYC DF, 9th floor	
19.00-21.00	UnBoxed dinner:📍 at Joseph's	

TUE OCT 7TH

8:45-9:15	Registration + Coffee📍 NYC DF, 9th floor	
9:00-9.45	Kickoff & energizer📍 NYC DF, 9th floor	
9.45-11.15	Parallel session 1	Parallel session 2
	FISHBOWL SESSION (Session Chair: Jonathan Williams):📍 3rd floor • "Classroom Challenges": Diverse strategies and outputs in Challenge-Based Innovation (Ivorra Peñafort, Gómez Gómez, Valbuena Bermúdez, Ordóñez Torres, Gómez Jaramillo & Rugeles Joya / Design Factory Javeriana Bogotá, Pontificia Universidad Javeriana) • The Entrepreneurial Educators Dilemma? (Ganoo / Aalto University) • Design Thinking Summer Camp with UN Sustainable Development (Lee / DFK, Yonsei University)	MIXED FORMAT SESSION (Session Chair: Daniel Lichtman):📍 NYC DF, 9th floor • AI-enabled Design fiction: story models and critical prompting to support scaffolding and agency (landoli & Shen / St. John's University + Rider University) • Brainrot, anti-nostalgia, and experimental deconstruction in our hyper-digital era (Thier / Pace University)
11.15-11.30	Break	
11.30-12.30	DEMO SESSION (Session Chair: Elina Mikelsone):📍 NYC DF, 9th floor • Boosting Critical Design and Futures Thinking through Intellectual Sparring with AI bots (Shaznay Patel & landoli / Singapore Institute of Technology + St. John's University) • Supporting user testing during development: ADF User Testing Toolkit (Figueiredo, Packalén & Eriksson / Aalto University Design Factory)	
12.15-13.30	Lunch	
13.30-14.10	Keynote and performance: by Brad MacDonald, Interaction Designer📍 NYC DF, 9th floor	
14.10-14.20	Break	
14.20-15.20	Educating for the future: Workshop with Pace faculty and students📍 NYC DF, 9th floor	
15.20-15.45	Coffee break	
15.45-16.45	Light reflection & closing📍 NYC DF, 9th floor	
18.15-21.30	Broadway & Cheesecake with Jonathan - Optional self paid activities	