



TUESDAY 9TH MAY – FESTIVAL SCHEDULE

	TRUMAN STAGE	ADOBE STAGE	WORKSHOP SPACE
10:00 AM	JURY INSIGHTS: DESIGNING DIGITAL SPACES 10:00 MEGAN CARNEGIE (MODERATOR) – WIRED SHUN ISHIKAWA – KESKI WAYNE DEAKIN – WOLFF OLINS DES TAPAKI – EQUITBL DR. KAGONYA AWORI – MICROSOFT REGINÉ GILBERT – NYU TANDON SCHOOL OF ENGINEERING	LONG LIVE THE CHIEF DESIGN OFFICER: 10:00 PUTTING THE DESIGN JEWEL BACK INTO THE AGENCY CROWN LORENZO FRUZZA – HAVAS VICKI MAGUIRE – HAVAS	EXPLORING THE PSYCHOLOGY OF TYPOGRAPHY 10:00 SARAH HYNDMAN – TYPE TASTING
11:00 AM	SEND IN THE CLOWNS 10:45 CHAKA SOBHANI – LEO BURNETT	WHY CREATIVITY NEEDS A SEAT AT THE ADULT'S TABLE 10:45 DAVID LEE – SQUARESPACE	
	JURY INSIGHTS: GRAPHIC AND TYPE DESIGN 11:20 AMY FREARSON – FREELANCE NEVILLE BRODY – BRODY ASSOCIATES/RCA CHLOÉ TEMPLEMAN – BIG FISH RICARDO BEZERRA – TÁTIL DESIGN NOOPUR DATYE – EK TYPE	IT'S A GAMER'S WORLD 11:20 FRANKIE WARD – FREELANCE PRESENTER ERIK BRATTESTED – SUPERUNION/DESIGN BRIDGE AND PARTNERS MARTA SWANNIE – SUPERUNION/DESIGN BRIDGE AND PARTNERS KAI KIENZLE – ESL FACEIT GROUP BEN THRASHER (MODERATOR) – SUPERUNION	
12:00 PM	HOW TO MAKE SEEMINGLY IMPOSSIBLE IDEAS A REALITY 12:10 HENRY CURCHOD – THE GLUE SOCIETY ANA BALARIN – WIEDEN & KENNEDY, LONDON CHARLIE GATSKY SINCLAIR – UNCOMMON CREATIVE STUDIO RUPERT REYNOLDS-MACLEAN – BISCUIT FILMWORKS BRITTANEY KIEFER (MODERATOR) – ADWEEK	REPRESENT ME – WHAT DOES IT TAKE TO ENGAGE THE AUDIENCE OF THE FUTURE? 12:10 RANIA ROBINSON – WACL LORI MEAKIN – 'NO MORE MENEMIES'/JOINT LONDON	THE ROLE OF CREATIVES IN SUSTAINABILITY IN 2023 12:00 HANNAH PHANG – ENDLESS WARDROBE LAURA HUNTER – THE NOW WORK
1:00 PM			
		CULTURE, COMMUNITY, COLLABORATION & COMMERCE 1:40 PETER SEMPLE – DEPOP	
2:00 PM	TELLING AUTHENTIC STORIES WITH CULTURAL INTEGRITY 2:00 BRAD COOKE – CAMPFIRE X	FROM GENERATION ANXIOUS TO GENERATION ZEN 2:25 STEPHEN MAI – PLANET WOO AMIR HOSSAIN – BEDROOM DIRECTORS SOREN HARRISON – BEDROOM DIRECTORS ISOLDE PENWARDEN – WOO (ITV) RAVI AMARATUNGA HITCHCOCK (MODERATOR) – SOURSOP/WOO	STOP SCROLLING, START FEELING. 14:00 USING EMOTIONAL STORYTELLING TO PRODUCE ENGAGING VIDEO CONTENT. CARL PRECHEZER – UNIT CREATIVE
3:00 PM	ONE SIZE DOESN'T FIT ALL. HOW A TAILORED APPROACH HELPS CREATIVE TALENT THRIVE. 2:35 ALIYAH HASINAH – BLACK CURATORIAL LTD MARSHALL LAWRENCE – TAKENBYMARSHALL SEUN AREOYE – GAUCHOWORLD MARY MANDEFIELD (MODERATOR) – FREELANCE PRESENTER	BEAUTIFULLY SIMPLE CRAFT IN THE CAMPAIGN FOR REAL BEAUTY 3:00 DANIEL FISHER – OGILVY FIRDAOUS EL HONSALI – UNILEVER SONOO SINGH – CREATIVE SALON	
4:00 PM	JURY INSIGHTS: BRAND EXPERIENCE 3:15 DAVID HARRIS (MODERATOR) – HOXTON RADIO ANDRÉ (DEDE) LAURENTINO – OGILVY LONDON CHARLOTTE MAIR – THE FITTING ROOM RICHARD YU – ADK TAIWAN JUDY JOHN – EDELMAN JENNY GLOVER – ZULU ALPHA KILO	A CULTURAL STATE OF MIND: PART II 3:50 LEILA FATAAR – PLATFORM 13	LAUNCH OF THE LOCATION BOOK 4:00 BY GRAHAM WATSON GRAHAM WATSON WITH SPECIAL GUESTS
	DO YOU FEEL THE PRESSURE TO BE PURPOSE LED? 4:10 THOMAS KOLSTER – GOODVERTISING	CHANGE YOUR EMOTIONAL APPROACH. 4:35 USE DESIGN THINKING TO GET WORLD'S MOST INFLUENTIAL PEOPLE ON BOARD. GRACE FRANCIS – WONGDOODY ALAN SMITH OBE – THE FINANCIAL TIMES	
5:00 PM	IDEAS UNLOCKED 5:00 NICK EAGLETON – SABOTEUR	PATAGONIA'S NEXT FIFTY YEARS – WHY WE CAN'T JUST SURVIVE, WE MUST THRIVE. 5:15 ALEX WELLER – PATAGONIA	
6:00 PM	ADOBE X D&AD FESTIVAL HAPPY HOUR 6–7PM		



