




CREATIVITY IN THE DIGITAL AGE

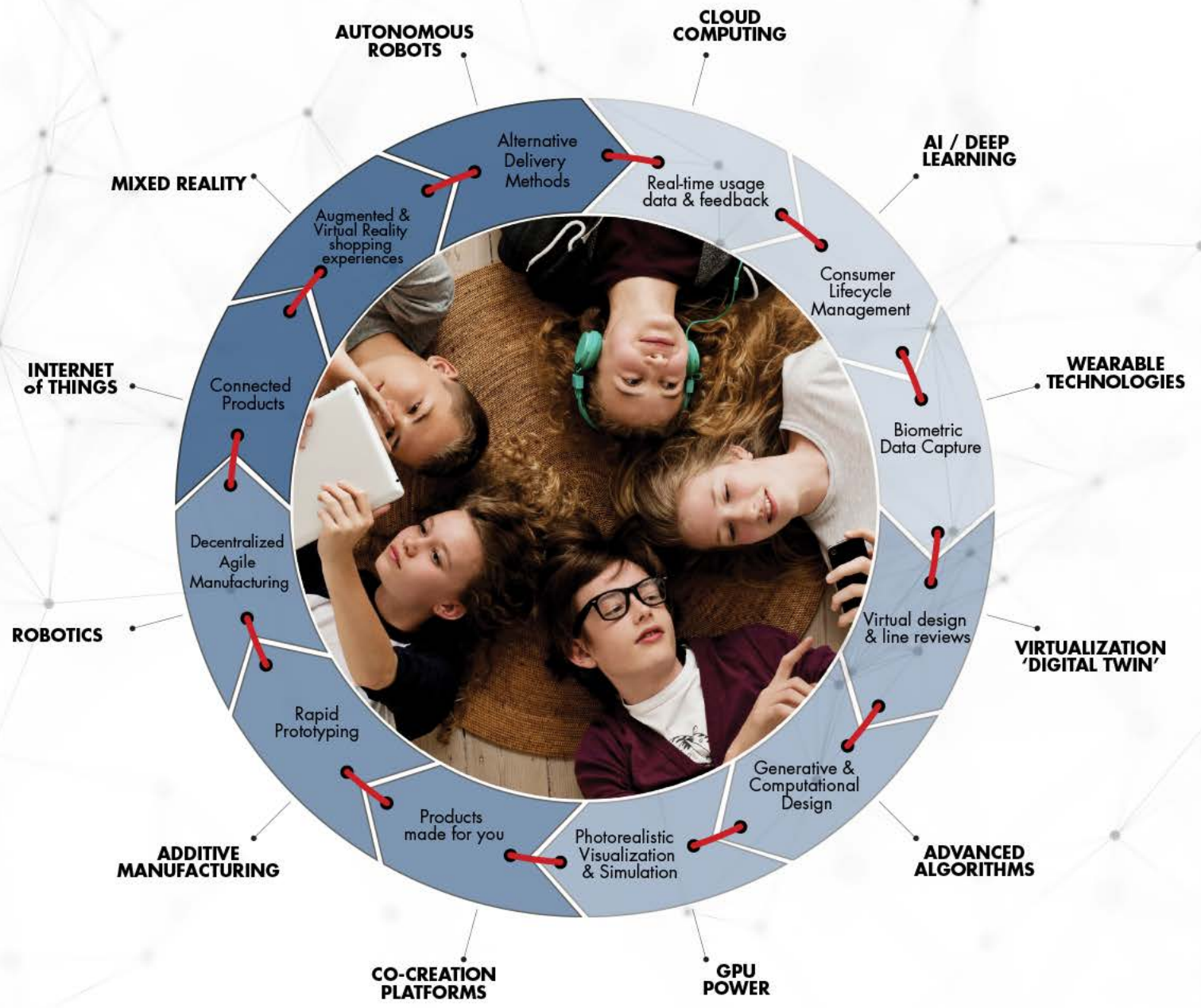
FDRA
FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA

THE FOOTWEARISTS

FOOTWEAR DESIGN SUMMIT | *LONG BEACH* 10/24/2018 | @safirbellali



In a time where many industries are being disrupted by the convergence of ground breaking digital tools (computational design, machine learning), exponential manufacturing technologies (new methods of make, additive manufacturing, 3D & engineered knitting) and shifting consumer expectations (product made just for me), the big question is: What does all this mean for our creativity? How can we, as designers, keep up and leverage these technologies for meaningful outcomes?

