

# Nicolas Gaudron

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French, native

English, fluent

## CURRENT

Founder and Owner of idsl, Interaction Design Sight & Lab

## EDUCATION

Master of Arts, Design Products, Royal College of Art (UK)

London, 2000 - 2002

Bachelor of Arts (Hons) Industrial Design, University of Central England (UK)

First Class. Birmingham, 1999 - 2000

B.T.S. Assistant en Création Industrielle

Major. Paris, 1997 - 1999

## EXPERIENCE

**idsl, Interaction Design Sight & Lab**

Founder and Owner. 2007 - Present

**Institut Confiances**

Member. 2013 - 2017

Board member. 2013 - 2014

**Renault, Prospective & Concept Car Department**

Interaction designer. 2005 - 2007

**INRIA, French National Institute for Research in Computer Science and Control**

Human Computer Interaction laboratory, InSitu research group.

Product & interaction designer. 2003 - 2004

**Sony CSL, Sony Computer Science Lab Paris**

Project 'Near Future Personal Music Experience' led by Atau Tanaka.

Storyboard of 'Café Sound Paris' video, collaboration with Virginia Cruz. 2003

**IDEO, Smart Product Department (USA)**

Product and interaction designer. Palo Alto, California, 2001

**Plan Creatif**

Industrial designer. 1999 and 2000

**L.D. Sign**

Industrial designer. 1998

## **TEACHING AND MENTORING**

### **University Bordeaux Montaigne**

Workshop for 1st-year students of the Master of Design: Innovation, Interaction and Services. February 2018

### **Ecole Polytechnique**

Course for 3rd-year and Master 1 students: 'Designing interactions' (interaction design, service design, design thinking, innovation). For the Humanities and Social Sciences 3rd-year programme. Co-founder, supervisor and teacher with Virginia Cruz. 2008 - 2018

### **University Paris Descartes**

Lecture to 2nd-year students of the Master Ergonomie et Ingénierie Facteurs Humains (Human Factors Master). 07.10.16

### **University Bordeaux Montaigne**

Workshop for the Master of Design: Innovation, Technologies and Arts. October 2015

### **Strate**

Lecture: 'How to design interactions: UX, aesthetics of interaction, evolution of product design, service design and design thinking'. 12.05.15

### **Creative Battle, City of Bordeaux and Sogeti France**

Creative Battle: 36 hours to create a digital service for citizens, based on public open data, with the City of Bordeaux and Sogeti France.

Service design supervisor and tutor for the 5 multidisciplinary teams of students from art, design, business and engineering schools. 28.02.13

### **Master EIT ICT Labs in HCID, Human Computer Interaction and Design**

Course: 'User-centered design methods' for the Situated Interaction specialisation, headed by Michel Beaudouin Lafon. University Paris-Sud, February 2013.

### **University Michel de Montaigne Bordeaux 3**

Workshop for students of the Bachelor of Arts in Design. January 2013

### **Ecole Mines ParisTech**

Workshop: 'Creativity, design thinking, interaction and service design' for 3rd-year students in the speciality 'Innovation and Entrepreneurship'. 24.10.12

### **Semaine Digitale (Digital Week), City of Bordeaux and C-Discout**

Creative Battle: 1 day to imagine and prototype an innovative mobile service based on open data for C-Discout and the City of Bordeaux.

Service design supervisor and tutor for the 6 multidisciplinary teams of students from art, design, communication, business and engineering schools. 30.03.12

### **Sciences Po Paris**

Lecture with Virginia Cruz for the course run by Emanuele Quinz: 'Design, Innovation, Participation course'. 14.02.12

### **University Michel de Montaigne Bordeaux 3**

Lecture: 'Designing interactions', organised by the MICA, Research Laboratory in Information, Communication and Arts. 25.01.12

### **Master of Research, Arts et Métiers ParisTech and Strate**

Course on interaction design methodology, with Virginia Cruz. November 2011

**Stanford University ME310 (USA), HPI School of Design Thinking (Germany) and Ecole des Ponts ParisTech**

Design thinking coaching of a multidisciplinary project team.

