

# NEW YORK 5-DAY IMMERSIVE INNOVATION PROGRAM AGENDA



New York is a global capital of innovation: a **tech hub**, **fashion & retail** mecca, center of **product and interior design**, pioneer in the **food scene**, home to leading **architects**, originator of new **hospitality** concepts, and so much more more. Inventours New York meets with leading innovators in their **workplaces, studios, labs & offices** to hear their innovation philosophies and see firsthand how the **physical & mental environments** they create **foster creativity and innovation**.

[DETAILED AGENDA PDF](#)[BROCHURE PDF](#)[REGISTRATION](#)[MONDAY JULY 11TH](#)[TUESDAY JULY 12TH](#)[WEDNESDAY JULY 13TH](#)[THURSDAY JULY 14TH](#)[FRIDAY JULY 15TH](#)

## SUNDAY JULY 10TH

**7:00 - 9:00 PM****WELCOME DINNER AT COSME | THE WILDLY POPULAR RESTAURANT OF ENRIQUE OLVERA**

One of Latin America's top chefs, featured in the Netflix documentary, Chef's Table. The restaurant is inventive, the flavors complex, the presentations aesthetically creative, and the cocktails unusual: the perfect start to an exhilarating week.

## MONDAY JULY 11TH

**9:00 - 10:00 AM****R/GA | DIGITAL AND ADVERTISING INNOVATION**

One of the world's finest digital agencies, founded by special effects genius Robert Greenberg and with clients including Nike, Beats by Dr. Dre and McCormick Spices. We'll hear how they innovate for clients with both creative messaging and cutting edge technology, and we'll hear about their support for the Techstars accelerator that focusses on connected devices. We'll see their new, state-of-the-art fully connected office: the world's first.

**10:15 - 10:45 AM****R/GA TECHSTARS STARTUP ACCELERATOR | DIGITAL TECHNOLOGY INNOVATION**

We will meet with people in charge of R/GA's accelerator powered by Techstars. They are the first agency-based accelerator program focused on startups that are creating connected devices and applications. The program provides access to the agency's world-class expertise, marrying art, technology, design, product development, and marketing.

**11:15 - 12:30 PM****SMART DESIGN | DESIGN INNOVATION**

Smart Design, is a leading global design solution consultancy, with clients ranging from Pepsi, to Hewlett-Packard, Ford, Under Armour, and Novo Nordisk. We'll meet with Smart Design Partner, Tucker Fort, to learn their unique approach to product and service design solutions for clients, that's at the inter section of technology, consumer behavior, sustainability, and gender.



1:00 - 2:15 PM LUNCH AT COOKSHOP

Contemporary American dishes made with sustainable ingredients, humanely raised animals, and produce and products from local farmers and artisans. The menu focuses on seasonal availability.

---



2:15 - 2:45 PM STORY | RETAIL CONCEPT INNOVATION - THIS MONTH'S THEME: DISRUPTION

Every month the store concept changes. This Month's Story/theme is "Disruption": what it actually means to disrupt the status quo. Story joins forces with USA Network's to launch the new season's award-winning series MR. ROBOT. "They're're out to "shake things up" through an in-store/Story experience that introduces some of today's cultural disruptors and immerses visitors in the world of MR. ROBOT.

---



2:45 - 3:15 PM HIGHLINE | URBAN PLANNING INNOVATION

Innovation in urban planning, we'll learn the original thinking behind the spectacular transformation of an abandoned commercial train track segment into a public park with custom designed outdoor furniture, beautiful Hudson River Views, native plantings and art installations.

---



3:15 - 3:50 PM CHELSEA MARKET VISIT | INTERIOR ARCHITECTURE AND FOOD INNOVATION

A block long and a block wide and just a short walk from the Hudson River in the area of Manhattan known as the Meatpacking District, Chelsea Market has become in just fifteen years one of the greatest indoor food halls of the world, with more than thirty-five vendors purveying everything from soup to nuts, wine to coffee, cheese to cheesecake. Attracting 6 million national and international visitors annually, it is one of the most trafficked, and written-about, destinations of any kind in New York City. Chelsea Market is a neighborhood market with a global perspective.

