SPAN is Google's annual design and technology conference. Celebrating its sixth year, SPAN returns to New York City to explore the ways in which people use design to create systems and upend them. The conference, held at 99 Scott in the Bushwick neighborhood of Brooklyn, brings together 350 makers and technologists for a day of thought-provoking talks, hands-on workshops, and experiential sessions.

Highlights from this year's event include:

- Main stage presentations by industry-leading creatives and emerging designers, artists, and technologists including:

  Tavi Gevinson, writer and artist
  Christine Sun Kim, sound artist
  Jennifer Daniel, creative director, Google Emoji
  Jerome Harris, design director, Housing Works,
  Murray Moss, CEO, Moss Bureau
  Taeyoon Choi, co-founder, School for Poetic Computation
  Charles Broskoski, co-founder, Are.na
  Ari Melenciano, creative technologist, founder of Afrotectopia

- Moderated conversations:

  Can AI Make You Cry? Janet Wong of New York Live Arts and Maya Man of Google Creative Lab discuss a recent AI-meets-dance project, and the process behind a meaningful collaboration

Roles & Tools: Paul Ford of Postlight and Google Design's Amber Bravo discuss the possible futures—from roles to tools—that face contemporary designers

- A series of hands-on workshop sessions with local design studios and experts from Google: *Wearables: Seeing is Believing* with Wade Jeffree and Leta Sobierajski; *Towards Resilient Systems* with Google AI Strategy and Research and special guests Dr. Elizabeth Hénaff, Dr. Heiko Hamann, and Dr. Camille Defrenne; *Sound Design: Crash! Bang! Wallop!* with Conor O'Sullivan, Google; *Teachable Machines: Designing with AI* with Irene Alvarado and Barron Webster, Google Creative Lab; *Designing Human-Centered AI Products* with Rebecca Salois and Di Dang, Google People + AI Research; *Hue & Glue: Hands-On Color Theory* with Cortney Cassidy and Javier Lopez, Material Design; *Inflatables* with Che-Wei Wang and Taylor Levy of CW&T; *Alt-Text Poetry* with artist Shannon Finnegan

- A site-specific interactive installation and multi-use kinetic sculpture by John Arndt and Wonhee Arndt of Studio Gorm

- A space dedicated to Material Design—Google's open-source UI design system. Inside, attendees can talk with Google designers about creating a dark theme, variable fonts, and art direction; participate in guided demos; and listen to short 10-minute "lightning" talks from Google on a range of topics including:

  An Introduction to Start With One
  Designing Dark Theme Interfaces
  Art Direction for Digital Products
  The Value of Design Systems
  Designing Dark Theme Interfaces
  Material Design x ML Kit
  Expanding Human-Centered Design: An Ecological Approach
  Building Beautiful Products with Material Design
  A Practical Introduction to Variable Fonts
  Looking Ahead with Material Design

- Presentation of the 2019 Material Design Awards by Rich Fulcher of the Material Design team

- The fifth volume of the SPAN Reader. Curated and edited by Google Design, each volume of the SPAN Reader highlights work by SPAN speakers and provides a permanent snapshot of the conference that attendees take home (the book is only distributed at the conference). This year's edition includes contributions by: Paul Ford, Christine Sun Kim, Murray Moss, Google Creative

Lab, Google AI Strategy & Research, Jerome Harris, Che-Wei Wang and Taylor Levy, Taeyoon Choi, Shannon Finnegan, and Shannon Mattern.

A History of SPAN
[SPAN is Google's annual design and technology conference](#). As a forum for sharing ideas, SPAN explores how design and technology shape our everyday lives. A conference created for designers, by designers, this year's event will take place in New York City—for the first time since 2015. Featuring makers and thinkers who educate and inspire us, SPAN is our opportunity to highlight the best in today's interdisciplinary design practice.

Previous SPAN events:

> 2018: [Helsinki](#)
> 2017: [Pittsburgh, Mexico and Newcastle](#)
> 2016: [Tokyo](#) and [Los Angeles](#)
> 2015: [New York](#) and [London](#)
> 2014: [San Francisco](#) (previously called FORM)

About Google Design
Google Design is a cooperative effort led by a group of designers, developers, writers, and UX advocates at Google. Their mission is to support design excellence from inside and outside Google, engage in creative partnerships and educational advocacy, and champion innovators reshaping technology. You can learn more at: [design.google](#)

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