

# Montréal MCPC 2015

MCPC2015 **DAY 1** OCTOBER, 20<sup>TH</sup>, TUESDAY, 2015

18:00 Cœur des Sciences - 200, rue Sherbrooke Ouest, Montréal, Québec, H2X 3P2

WELCOME RECEPTION

18:30

Presented by la Ville de Montréal and ESG UQAM  
Interspace Network: The Future of Work and Workplaces  
Louise Gay, President at Montreal Living Lab



MCPC2015 **DAY 2** OCTOBER, 21<sup>ST</sup>, WEDNESDAY, 2015

8:00 Registration and breakfast (Lobby)

9:15 Amphitheater (SH-2800)

WELCOME

**Associate Dean of International Relations ESG UQAM, Benoit Bazoge**  
Presented by Jocelyn Bellemare

9:45 Amphitheater (SH-2800)

KEYNOTE SPEAKER

**Complexity as an Innovation Driver: Profiting from Mass Customization**  
Professor Frank Piller, RWTH Aachen University and MIT Smart Customization Group  
Presented by Serge Carrier

10:45 Amphitheater (SH-2800)

KEYNOTE SPEAKER

**Gameception: A proposition on managing the creative process on AAA video game production**  
Sebastien Ebacher, Producer at Ubisoft Montréal  
Presented by Frank Piller



11:45 Lunch (45 minutes) - La Chaufferie

12:30 Agora Hydro-Québec (CO-R500)

KEYNOTE SPEAKER

**Augmented Reality: the Innovative Approach**  
Awane Jones, Founder & CEO at Merchlur  
Presented by Serge Carrier



13:15 Amphitheater (SH-2800)

**FASHION APPAREL AND DESIGN EXPERIENCE**  
Opening by Michèle Beaudoin

Polyvalente Room (SH-4800)

**CONSTRUCTION AND ARCHITECTURE**  
Opening by Kjeld Nielsen

Agora Hydro-Québec (CO-R500)

**MC IN PROJECT ORIENTED INDUSTRIES**  
Opening by Professor Serge Carrier

13:30 **SESSION 1.1** Co-Design Visual Displays in Virtual Stores: An Exploration of Consumer Experience  
Juanjuan Wu, Natasha Thoreson, Jayoung Koo, Angella Kim

13:45 **SESSION 1.2** Apparel Technology Integration and Development for Purchase Activated Manufacturing  
Muditha Senanayake, Peter Kilduff

14:00 **SESSION 1.3** Does the size of a fashion model on a retailer's website impact the customer body esteem & purchase intention?  
Anik St-Onge, Merles Aurelie, Florian Pichonneau, Sylvain Senecal

14:15 Proximity Marketing as an Enabler of Mass Customization and Personalization in a Customer Service Experience  
Nataly Levesque, Harold Boeck

14:30 "Enhancing the Consumer's Value of the Co-Design Experience in Mass Customization: The Relationship between Perceived Value, Satisfaction, Loyalty Intentions, and Individual Thinking Style".  
Frances Turner, Aurelie Merle

14:45 **3D DRESS : Dynamism of A Hand Waving**  
Danielle Martin, Sasha de Koninck, Leila Ligougne

13:30 **SESSION 1.2** An Open-Source Model of Collaboration and Customization in architecture  
Carlo Carbone, Basem Eid Mohamed

13:45 **SESSION 1.3** Mass Customization in the Building and Construction Industry  
Kim Noergaard Jensen, Kjeld Nielsen, Thomas Ditlev Brunoe, Søren Lindhard

14:00 Reconfiguring variety, profitability and postponement for product customization with global supply chains  
Martin Bonev, Anna Myrodi, Lars Hvam

14:15 Information-Driven Customization: A Profile Matching Model  
Basem Eid Mohamed, Carlo Carbone

14:30 Making Mass Customization Work in the Construction Industry - a Research Gap Study.  
Kjeld Nielsen, Thomas Ditlev Brunoe, Kim Noergaard Jensen

13:30 **SESSION 1.3** Case Study: How Custom Bicycle Manufacturer Adopts Mass Customization  
Dave Gardner

13:45 **MC IN PROJECT ORIENTED INDUSTRIES** Secrets to Avoid Fleeting Digital Marketing Efforts  
Richard Bellamy, CEO of RPI

14:00 Variant related costs as base for modelling of complex technical systems  
Uwe Metzger, I&R Innovation & Results

14:15 Build a future where consumption is sustainable  
Mathieu Lachaine, CEO of UBIO

14:30 How to master Mass Customization with Product Configurators  
Paul Blazek, Co-Founder & CVO Combeation

15:00 Coffee Break (15 min)

15:15 Amphitheater (SH-2800)

**DESIGN, EXPERIENCE & CO-CREATION**  
Opening by Frances Turner

Polyvalente Room (SH-4800)

