

**Design & Thinking  
Press Kit**

Title: Design & Thinking  
Director: Mu-Ming Tsai  
Genre: Documentary  
Total Running Time: 74:11

**SYNOPSIS**

Logline:

Inspired by design thinking, this documentary grabs businessmen, designers, social change-makers and unlikely individuals to portray what they have in common when facing this ambiguous 21st century.

Synopsis:

How do we fully engage organizations to think about the changing landscape of business, culture and society? Inspired by design thinking, this documentary grabs businessman, designers, social change-makers and unlikely individuals to portrait what they have in common when facing this ambiguous 21st century. What is design thinking? How is it applied in business models? How are people changing the world with their own creative minds? It is a call to the conventional minds to change and collaborate.

## **DIRECTOR BIO**

### **Mu-Ming Tsai**

During his pursuit of MFA film directing in San Francisco, Mu-Ming Tsai's commercial work in collaboration with CP+B art directors "Wateraid for Dennis" has won the Cannes Young Lion award for its raw visuals and storytelling.

Upon graduation, he worked as a freelance director and has directed numerous films for numerous bay area design and creative firms, leading to his collaboration with the Taipei design center in San Francisco to direct the feature documentary "Design & Thinking," which gathered the attention of both the creative and business community right from the film's successful funding on Kickstarter.

Currently he lives in Taipei, Taiwan and is interested in multi-disciplinary integration and Transmedia storytelling.

### **Filmography**

Design & Thinking (2011)

Cicada "Lake's End" music Video (2011)

Honeycomb- "Sparrow" music Video (2010)

Chinese vs. Taiwanese (2010)

Plastic Revolver (2010)

A Matter of Time (2010)

The Human Cave (2010)

If in Taipei, an Inspiration (2007)

Taipei, Taipei (2006)

## PRODUCTION STORY

Young and ambitious Muris Media has been doing film production work in San Francisco and came around one of the hottest design topic, design thinking. It has already evoked debates in the design industry, the corporate world, and even in social change, but is just catching on fire in the rest of the world. Determined that there's a lot more story to be told from an on-screen perspective, they set out to film "Design & Thinking," a documentary to explore this "movement."

The independent film project started in May, two months after an event filming lit sparks between Muris Media and Taipei Design Center U.S. Director Mu-Ming Tsai has great interest in the crossroad of design and filmmaking. Inspired by a design thinking mantra, "thinking by doing," he started filming interviews right away with Taipei Design Center U.S., the San Francisco branch of Taiwan Design Center, paving the way to obtain perspectives. No other resources was in sight until the film's Kickstarter page raised more than \$18,000, modest as a movie budget, but still beyond the team's initial expectations.

Rather than a salute to the beauty of design, the film aims to bring forward the ambiguity, conflicts, and the messy process of how not just designers, but also creative people, think and do things. Change-making organizations like Code for America and stood alongside local bike shop, biology PhD and Coca-Cola, providing real-world inspirations of what designers call design thinking. Design thinking thought leaders such as David Kelley, Bill Moggridge and Tim Brown share their beliefs as skeptics progress the movie in a thought-provoking fashion. Trying to ask right questions, they all seem to agree, is more important than providing firm answers, as is expressed in this documentary.

## CAST/ FEATURED INTERVIEWEES

Alex Osterwalder	Author of Business Model Generation
Andrew Brandeis	Customer of Misison Bicycle Company
Angela Yeh	Founder of Yeh IDEology
Bill Moggridge	Director of the Cooper-Hewitt, National Design Museum
Brian Richard	Supervisor of Mission Bicycle Company
Brooke Estin	Director of Communications, InSTEDD
Cory Smith	CEO of Hub Bay Area
Dan Formosa	Co-Founder of Smart Design
David Kelley	Founder of Stanford d.school and IDEO
Gadi Amit	Founder of New Deal Design
George Beylerian	Founder of Material ConneXion
Jack Perez	Director of Mega Shark vs Giant Octopus
Jefferson McCarley	General Manager of Mission Bicycle Company
Jennifer Pahlka	Founder of Code for America
Jon Pittman	VP Corporate Strategy of Autodesk
Kai McMurtry	Marketing Specialist of Mission Bicycle Company
Matthew Cheney	Co-Founder of Mission Bicycle Company
Molly Fuller	Co-Founder of Hands On Gourmet
Paul Pangaro	CTO of CyberneticLifestyles.com
Richard Grefé	CEO of AIGA
Roger Martin	Dean of the Rotman School of Management at the University of Toronto
Sal Alito	Technician of Mission Bicycle Company
Sarah Stein Greenberg	Managing Director of Stanford d.school
Susan S. Szenasy	Editor in Chief of Metropolis Magazine
Stephen Gibbs	Co-Founder of Hands On Gourmet
Tim Brown	CEO of IDEO
Tim Nichols	Manager of Hub Bay Area
Tony Yu-Chen Tsai	PhD Candidate of Chemical & Systems Biology, Stanford University
Udaya Patnaik	Co-Founder of Jump Associates
Vince Voron	Head of Design in Coca-Cola North America
Zachary Rosen	Founders of Mission Bicycle Company

## PRODUCTION TEAM

Director, Mu-Ming Tsai  
Freelance director and co-founder of Muris Media

Producer, Yuhsiu Yang  
Executive Manager of Taipei Design Center U.S.

Co-Producer, Melissa Huang  
Project Manager of Taipei Design Center U.S.

Creative Director, Iris Pei-Yun Lai  
Creative director and co-founder of Muris Media

Original Score Composer, Haim Mazar  
Hollywood-based film and TV score composer and orchestrator

## PRESS

Design Thinking on Film, *Metropolis Magazine*, 2011/7/7  
<http://www.metropolismag.com/pov/20110707/design-thinking-on-film>

Design Thinking To Star In Its Very Own Documentary, *Fast Company*, 2011/7/20  
<http://www.fastcodesign.com/1664627/design-thinking-to-star-in-its-very-own-documentary>

“You did the profession a real service.” – *Richard Grefé, CEO of AIGA*

## SCREENING SPECIFICATIONS

Genre: Documentary (Feature)  
Total Running Time: 74:11  
Language: English  
Format: digital file, HD CAM

## CONTACT INFO

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<http://www.facebook.com/designandthinking>

Official Twitter:

<http://twitter.com/#!/DesignThinkingM>

Youtube Channel:

<http://www.youtube.com/user/DesignThinkingMovie>

Stills available upon request

Interviewee profiles available upon request