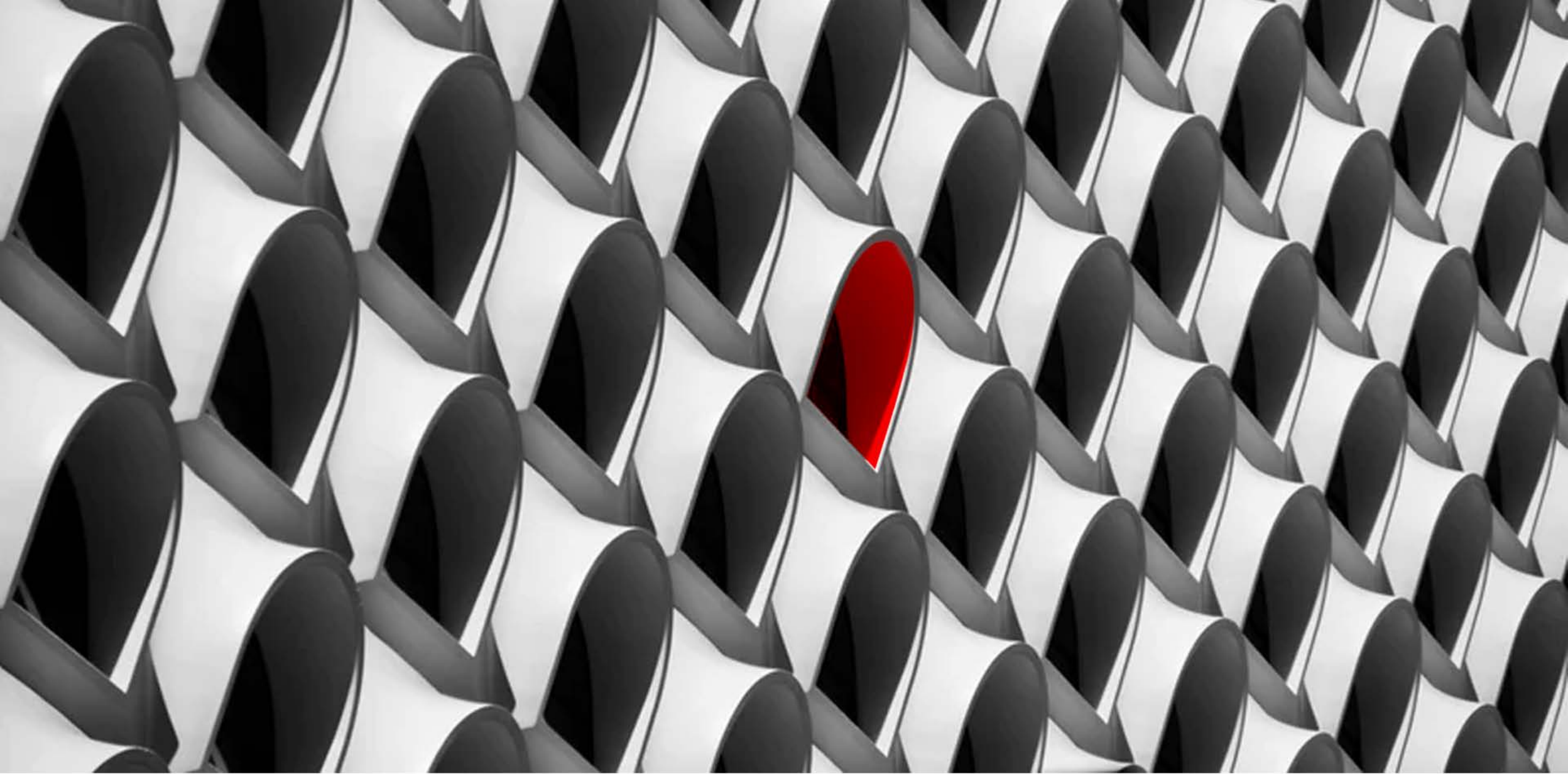


*our design process
is being transformed*



CREATIVITY

is the ability to break predefined rules and form new patterns.



