

# STATE of DESIGN

## Dates announced for State of Design Festival

Following the highly successful 2008 State of Design Festival, the State of Design Alliance is pleased to announce the official Festival dates for the next three years. This important Victorian annual event will take place on:

**15-25, July 2009**

**14-24, July 2010 (Including the Premier's Design Awards)**

**20-30, July 2011**

State of Design Festival demonstrates and communicates how design can create opportunities for sustainable innovation, generate new products and services and improve our health and social conditions with economic benefit to Victoria. The Festival encourages collaboration between the design industry and business community and creates awareness throughout Melbourne and regional Victoria's general public via the following programs:

**Design for Everyone – the Festival's cultural and public program**

**Design Capital - the Festival's business conference**

**Design Made Trade - the Festival's trade program**

**Premier's Design Awards - the biennial awards program (next held in 2010)**

**Commenting on State of Design Festival, Artistic Director Ewan McEoin said** *"The annual State of Design Festival provides a launching point for design in Victoria – communicating the many benefits of design, and outputs of the design industry, to a broad public and business audience, across the state and overseas, celebrating the wealth of design ingenuity and talent Victoria has to offer"*.

Australian Exhibitions & Conferences Pty Ltd has the contract to run State of Design Festival for three years. This will be achieved working with Studio Propeller Pty Ltd under a joint venture agreement.

**As Managing Director of AEC, Marie Kinsella commented** *"Our organisations are excited by the opportunity to develop and implement an innovation led program, communicating the social, economic and environmental benefits of design to a wide and growing audience. This initiative of the State Government of Victoria will generate many pathways for growth within the Victorian design sector"*.

State of Design Festival has had three editions – 2004, 2006 and 2008 – and is a key component in the Victorian Government's \$15 million Design Victoria Strategy.

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