



SPAN 2017  
LIVESTREAM  
VIEWING KIT

PITTSBURGH  
SEP 14-15

Google

# Robots are creatures, not things. What is the verb of architecture? Could artificial intelligence replace artists? Does data have a blind spot?

These are just a few of the ideas we're exploring at **SPAN Pittsburgh**. Tune in to our livestream on **September 14-15** and watch the conversation unfold in real time.

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SPAN is a conference, hosted by Google, that explores the ways in which design and technology shape our everyday lives. This year, we're featuring the work of makers and thinkers in Pittsburgh. Our lineup includes: a robot tamer, the co-creator of CAPTCHA (aka Completely Automated Public Turing test to tell Computers and Humans Apart), a former punk rocker, the author of the forthcoming book *Architectural Intelligence*, a researcher obsessed with missing datasets, a podcaster, a creative technologist who designs interactive gardens, and the founder of An Artist Residency in Motherhood—to name a few.

So whether you have 20 minutes or two days, join us as we delve into the intersection of design, art, and tech. SPAN is a conference for designers by designers—so invite some designers (or curious non-designers, friends, and colleagues) to your livestream party and tune in on September 14-15. Happy livestreaming!

— Google Design

# SPAN Pittsburgh: Sep 14–15

## What you'll need

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High-speed internet connection

Chrome browser

Monitor or projector

Speakers

Robot butler

## How to watch

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Navigate to the livestream a few minutes before the conference kicks off each day:

September 14 @ 4:00pm EDT: [goo.gl/DHgBF9](https://goo.gl/DHgBF9)

September 15 @ 2:00pm EDT: [goo.gl/j2DT12](https://goo.gl/j2DT12)

Join the conversation and follow along  
[@googledesign](#) and [#SPAN17!](#)

## Score some SPAN swag!

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Want SPAN swag? We're showing our appreciation for SPAN livestream viewers with an exclusive giveaway that includes: volume 3 of our SPAN reader, a SPAN-branded tote, and a SPAN lapel pin. Here's how to participate:

Tune in to the livestream on September 14-15, and pay special attention to emcee Amber Bravo's slides directly following each break—she'll project a friendly little character (made of characters) who just so happened to be "invented" in Pittsburgh and revolutionized the way we communicate. Once you've seen it, head over to the [SPAN Viewing Kit page](#) and enter your answer in the linked form. SPAN swag will go to the first 50 people to correctly fill out the form. The giveaway goes live on 9/14.

## Viewing party tips

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Reserve a dedicated space!

Invite your design and tech-curious friends and colleagues

Be a nag. Send a reminder email the day before your party

Test run your tech setup!

Hello my name is... print out snazzy SPAN-Viewing-Party [nametags](#)—we recommend using [this template](#) (or something similar)

Serve a few tasty snacks and beverages

Prep your sketch pad and pens!

Use breaks to share your favorite moments from the day and don't be shy! Offer up your critiques and insights [@googledesign](#)—we'd love to hear what you think.

## Get to know SPAN speakers

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Have you ever wondered who coined the term 'human computation'? Or what it takes to truly delete data? Visit [g.co/span17](https://g.co/span17) for answers to these questions plus background info on all our SPAN Pittsburgh speakers—including handy links, articles, and videos to better introduce you to all of their work.

# Schedule

Thursday, September 14

Watch: [goo.gl/DHgBF9](https://goo.gl/DHgBF9)

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- 4:00pm**    **OPENING REMARKS**
- 4:10**        **KEYNOTE**  
**Madeline Gannon** @madelinegannon  
Topics: robot apocalypse, wearables, augmented modeling, gestures
- 4:40**        **PANEL**  
**Desi Gonzalez** @desigonz  
**Paolo Pedercini** @molleindustria  
**Jon Rubin** @jonrubinstudio  
Moderated by  
**Aaron Lammer** @aaronlammer  
Topics: SimCrises, art crayons, geopolitical recipes, stoners
- 5:25**        **TALK**  
**Molly Wright Steenson** @maximolly  
Topics: information architecture versus architects, pneumatic tubes, Netscape
- 5:50**        **BREAK**
- 6:10**        **PANEL**  
**Lenka Clayton** @lenkaclayton  
**Jakob Marsico** @jmarsico  
**Elana Schlenker** @ElanaSchlenker  
**Brett Yasko** @brettyasko  
Moderated by  
**Javier Lopez**  
Topics: 7,000 hand-numbered stones, interactive gardening, typographic smut, synchronicity
- 6:55**        **CLOSING REMARKS**

Friday, September 15

Watch: [goo.gl/j2DT12](https://goo.gl/j2DT12)

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- 2:00pm**    **OPENING REMARKS**
- 2:05**        **KEYNOTE**  
**Sara Hendren** @ablerism  
Topics: placebo politics, prosthetics, inclined planes
- 2:35**        **PANEL**  
**Heather Kelley** @PerfectPlum  
**Golan Levin** @golan  
**Kenric McDowell** @KenricMcDowell  
Topics: machine senses, telesymphonies, expressive computation, AI-assisted road trips
- 3:20**        **TALK**  
**Alex Wright** @alexgrantwright  
Topics: electric telescopes, hypertext, samurai
- 3:45**        **BREAK**
- 4:00**        **CONVERSATION**  
**Luis von Ahn** @LuisvonAhn  
**Dimeji Onafuwa** @casajulie  
In conversation with  
**Rich Fulcher** @richfulcher  
Topics: metadata, GWAPs, recommoning, symbolic violence
- 4:45p**      **TALK**  
**Nathan Martin** @deeplocal  
Topics: punk rock, design stunts, gutter tech
- 5:10**        **KEYNOTE**  
**Mimi Onuoha** @thistimeitsmimi  
Topics: collection bias, bots, search-term poetry
- 5:35**        **CLOSING REMARKS**



# Google Design

Google Design is a cooperative effort led by a group of designers, developers, writers, and UX advocates at Google whose goal is to share work and ideas relating to design and technology. Our mission is to support design excellence from inside and outside Google, engage in creative partnerships and educational advocacy, and champion innovators reshaping technology.

To learn more visit [design.google](https://design.google), and follow Google Design on Twitter, Google+, and Facebook. You can also sign up for the Google Design Newsletter—our quarterly dispatch delivers the latest articles, news, and design stories directly to your inbox.