DESIGN User Conference
DESIGN User Conference

DISCOVER SOLUTIONS

BUILD YOUR COMMUNITY

SUPPORT YOUR DECISIONS
Who are you ....
DASSAULT SYSTEMES at Hanau

R&D  Technical Experts  Customer Relationships
Design Challenges

- Transform innovation
- Empowered creativity
- Reach high product Perceived Quality
- Overall Styling to Master shape lead time reduction
- Ease management & executive decision process
- Improve project, resources, budget control
- Connect people
- Be more efficient process/methods/tools
# Agenda

## Design User Community Track

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>13:30</td>
<td><strong>Afternoon Sessions</strong> – Creative Designers, Class-A Modelers &amp; Visualization Experts Community – Brüder Grimm Saal A</td>
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<tr>
<td>13:30</td>
<td>Welcome – CATIA Design user community event</td>
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<td><strong>FREDERIC MARTIN &amp; PIERRE VILLA – Dassault Systemes</strong></td>
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<tr>
<td>14:00</td>
<td>Keynote Presentation: DS-X E-Tense Concept and Parametric Design</td>
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<td><strong>Nicolas Deluy – DS Automobiles</strong></td>
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<td>14:30</td>
<td>Round Table &amp; Discussion: Mobility &amp; Vehicle Design Trends — “The next Mobility Experience”</td>
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<td><strong>ANNE ASENSIO — Dassault Systèmes; TAIKI FUKUKI — Kubota; GRAY HOLLAND — UX-FLO; NICOLAS DELUY — DS Automobiles</strong></td>
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<tr>
<td>15:00</td>
<td>Design In the Age of Experience: CATIA Design Strategy – Trends, Vision and Strategy</td>
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<td><strong>XAVIER MELKONIAN – Dassault Systemes</strong></td>
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<tr>
<td>15:50</td>
<td><strong>Coffee Break &amp; Exhibition</strong></td>
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The 3DEXPERIENCE™ Company

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CATIA
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</table>
XAVIER MELKONIAN – Dassault Systèmes |
| 16:45  | Design in the age of Experience: The Next Design paradigm of Cognitive Aided Design: Combining Modeling & Simulation for better Design  
XAVIER MELKONIAN & FRANCISCO MARTINEZ – Dassault Systèmes |
| 17:10  | The Perpetual Challenge to get the best Shape performance @ McLaren Racing  
EMIR TOUJANI – McLaren Racing |
| 17:35  | The Design Hackathon Experience – Milano Design Week: The Experience & Innovative Creations  
XAVIER MELKONIAN, MANUEL DUCHET, SYLVAIN CARRE, GRAY HOLLAND |
### Thursday

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>09:00</td>
<td><strong>Morning Sessions – Creative Designers, Class-A Modelers &amp; Visualization</strong>&lt;br&gt;Experts Community – Brüder Grimm Saal A</td>
</tr>
<tr>
<td>09:00</td>
<td>New Creative Design Technologies &amp; What’s New&lt;br&gt;François Daudet, Franck Colas, Aude Massoni – Dassault Systemes</td>
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<tr>
<td>09:25</td>
<td>Creative Design in the Age of Experience: A New Innovative Design Process with 3DEXPERIENCE&lt;br&gt;Taiki Furuki – Kubota</td>
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<tr>
<td>09:50</td>
<td>Rollout of 3DEXPERIENCE – CATIA within the GEBERIT Design Studio&lt;br&gt;Thilo Cramer – Geberit</td>
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<tr>
<td>10:15</td>
<td>Grill Design with Quality of ICEM &amp; Power of Template&lt;br&gt;Luca Castellarin – Italdesign</td>
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<td>10:40</td>
<td><strong>Coffee Break &amp; Exhibition</strong></td>
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<tr>
<td>11:10</td>
<td>CATIA Icem &amp; ICEM Design&lt;br&gt;Laurent Igarza, Fabio Ballard, Sylvain Carré – Dassault Systemes</td>
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<tr>
<td>11:35</td>
<td>ICEM Surf – What’s New &amp; What’s Next&lt;br&gt;Laurent Igarza, Sylvain Carré, Thomas Frison – Dassault Systemes</td>
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<td>12:00</td>
<td><strong>Lunch &amp; Exhibition</strong></td>
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<td>Time</td>
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<td><strong>Afternoon Sessions – Creative Designers, Class-A Modelers &amp; Visualization Experts Community – Brüder Grimm Saal A</strong></td>
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| 13:30 | ICEM Surf Productivity Techniques – Methodologies to Improve Surfacing Productivity & Quality  
*STEVE COBERT* – Geodigm Ltd. |
| 13:55 | **Design in the Age of Experience: Product Experience – Visualization**  
*STEPHAN RITZ, MARTIN LEPS* – Dassault Systems |
| 14:20 | **Coffee Break & Exhibition**                                           |
| 14:50 | When Virtual Meets Physical DELTAGEN VR for Immersive Experience  
*MARCO IVANCICH* – Pininfarina |
| 15:20 | **Design in the Age of Experience  Product Experience VR Immersive**  
*STEPHAN RITZ, MARTIN LEPS* – Dassault Systems & Algorithmic |
| 15:50 | The 3DEXperience Platform at the University of Applied Sciences Hamburg: From Design Sketch to Immersive Virtual Reality Experience  
*PROF. JAN NEUHÖFER* – HAW |
| 16:25 | **Closing Remarks – Paul Hindemith Saal**                              |
Pods

Ground Floor

- PININFARINA: Immersive Collab
- CATIA Visual Experience & Contents
- Function Driven Generative Modeler
- ACADEMIA

Ground Floor, New Bldg.: Exhibition Area, Conference & Staff Rooms, Meeting Room 1
Pods

1st Floor

- Product Experience Presenter
- DELTAGEN Stellar for clusters
- DELTAGEN VR with ENCAD
- Immersive Ideation
Pods

1st Floor

- ICEM SURF advanced Users
- ICEM with Immersive Review
- DELTAGEN Advanced Users
- REVERSE ENGINEERING
- HUMAN
- Product Design
- Generative Design
- ICEM Design Experience
- DESIGN & ENGINEERING

First Floor, New Building, Room Set-Up: Brüder-Grimm-Saal A – C
Get Ready for 2019 …. !

MILANO Design Week

2019 User Conference
Feedback Form

- For next events …
- About the event
- About the sessions
- About your main interests
- About your needs
- Testimonials