“learn the rules like a pro and break them like an artist”



DESIGNED BY ROBOTS ?



vs.





DESIGN, AUGMENTED

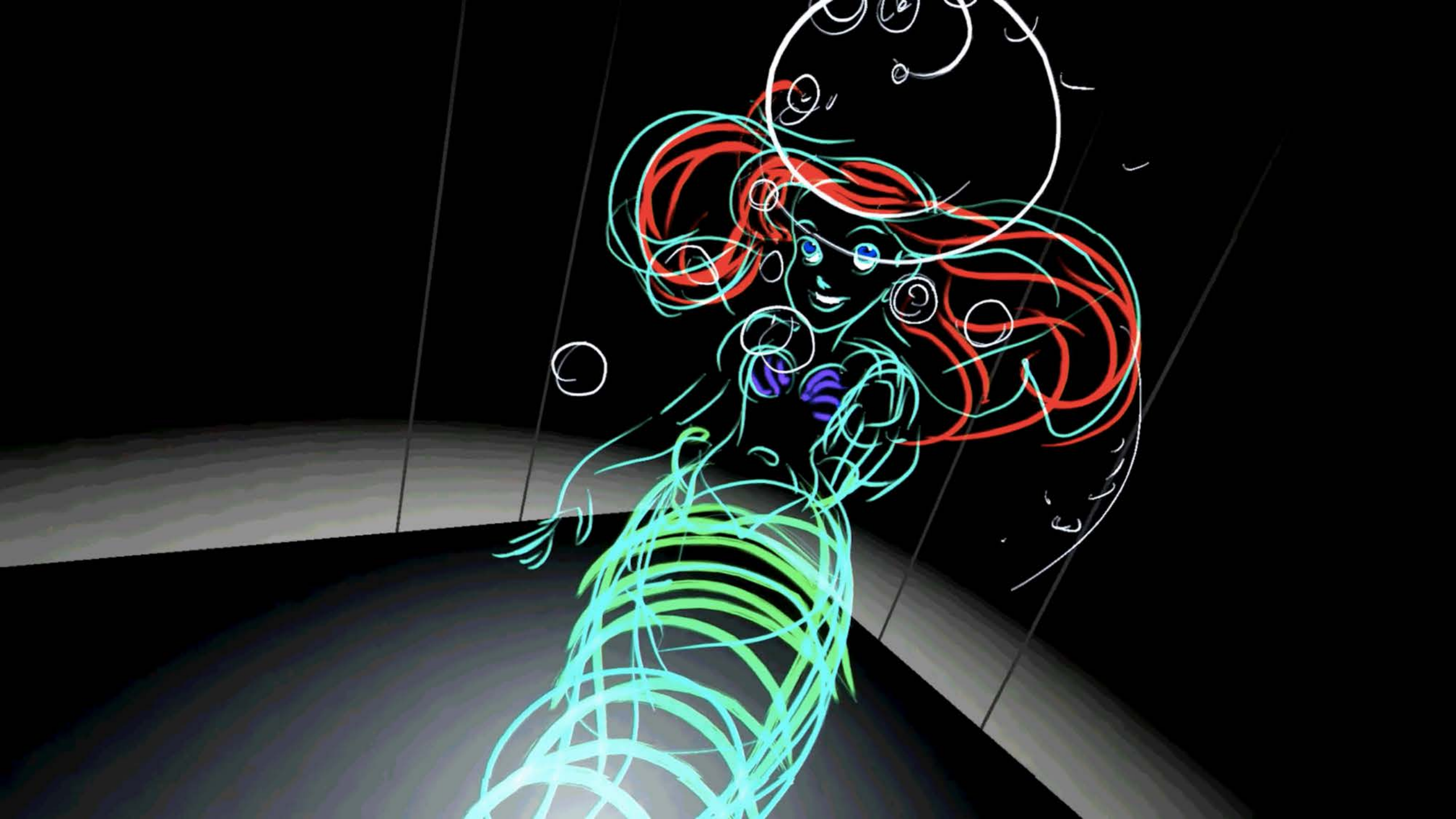
new tools lead to different outcomes



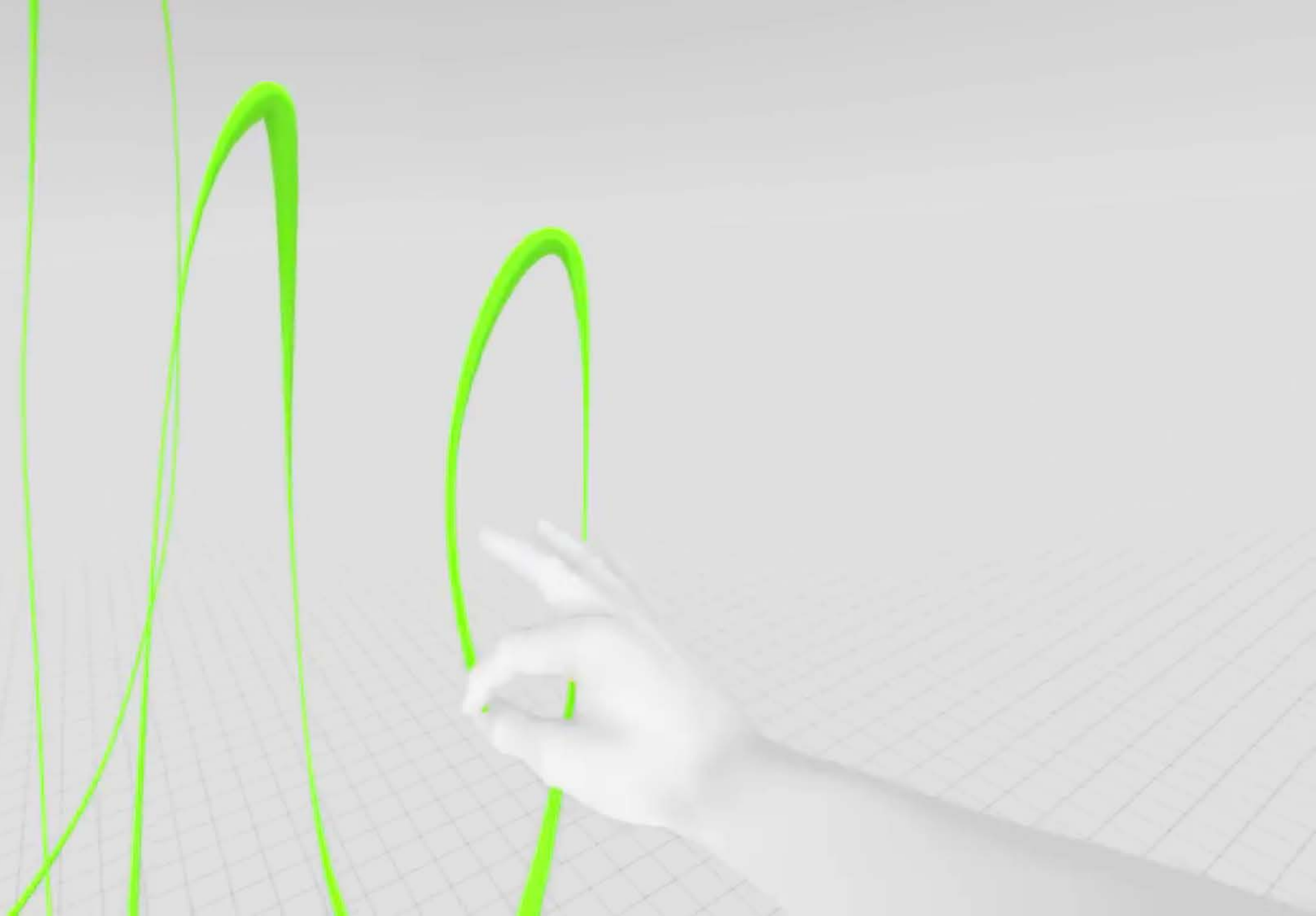
creative expression as play

a new creative paradigm

glen keane, disney animator



