

Gain: AIGA Business and Design Conference 2006

For immediate release

New York, September 2006 - Join the top minds in design and business in New York City at Gain: AIGA Business and Design Conference from October 26-28 at The Roosevelt Hotel-Grand Ballroom.

Sponsored by Adobe, Aquent, Domstar, Quark, Sappi, Xerox, and media sponsored by TAXI Design Network, Gain features experts from a variety of industries and will be demonstrating the broadening role design plays in your business strategy, leadership, process and product.

The world's leading business and design experts have been invited to share with participants their innovative approaches to generating greater return on investment, fostering emotional connections and providing positive brand experiences for customers. "Design means business" also means finding real world solutions for everyday tasks like research, development and organization. Case studies from these business and design leaders will show how your organization can tap the value of design by integrating it into your business culture.

Renowned invited speakers include:

- o **Moira Cullen**, Design Director, Coca-Cola North America;
- o **Shane Brentham**, Senior Director, brand services, worldwide marketing, Autodesk;
- o **Marc Ecko**, Founder, Marc Ecko Enterprises;
- o **Kevin Farnham**, Chief Executive Officer, Method;
- o **Noel Franus**, Audio Branding, Sun Microsystems;
- o **Henry Myerberg**, Principal, Rockwell Group;
- o **Richard Smyth**, Vice-president, redevelopment, JFK, JetBlue Airways Corporation;
- o **Michael Stanat**, Author, China's Generation Y: Understanding the Future
Leaders of the World's Next Superpower;
- o **Scott Williams**, Chief Creative Officer, Starwood Hotels and Resorts Worldwide, Inc.; and
- o **LiAnne Yu**, Director, Asian Business Strategy, Cheskin

Tom Kelley, general manager of IDEO and author of The Ten Faces of Innovation, will serve as moderator for Gain: AIGA Business and Design Conference.

ONLINE REGISTRATION RATES

Online registration will receive a \$25 discount.

Member: \$850

Nonmember: \$1,050

Student member: \$375 (only 50 seats available)

Clients: \$575 (must be registered by AIGA member)

MAIL/FAX

Members: \$875

Nonmembers: \$1,075

Student member: \$400

Clients: \$575

CANCELLATION POLICIES

AIGA will refund 50 percent of conference fees paid for cancellations made between May 18 and September 27, 2006. No refunds will be available after September 27, 2006.

No refunds will be available for pre-conference workshops and studio tours. For more information, please visit <http://gainconference2006.aiga.org>

This press release is sponsored by TAXI Design Network.

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About AIGA

AIGA, the professional association for design, is the oldest and largest membership association for professionals engaged in the discipline, practice and culture of designing. Its mission is to advance designing as a professional craft, strategic tool and global cultural force.

Founded as the American Institute of Graphic Arts in 1914 as a small, exclusive club, AIGA now represents more than 18,000 designers through national activities and local programs developed by 56 chapters and nearly 200 student groups. 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 serves as a hub of thought-leadership and activity for the designing community. The association is committed to stimulating thinking about design through conferences, competitions, exhibitions, publications and websites. AIGA inspires, educates and informs designers, helping them to realize their talents and to advocate the value of design among the media, the business community, public agencies and the general public. One of AIGA's most critical roles as an association is effectively communicating the role and value of design to external audiences through activities such as the Aspen Design Summit, Design for Democracy and "Gain: AIGA Business and Design Conference." Ultimately, AIGA believes that by increasing the influence of design, designers can improve the human experience. www.aiga.org

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.

TAXI delivers.

From New York to London, Beijing to Tokyo, Sydney to everywhere else in the world. Visit TAXI Design Network at www.designtaxi.com.

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