



# SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

TRANSFORMING PEOPLE, PLACES & PRODUCTS

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## **Ringling School of Art & Design to Host Inaugural Sarasota International Design Summit**

*First International Design Conference in Tampa Bay to Focus on the Role of Design in Global  
Business Strategy Today*

**SARASOTA, Fla., -- Feb. 9, 2006** – The Ringling School of Art & Design announced today that it will host the inaugural Sarasota International Design Summit on October 9-11, 2006 at The Ritz Carlton, Sarasota in Florida.

“The key ingredient for global competitive advantage today is design,” said Dr. Larry Thompson, president of Ringling School of Art & Design. “The Sarasota International Design Summit will explore the role design occupies in global business strategy today, and examine how design thinking is transforming individuals, communities, and companies around the world.”

The Summit is expected to bring hundreds of national and international visitors to Sarasota.

The multi-day event, which immediately follows a weekend of activities celebrating the Ringling School of Art & Design’s 75<sup>th</sup> Anniversary, will feature presentations from internationally renowned experts in business, product design, architecture, green building, urban development, politics, and creative industries. The presentations and other Summit activities, such as professional development workshops, networking events, and tours, will deliver maximum value for attendees’ time by emphasizing how design thinking can be applied in numerous professional endeavors.

Ringling School has contracted St. Petersburg-based Sextant Marketing Group to spearhead Summit activities and secure the key speakers and program sponsors. Program details will be posted on the new website, [www.sarasotadesignsummit.org](http://www.sarasotadesignsummit.org), which will launch in May.

**About Ringling School of Art & Design**

Ringling School of Art and Design is a private, not-for-profit, fully accredited college offering the Bachelor of Fine Arts degree [BFA] in six disciplines: Computer Animation, Fine Arts, Graphic & Interactive Communication, Illustration, Interior Design and Photography & Digital Imaging. For more information visit [www.ringling.edu](http://www.ringling.edu)

**About Sextant Marketing**

Sextant Marketing Group (SMG) is a marketing, public relations, and event management practice based in St. Petersburg, Florida. Founded in 2003, SMG specializes in projects for communities, arts and cultural organizations, economic development groups and entrepreneurial companies. For more information, visit [www.smgflorida.com](http://www.smgflorida.com).

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