MAKE. CHANGE.
D&AD FESTIVAL 2023
9 & 10 MAY | 24 & 25 MAY

WITH



Adobe

WEDNESDAY 10TH MAY – FESTIVAL SCHEDULE

	TRUMAN STAGE	ADOBE STAGE	WORKSHOP SPACE
9:00 AM			
10:00 AM	TIKTOK'S EASY. STOP OVERTHINKING IT. 09:40 AMAR CHOCHAN (MODERATOR) – MOONSHOT DANN LIEBERMANN – THE ELEMENTS MUSIC STEPHANIE HULBERT-THOMAS – TIK TOK	UKRAINIANS DON'T NEED YOUR PITY. 10:05 THEY NEED YOUR WORK. CHRISTOPHER BUTLER & EINAV JACUBOVICH – UBER MARINA KUNIETS, YAROSLAV (RICK) SERDIUK & ALESIA BONDAR – BANDA UKRAINE	MAKING MAGIC THROUGH MEDIA 10:00 EMMA DE LA FOSSE – EM&C CREATIVE CONSULTING CHARLIE WILSON – EM&C CREATIVE CONSULTING
11:00 AM	JURY INSIGHTS: DIGITAL BRAND EXPERIENCE 10:20 SUJATA BURMAN – LONDON DESIGN FESTIVAL RAYMOND OTENE MCKAY – RUN LAUREN PLEYDELL-PEARCE – PWC UK BUKOLA AKINGBADE – KUCHEZA GAMING MALCOLM POYNTON – CHEIL WORLDWIDE TARA FORD – THE MONKEYS	MACHINES WILL MAKE US MORE CREATIVE THAN EVER BEFORE 10:45 FURA JOHANNESDOTTIR – HUGE	
12:00 PM	UNFAMILIAR FACES, UNFAMILIAR SPACES. 11:15 SPOTTING TALENT WHERE NO ONE IS LOOKING. VIV GREYWOODE – STINK STUDIOS	BURN BABY BURN! 11:35 PUSH BACK AGAINST BURNOUT. ANOUEK JANS – SPRING STUDIOS	CUT THE CRAP: 12:00 HOW TO COMBAT FLUFFY FEEDBACK SIMREN DEGUN – DESIGN BRIDGE
1:00 PM			
2:00 PM	WHY THE INDUSTRY NEEDS TO THINK MORE NEURODIVERSELY 2:00 KIM LAWRIE – HOUSE 337	ALWAYS THE REAL EVERYTHING 2:00 – A DESIGN MANIFESTO FOR THE COCA-COLA COMPANY RAPHA ABREU – THE COCA-COLA COMPANY	STRATEGY AND CREATIVITY SITTING IN A TREE... 2:00 URI BARUCHIN – UBOS
3:00 PM	HACK YOUR HAPPINESS LEVELS IN 20 MINUTES 2:30 LEE BAKER – SKIPGALLERY/GRAPHIC REWILDING	JURY INSIGHTS: FILM & ENTERTAINMENT 2:45 ANNA SMITH – BBC/THE GUARDIAN JIMMY SMITH – AMUSEMENT PARK ENTERTAINMENT LIZ TAYLOR – OGILY NIMO AWIL – MEDIAMONKS JAX JUNG – CHEIL WORLDWIDE SERGIO GORDILHO – AFRICA DDB PUBLICIDADE	
4:00 PM	OPPOSITE ENDS OF THE PUBLISHING WORLD 2:55 JEREMY LESLIE – MAGCULTURE NICHOLAS BLECHMAN – THE NEW YORKER ARIANE SPANIER – ARIANE SPANIER DESIGN	FIX THE SYSTEM TO #SHIFTCREATIVITY 3:40 BRAD COOKE – CAMPFIRE X LEILA FATAAR (MODERATOR) – PLATFORM13 JOANA MENDES – CREATIVE CLUB	
5:00 PM	UNLEARN EVERYTHING 4:10 MICHAEL LEE – OATLY CHARLOTTE WILLIAMS (MODERATOR) – THE THOUGHT PARTNERSHIP	HATE THE BRIEF? CHANGE THE BRIEF! 3:40 KWAME TAYLOR-HAYFORD – KIN SOPHIE OZOUX – KIN	
	FESTIVAL AFTERPARTY HOSTED BY MOTHER LONDON 10 REDCHURCH STREET LONDON, E2 7DD 5–7PM		