

25 November 2009

Celebrating 20 years aglIdeas 2010 International Design Week

aglIdeas International Design Week showcases the best in design and creativity from 26-29 April 2010.

Celebrating 20 years, aglIdeas is a major international festival on the design calendar. It provides insights into the world of design and it seeks out the original, the inventive, the decision makers and those with talent.

aglIdeas consciously seeks out the best and brightest from around the world to engage in why design is important in life, leisure and business.

40 international and national leaders in design will be part of an exciting program that will explore all aspects of design. Each speaker will bring their individual perspectives, assess what is happening in the design world today and design ideas for the future.

Having: illustration, industrial design, graphic design, film, branding, textile design, product design, landscape architecture being featured, it will give audiences a chance to be in the minds, of some of the best designers in the world.

Speakers for the 2010 festival include: Michel Bouvet, France; Dean Poole, New Zealand; Jacques Reymond, Australia; Alex Alvarez, USA; Richard Felazzo, Australia; Agnete Enga Norway; Theo Jansen, The Netherlands;

'I established aglIdeas 20 years ago and what started as a small and humble event has now grown into one of the most successful design festivals in the world. The motivation and principles today are the same as what we started with, and it's one of being relevant to our audience,' says Ken Cato.

Since its inception in 1991, there have been 440 speakers, an audience of 43 000 and more than 3500 volunteers involved. 38 young designers have won scholarships allowing them to travel the world, attending the Benetton Group Communications Research Centre in Fabrica, Italy and leading international design studios.

'Over the past 20 years', continues Cato, 'we have brought some of the best designers here to talk about their work, motivation and technique, and when I reflect on the past 20 years I'm proud of what we have achieved and the caliber of designers that have been part of aglIdeas – David Carson, Stefan Sagmeister, Richard Seymour, April Greiman, Erik Spiekermann, Sass and Bide, Luca Missoni, Pixar, Dream Works, IDEO.'

Each year a small and dedicated team work year round, and are ably assisted by a committee of volunteer design students in the lead up to the festival, each who play a major role in making the festival a success for our audiences and speakers alike.

The festival is made up of a number of different events and these include: the International Design Forum (3 days of talk about inspirational design); Studio Access (visits to Melbourne's leading design studios); Master Classes (full day workshop with an international designer); Futures (evening career expo for secondary students); NewStar (design competition and exhibition); Advantage (business breakfast forum).

Each of the speakers are available for interview.

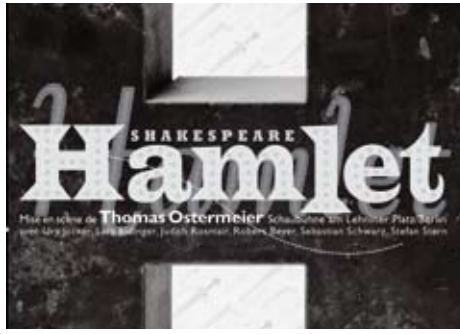
**aglIdeas 2010 International Design Week at the Arts Centre, Hamer Hall
from 26-29 April 2010. Tickets: call 03 9416 2966 or visit www.aglideas.net**

**For further media information contact Magda Petkoff, Purple Media,
Telephone 0409 436 473**



ALEX ALVAREZ USA

CEO of the Gnomon School of Visual Effects in Hollywood, Alex Alvarez has helped change the face of computer graphics. He has dedicated the last decade to educating students and professional artists around the world.



MICHEL BOUVET FRANCE

Eminent Parisian poster artist Michel Bouvet creates designs for public institutions, theatres and other arts organisations. A participant in many international biennales, his work has featured in solo exhibitions in more than 30 countries.



DYLAN BRADY AUSTRALIA

Co-principal of Melbourne-based architectural firm studio505, Dylan Brady leads a team that is involved in a range of cutting-edge, controversial and certainly distinctive design projects in Australia and around the world.



STUART CAMPBELL AUSTRALIA

Tasmanian-born interactive designer and illustrator Stuart Campbell is best known as creator of the online comic book Nawlz, which breaks fresh ground with its inventive combination of text, illustration, music, animation and interactivity.



