

MEDIA ADVISORY

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PRINCETON STUDENTS HOST INAUGURAL UDESIGN GRAPHIC DESIGN CONFERENCE

Graphic design professionals will come together on the Princeton University campus with faculty and students from 15 colleges for a graphic design conference on Saturday, March 1, in Betts Auditorium. Media are invited to attend the conference. Registration for participants is closed.

Princeton's Student Design Agency (SDA) has organized the first-ever graphic design conference, UDesign -- named to convey the concepts of "you design" and "universities of design." The conference takes place from 9:45 a.m. to 5:15 p.m., followed by a reception in the Rockefeller College Common Room.

The conference will examine the influence of individuals and society on design, and ways to make graphic design accessible to non-specialists. Conference panels will address four themes: brand identity, environmental design, web design and sustainable design.

"Most people see design as a purely commercial enterprise where you're always designing for clients or burdened with selling something," said SDA co-founder and co-manager Andy Chen, a University junior. "We're trying to get people to also view it as an art — as the ability to conceptualize the world graphically, and take your existing imagination and traverse it into a different landscape."

As Princeton currently does not offer a curriculum in graphic design, student organizers said they hope the conference will bring attention to the benefits of graphic design education. Organizers hope to make the conference an annual event at the University.

A number of award-winning graphic designers will be addressing conference participants, including keynote speaker Paula Scher, designer of graphic identities for Citibank and Tiffany & Co., and recipient of the American Institute of Graphic Arts Medal, the industry's highest honor.

"People see these graphic identities everywhere but don't recognize the mastermind behind these very recognizable identities," said SDA co-manager Alyce Tzue, a University sophomore. "Logos determine in part the success of the organization. You get to appreciate the power of one graphic, of one design."

Other speakers include: Jonathan Harris, a Princeton alumnus of the class of 2002 and founder of the Internet art website Number 27; Alice Chung of Omnivore Designs, which has designed publications for Princeton's School of Architecture; Israel Kandarian and Glen Cummings, designers for the firm 2x4, which won the 2006 National Design Award; and Joey Roth, a Brooklyn-based industrial designer.

"The barriers between design disciplines have been disappearing for awhile, but the

barrier between designer and non-designer is now going as well," Roth said. "I'm excited to discuss designs that invite participation, in the form of direct collaboration with users or general wear-and-tear, and how these designs are the most sustainable."

Conference activities will include a panel discussion and a T-shirt design competition focused on the theme of environmental sustainability.

"I hope this event will help to catalyze an awareness and appreciation for design at Princeton," Harris said.

The UDesign conference is co-sponsored by the University's Office of the Dean of Undergraduate Students, the School of Architecture, the Office of Communications, Rockefeller College, the Princeton University Art Museum, Peter B. Lewis Center for the Arts, and the Council of the Humanities.

For more information, visit www.princeton.edu/design/conference.

Media who would like to attend the conference or want to schedule an interview with the organizers should contact Andy Chen at (626) 321-8109 or design@princeton.edu. The deadline for advance media registration is Thursday, Feb. 28.

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