



# SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

TRANSFORMING PEOPLE, PLACES & PRODUCTS

**Contact:**

Mary Craig  
Ringling School of Art & Design  
941-359-7595 Office  
941-928-5285 Mobile  
[mcraig@rsad.edu](mailto:mcraig@rsad.edu)

## **Sarasota International Design Summit Announces Speakers**

*Three-day conference to explore design and innovation strategy for business competitiveness*

**SARASOTA, Fla. -- June 20, 2006** – The Ringling School of Art & Design today announced several new speakers added to the agenda of its inaugural Sarasota International Design Summit, which will be held Oct. 9-11 in Sarasota. The inaugural Summit will explore design's transformational impact on people, places and products and show how leading organizations are using design as a strategic approach for differentiation and competitive advantage.

Hundreds of business, government, and community leaders from the U.S. and other nations are expected to attend.

"We're delighted with the diversity of people and perspectives that will be showcased at the Sarasota International Design Summit," said Dr. Larry Thompson, president of Ringling School of Art & Design. "Organizations understand the need to differentiate and compete. We hope that what attendees take away from this Summit is a better understanding of how design can create measurable value for their businesses in ways they never thought about before."

The Summit will address topics including education, corporate strategy and operations, healthcare, urban and industry cluster planning, sustainability, product design, and consumer experience design. Attendees will explore these topics in keynote presentations, panels, workshops, tours, and networking events over three action-packed days.

-more-

Speakers confirmed to date include:

- Ryan Armbruster, director of design and operations at the Mayo Clinic's SPARC Innovation Program, will discuss how Mayo Clinic's extraordinary collaboration with IDEO and Steelcase has transformed the patient experience and improved patient satisfaction and outcomes at this world-famous mecca for healthcare.
- Arthur Aw, director of Singapore's JTC Development Corporation, will show how his team's massive Biopolis project helped secure Singapore's future as a major global center for biomedical sciences in Asia.
- Alec Bernstein, director of BMW Group Designworks/USA's Advanced Communications Group, will talk about how his team imagines diverse future design landscapes to create products and experiences consumers fall in love with.
- Carol Coletta, CEO of CEOs for Cities and host of Smart City Radio, will moderate the program, interviewing speakers and providing context and synthesis throughout the Summit.
- Ping Fu, CEO of Geomagic and Inc. Magazine's 2005 Entrepreneur of the Year, will talk about how advances in rapid prototyping and mass customization are transforming the manufacturing industry.
- Charles Landry, author of *The Creative City* and the forthcoming *The Art of City Making*, will discuss how cities and towns with limited resources and big ideas can create distinctive places that people love.
- Henry Myerberg, principal with Rockwell Group and design director for the Robin Hood Foundation's LIBRARY initiative, will discuss how his team of volunteer architects and designers reinvented the libraries in New York City's 650 public elementary schools.
- John Remington, vice president of Target Corp., who will share how the massive retailer's mission to provide "design for all" transformed its brand.

-more-

- Bill Strickland, chief executive of the Manchester Craftsmen's Guild and the Bidwell Training Center, will describe how he uses arts and design to transform the lives of at risk youth and communities.
- Helen Stringer, design director for Procter & Gamble, who will talk about how the massive consumer products company has integrated design into every aspect of the business.
- Susan Szenasy, editor in chief of METROPOLIS Magazine, will interview leaders from diverse disciplines who are engaging in efforts to build using sustainable development practices.
- Dr. Larry Thompson, CEO of Ringling School of Art & Design, will converse with a panel of fellow design school heads about new approaches to design education and expanding opportunities for design students today.
- Jennie Winhall, senior design strategist of the UK Design Council's RED Unit, will share her team's success in re-thinking the possibilities for design within a new and rapidly changing social and economic context.

Sponsors to date include the EDC of Sarasota County, SunTrust Bank, SRQ Magazine, the Sarasota Herald Tribune, and BOBOSART.

Venues for the Summit include the Ritz Carlton, Sarasota and the Van Wezel Performing Arts Center. A special conference rate of \$195 per night is available at the Ritz Carlton, Sarasota, the Summit host hotel. Tickets may be purchased online beginning June 20 for the full conference or one-day passes. Full conference registration fees are \$595 through August 31 and \$795 from September 1 through October 9. One-day pass prices will vary depending on the date chosen. For more information please visit [www.sarasotadesignsummit.com](http://www.sarasotadesignsummit.com).

### **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)

###