---



4:00 - 5:00 PM VISIT AT SAMSUNG DISCOVERY CENTER | TECHNOLOGY AND CUSTOMER EXPERIENCE INNOVATION

Insights and technology behind the first of it's kind cultural destination and digital playground: An immersive experience center that includes the world's largest multimedia display, technology based art installations, a virtual reality tunnel with curated experiences around travel, sports and family, the next generation kitchen, smart living room of the future, and curated food in their café, from New York's best local food vendors.

---



5:15 - 6:00 PM DOWNTOWN DREAM HOTEL | HOTEL AND SHAPE INNOVATION

We'll hear the design inspiration for this highly innovative hotel in New York City's Meatpacking District, where EVERYTHING is based on a theme of circles. We'll see the surprisingly wonderful, urban outdoor pool through the lobby ceiling, the unusual, themed room décor, and the special roof bar, with great New York skyline views. Cocktails optional.

TUESDAY JULY 12TH



8:30 - 10:00 AM AVANADE | TECH, CONNECTED RETAIL, HOLOLENS, MOTION-SENSING INNOVATION

We visit Avanade's new innovation center to see new platforms for 'Connected Retail,' 'Smart Banking' and 'Digital Health.' Avanade integrates cutting edge technology including HoloLens 3D augmented reality, motion-sensing cameras (xBox Kinect gesture recognition), Internet of Things, machine learning and data predictability, across devices, and multiple channels. Avanade is a joint venture between Microsoft and Accenture.



10:10 - 10:30 AM DOMINIQUE ANSEL KITCHEN | RETAIL & PASTRIES INNOVATION

Wildly popular Michelin 3-star chef's take on pastries where just-in-time preparation is an ingredient, and viewing the pastries being made from stadium-style seating is a huge part of the fun.



10:30 - 11:00 AM REBECCA MINKOFF | FASHION AND RETAIL TECH INNOVATION

We'll visit one of the most technologically sophisticated retailers in the United States and hear about their collaboration with eBay. The Rebecca Minkoff interactive Soho store features with mirrors that are computer screens, computerized accessorizing suggestions in the dressing room, smart clothing tags, and high tech communication between customers and shop personnel.



11:00 - 11:20 AM WARBY PARKER | CUSTOMER EXPERIENCE AND DISTRIBUTION INNOVATION

Selected by Fast Company as the Most Innovative Company of the Year in 2015, we'll see the brand's flagship bricks & mortar store, with its photo booth, history timeline tables, customer service, merchandising and unique, locale specific motif with literary imagery.



11:25 - 11:30 AM LE LABO | INNOVATOR IN CUSTOMIZABLE FRAGRANCES MADE TO ORDER IN-STORE

Builds on the trends of freshness, customization and multisensory in-store experience, applied to original fragrance creations.



11:30 - 11:35 AM MAGNUM STORE | CUSTOM-MADE ICE CREAM BARS

Simultaneously retro and very now... this glitzy, indulgent ice cream bar, from Unilever, lets customers select their own delicious and creative combinations on a typically low brow ice cream form: ice cream on a stick. Also illustrates trend of consumer packaged goods products turning themselves into retail shops & restaurants.



11:35 - 11:40 AM CHOBANI | FLAGSHIP STORE: SAVORY YOGURT, RECYCLABLE CONTAINERS, AND UNIQUE ORDERING SYSTEM

Original flagship store of the highly successful, maverick yogurt company that took the U.S. dairy market by storm. The store reconceives American's concept of what yogurt can be to include savory options to satisfy other meal occasions. Great environment, ordering system and recyclable packaging.



11:40 - 11:45 AM

**BIRCHBOX | BRICK AND MORTAR VERSION OF THE COSMETICS SUBSCRIPTION BOX PIONEER**

First brick and mortar store of this highly successful pioneer in the subscription box model for cosmetics. The store includes the sense of beauty product exploration and adds some new dimensions.

---



11:45 - 1:00 PM

**CITY WINERY | WINE TASTING, CUSTOM WINE-MAKING TOUR & LUNCH**

The first urban winery/restaurant/music venue & event space in the world, City Winery is the perfect setting to indulge your passion for world-class wine, great music, and quality food. Using the best grapes from award-winning vineyards with a "green" process, minimal use of sulfites and a state-of-the-art analytics lab, guests can get a taste of the world's best wine regions in the heart of NYC. Learn about the winemaking process with an exclusive wine tour using the latest digital technology & experiential video, work with our winemaker to create your own wine, enjoy one of 320 artists per year, or stop in for a wine flight and dinner!