Coach with Virginia Cruz. 2011

**ENSCI Les Ateliers, Ecole Nationale Supérieure de Création Industrielle**

Lecture for the conference series 'Rencontres des Ateliers', with Virginia Cruz. 28.04.11

**GSVC, Global Social Venture Competition, ESSEC**

Mentor of the social business PraktiDesign company, for the competition organised by the Haas School of Business at University of California, Berkeley. January - April 2011

**Le Camping by Silicon Sentier, Paris start-up accelerator programme**

Mentoring session for ITIPIC start-up, with Virginia Cruz. 29.01.11

**ENSEA, Ecole Nationale Supérieure de l'Electronique et de ses Applications**

Lecture on interaction design, for 2nd-year students. 20.05.10

**Stanford University ME310 (USA) and Ecole des Ponts ParisTech**

Design thinking coaching of a multidisciplinary project team.

Coach with Virginia Cruz. 2010

**ENPC, Ecole des Ponts ParisTech**

Workshops on interaction design with Virginia Cruz. 2008 - 2011

**Strate**

Workshops on interaction design with Virginia Cruz. 2009 and 2010

Lectures on interaction design. 26.03.08, 23.10.08, 21.10.09

**ENSAD, Ecole Nationale Supérieure des Arts Décoratifs**

Studio 'Smart objects, product interaction design'.

Co-founder, supervisor and teacher with Virginia Cruz. 2006 - 2007

## **LECTURES AND JURYS**

**Futur.e.s 2018**

Conference Masterclass: 'Ethique du design, réalité virtuelle et augmentée : comment faire pour que l'utilisateur ne perde pas pied ?'

Guest speaker with Virginia Cruz. Paris, 22.06.18

**Ecole Polytechnique**

Colloquium: 'Ethique et intelligence artificielle'.

Guest speaker. Palaiseau, 12.04.18

**CDiscount**

Conference: Cycle Pop Culture - #4 'L'innovation par le design'.

Guest speaker. Bordeaux, 23.06.17

**UX Hong Kong**

Panel: Innovation through user-centred design, organised by UX Hong Kong.

Guest speaker with Virginia Cruz. Hong Kong, 10.03.16

**University Bordeaux Montaigne**

Speaker at the conference 'Relations et formes de présence avec les robots'

(Relationships and forms of presence with robots) on 'Aesthetics of robots, forms and interactions', organised by MICA research lab. 13.11.15

### **LuxePack Monaco 2015**

Round table 'Smart packaging: how to make packaging smart' at LuxePack Monaco 2015, premier show for creative and luxury packaging.  
Facilitator with Virginia Cruz. Monaco, 22.10.15

### **IxDA, 2016 Interaction Awards**

Peer reviewer. October 2015

### **EPITECH Bordeaux**

HUB Conference

Lecture with Virginia Cruz: 'Design interactions with objects' 05.10.15

### **University Bordeaux Montaigne**

Speaker at the research colloquium: 'Interaction Design', organised by MICA research lab on information, communication and art. 23.01.15

### **ENS Cachan**

Colloquium 'La recherche en design, un enjeu pour l'université Paris Saclay' (Research in design, an opportunity for the Paris Saclay University).

Speaker with Virginia Cruz. 16.10.14

### **IxDA, 2014 Interaction Awards**

Peer reviewer. October 2013

### **Centre Georges Pompidou**

International colloquium 'The behavior of things'.

Speaker at the roundtable on 'Objects with behaviors'. 08.06.13

### **Semaine Digitale (Digital Week), City of Bordeaux**

Lecture: 'Design of interactive objects and services'.

Public presentation of the Creative Battle to the Mayor. Bordeaux, 28.03.13

### **Escales du Design, University Bordeaux 3 and Cap Sciences**

Speaker at the conference: 'Design and robots: designing dynamic social interactions'.

