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FOR IMMEDIATE RELEASE

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Compostmodern 2006 – a day of sustainable design solutions

San Francisco, California – October 31, 2005 – The San Francisco chapters of the American Institute of Graphic Arts (AIGA SF) and the Industrial Designers Society of America (IDSA SF) co-present Compostmodern, a one day, interdisciplinary design conference dedicated to promoting sustainable design solutions. The conference will be held on Saturday, January 21, 2006 in the Morgan Auditorium of the Academy of Art University in downtown San Francisco. Conference schedule, pricing and registration information is available on the website [www.compostmodern.org].

Compostmodern will present sustainable design as an everyday practice and mode of thinking, rather than a niche way of working. The event will explore the current and future potential for ecologically sustainable and socially responsible design, focusing on real world solutions for the graphic and industrial design communities. Presentations by designers, clients and manufacturers will provide resources, tools, and strategies for promoting sustainability in participants' work and working environments.

Phil Hamlett, AIGA environment committee chair and conference producer believes that "sustainability cannot remain a fringe issue, it must be embraced as a primary concern by people from all walks of life if it is to succeed. It is up to us as designers to envision – and create – a future that is different from the one that currently awaits us. Most designers are willing to embrace the responsibilities of dealing with larger marketplace issues and are hungry for the information and resources that will allow them to make a difference in their day-to-day business lives."

Compostmodern is based on the idea that most designers agree to sustainability in principle, and that getting a foothold – something you can actually *use* – is the real challenge. To that end, Compostmodern speakers will demonstrate sustainability in action. They include Paul Saffo of the Institute for the Future; Kalle Lasn and Mike Simons from *Adbusters*; Chris Hacker, senior vice president of marketing for Johnson & Johnson; Roian Atwood, director of community relations for American Apparel; Amy Franceschini from Future Farmers; Dan Imhoff, author of *Paper or Plastic*; architect Ron Radziner, principal of Marmol+Radziner & Associates; Frank Barnett, director of manufacturing systems, environment, health and safety for Cenveo; Grace Hawthorne and Shoshana Berger from *ReadyMade* magazine; Robin Petravic and Catherine Bailey, owners of Heath Ceramics; and representatives from IDEO and PricewaterhouseCoopers. Additional speakers to be confirmed.

www.compostmodern.org

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Compostmodern 2006 – a day of sustainable design solutions (continued)

American Institute of Graphic Arts (AIGA) San Francisco

The American Institute of Graphic Arts is the oldest and largest professional association to serve designers in the country. The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice. AIGA is dedicated to the advancement of excellence and professionalism among practitioners, educators and students engaged in all manners of design — from traditional editorial and book design, corporate communications and packaging to broadcast and motion graphics, interactive multimedia and design for the built environment. San Francisco is one of the largest of over 50 AIGA chapters and presents the Environmental Leadership Award, one of the nation's only graphic design competitions dedicated to sustainability.

www.aigasf.org
www.aiga.org

Industrial Design Society of America (IDSA) San Francisco

The Industrial Design Society of America is dedicated to communicating the value of industrial design to society, business and government. IDSA provides leadership to and promotes dialog between practice and education. As a professional association, it serves its diverse membership by recognizing excellence, promoting the exchange of information and fostering innovation. IDSA communicates the value of design by: publishing *Innovation*, the professional journal of industrial design practice; organizing a national conference each year, the largest gathering of industrial designers, educators and business executives in the US; conducting the annual Industrial Design Excellence Awards (IDEA); speaking for the industrial design community to federal agencies and state governments, and testifying before Congress on design-related issues; serving as the primary information resource for national newspapers, magazines and television networks; and acting as a clearinghouse for design information requested by the general public.

www.idsa-sf.org
www.idsa.org

Academy of Art University

The Academy of Art University is a private, proprietary institution of higher education offering professional study at the undergraduate and graduate levels in the fields of art and design. The curriculum integrates the talents of students with their personal visions and aspirations with the over arching goals of preparing them for professional employment in art and design careers. Lives of students are advanced for inventive accomplishment and service to society through institutional dedication to superior learning and career preparation.

The Academy of Art University emphasizes excellent personalized teaching and provides services that address the needs of students of diverse ages and backgrounds. With 31 buildings throughout San Francisco — and a cybercampus that reaches around the world — the Academy is the largest private art and design school in the country.

www.academyart.edu