---



**Material Connexion**

1:30 - 2:15 PM

**MATERIAL CONNEXION | MATERIALS INNOVATION ACROSS DISCIPLINES**

We'll visit this extraordinary resource for new, innovative materials for product design, home furnishing, building construction, and fashion. We learn how they identify new discoveries and make analogies to transfer material applications across industries, with interesting best practice cases.

---



1:30 - 2:15 PM

**MAGNOLIA BAKERY | BRANCH OF THE WEST VILLAGE BAKERY THAT STARTED THE GLOBAL CUPCAKE CRAZE**

The mid-town Manhattan branch of the West Village bakery, memorialized in the popular TV show, Sex and The City, that started the global cupcake craze. Lots of goodies besides cupcakes and a very charming, 1950's, homemade decor.

---



3:00 - 3:30 PM

**MOMA DESIGN STORES | DESIGN & CURATION CRITERIA INNOVATION**

Chay Costello, the brilliant dynamo who heads product selection for the MOMA Design stores, will present how MOMA collaborates with the Museum's design team to select iconic, cutting edge and classically designed products for its shops and e-commerce site, and using the latest ideas for scouting products globally based on trend-spotting at trade fairs, retail, and through social media such as design blogs, Pinterest, Instagram, and Kickstarter.

---

**Givaudan**

3:45 - 5:15 PM

**GIVAUDAN | MULTISENSORY INNOVATION: FLAVORS & FRAGRANCE**

Givaudan is the global leader in the creation of fragrances and flavors. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops scents and tastes that delight consumers around the world. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating fragrances and flavors that 'engage your senses.' Givaudan will share their creative development process, a glimpse into inspiration sources and how they mine for trends, and the art and science of fragrance design.

---



5:30 - 6:00 PM

**CLAUS MEYER | INGREDIENT/ PRESENTATION/ FOOD RETAILING INNOVATION**

Brand new Great Northern Food Hall in Grand Central Station – from Danish co-founder of Noma (world's best restaurant 2013 and 2014).



8:30 - 8:50 AM BREADS | WILDLY POPULAR INNOVATIVE BREADS, PASTRIES & OTHER ISRAELI SPECIALTIES

An unusual assortment of spectacularly well done items in an environment that buzzes with energy.



9:00 - 9:20 AM CITY BAKERY | BEVERAGE, SALAD BAR, BAKED GOODS & DISTRIBUTION INNOVATION

City Bakery is considered to have the best and most innovative hot chocolate anywhere, with 28 different flavors offered, one each day of February's Hot Chocolate Festival. Their cookies, the best in New York, are freshly baked throughout the day and delivered to customers via green transportation. City Bakery is also known for its buttery, flakey pretzel croissants.

**Siegel+Gale**  
Simple is smart.

9:30 - 11:00 AM SIEGEL+GALE | BRAND, DESIGN AND CUSTOMER EXPERIENCE INNOVATION

With Simple is Smart as its operating philosophy, this globally renowned, brand strategy, design and experience firm will share their insights across sectors about how consumers are willing to pay more for simpler experiences. We'll discover why and how so many global brands are embracing this simplicity movement in their products, services and marketing communications.



11:40 - 2:15 PM SPARKS AND HONEY (CULTURAL RESEARCH AGENCY) | INSIGHT INNOVATION

A new agency model that mines cultural trends 24/7 through a "man & machine matrix" of input, with experts in different aspects of culture around the world. In the first part, we will attend their daily culture briefing that monitors & interprets 40+ cultural signals from the previous 24 hours with insights for the "now, next & future," and we will sit in a sharing session.

In the second part (at 1:00PM), we will have lunch while working with senior management regarding how to predict micro and macro-trends and movements, so participants can apply the skill to their firms.



2:30 - 3:45 PM MEETING AT TBWA | ADVERTISING AND DIGITAL COMMUNICATIONS INNOVATION

TBWA Worldwide, one of the world's great global advertising agencies, whose clients include Apple, Nissan, Go Daddy, and Accenture, shares how it utilizes the proprietary DISRUPTION® approach at their core for breaking market conventions and creating new growth platforms for clients.



4:00 - 4:45 PM HARMAN KARDON | INFOTAINMENT AND AUDIO INNOVATION

Innovative Sound - We'll visit the premium global audio and infotainment group's new flagship store, described as a customer experience center that transforms how consumers interact with audio products: it's a great example of informative & interactive retail and sensory, sound innovation.



