

TAXI Design Network Announces MACROMEDIA As Event Partner for STREETTEASE

***taxi⁺ The
hottest four-
letter word.***

656.100.ARTS, www.designtaxi.com



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Macromedia, a leading provider of software and technology devices for business users, developers, and designers, has been selected as an Event Partner for STREETTEASE, TAXI Design Network's inaugural street design event to be held 17 – 23 November 2005, for Singapore Design Festival 2005.

The event is a high-level phase, where artists from Black Convoy (UK) and Together With You (China), guests, students, and participants connect to exchange ideas on creative issues and solutions. STREETTEASE brings a number of exhibitions and design workshop series to the participants an innovative involvement, experience and clarity of the creative field.

At the workshop, Black Convoy and Together With You will hold "Group-on-Group" sessions, where vision and experience of the CAD and PLM markets are required. These sessions are private workshops where attendees are allowed to associate and explore issues specific to the industry, and or the artists.

In this first celebration of STREETTEASE, Bugis Street is THE SITE we want to leave our imprints on. We are want to capture that Bugis is all about the busiest street, and literally splash it across its walls! So what are the main objectives behind STREETTEASE about in three sentences?

"Linking the street to design."

"Connecting designers to the masses."

"Bringing masses to the street."

These three key words are the epitome of TAXI's concept. We are a design hub that links creative talent with needs, connects the design community and brings the latest design news to the front. STREETTEASE, therefore, is Macromedia and TAXI's way of bringing people and place together to enjoy design in a casual and fun way.

ABOUT MACROMEDIA

Experience matters. Macromedia is motivated by the belief that great experiences build great businesses. Our software empowers millions of business users, developers, and designers to create and deliver effective, compelling, and memorable experiences – on the Internet, on fixed media, on wireless, and on digital devices.

For further information, please log on to www.macromedia.com

ABOUT TAXI DESIGN NETWORK

TAXI Design Network is the key resource destination for the global creative industry of today. It is a network, portal community, magazine, newspaper, and a platform that bridges diverse creative disciplines and promotes collaborative interaction to propel unlimited innovations and infinite breakthroughs. It supports the entire initiative in raising awareness in design by translating Design into a universal language to communicate to the mainstream cultures. With its dedicated focus on the design industry, TAXI penetrates into a wide spectrum of target audience ranging from world-class creatives broadcasting their portfolios, to emerging artists seeking inspiration, and to corporate decision makers outsourcing for important creative hires.

For more information, please visit <http://www.designtaxi.com/st>

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