



Mr. David MOORE

Industrial Designer, Visionary

Instructor

Stanford's Design Program

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Managing Director

Zero Nine Design

United States of America

David began designing and building products at sixteen: ski rack systems, airplane tires and a turntable that could play both sides of a vinyl record without having to flip it over, all in his father's garage.

For 15 years San Francisco based Zero Nine Design has been carving out a reputation as one of the most innovative and forward thinking design groups. A unique approach to exploring alternative business models and a commitment to creative thinking has led to work with some of the most creative businesses and institutions across a multitude of disciplines, including Nike, The North Face, SRI Intl. Robotics, DARPA, BARDA, Phillips and others.

David got his first design degree in San Francisco in corporate identity and media design, working for J. Walter Thompson, Addison S&O and CBS. Drawn to the deeper development process of product design he earned his BS in Industrial Design from the prestigious Art Center College of Design in 1993. After moving quickly to Design Director for TDC in San Francisco and then head of design for RD&D for Kodak's Imagination Works he founded Zero Nine Design in 2001. Zero Nine is both a design consultancy and visionary incubator for products and technologies. Clients include: Nike, The North Face, Panasonic, DARPA, Stanford Research Institute, SRI International Robotics, Philips Medical, Stanford University.

David is a guest instructor at Stanford's Design Program, speaks at UC Berkeley's Haas School and San Francisco State University's MBA program. He also designs, writes and publishes WHEN Magazine, a cultural look at "what's coming after what's coming next". From ten years in the future, it takes a deep dive into products, film, social interaction, commerce, the environment and reflect back to us our current state. WHEN Magazine is an artifact of the future, taking a calculated look at where our ideas about design, art, style and our love of 'objects' is taking us.