**WORKSHOP MASS CUSTOMIZATION**  
Presented by Frank Piller

Agora Hydro-Québec (CO-R500)

**MCPC APPAREL APPLICATIONS**  
Opening by Professor Carlo Carbone

15:30 **SESSION 2.1** Implementing 'Design for Do-it-Yourself' in design education  
JanWilliem Hoftijzer

15:45 **SESSION 2.2** Co-creation and design thinking to envision more sustainable business models : design approach for organizational sustainability of SME manufacturers  
Alexandre Joyce

16:00 **SESSION 2.3** Minecraft and the resource-scarcity advantage  
Xavier Olleros

16:15 Design and innovation beyond methods  
Caroline Gagnon, Valérie Côté

16:30 Equity crowdfunding and the online investors' risk perception: a co-created list of Web design guidelines for optimizing the user experience  
Sandrine Prom Tep, Sylvain Sénécal, François Courtemanche, Valérie Gohier

15:30 **SESSION 2.2** **HOW TO MASS CUSTOMIZE YOUR OFFERINGS**  
**WORKSHOP MASS CUSTOMIZATION**  
Dialog / Panel discussion / Rounds tables

15:30 **SESSION 2.3** The ultimate personalized experience for omnichannel retailers  
Jean-Philippe Boudreau, Director, Digital Growth Absolutnet

15:45 **MCPC APPAREL APPLICATIONS** The reality of Mass Customization for apparel and how to make it profitable  
Terri Ghio, CEO and Chief Rainmaker at Perfectly.Me

16:00 **3D Interactive Fitting Room**  
Elisabeth Stefanka, CEO of Stefanka Lingerie


16:15 **Scanning booth for instant body measurement**  
Michel Babin, CEO of Techmed 3D

16:30 **Launchleap :the collaborative Product Development**  
Thomas Sychterz, CEO of Launchleap

19:00 Montréal MCPC2015 Evening Dinner - accords bar à vin | resto. 212 Notre-Dame Street West. Old Montreal

