

THE
MIND
IS
A
MACHINE
THAT
THINKS

BE THERE

DESIGN AND PROGRESSIVE CHANGE

The role of designers in a changing world

What role will design and designers play in delivering a positive future? And what is the role of businesses in forging this future?

International speakers David Berman (Canada) and Don Ryun Chang (Korea) will talk about the role of design in a changing world and the responsibility of designers in ensuring their work has a positive impact on our social, economic and environmental future.

FREE EVENT

Design firms and designers are welcome to bring clients

Tuesday 14 July 2009
4.45pm (sharp) - 7.30pm

slq Auditorium 1, Level 2
State Library of Queensland
Cultural Centre, Stanley Place
South Bank

RSVP Thursday 9 July 2009
to qld@agda.com.au with the
subject 'Talking Design'—
seating is strictly limited

DAVID BERMAN

David Berman has over 20 years of experience in graphic design and communications and has worked extensively in the adaptation of printed materials for electronic distribution, including web design and software interface development. As an expert speaker, graphic designer, communications strategist, public speaker, typographer and consultant, his professional work has brought him to over 10 countries in the past few years. His clients include IBM, the International Space Station, the Canadian Government, the World Bank, and the Aga Khan Foundation. David's work includes award winning projects in the application of plain writing and design.

David has worked to establish a code of ethics that embraces social responsibility for graphic designers throughout Canada. The Society of Graphic Designers of Canada ratified his draft nationally in May 2000. He served as President of the first elected board of the Association of Graphic Designers of Ontario, North America's first accredited graphic design organisation, from 1997 to 1999. He led the development of the association's General Bylaw and Rules of Professional Conduct and authored Ontario's accreditation examination section on ethics and professional responsibility. He has served as the National Ethics Chair for Graphic Design in Canada since 2002. He published *Do Good Design—How designers can change the world* in January 2009.

DON RYUN CHANG

Don Ryun Chang was born to diplomat parents and grew up on five continents—Asia, Europe, North and South America, and Africa. He was educated at the University of British Columbia in Canada, the Parsons School of Design, and received his MFA from the California Institute of the Arts. Don then worked for several organizations such as Nara Advertising, Design Focus in Korea, Steiner & Co. in Hong Kong, and was Creative Director for the Infinite Group. Don founded DC&A in 1991, which later became one of the leading identity companies in Asia. The company merged with Interbrand in July 1999 and has developed acclaimed identities for the 2002 FIFA World Cup, Korea Telecom, Shinhan Bank and Korea Tourism Office.

Don has received numerous international design awards from prestigious organisations such as the Brno and Warsaw Poster Biennale, and the Type Directors Club of New York. Don lectures widely on branding and is currently Dean of the Graduate School of Advertising at Hongik University in Seoul. He has served as Vice President of the Visual Information Design Association of Korea (VIDAK) and was elected as the 23rd Icoagrada President in October of 2007 to serve a two year term. Don advises for many institutions including the Korean Olympic Committee, Seoul Metropolitan Government and is the author of five books including *How to succeed in business with design* and *Brand Media Innovation*.

This presentation will be complemented by

TALKING DESIGN

Public Panel Presentation: 22nd Century Living—cities of the future. Reimagining our cities and their identity—redefining community and place.

FREE EVENT

Wednesday 15 July, 8.45am - 12.00pm
slq Auditorium 1, Level 2, State Library of Queensland
RSVP to invitation.responses@slq.qld.gov.au or phone
Penelope Lau (07) 3842 9820

Speakers include Niels Jonkhans, Tom Kovac, Hernan Diaz Alonso, David Berman, Don Ryun Chang and Innovator in Residence, Carlo Ratti. Facilitated by Caroline Stalker, Director, Architectus.