



Design in an Age of Research & Retail

Design names that special quantum of style, function, and futurity that increasingly connects media and culture to economies great and small. Print and digital communications keep designed products on message and on the move, and are themselves major laboratories and outlets for design thinking, display, and exchange. Designers in all areas, from architecture and planning to packaging and product design, are linking their work to research on sustainability, fair labor practices, the digital divide, and other social and environmental issues. Meanwhile, access to digital design tools and the birth of self-marketing ventures are rapidly enabling anyone with a computer to set up a storefront in the new economy.

THE BOOK, THE Brand & THE BOX aims to map connections among print media, marketing, and product and packaging design. It also addresses the interface between *research* and *retail*, whether in the form of university collaborations, in-house research by design studios, sustainability and usability analyses, or speculative and experimental work by designers, editors, and writers.

Friday, November 2, 2007

10:00 am - 4:30 pm

Humanities Instructional Building 135

The University of California, Irvine

10:00] COFFEE, GREETINGS AND INTRODUCTIONS

10:30] THE BOOK: DESIGN AND EDITING

Peter Lunenfeld, Editor, Media Pamphlet Series, MIT Press, Professor of Media Studies, The Art Center, Pasadena

Lorraine Wilde, graphic designer, curator, and author, Los Angeles

12:00] LUNCH

1:30] THE Brand: DESIGN AND MARKETING

Alladi Venkatesh, Professor of Marketing, The Paul Merage School of Business

Julia Lupton, Professor of English and co-author of "DIY: Design It Yourself" and "DIY Kids"

3:00] THE BOX: PACKAGE AND PRODUCT DESIGN

Michael McCarthy, Professor of Engineering and Director, Henry Samueli Center for Engineering Science in Design, UCI

Sean Donahue, Founder, Research Centered Design, Los Angeles

Free and open to the public. For current program information, visit <http://faculty.humanities.uci.edu/designalliance/>.

For further information, contact jlupton@uci.edu.