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C O L L I S I O N

AIGA
conference on design for converged media

12-14 april 2000

nyc

American Institute of Graphic Arts (AIGA)

The purpose of the AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force.

The 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.

The Chair of the Advisory Committee

Peter Girardi, Funny Garbage (www.funnygarbage.com)

The Advisory Committee

Fred Graver, MTV Networks Online (www.mtv.com)

Andy Proehl, Sony Electronics, Inc. Design Center (www.sony.com)

Nathan Shedroff, Vivid Studios (www.vivid.com)

Karen Sideman, Children's Television Workshop Online (www.ctw.org)

Gong Szeto, Rare Medium (www.raremedium.com)

The AIGA Program Director Alice Twemlow (programs@aiga.org)

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_____ I'd like to register for the conference.

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make checks payable to: american institute of graphic design
mail to: aiga 164 5th ave nyc ny 10010

conference prices: before 4-1 member \$625 nonmember \$675 student member \$225
student nonmember \$275 after 4-1 member \$675 nonmember \$225 student member \$275
student nonmember \$225 (mail to: aiga 164 5th ave nyc ny 10010)
group membership \$540 (> 3 professional memberships owned by one firm)
membership application fee \$20 (waived for student membership)

schedule

4:00-9:00 p Pre-registration party at AIGA, 164 Fifth Avenue. Avoid the rush on Thursday morning and register at the pre-registration party. The first 50 attendees to register will be entered into a drawing for a very special prize. Visit the AIGA National Design Center with its stunning new facade designed by Tod Williams and Billy Tsien. Enjoy a glass of wine or two and the tactile artifacts of self-taught deaf and mute book artist James Castle (Idaho, 1899-1977) featured in our current exhibition Reputedly Illiterate: the Art and Life of James Castle.

8:00-9:30 a Registration and continental breakfast in north lobby

9:30-10:00 a Welcoming statement by Peter Girardi, Funny Garbage

Introduction by moderator Steven Johnson, Feed Magazine

10:00-11:10 a Drew Takahashi, Funjacket Enterprise - Short film ·

Eli Noyes, Oxygen Media · Discussion moderated by Fred Graver

11:10-11:40 a Coffee break

11:40-12:50 p John Maeda, MIT Media Laboratory · Short film ·

Nico Macdonald, Ascendant Partners · Q/A

12:50-2:30 p Lunch break

2:30-3:40 p Dan Sturges, frogdesign · Short film · Josh Rubin, Razorfish · Q/A

3:40-4:10 p Coffee break

4:10-5:20 p Andy Proehl, Sony Design Center · Short film ·

Karen Rall, Excite@Home · Q/A

7:00-11:00 p Party at Ace Gallery, 275 Hudson Street (at Dominick Street)

8:30-9:30 a Continental breakfast in north lobby

9:30-10:00 a Introduction to second day of conference

10:00-11:10 a David Small, Small Design Firm Inc · Short film ·

Gillian Crampton Smith, CRD, Royal College of Art · Q/A

11:10-11:40 a Coffee break

11:40-12:50 p Eric Zimmerman · Short film · Lisa Strausfeld, Quokka Labs · Q/A

12:50-2:30 p Lunch break

2:30-3:40 p Christopher Ireland, Cheskin Research · Short film ·

Bradford Paley, Digital Image Design Incorporated · Q/A

3:40-4:10 p Coffee break

4:10-5:30 p Gitta Salomon, Swim Interaction Design Studio · Short film ·

Brenda Laurel · Q/A

Closing remarks

W New York the court, 130 East 39th Street, NYC 212 685 1100

Ask for the "AIGA Group" block. Room rate is \$209 single or double

occupancy, plus applicable taxes. Reservation must be guaranteed with

a credit card at time of reservation. Please check hotel's cancellation

policy. Please note: the hotel charges a \$50 early departure fee.

flight

Continental Airlines is the official airline of the Collision conference.

To receive special discounted fares, call your travel agent or Continental

Airlines at 800 468 7022 and quote the AIGA reference number

OMGGD1 and tracking code ZUPG.

