

When **Thursday October 1st at 5:00 pm**

Where **715 Café**

Who **Kirk Hawkins & Steen Strand**

ICON Aircraft is turning recreational flying into the next powersport. The company was founded by Kirk Hawkins, a former F-16 pilot and powersports enthusiast, and Steen Strand, a sports product designer and serial entrepreneur. Since unveiling the ICON A5 last year, the company has created a stir in the industry, redefining what a recreational airplane can be and picking up \$50 million in aircraft orders along the way. ICON's pursuits are enabled by groundbreaking regulation changes made by the Federal Aviation Administration in 2004.



Bill Moggridge

Bill, a Cofounder of IDEO, helped ICON as a *Design Advisor*.



Program

5:00 **Thought Starter**

Bill Moggridge will talk about the design brief for the ICON A5.

5:15 **The Next Powersport**

Kirk and Steen will speak to design's power to unleash new markets. They will tell the story of how ICON Aircraft set out to maximize the vast potential of the FAA's regulatory changes by creating, for the first time, a recreational powersport for flying. They will discuss the challenges in the development of the ICON A5, an airplane that makes flying more accessible, safer, and more enticing than ever before.



5:40 **Demonstration**

Kirk and Steen will answer questions as they demonstrate the actual-size show model of the plane.