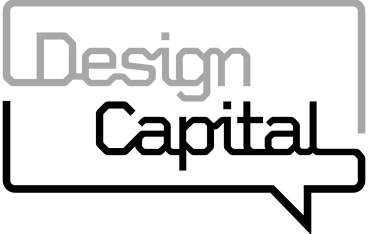




MEDIA ALERT



Design Capital Seminar Series 16-17, July 2009 BMW Edge, Federation Square Melbourne

April 29th 2009

The Design Capital Seminar Series, presented by Design Victoria, is State of Design Festival's business program. Design Capital is a unique opportunity to network with and learn from business leaders from diverse fields (Qantas Directors to the creators of hip website coolhunting.com) as they respond to the 2009 Festival's theme 'Sampling the Future'. Strategically balanced between commercial and design sectors, Design Capital reveals the vital roles of the design process, product and service and how each enables a stronger competitive edge for business.

From sustainable innovation through to new technology and systems, the 2009 Design Capital business and design speaking will present their vision and insights into the strategies and tools that can help businesses respond to shifting, volatile market conditions. Speaker highlights include **Nipa Doshi** half of design duo Doshi Levien who have worked with global companies Intel, Nokia and Tefal among others. **Omar Vulinpari** is the Head of Visual Communication at Fabrica the Benetton communications centre will be discussing the vital role design will have for future generations. **Oran Catts** from SymbioticA will be discussing the future of semi-living biotech products. For more information on Design Capital please visit stateofdesign.com.au/business

Day 1 Speakers: Business Day Speakers: 'Smart, Connected, Sustainable-

Name	Title	Company	Country
Roy Green	Dean, Business School	University of Technology Sydney	Australia
Peter Williams	CEO	Deloitte Digital Eclipse	Australia
Joe Correnza	Principle	Arup	Australia
Matthew Perry	Partner	Republic of Everyone	Australia
Phil Craig	General Manager, Retail	Origin Energy	Australia
Richard Hasseldine	Former Chief GM, People and Corporate Services	Bendigo Bank	Australia
Julian Smith	CEO	Neco	Australia
Vince Pirello & Helen Gray	Director Manager Manager First Class Airport	Qantas	Australia

Preparing for Business Tomorrow'

Tomorrow'

Design Day Speakers: 'Diverse insights into the future of design'

Name	Title	Company	Country
Nipa Doshi	Partner/Creative Director	Doshi Levien	United Kingdom
Marcus Piper	Creative Director	One8one7	Australia
Nate Archer	Editor	Designboom.com	Canada
Don Ryan Chang	Dean	Graduate School of Advertising, Hongik University	Korea
David Berman	Director	David Berman Communications	Canada
Omar Vulpinari	Head Visual Communications	Fabrica	Italy
Tom Kovac & Leon von Schaik	Adjunct Professor of Architecture, Innovation Professor of Architecture	RMIT University	Australia
William Lim	Principal	William Lim Associates	Singapore
Tim Yu	Editor	Coolhunting.com	United States
Niels Jonkhans	Principal Architect	Spacelabuk	Netherlands
Oron Catts	Co Founder/ Director	Symbiotica	Australia
Herman Diaz Alonso	Principal Architect	Xefirotach	United States

Please visit the State of Design Festival website for more information stateofdesign.com.au

State of Design Festival is an initiative of the Victorian State Government in Australia and is the public face of the Design Victoria Strategy. 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 under a joint venture agreement as the State of Design Alliance.

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