



Innovation Design Thinking Series

Design 101

A Business Breakfast with Prof Pio Barone Lumaga

The Harold Pupkewitz Graduate School of Business launched the first of its series on Innovation Design Thinking in February 2017. Over the next months, the Graduate School will host breakfasts on different topics to be presented in workshop-style, to allow more interaction and relevant exchanges.

'Design 101' will introduce participants to the following topics:

- How to foster a creative environment
- The "birth" and "nurturing" of an innovative idea
- Brainstorming rules and practice
- How three design ideas became three successful world products
- The difference between a feasibility gap and an innovation gap

This "show and tell" conversation with one of the thought leaders of our time, Prof Lumaga, will equip you with relevant tools that will catalyse you into a successful personal change process. If you are an executive, manager, entrepreneur or innovator trying to cultivate an innovative culture in your team, then Design 101 is for you!

Presenter:

Speaker: Prof Pio Barone Lumaga

Prof Pio Barone Lumaga is an internationally recognised expert in IDT having collaborated in research with Universities such as MIT, Stanford and UCLA. He has consulted for international brands such as BMW, Deutsche Bank, Deutsche Bahn, Electrolux, Fiat, Hermés, Husqvarna, IKEA, Philips and Olivetti. Prof Lumaga founded/co-founded several companies such as KohBarone Innovation, LOFT – the Scandinavian Bookazine and most recently, Morphic Productions, a consultancy firm that designs sustainable innovations to unleash creative expressions and generate social profit. He has been appointed Commander of the Order of the Star by his native Italy for his contribution to design and innovation.



Date: Thursday, 11 May 2017

Time: 07:15-07:45 Finger Breakfast, 07:45-09:30-Talk (including question time)

RSVP: Tuesday, 09 May 2017

Venue: Harold Pupkewitz Graduate School of Business (New Science and Technology Building, 3rd Floor, Room G)

Fee: N\$ 250 per person

Please note that spaces are limited and early booking is crucial.

Enquiries

Cynthia Kauami

T: +264 61 207 2242

E: ckaumi@nust.na