5:00 - 5:30 PM TRESSERRA | FURNITURE INNOVATION: SHAPES/ ANALOGIES/ MATERIALS/ CRAFT

We'll meet with the US CEO of this exceptional furniture line, described as "works that seduce for the beauty of their forms, fine quality of materials, and delicacy of the finishes." We hear how Jaime Tresserra was influenced, growing up amid a family of actors and fashion designers that imbued him with the unique sensibility that infuses his work.

THURSDAY JULY 14TH



8:30 - 10:00 AM SHAPEWAYS "FACTORY OF THE FUTURE" | 3D PRINTING INNOVATION & BREAKFAST

Shapeways has been at the forefront of 3D printing since the earliest days. Founder, Dutch physicist, Peter Weijmarshausen, predicted 3D printing would be as, or more important than the Internet. We speak with management and visit Shapeway's "Factory of the Future": a hub of innovation, research & development and community exploration. We learn where 3D printing is going next and how it's transforming business models.



10:15 - 10:45 AM SNACKS AT DOUGH | SNACKS AND PASTRIES INNOVATION

New York's most innovative donuts, they innovate in flavor combinations (Hibiscus, Lemon Ginger, Passions Fruit), presentation (glazes), dough type (brioche) and freshness.



10:50 - 12:10 PM PRATT INSTITUTE VISIT | MULTICREATIVE DESIGN THINKING INNOVATION

We'll speak with the dean at this cutting edge, renowned, multi-creative institution. We'll learn how they train the next generation of creative professionals to innovate outside the box. We'll tour their new facility to see how the physical and mental environment they've created, inspires innovation.



12:30 - 1:45 PM LUNCH AT DELAWARE AND HUDSON

A 35-seat tavern in Williamsburg, Brooklyn with regional food from the Mid-Atlantic (from Baltimore to Buffalo). Named after an early American canal system, coal line, and passenger trains. Chef/owner Patti Jackson's great grandfather worked for the Delaware and Hudson Railway. The menu changes weekly based on availability of products from the farmer's market & local purveyors.



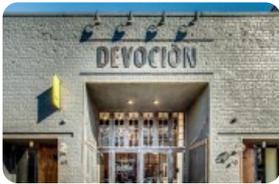
2:00 - 2:20 PM TASTING AT TOBY'S ESTATE COFFEE

Founded by Australian Toby Smith, Toby's is meticulous about their coffee bean sourcing, roasting, (which is done constantly in small batches in view), and every brewing detail. A director of education who gives amazing coffee classes in the special cupping room. The pastries and simple menu items are fresh and wonderful. The light and airy decor buzzes with energy... all reasons why it's so incredibly popular.



2:25 - 2:45 PM MAST BROTHERS | CHOCOLATE AND SENSES INNOVATION

One of the finest and most innovative artisanal chocolate makers in the United States. We'll visit the factory and learn about innovation not only in beans and roasts, but in types of milk (goat and sheep), packaging, and beverages (brewed ground chocolate, like coffee, and chocolate beer) for a multisensory experience.



**2:25 - 2:45 PM** DEVOCIÓN | INTERIOR ARCHITECTURE AND WORK ENVIRONMENT INNOVATION

Finely curated Colombian coffee, roasted on-site, in an environment that's uplifting due to its wonderful use of space and light: a popular place to work for Brooklyn's sizable freelance population.



**2:55 - 3:15 PM** -321 ICE CREAM | DESSERT INNOVATION

-321 (degree sign) custom makes each person's ice cream individually by pouring the ice cream mixture into brightly colored KitchenAid Mixers and adding liquid nitrogen and literally whipping it up. It's like magic, fun to watch, and the ice cream is delicious.



**4:00 - 5:00 PM** MEETING WITH MANAGEMENT OF PHILIPS HUE | LIGHTING AND TECHNOLOGY INNOVATION

Philips management will provide a full, immersive Hue demo, showcasing the infinite number of interior light colors (16 million colors) that customers can create for their homes and commercial and public spaces, with insights into the creativity and problem-solving that went into the development.



**5:00 - 5:45 PM** PHILIPS HUE: BEHIND THE SCENES OF THE TIMES SQUARE BALL DROP

Philips management from their B to B Color Kinetics team will take us to the roof of to see how the ball works. They'll explain the innovation and technology in the Time Square Ball and how it has evolved over the years.