For the University of Bordeaux and Cap Sciences. 14.12.12

### **Ergo'IHM 2012 Conférence**

Opening keynote: 'Human-centred interaction design'. 17.10.12

### **IxDA, 2013 Interaction Awards**

Peer reviewer. October 2012

### **UX Paris, La Cantine**

Lecture: 'Designing the experience of interactive, alive objects', with Virginia Cruz. 17.09.12

### **GSVC, Global Social Venture Competition, ESSEC**

Jury member for the executive summary round of the GSVC, organised by the Haas School of Business at University of California, Berkeley. 13.01.12

### **GOOD'11, Great Outdoors of Design Conference (UK)**

Conference organised in London by Reach, Global Design Research Network.

Workshop facilitator and lecturer, with Virginia Cruz: 'Moving beyond the technical to embrace the emotional'. 23.09.11

## **Lieu du Design**

Speaker at the conference 'Innovation by design', event for the exhibition 'Objet(s) du numérique, design d'un nouveau monde industriel'. 14.06.11

## **Conseil Général du Val d'Oise**

Speaker at the roundtable: 'Public service: needs, questions and innovation'. 14.06.11

## **ANVIE, National Association for the Interdisciplinary Promotion of Humanities and Social Sciences Research to Companies**

Conference: 'How to best use virtual technology tools for creativity'.

Speaker with Virginia Cruz for the session 'Innovation methodology and tools'. 07.06.11

## **Cumulus, International Association of Universities and Colleges of Art, Design and Media**

Paris Conference 'Crossing Talents'. Cumulus Digital Culture working group's session.

Lecture, with Virginia Cruz: 'The process of innovation'. 19.05.11

## **ESSEC, Social Entrepreneurship Chair**

Conference 'Innovation and scaling up for social impact' organised by ESSEC's Institute for Innovation and Social Entrepreneurship, with Imran Chowdhury, PhD ESSEC.

Lecture: 'Innovation methodology and process'. 17.05.10

## **IBM**

Talk on 'Critical design', with Virginia Cruz, for the IBM Collaborative User Experience research group (Cambridge, USA). 16.07.08

## **Centre Georges Pompidou**

Conference 'Design and new media, speaker: Jussi Ängeslevä' with Anomos-Mosign.

Organiser and moderator with Virginia Cruz. 21.10.07

## **AWARDS**

### **Design for our Future Selves Helen Hamlyn Competition (UK)**

Highly commended. London, 2002

### **Science Museum Competition (UK)**

Shortlisted. London, 2002

### **Miss Protocole Competition organised by Piaget (Switzerland)**

Prize winner. Geneva, 2000

### **Robert Cantor Memorial Prize (UK)**

1st Prize. Birmingham, 2000

### **Georges Jackson Award Competition (UK)**

Shortlisted. Birmingham, 2000

### **Royal Society of Arts Competition (UK)**

Highly commended. London, 2000

### **Haute Orfèvrerie Française organised by C.P.D.H.B.J.O.**

1st Prize, development and design of a prototype in collaboration with Christofle.

Paris, 1999

### **Les Jeunes Flammes Competition organised by Gaz de France**

3rd Prize. Paris, 1998

## EXHIBITIONS

### Ethnographic Praxis in Industry Conference EPIC2013 (UK)

Exhibited artefact: 'Coach me: innovation in bus travel'.

Collaboration with Virginia Cruz (idsl) and Lionel Ochs (Méthos). London, September 2013

### Biennale Internationale Design Saint Etienne

Exhibition: 'Traits d'union, objets d'empathie'.

Exhibited project: Kinetic Sculptures by idsl for reaDIYmate. March - September 2013

### Helsinki World Design Capital (Finland)

'8 video portraits of French interaction design', by Association des Designers Interactifs.

Video portrait of Nicolas Gaudron and Virginia Cruz. Helsinki, September 2012

### Taipei World Design Expo (Taiwan)

'8 video portraits of French interaction design', by Association des Designers Interactifs.

