

# Jack Dangermond's Welcome Remarks for the 2010 GeoDesign Summit

Esri president Jack Dangermond shares his vision for the 2010 GeoDesign Summit.

<http://video.esri.com/watch/103/jack-dangermonds-welcome-remarks-for-the-2010-geodesign-summit>

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## Video Transcription

**00:01** Our purpose is to build a kind of community out of this group.

**00:04** I mean, how many of you know everybody in the room?

**00:07** No...Nobody knows, right?

**00:10** I want that to occur. I want you to know each other.

**00:13** I know mo...most of you. Well, that's maybe an exaggeration.

**00:18** I know many of you, and I know your work.

**00:21** And your work is really distinguished and it's outstanding and it's interesting to me.

**00:26** And so, mixing it up is what...one of the things I want to do.

**00:32** And we'll do that through some presentations, some of them very short, some of them longer...

**00:37** ...and also just meeting and getting to know each other.

**00:42** Today, geospatial technology, or GIS, is very valuable.

**00:47** It's being applied in literally hundreds of applications and hundreds of thousands of organizations around the world.

**00:55** And it's safe to say it's making a difference in sustainability.

**01:01** It's helping us improve how we plan, how we manage, how we make decisions.

**01:07** And it's growing to become a kind of critical infrastructure in the world.

**01:13** But it's not design.

**01:15** It's bringing science to many fields.

**01:18** This is one of the passions that I have had my entire career, is bringing rational thinking and science to the way people do things.

**01:27** And yet, it's not design.

**01:30** The purpose of this meeting is to discuss this notion of these two fields...

**01:36** ...geography, the science of our world, measurement, modeling, predicting, describing the world, mixed up with design.

**01:47** A purposeful, intentional process of creating things.

**01:52** Creating the future. Seeing the future in your mind's eye.

**01:57** And both of these things lend themselves to the spatial domain.

**02:02** Something that we'll hear from a number of the speakers on this morning.

**02:08** The notion of integrating these two fields is very exciting to me...

**02:12** ...that we have a kind of continuum from measurement to making decisions...

**02:18** ...that integrate all of our ways of doing things into new processes.

**02:25** This notion of GeoDesign is about geographic planning.

**02:31** It's about decision making and it's not just within the design field.

**02:35** It extends beyond what we traditionally call design, land-use planning, landscape architecture...

**02:42** ...architecture, urban design, and so on, to almost every field.

**02:48** In other words, GeoDesign, I think, is a kind of evolutionary step.

**02:52** This is an assertion on my part, and like GIS, the technology...

**02:58** ...which has become increasingly pervasive as a foundation for the way we do things, I think this...this new, dare I say field...

**03:10** ...or body of knowledge, or thinking about linking these two worlds together...

**03:14** ...I think will be used in almost everything we do as humans.

**03:18** It'll be done by individuals. It'll be done in collaborations and teams.

**03:23** It'll be done connecting citizens with government, with private practice...

**03:28** ...all...all supported by new generations of technologies.

**03:34** The purpose of this meeting is to discuss this, influence some of the research that some of you are doing...

**03:43** ...influence some of the professional practice that others of you are doing...

**03:48** ...influence public policy and how we think about bringing these fields together...

**03:53** ...influencing technology and how we build fundamental infrastructure for enabling these ideas to be supported.

**04:02** GIS technology itself, and we'll see some of this later today, continues to evolve.

**04:08** When I first met Carl Steinitz, who will be speaking later this morning, the...at the Lab for Computer Graphics...

**04:15** ...we ran on mainframe computers and there was printer maps...

**04:18** ...and it was goofy sort of technology in the technology domain.

**04:23** But the ideas were full and rich, and what Carl started there...

**04:28** ...and other people started in other locations around the world...

**04:32** ...gave meaning to, and purpose to, playing around with the technology.

**04:37** It gave a sort of sense of direction and got me totally turned on and excited.

**04:45** We moved from there to minicomputers and workstations and then PCs and client/server computing.

**04:52** Today we're moving to a...to a new platform. The Web.

**04:57** And we'll play with that this morning in some of your presentations.

**05:00** This afternoon and tomorrow we'll also show experimental things going on there.

**05:05** This environment is a new style for how geography will be served and how it will affect us.

**05:13** It'll touch not simply a few researchers, not simply GIS professionals...

**05:21** ...not simply practitioners of geographic information...

**05:24** ...but it's infecting and affecting virtually everything that human people...humans do.

**05:33** Location-based services are an example of it, showing up with little navigation and personal direction devices.

**05:40** That is exploding.

**05:43** But where that will go, bringing science, bringing the way that we understand the world...

**05:49** ...and the way that we model the world into human behaviors is...is...just gives me the chills.

**05:55** I know that will happen.

**05:57** I know that from my experience of watching the technology evolve through these different stages.

**06:03** And I would suggest and assert here, that we're just beginning this particular field.

**06:09** Again, these are trends that are almost predictable.

**06:14** Faster computers, more bandwidth, more storage, more mobility in devices, cloud computing.

**06:24** For some of us, that's all brand new.

**06:26** For me, it's just another step.

**06:29** Some people describe this as disruptive kinds of technology.

**06:32** For me, it's just another step in the evolution of the enabling technology and power...

**06:39** ...that'll allow us to...to bring these new ideas that will come out of this eeting.

**06:45** Organizations are beginning to serve geographic knowledge.

**06:50** And that's providing a new infrastructure for us to build on top of.

**06:55** Hopefully, some of the knowledge, notions, design notions that we come up with here today...

**07:02** ...think about, present today, will be built on this kind of infrastructure.

**07:08** In other words, agencies will not be providing data files or maps...

**07:14** ...they'll providing ser...they'll be providing services, and these services will be a new framework...

**07:20** ...just like the Apple iPhone is providing a framework for all kinds of apps taking off and everybody touching them.

**07:28** These geospatial services and the ability to build creative applications on top of them...

**07:36** ...will explode our field and the general interest of designing our future.

**07:41** And God only knows that we...we need this right now.

**07:45** We need to not only understand what's occurring on the planet...

**07:51** ...but we also need to take more proactive involvement in designing what occurs.

**07:58** And then we have to promote that design, those designs...

**08:04** ...those creations, those in-our-mind's-eyes expressions, to the rest of society, and that's the challenge.