ACTIONS: Art Center and the United Nations.

This exhibition highlights design collaborations between several United Nations agencies and designmatters @ Art Center, the College's initiative focusing on social and humanitarian applications of design and responsible business practices. “ACTION” reveals the role of design education in embracing a broad social agenda for engagement and intervention in response to society’s global challenges.

Art Center College of Design
The South Campus
950 South Raymond Avenue
Downtown Pasadena
Public Programs Gallery

For scheduled school tours call (626) 396 2386. For more information, www.artcenter.edu/designmatters. Valet Parking available for all Public Events.

This exhibition is on view October 27 through December 19, and is made possible by generous contributions from Apple Computer. The exhibition is officially endorsed by the United Nations Department of Public Information.

DESIGN GOOD
UNDERSTANDING THE VISIBLE AND INVISIBLE IN DESIGN FOR THE GREATER GOOD.

An Educational Panel Series curated by Yael Maayani, Design Strategist.

For more information and speakers’ list please visit our Web site at www.artcenter.edu/designmatters or contact designmatters@artcenter.edu.

**TUESDAY, NOVEMBER 1, 2005**
6–8 P.M.
Art Center South Campus, Wind Tunnel

**Creative Diplomacy, “A New Model of Exchange.”**

Design is characterized by a practical, inclusive and creative process. Designers are known for their ability to analyze and synthesize issues from a broad humanistic perspective while challenging the status quo in addressing societal challenges. In this session, we bring together experts from the fields of diplomacy, marketing and design to discuss the benefits of connecting design with public diplomacy. The panel will include guest speakers from the Principal Passion Marketing for Issues + Causes, Los Angeles; and from the University of Southern California’s Norman Lear Center, and the Center on Public Diplomacy.

**SATURDAY, NOVEMBER 5, 2005**
2–3:30 P.M.
Art Center South Campus, Wind Tunnel

**Special Tour of Exhibition for Prospective Students**

Life Transformations. Prospective students will view the exhibition and learn more about the impact of education on their careers and on their power to do good in the world through art and design. Information will include Art Center’s admissions and financial aid process.

**THURSDAY, NOVEMBER 10, 2005**
6–8 P.M.
Art Center South Campus, Wind Tunnel

**A Whole New Economy: Humanitarian Design as a Strategy for Innovation and Business Success.**

The application of design practices and research, such as people-centered design, is in growing demand in a marketplace where success is dependent more than ever on innovation and client loyalty. A new type of “creative economy” is revolutionizing the corporate world and transforming the role and impact designers exert in society. In this session, we will discuss the cultural, social and humanitarian changes that are transpiring as a result of an increasingly design-driven economy. We will also examine the effects of this trend on design education.

**THURSDAY, DECEMBER 1, 2005**
6–8 P.M.
Art Center South Campus, Wind Tunnel

**Art Center and the United Nations: Nurturing Active Leaders and Citizens of the Global Community**

Asking designers that are just starting their careers to become involved in design for the greater good may seem like asking a freshly minted MBA to start their career as a philanthropist. Design with a social and humanitarian focus demands a bold and optimistic commitment, and requires a unique tool-box of leadership skills. In this discussion, Art Center faculty, students and alumni will share their civic design experiences in the context of Art Center’s Non-Governmental Organization (NGO) status with the UN. The panel will include guest speakers from the United Nations Association Pasadena Foothills Chapter, UNA/USA.