Video portrait of Nicolas Gaudron and Virginia Cruz. Taipei, October 2011

### Lieu du design

Exhibition: 'Objet(s) du numérique, design d'un nouveau monde industriel'.

Exhibited projects: Intensity Player by idsl for Orange Labs and Hacked Monqee by idsl for reaDIYmate. Paris, May - July 2011

### Designer's Days organized by APCI

Exhibition: 'Les objets se la racontent' at Galeries Lafayette Maison.

Exhibited: Eyes and mouth radio. Paris, 2005

### Festival de Trop

Exhibition: 'Représentations et conventions' at Espace Beaujon. Paris, 2004

### Grand Prix de la Création de la Ville de Paris

Show-room Mtop. Paris, 2004

### The RCA Show 2002 (UK)

Royal College of Art. London, 2002

### Miss Protocole Visionary Collection

Fashion show. Paris, 2000

### Equipe Auto

Parc des Expositions Villepinte. Paris, 1999

## PUBLICATIONS

### Book 'Beyond design ethnography: how designers practice ethnographic research'

Book edited by Nicolas Nova. Case study: 'Designing experiential shots'.

Authors : Virginia Cruz (idsl), Nicolas Gaudron (idsl), p.93-95. January 2015

### Article 'Quelque part sur le terrain' ('Somewhere on the field')

Authors: Lionel Ochs (Méthos), Nicolas Gaudron (idsl).

Opening keynote of Ateliers de la Recherche en Design conference, by Lionel Ochs (Méthos). Liège (Belgium), December 2014

### Article 'How physical artefacts contribute to design processes'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole

Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of "The Power of Words" conference of the Academy of Management.  
Philadelphia (USA), August 2014

**Article 'Objects in projects - on the role of physical artifacts in project management'**

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of EURAM 2014, European Academy of Management Conference.  
Valencia (Spain), June 2014

**Online publication 'Les Basiques: Le design d'interaction'**

Collection Les Basiques of Leonard/Olats publishing house.

Contribution, with Virginia Cruz. September 2013

**Article 'Creative artifacts: how stimulators, demonstrators and prototypes contribute to the creative processes'**

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of IPDMC'13, International Product Development Management Conference. Paris, June 2013

**Article 'Open-ended objects: a tool for brainstorming'**

Authors: Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of DIS2010. Aarhus (Denmark), August 2010

In Proceedings of IHM09. Grenoble (France), October 2009

**Article 'Leading an innovation workshop for pleasurable concepts'**

Authors: Agnes Gimeno (Orange Labs), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of DPPI09. Compiègne (France), October 2009

**Book 'Designing the User Interface : Strategies for Effective Human Computer Interaction'**

Authors: Ben Shneiderman and Catherine Plaisant, Pearson Addison Wesley, p.186.. May 2004

**Book 'InterLiving deliverable 1.3 & 2.3, studies of co-designed prototypes in family contexts'**

Authors: M. Beaudouin-Lafon, S. Conversy, B. Eiderbäck, N. Gaudron, H. Evans, H. Hansen, H. Hutchinson, S. Lindquist, W. Mackay, C. Plaisant, N. Roussel, and B. Westerlund.

Technical report 231, CID/NADA, KTH. Sweden, 2004

**Article 'Weaving an interactive thread: an interactive event for tales'**

Authors: W. Mackay, H. Evans, H. Hansen, L. Dachary, and N. Gaudron.

In Proceedings of Tales of the Disappearing Computer. Santorini (Greece), June 2003

