



# SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

TRANSFORMING PEOPLE, PLACES & PRODUCTS

## Alec Bernstein

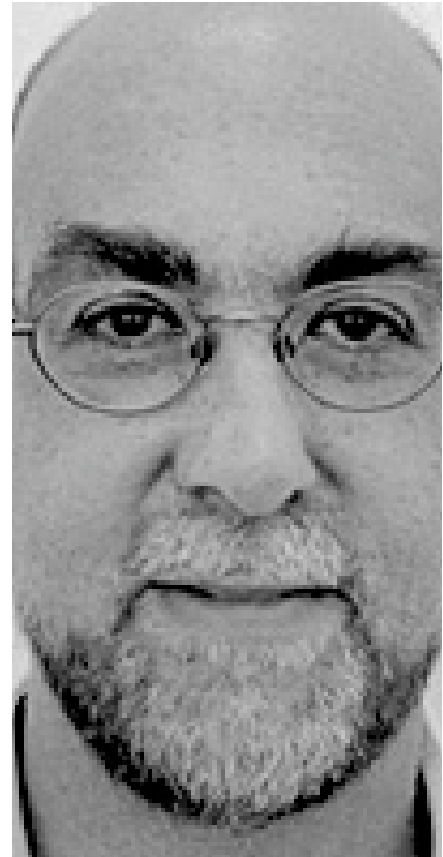
Director of Advanced Communications, BMW Group Designworks/USA

KEYNOTE: October 11, 2006

Alec Bernstein is Director of Advanced Communications for BMW Group Designworks/USA. Since joining the company in 1994, he has brought his talents to BMW Munich with early phase I-Drive concept work announced in the new 7 series for the Z9 show car at Frankfurt Auto Show 2001. He has also been involved in projects at Siemens Munich, Cal-Tech Pasadena, and NASA's Pasadena Jet Propulsion Lab. Bernstein previously spent nine years as a design engineer consultant for Energy Efficiency Product Development companies in Washington, DC, working on energy controls and data collection. He is a holder of several patents in energy systems and interface designs.

After studying Classical Languages at Columbia University, Bernstein earned a Bachelor of Music in Composition from Peabody Conservatory of the Johns Hopkins University and, subsequently, a Bachelor of Science in Product Design from Art Center College of Design in Pasadena.

He is a founding member of Musicians for Digital Audio Tape and has won numerous awards, including Best Visual Design, at the 1994 Apple Interface Competition."



**Resource Links:**  
[Designworks USA](#)

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