



SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

TRANSFORMING PEOPLE, PLACES & PRODUCTS

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Message from Dr. Larry Thompson
President, Ringling School of Art & Design

In many industries, the number of businesses that have turned their attention to the value of design has approached a tipping point. The conversation about why design is increasingly important for product differentiation, business problem solving, and global competitive advantage is a lively international one - weaving through board rooms of Fortune 500 organizations and the agendas of gatherings ranging from the World Economic Forum in Davos to design conferences in Singapore, Boston, Aspen, Toronto, and Shanghai.

While this conversation may be commonplace among designers and design aficionados, it is much less so among many corporate and public sector executives. Hence, we believe the time is right for Ringling School to foster this dialogue between design professionals and business and public sector leaders.

The inaugural Sarasota International Design Summit, hosted by The Ringling School of Art & Design with *Fast Company* Magazine, 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.

To support this agenda and demonstrate design's pervasive influence, we've assembled a collection of outstanding presenters from disciplines including healthcare, education, urban planning and development, product design, manufacturing, retail, travel & hospitality, and government. We'll hear from globally recognized organizations such as Procter & Gamble, The Mayo Clinic, and Philips and highlight the work of practitioners who will speak to what works well and what doesn't.

The Summit has been structured to provide you with multiple opportunities to learn, connect, and enjoy yourself. We've planned a busy schedule of keynotes, tours, receptions, and workshops, but left enough free time for you to explore Sarasota with some of the exciting new people you'll meet at the Summit.

Please join us at the inaugural Sarasota International Design Summit this October. I look forward to meeting you there!