



the professional association for design

*164 Fifth Avenue
New York, NY 10010
Tel 212 807 1990
Fax 212 807 1799
www.aiga.org*

For Immediate Release: Media Advisory

What

Make/Think: AIGA Design Conference

When

October 8–11, 2009

Where

Memphis Cook Convention Center/Cannon Center for the Performing Arts
255 North Main Street
Memphis, Tennessee

About the event

“What is designing today, and how do designers define their own influence within the dichotomy of making versus thinking?”

These questions form the basis of this year’s AIGA design conference, “Make/Think,” which will explore the ways that designers focus on making beautiful things and thinking about problems strategically, and the unique and powerful combination of both roles.

The AIGA Design Conference is *the* place to get refreshed and recharged this fall, with inspiring speakers including Peter Arnell, Stefan G. Bucher, David Butler, Carin Goldberg, Nick Law, Marissa Mayer, Stefan Sagmeister and many more.

Join us in Memphis this October to celebrate design excellence, reinforce friendships and connections and stimulate thinking about the critical issues that surround design practice. To learn more about the event, visit <http://designconference.aiga.org/>

About AIGA

AIGA, the professional association for design, stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. AIGA’s mission is to advance designing as a professional craft, strategic tool and vital cultural force. Founded in 1914, AIGA remains the oldest and largest professional membership organization for design, and is a nonprofit, 501(c)(3) educational institution. For more information about AIGA, visit <http://www.aiga.org/press-resources>.

Media coverage

A limited number of press passes are available for editorial staff serving publications that are likely to provide coverage of the event and share the news with a broader audience.

We apply our policies consistently and fairly to avoid situations in which designers with limited means are subsidizing participation by others. This is the only way we know to remain fair to our members who support us all year and also pay to attend our conferences. To apply for a press pass, send us a proposal for consideration. Under no circumstance will non-editorial staff or more than one writer from a single publication receive a press pass.

For further information, please contact:

Jennifer Bender

Manager, communications and marketing

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