gravity sketch



virtualization



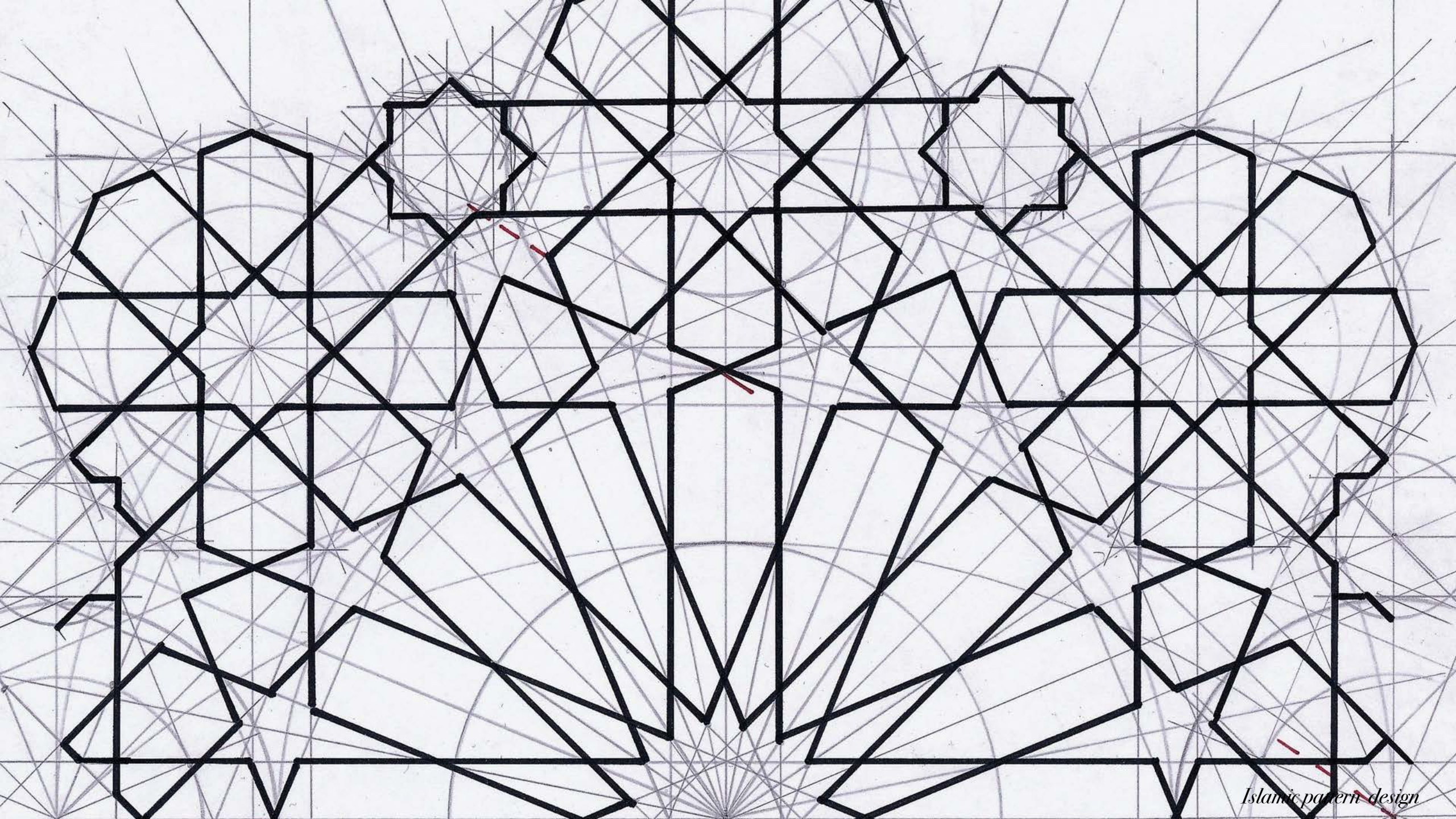
33.3 ms (30 fps)





GENERATIVE DESIGN

Shifting from designing the artifact to designing the process that generates an artifact





a new sculptural aesthetic



a new functional aesthetic



COLLABORATIVE DESIGN

promoting co-creation and remote collaboration



nVIDIA®







DEMOCRATIZING DESIGN

by breaking down the barriers to creativity



iPad
VANS
Customs

9:30 AM

76%



SUBMIT

START OVER



AVAILABLE ARTWORK



Pad
VANS
Customs

12:32 PM

11%



AVAILABLE ARTWORK













@mcmasterart





... for the **NEXT GENERATION**



THANK YOU

@safirbellali