NICOLA CERINI AUSTRALIA

Textile designer Nicola Cerini has gained wide recognition for her brand of bags, accessories, homewares and prints, including her distinctive 'Plasto' range. Melbourne-based Nicola also maintains her textile arts practice, exhibiting locally and abroad.



EAMO DONNELLY AUSTRALIA

Melbourne-based illustrator Eamo Donnelly is best known for his intricately hand-inked, character-driven illustrations, infused with an eclectic mix of Aussie iconography, a dynamic colour palette and true-blue cheekiness.



ANNABEL DUNDAS (TILT) UK

The founder of TILT Design in London, Annabel Dundas has gained an international reputation in motion graphics, branding and design. She leads an award-winning creative team that has built an impressive portfolio of projects.



BRENDAN DWYER AUSTRALIA

Footwear designer Brendan Dwyer has been making shoes in his central Melbourne studio for 20 years, from acrobat slippers to high-fashion stilettos, as well as wildly eccentric footwear for stage and screen.



AGNETE ENGA (THE FEMME DEN) NORWAY

Industrial designer Agnete Enga is a founding member of Femme Den, the New York team of design researchers, industrial designers and engineers who are paving the way for a deeper understanding of gender in product design.



RICHARD FERLAZZO (HOLDEN) AUSTRALIA
As Chief Designer at GM Holden Design, Richard Ferlazzo leads the creative team responsible for the exterior and interior styling of Holden vehicles, as well as being involved in international projects for GM Global design.



DAN FORMOSA (SMART DESIGN) USA
A founding member of the leading-edge US industrial design firm Smart Design, Dan Formosa specialises in ergonomic research, user interface design, industrial design, product criteria development – and creating positive change through design.



ROB GALLUZZO AUSTRALIA
As Manager Director of @radical.media in Sydney, Rob Galluzzo heads up the Asia Pacific region of this multinational producer of commercials, TV shows, feature films, documentaries, music videos, animation, motion graphics, design, photography and games.



DEAN GAYLOR AUSTRALIA
A director of the prolific Melbourne-based lighting design studio, Mance Design, Dean Gaylor conceives, designs and develops customised lighting that is not only highly functional but also beautiful, unique and emotionally stirring.



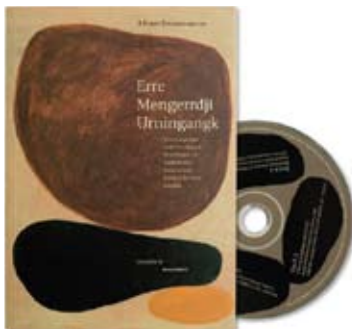
GHOSTPATROL AUSTRALIA
A self-taught artist, Ghostpatrol has moved from the field of stencil art to exhibit his creations worldwide. Based in Melbourne, his work ranges from fine ink drawing, street art, commissioned murals and soft sculpture.



AMANDA HENDERSON AUSTRALIA
As founder of the Melbourne visual house Gloss Creative, Amanda Henderson is redefining the world of three-dimensional design by creating bold and contemporary environments for events, sets and window displays.



RICO LINS BRAZIL
Designer and art director Rico Lins has forged a distinguished career creating work for print, film, new media and branding projects in Paris, London, New York, Rio de Janeiro and, presently, São Paulo.



DAVID LANCASHIRE AUSTRALIA
The standing of Melbourne designer David Lancashire in the global design community is reflected in his membership of Alliance Graphique Internationale and appointment to the board of the International Council of Graphic Design Associations (Icograda).



MICHAEL MABRY USA
Graphic designer and illustrator Michael Mabry has dedicated his career to creating visual images that challenge the mind and touch the heart. Based in the San Francisco Bay Area, his eclectic work has received numerous accolades internationally.



MOOSE (PAUL CURTIS) UK
Inventive English artist Moose, aka Paul Curtis, is the creator of 'reverse graffiti', where he selectively scrubs dirty walls and footpaths so that words and images are formed by the cleaned bits. Brilliant.