**FRIDAY JULY 15TH**



**9:00 - 10:15 AM** SNOHETTA | ARCHITECTURE INNOVATION

We meet with Craig Dykers, founding partner of Snohetta, the leading global architectural firm, who will describe the firm's consensus innovation process that lead to fabulous commissions including the 9/11 Memorial Museum, Norwegian National Opera House, the San Francisco Museum of Modern Art Expansion and the Library in Alexandria, Egypt.



**10:35 - 11:10 PM** IL LABORATORIO DEL GELATO | ICE CREAM INNOVATION

New York's most innovative gelatos, the source for exclusive restaurants' proprietary flavors, it's a custom lab that makes over 200 flavors. We see the factory and enjoy flavors not available anywhere else.



**11:15 - 11:40 PM** TOP HOPS BEER SHOP | MERCHANTS & ADVOCATES OF GREAT BEER

The top rated beer shop in Manhattan, this is a combination beer discovery bar and shop. The selections are constantly changing, the barmen are extremely knowledgeable and are happy to educate customers, and the environment is fun.



11:45 - 12:20 PM

**BOTANIC LAB | HIGHLY RATED, INVENTIVE COCKTAILS**

Mexican born Miguel Aranda, who has worked for Michelin star chefs, creates unusual cocktails with herbs and spices. He uses a process similar to the way perfumers create, to develop his seasonal and original craft cocktails.

---



12:30 - 1:45 PM

**LUNCH OPTIONS**

**Lunch at Freeman's Alley:** An unexpected, historic colonial house tucked down a Lower East Side alley. Freeman's has original American food, served in a memorable environment: A great final lunch to share Inventour program key take-aways.

**Or Lunch at Katz's Deli:** QUINTESENTIALLY A NEW YORK INSTITUTION Since 1888

Exceptional smoked meats and pickles: A one of a kind place.

**Russ & Daughters:** The best smoked fish in America. The first restaurant of the 100 plus year old shop, also a New York institution.

**Shopsin's in the Essex Street Market:** Highly inventive food and the most extensive menu ever.

Extremely unpretentious environment, tiny and from a very unique father and son team.

---



1:45 - 2:00 PM

**DESSERT AT MORGENSTERN'S FINEST ICE CREAM**

Right next door to Freeman's, Morgansterns has highly original ice cream flavors (banana curry, durian, lemon cardamom and salt and pepper pine nut) and toppings (pickled pineapple and Aleppo pecans).

---



2:30-5:45PM

**BROOKLYN NAVAL YARDS (KINGS COUNTY DISTILLERY, BROOKLYN GRANGE AND ROOFTOP REDS)**

An extraordinary urban redevelopment cluster that houses a whiskey distillery, the first commercial rooftop vineyard in the world and the largest commercial urban rooftop garden, and future home of Brooklyn Brewery and the first Wegmans grocery store in the New York Metropolitan area.

**2:30-3:45 pm Brooklyn Grange Farm:** Innovation in Agriculture, Location, Community Building.

**3:55 – 4:25 pm Kings County Distillery:** Innovation in whiskey, moonshine & bourbon Kings County Distillery is New York City's oldest operating whiskey distillery, the first since prohibition. Founded in 2010, Kings County makes handmade moonshine, bourbon, and other whiskeys out of the 117-year-old Paymaster Building in the Brooklyn Navy Yard. They use New York grain and traditional distilling equipment to make award-winning distinctive spirits.

**4:30 – 5:45 pm Rooftop Reds:** Innovation in Wine Grape Growing and Concept

The first commercial rooftop vineyard, with a wine bar and hammocks to relax on. An oasis with a view of Manhattan, they are pioneering new ways of wine grape growing, irrigation and wine-tasting. A truly wonderful way to end a truly wonderful week.

---

Please note the agenda is subject to change, as is inevitable, given how far in advance it has been planned. Any changes we are forced to make, will at a minimum maintain, or on the upside,

improve the quality and integrity of the program.

\$6,750 for registration (before May 1st, after: \$6,950).

Includes meals and transportation throughout each day. Excludes airfare and hotels.

Register at: [Eventbrite](#).

Contact: [Michelle Greenwald at info@inventours.com](mailto:Michelle.Greenwald@inventours.com)