Aquent, Razorfish, Sessions.edu, Fraser Papers, Arbyte magazine

speakers

gillian crampton smith

professor of interaction design at London's Royal College of Art, has a background in graphic design,

art history and philosophy. (www.crd.rca.ac.uk)

brenda laurel

designer, performer, researcher and writer whose work focuses on interactive narrative, human-computer

interaction and cultural aspects of technology. Her doctoral dissertation was the first to propose a

comprehensive architecture for computer-based interactive fantasy and fiction.

nico macdonald

founder of the London-based Internet strategy firm Ascendant Partners, where he focuses on design and

publishing strategy. Recently he has been an advisor on Peter Saville and Nick Knight's Show, an eloquent

example of the convergence of art forms in digital media. (www.design-agenda.org.uk)

john maeda

Sony Career Development Professor of Media Arts and Sciences and assistant professor of Design and

Computation at the MIT Media Laboratory, where he also directs the Aesthetics and Computation Group

(ACG). (acg.media.mit.edu)

eli noyes

son of famed industrial designer Eliot Noyes, grew up under the influence of family friends such as Charles

Eames, Paul Rand, Saul Bass, Robert Osborne and Norman McClaren. Noyes launched into the world of

animation and motion graphics, working for the National Film Board, Children's Television Workshop, MTV

and Nickelodeon, as well as making short animated films for the educational film market.

(www.oxygen.com)

andy proehl

manager of Interaction Design at the Sony Design Center. He joined Sony in 1994, when the company was

initiating a move toward networked entertainment products. The Interactive Design Group's projects have

included digital and satellite TV interfaces, AV software for Sony PCs, websites and networked home-audio

products. The group splits its time between current product offerings and strategic research.

(www.sony.com)

w bradford paley

interaction designer who concentrates on single-purpose interfaces for both hardware and software. His first

computer graphics experiments date from 1973. Paley developed some of the earliest significant Financial

Data Visualization programs starting in 1989 and invented and deployed special-purpose interface devices

for virtual reality (the Cricket, a three-dimensional mouse) and animation (the Monkey, a position-sensing

doI). He founded Digital Image Design Incorporated in 1984 to pursue applied research in computer

graphics. (www.didi.com)

karen rall

senior manager of User Interface at Excite@Home Networks, where she leads product design and definition

efforts. Her group designs the next generation of products with a focus on broadband delivery of information

and media on a variety of platforms, including interactive television and computers. (www.home.net)

gitta salomon

Principal of Swim, an interaction design consultancy based in San Francisco. Salomon opened Swim in

1996 to assist clients with the design of interactive products, ranging from web applications to hardware

devices for use by consumers or professionals. Swim's clients include DoubleClick, RioPort, Enroute and

several start-ups. (www.swimstudio.com)

david small

recently completed his PhD at the MIT Media Laboratory, where his research focused on the display and

manipulation of complex visual information. This was his third degree from MIT. Small began his studies

of dynamic typography in three-dimensional landscapes as a student of Muriel Cooper, founder of the

Visible Language Workshop, and later joined the Aesthetics and Computation Group under the direction of

John Maeda. His thesis, "Rethinking the Book," examined how digital media will change the way designers

approach large bodies of information. (www.davidsmall.com)

lisa strausfeld

Trained as an architect at the Harvard GSD, Lisa Strausfeld transitioned from building design to information

design as a student at the MIT Media Laboratory starting in 1993. Since then her focus has been on

creating immersive information experiences. In 1996, she founded an information architecture software

company called Perspecta in San Francisco. Strausfeld's work at MIT and Perspecta has won design

recognition and has been widely published. (www.quokka.com)

dan sturges

Director of frogdesign's Mobility Group, Sturges works to support automotive and transportation companies

such as Fiat's Lancia Division and Ford's new environmentally friendly Think Mobility division in their

efforts to rethink mobility for the Information Age. Sturges looks at how travel demand is changing as a

result of the Internet and what new possibilities for personal mobility are likely to emerge.

(www.frogdesign.com)

drew takahashi

the emperor of Funjacket Enterprises and former chairman and chief creative officer of (Colossa) Pictures,

a company he founded with Gary Gutierrez in 1976. Takahashi began his career working with George Lucas,

Francis Coppola and John Korty on such films as American Graffiti, The Conversation and Who are the

DeBoltz?

eric zimmerman

an accomplished game designer, artist and academic exploring the emerging field of game design. His

diverse activities made him one of Interview's "30 To Watch" in 1999 and also one of I.D. magazine's

"I.D. 40" in 2000. Zimmerman currently holds adjunct professorships at New York University's Interactive

Telecommunications Program, Columbia's Center for New Media and Parsons School of Design's Digital

Design Program, where he teaches Game Design and Interactive Narrative.

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