FAY PLAMKA AUSTRALIA
Melbourne illustrator Fay Plamka has long been highly regarded for her award-winning commercial graphics but has also worked as a set painter, jeweller, tapestry designer and teacher, and more recently as a court artist.



DEAN POOLE NEW ZEALAND
Dean Poole is Creative Director at Alt Group, the brilliantly enigmatic design studio based in Auckland that is winning awards across a range of disciplines including brand strategy, graphic design, interactive design and new product development.



JACQUES REYMOND AUSTRALIA
One of Melbourne's most revered restaurateurs, Jacques Reymond has developed a unique style of Australian contemporary cuisine, creating dishes of brilliance and sophistication. His restaurant is a member of the prestigious Relais & Chateaux.



ALEX RITCHIE SCOTLAND
A widely respected designer who has worked in Europe, America and Australia, Alex Ritchie is creative director of the Sydney-based multi-disciplinary design consultancy E2 and current president of the Australian Graphic Design Association.



ANDREW ROGERS AUSTRALIA
New art forms created by Andrew Rogers are a continuing contribution to contemporary visual arts. The work of the Melbourne-base artist is forging new paths in the use of materials and reflects contemporary conceptual thinking.



RESN (RIKKI CAMPBELL AND STEVE LE MARQUAND) NEW ZEALAND
One of Australasia's most internationally recognised creative digital agencies, Wellington-based Resn is renowned for pushing the boundaries of digital design and creatively maximising the potential of current and emerging interactive technologies.



NATHAN DRABSCH (TACTIC) AUSTRALIA
Sydney broadcast agency TACTIC offers a full range of creative services for broadcasters and other entertainment industry players. They're good at engaging, impressing and expressing audiences, and have a swag of awards to prove it.



SIMON TAYLOR NEW ZEALAND
While describing himself as a landscapist, Simon Taylor, originally from New Zealand, has gained recognition for executing idiosyncratic works that blur the boundaries between landart, landscape architecture, botanical design, gardening, sculpture and painting.



WAYNE THOMPSON AUSTRALIA
Type designer Wayne Thompson has created well over 100 typefaces and collaborated on many custom-type projects for local and international clients. Wayne is founder and principal of Australian Type Foundry, based in Merewether, NSW.



ANDREAS UEBELE GERMANY
A prolific winner of design awards, Andreas Uebele is founder and director of the visual communications agency Büro Uebele in Stuttgart, which focuses on visual identity, signage and wayfinding systems, corporate communications and exhibitions.



ALI VAZIRIAN IRAN
The Tehran artist Ali Vazirian has not only designed a great variety of graphic works, including posters, books, magazines and logos, but has also written and directed an award-winning short film and two feature films.



WEBUYYOURKIDS (SONNY DAY AND BIDDY MARONEY) AUSTRALIA
The Sydney-based design team Webuyyourkids has created a large body of work encompassing posters, album packaging, logos, websites, t-shirt prints and animation. Illustrators at heart, their creative approach has been curiously described as 'harsh majical'.



GERRY WEDD AUSTRALIA
South Australian artist Gerry Wedd produces a diverse range of works, from ironic decorative ceramics to edgy t-shirt designs inspired by popular culture. For 15 years until 2006 he designed for Mambo Graphics.



AUSTRALIA PROJECT BY CHRIS EDSER, SCOTT HEINRICH AND YIANNI HILL AUSTRALIA
The Australia Project is a series of initiatives engaging the creative community and the general public in exploring and redefining clichéd national stereotypes in the hope of revealing a unique perspective on contemporary Australian culture.



THEO JANSEN THE NETHERLANDS



CONRAD BODMAN (ACMI) AUSTRALIA

each of the speakers
are available for interview
agIdeas 2010
International Design Week
at the arts centre, hamer hall
from **26-29 April**
for ticketing information
call 03 9416 2966
or visit **www.agideas.net**

agIdeas 2010 International Design Week 26 to 29 April
For further media information contact Magda Petkoff, Purple Media
Telephone 0409 436 473