

October 11, 2018
Keio University

Keio University to Confer Honorary Doctorate upon IDEO Inc. CEO Tim Brown

In acknowledgement of his valuable contributions to the development of design thinking to create innovation in both industry and in the public sector, and of his services to the fostering of early-career personnel aspiring to innovate from creative perspectives, Keio University has decided to confer the degree of *Doctorate Honoris Causa* upon Mr. Tim Brown.

We welcome coverage of the conferral ceremony for the honorary doctorate to be held on Thursday, November 1 and the Keynote Speech at the KMD Forum on Friday, November 2.

1. Conferral Ceremony

Date and Time: Thursday, November 1, 14:00–14:40

*Guests are requested to enter the hall by 13:50

Venue: Mita Public Speaking Hall (Mita Enzetsu-kan), Mita Campus, Keio University
(2-15-45 Mita, Minato-ku, Tokyo)

Language: English (interpretation not provided)

2. Keynote Speech at the KMD Forum 2018

Date and Time: Friday, November 2, 10:00–12:00

Venue: Fujiwara Hiroshi Hall, Kyoseikan Collaboration Complex, Keio University Hiyoshi
Campus (4-1-1 Hiyoshi, Kohoku-ku, Yokohama, Kanagawa)

Language: English (simultaneous interpretation into Japanese provided)

3. About Mr. Tim Brown

Mr. Tim Brown is a designer and leading authority on design thinking. He was the recipient of the 1996 D&AD Silver Design Award in the Product Design Category and enjoys great renown in his field, having also been nominated for plaudits including the HRH Prince Philip Designer Prize in 2011. He is widely known as an evangelist for design thinking and has since the year 2000 served as the CEO of IDEO Inc., a company regarded as one of the top twenty most innovative worldwide in the domain of design strategy consulting.

Mr. Brown has greatly contributed to the widespread dissemination and infiltration of design thinking, which he introduces in a book on his many years of experience in the field from 2009 titled “Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation.” He is also an advisory board member with the Center for the Fourth Industrial Revolution at the World Economic Forum and contributes as an annual vision leader at the Davos meeting.

Mr. Brown is on the advisory board of the Mayo Clinic for Innovation, and serves on the board of trustees of the California College of Arts. Additionally, he is a Visiting Professor at Northumbria University School of Design, and a part-time lecturer at Imperial College Business School. He has also played a central role in the building and maintenance of the steadfast connections which are being forged between our organizations through the implementation by IDEO Inc. and Keio of workshops relating to design thinking and the management of the Global Innovation Design Program.

*Fill out the required items and direct any inquiries on coverage by Tuesday, October 30.

- E-mail: m-pr@adst.keio.ac.jp (Office of Communications and Public Relations)
- Affiliated company • Department • Contact name • Number in group • Contact number
- Camera coverage (still photography/video)

*This news release has been sent to the MEXT Press Club and the city news and education and international sections of other media outlets.

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