## **PATENTS**

**Patent 'Affichage d'aide contextuelle pour la commande d'une fonction d'un véhicule'**

Inventor: N. Gaudron, patent filed by Renault. 2007

**Patent 'Dispositif de commande de fonctions rotatives pour une planche de bord d'un vehicule automobile'**

Inventor: N. Gaudron, patent filed by Renault. 2007

**Patent 'Système de régulation de vitesse d'un véhicule'**

Inventor: N. Gaudron et M. Pinel, patent filed by Renault. 2006

**Patent 'Système de visualisation de l'état de verrouillage d'un véhicule'**

Inventor: N. Gaudron, patent filed by Renault. 2006

**Patent 'Circuit de commande d'un module de traitement pour véhicule'**

Inventor: N. Gaudron, patent filed by Renault. 2006

**Patent 'Procédure d'aide au démarrage d'un véhicule automobile'**

Inventor: N. Gaudron, patent filed by Renault. 2006

**Patent 'Module de commande associé à un dispositif d'affichage pour véhicule'**

Inventor: N. Gaudron, patent filed by Renault. 2006

**Patent 'Communication control device'**

Inventors: Wendy Mackay, Michel Beaudouin-Lafon, Nicolas Gaudron, patent filed by INRIA (PCT FR0402135). 2004

## **PRESS**

**Copublication web magazine Inriality, Usbek & Rica**

Article '2067 ou la disparition des interfaces humains-machines' by Cyril Fiévet. 31.01.18

**Magazine 'L'OFFICIEL Horlogerie & Bijouterie'**

Issue n°36. Article 'Packaging connecté. Quelles perspectives pour les HBJO?' by Isabelle Hossenlopp. November - December 2015

**Magazine 'Formes de Luxe'**

Article 'Pistes d'avenir, New techs on the radar' by Alissa Demorest. N°109, November 2015

**Book 'Design impact : quand le design crée de la valeur pour l'entreprise'**

Published by the France Design Mission.

Case study 'iDBUS', p.58-59. 2015

**Blog 'ProspectiveDesign', agence Aquitaine Développement Innovation**

Interviews 'Design et robotique : objets animés, avez-vous un design', 'Design et robotique : se détacher de la forme humanoïde', by Marianne Peyri. 12.06.14

**Blog du Monde 'Internet Actu'**

Article 'Les usagers sont la clef de l'amélioration des technologies' by Hubert Guillaud. 28.03.14

**Blog 'Ethnography matters'**

Article 'Ethnographers creating a better bus riding experience for a diverse set of passengers' by Lionel Ochs. 17.02.14

**Book 'L'empathie ou l'expérience de l'autre'**

Catalogue of Biennale Internationale Design Saint Etienne 2013, p.49. 2014

**Blog 'Innovation Excellence'**

Article 'Stimulate creativity - open ended objects for brainstorming' by Nicolas Bry. 16.07.12

**Magazine 'RSLN, Regards sur le numérique'**

Issue on: 'La French touch du design'.

Article: 'Les duettistes', by Pierre Bro, p.19-20. Third Quarter Issue, July 2011



**Website 'Imagine ton Futur'**

Portraits of entrepreneurs. Interview of Nicolas Gaudron, by Diane Dussud. December 2010

**Magazine 'Interior Motives'**

Article: 'Renault Dezir', p.38-45. Autumn - Fall 2010

**Annuaire des Agences de Design Numérique en France**

p.44-47. September 2010

**Online magazine, Association des Designers Interactifs**

Interview of Nicolas Gaudron and Virginia Cruz, idsl. May 2010

**Magazine 'Interior Motives'**

Article: 'Renault Zoe ZE', p.4-12. Winter 2009 - 2010

**Magazine 'Intramuros'**

Issue n°105, p.107. February - March 2003

**Magazine 'Agenda Magis' (Italy)**

Issue 'Royal College, Open for inspiration by Sebastian Bergne', n°2. December 2002

**Magazine 'Blueprint' (UK)**

N°199. UK, September 2002

**Magazine 'Intramuros'**

Issue n°89. June - July 2000

**Newsletter 'Design Fax'**

May 2000

**Magazine 'Archi Design'**

Issue n°7. October - December 1999

**Magazine 'Le Figaro Magazine'**

Issue n°17312. France, April 1999

**Magazine 'Intramuros'**

Issue n°81. February 1999

**Magazine 'Confort Menager'**

Issue n°134. March 1999

**Newsletter 'Design Fax'**

February 1999