# Montréal MCPC 2015

MCPC2015 **DAY 3** OCTOBER, 22<sup>ND</sup>, THURSDAY, 2015

8:00	Registration and breakfast (Lobby)		
8:30	Amphitheater (SH-2800)	<b>KEYNOTE SPEAKER</b>	<b>Mass Customization and Variability in Mass Transit Vehicle Design</b> Andre Thibault, Head of Product Management, Bombardier Transportation North America Presented by Kjeld Nielsen
			<b>BOMBARDIER</b> the evolution of mobility
9:30	Coffee Break (15 min)		
9:45	Amphitheater (SH-2800)	Day 2 academic sessions - Opening by Professor Frank Piller <b>Cognitive Computing and Managing Complexity in Open Innovation Model</b> Presented by Robert Freund	Agora Hydro-Québec (CO-R500)   <b>WORKSHOP AND CONFERENCE CO-CREATION AND OPEN INNOVATION</b> Opening by Anik St-Onge
10:15	Amphitheater (SH-2800)	<b>SPECIAL SESSION - Managing Complexity of knowledge-based systems in manufacturing design and production</b> Opening by Paul Christoph Gembarski	Polyvalente Room (SH-4800)   <b>SPECIAL SESSION - MCPC Interdisciplinary and perspective</b> Opening by Stephan Hankammer
10:30	<b>SESSION 3.1</b> <b>BUSINESS TYPOLOGICAL AND COMPAGNY SPECIFIC COMPLEXITY MANAGEMENT USING CONFIGURATION SYSTEMS</b> Paul Christoph Gembarski, Roland Lachmayer	<b>SESSION 3.2</b> <b>IMPLEMENTING MASS CUSTOMIZATION IN THE CPG SUPPLY CHAIN</b> Jason D. Tham, CEO Nulogy	<b>SESSION 3.3</b> <b>CO-CREATION WORKSHOP Co-creation and trends</b> Presented by David Santelli
10:45	<b>Managing Complexity of Mass Customization</b> Chair: Paul Christoph Gembarski/Co Chair: Simon Storbjerg Engineering Change Management and Transition Towards Mass Customization Simon Storbjerg, Thomas Ditlev Brunoe	<b>MPC Interdisciplinary and perspective</b> Chair: Stephan Hankammer/Co Chair: Alexander Tsigkas Topics in Mass Customization Mapping hidden structures and developments in an interdisciplinary field of research Stephan Hankammer, Frank Piller, David Antons, Robin Kleer	<b>MPC Interdisciplinary and perspective</b> Opening by Anik St-Onge <b>How your organization can benefit from creative open events?</b> Presented by Arthur Schmitt & Justine Chapleau of Techno Culture Club
11:00	The potential of product customization using technologies of additive manufacturing Rene Bastian Lippert (Lippert@peg.uni-hannover.de)	Mass Customization in SMEs - Literature Review and Research Directions Thomas Ditlev Brunoe, Kjeld Nielsen	Agora Hydro-Québec (CO-R500)
11:15	Identification of Profitable Areas to Apply Product Configuration Systems in Engineering-To-Order Companies Katrin Kristjansdottir, Lars Hvam, Sara Shafiee, Martin Bonev	La Chispa de la Ciudad de México: Co-Creation of Organizational Innovations and its Implications for Managing Innovation Hans Lundberg, Ian Sutherland, Birgit Penzenstadler, Paul Blazek, Hagen Habicht	Conference of Co-creation and Open innovation <b>Intervention: a social art of change</b> Presented by Pascal Beauchesne
11:30	Current Challenges for Mass Customization on B2B Markets Leontin Karl Grafmüller, Hagen Habicht	Lean Customization and Co-Creation Supplying value in everyday life Alexander Tsigkas, Antonia Natsika	Agora Hydro-Québec (CO-R500)
11:45			
12:00	Lunch (45 minutes) - La Chaufferie		
12:45	Amphitheater (SH-2800)   <b>MANUFACTURING SYSTEMS FOR MCPC</b> Opening by Thomas Ditlev Brunoe	Polyvalente Room (SH-4800)   <b>CHOICE NAVIGATION, CONFIGURATION, PRODUCT MODELLING</b> Opening by Martin Bonev	<b>SPECIAL SESSION - OPEN INNOVATION - LIVING LAB AND FAB LAB</b> Opening by Xavier Olleros
13:00	<b>SESSION 4.1</b> <b>From ETO to Mass Customization: the ETO enabling process</b> Aldo Duchi, Filippo Tamburini, Daniele Parisi, Stefano Perini	<b>SESSION 4.2</b> <b>KBE-Modeling Techniques in Standard CAD-Systems: Case Study - Autodesk Inventor</b> Paul Christoph Gembarski, Haibing Li, Roland Lachmayer	<b>SESSION 4.3</b> <b>LIVING LAB</b>
13:15	<b>Manufacturing systems for MCPC</b> Chair: Thomas Ditlev Brunoe/Co Chair: Aldo Duchi Reconfigurable Manufacturing Systems in Small and Medium Enterprises Thomas Ditlev Brunoe, Kjeld Nielsen	<b>Choice Navigation, configuration, product modelling</b> Chair: Martin Bonev/Co Chair: Paul Christoph Gembarski Goal-Oriented Data Collection Framework in Configuration Projects Sara Shafiee, Lars Hvam, Katrin Kristjansdottir	<b>How to implement a living lab and research concept</b> Presented by Christophe Billebaud, UMWELT
13:30	Investigating the Impact of Product Volume and Variety on Production Ramp-up Ann-Louise Andersen, Mads Bejlegaard, Thomas D. Brunoe, Kjeld Nielsen	Challenges in Choice Navigation for SMEs Kjeld Nielsen, Thomas Ditlev Brunoe, Lars Skjelstad, Maria Thomassen	Agora Hydro-Québec (CO-R500)
13:45	Mass Customization Challenges of Engineer-to-Order Manufacturing Maria Thomassen, Erlend Alfnes	Combining Configurator 2.0 Software with Designcrowdfunding Matthias Kulcke	<b>FAB LAB</b>
14:00	Conceptual Model for Production Platform Design Jacob Bossen, Thomas Ditlev Brunoe, Kjeld Nielsen	The Evolutionary Process of Product Configurators Monika Kolb, Paul Blazek, Clarissa Streichsbier, Simone Honetz	<b>How do we use and optimize Fab Lab</b> Presented by Geoffroi Garon
14:15	Machine-part formation enabling Reconfigurable Manufacturing Systems configuration design - Line balancing problem for low volume and high variety Mads Bejlegaard, Thomas Ditlev Brunoe, Kjeld Nielsen, Jacob Bossen	Modular Standard in independent Automotive Aftermarket Thomas Kampschulte	Agora Hydro-Québec (CO-R500)
14:30	Coffee Break (15 min) - La Chaufferie		
14:45	Agora Hydro-Québec (CO-R500)	<b>KEYNOTE SPEAKERS</b>	<b>CIRQUE DU SOLEIL</b> <b>Mutual and Overlapping Visions Explore Co-Creation and Mass Customization</b> Valérie Desjardins, Head of products développement et Valérie Lamontagne, Digital media artist-designer Presented by Serge Carrier
			<b>CIRQUE DU SOLEIL</b> 
15:45	Agora Hydro-Québec (CO-R500)	<b>MCPC Scientific Committee</b> Chair : Professor Frank Piller Goodbye Session	
16:30	<b>Montréal MCPC2015 Adjourn, followed by cocktail - BENELUX</b> 245, rue Sherbrooke Ouest		