



## Secondary School Design Forum

agIdeas 2011 Futures

3 May

ag<sup>i</sup>ideas  
design is difference





In this booklet you will find information and registration details for agldeas 2011 Futures, a Design Course Expo followed by a two hour presentation by some of the world's creative leaders.

agldeas 2011 Futures is presented in association with the Australian Academy of Design

**Inspiring and informative**

At the presentation, you'll hear creative luminaries reveal the inside stories of their brilliant careers. This is a great way to understand what is possible in a design career and the influence that design increasingly has on all industries.

At the Design Course Expo, information booths set up by tertiary colleges provide details of the courses they offer. You can obtain helpful advice about the transition from secondary to tertiary education and explore pathways to careers in a broad range of design fields including design for film and television, graphic design, industrial and product design, animation, illustration, photography, interactive media and advertising. agldeas 2011 Futures is one of the key events of agldeas International Design Week.

Conducted exclusively for secondary school students and their parents and teachers, agldeas 2011 Futures fires imaginations and encourages innovative thinking.

Presented annually for the past 20 years in Melbourne, Australia, agldeas International Design Week has evolved into one of the largest and most prestigious design festivals in the world.

Established by Ken Cato and presented by the Design Foundation, agldeas offers an inspiring program of events that celebrate design excellence and promote the value of design-driven innovation.

## Speakers

### Nick Bell UK

London-based designer Nick Bell has spent the last ten years collaborating with architects, exhibition curators and museum directors on exhibition design, wayfinding signage, brand identity and editorial design projects. Put simply, his firm's work is about organisations, communities and people connecting with who they are and what they want to be.



### Susan Bonds USA

Susan Bonds is a pioneer of transmedia storytelling and the driving force behind 42 Entertainment, the US company that is developing innovative forms of interactive cross-platform experiences; a new approach to engaging audiences and building global connections, and the way of the future for entertainment and marketing.



### Stephen Dupont Australia

Over the past two decades, Australian photographer Stephen Dupont has produced a remarkable body of visual work; hauntingly beautiful photographs of fragile cultures and marginalised peoples. His images have received worldwide acclaim and earned him photography's most prestigious prizes.



### Dean Gorissen Australia

Melbourne-based artist Dean Gorissen enjoyed a long and productive career in advertising and design but he's best known for his more recent work illustrating children's books, including award-winners, best-sellers and his own recent release.



## Speakers

### Nicolas Hogios Australia

Sydney-born Nicolas Hogios is Manager of Design at Toyota Style Australia. As chief designer of exterior focus and colour design, he played a key role in the styling of the Toyota Sportivo Coupe Concept, the Aurion and Asian Camry.



### Adam Hunt Australia

Adam Hunt is a Sydney-based creative guy who has worked at advertising agencies all over the world. He loves ideas and says they are weapons – and should be used accordingly. His work on the Gruen Transfer became the first thing ever banned on the ABC.



### Jungleboys (Jason Burrows and Trent O'Donnell) Australia

The Sydney-based production company Jungleboys is one of the most prolific comedy producers in the country, creating TV programs, commercials, branded entertainment and corporate films for many of Australia's leading networks, advertising agencies and corporate brands.



### Iain McCaig USA

Californian artist Iain McCaig is recognised internationally as one of the motion picture industry's leading conceptual designers. He divides his energies between a lifelong love of storytelling and a passionate belief that everyone in the world can learn to draw.



## Speakers

### **Simon Pole (Woods Bagot)** Australia

A leader of interior design at global architectural practice Woods Bagot, Simon Pole has extensive international experience in designing major commercial projects in the private and public sectors. He champions innovation and 'challenging the norm'.



## Tickets and Registration

### **Date and times**

Tuesday 3 May 2011  
4.00 pm to 6.00 pm Design Course Expo  
6.00 pm to 8.00 pm Speaker presentations

### **Tickets**

\$30 each (inc GST)

### **Venue**

Melbourne Convention and Exhibition Centre  
1 Convention Centre Place, South Wharf  
[mcec.com.au](http://mcec.com.au)

### **To Register**

Book online at [www.agideas.net](http://www.agideas.net)  
Or call 03 9416 2966  
Or download the and fill out the registration form.  
Please complete all relevant sections of the form and ensure you use the standard name by which your college is known.

Bookings to agIdeas 2011 Futures are now open. Tickets are limited, so please book early so you don't miss out.

### **Payment Details**

Return the registration form with payment to:  
agIdeas Futures  
Design Foundation  
10 Gipps Street  
Collingwood  
Victoria 3066  
Australia

Make cheque/s payable to Design Foundation Ltd.  
Visa and Mastercard bookings are accepted.  
A receipt will be issued with your ticket.

Design Foundation Ltd is not responsible for any changes to the speaker program or cancellations. All information is correct at the time of printing. No refunds will be issued under any circumstances.

### **Make a day of it**

Arrange a school excursion to agIdeas 2011 Futures and take the opportunity to visit Top Designs at Melbourne Museum, Top Arts at the National Gallery of Victoria and Top Screen at Australian Centre for the Moving Image. Melbourne Museum also holds design seminars for regional school groups travelling to agIdeas 2011 Futures.

[museumvictoria.com.au/melbournemuseum](http://museumvictoria.com.au/melbournemuseum)  
[ngv.vic.gov.au](http://ngv.vic.gov.au)  
[acmi.net.au](http://acmi.net.au)

### **Participating Tertiary Colleges**

Billy Blue School of Design  
CATC  
Goulburn Ovens TAFE  
Grenadi School of Design  
Griffith University  
La Trobe University Bendigo  
Monash University  
North Melbourne Institute of Technology  
RMIT University  
Swinburne TAFE  
University of Ballarat

### Free agldeas book

Your ticket to agldeas 2011 Futures entitles you to a free copy of this superbly crafted limited edition book.

The large-format, hard-cover publication profiles all the acclaimed presenters at agldeas and showcases the work of other Australian creative leaders and agldeas 'new stars'. You'll have an ongoing design resource and a collector's item.

To get your copy, simply present your ticket at the collection booths at the event.

### Event Partners

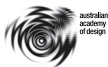
agldeas International Design Week is a not-for-profit event conducted under the auspices of Alliance Graphique Internationale, the global design industry's most august body, and is made possible only through the generous support of our partners.

### Australian Academy of Design

agldeas 2011 Futures is presented in association with the Australian Academy of Design.

The Academy educates students to become adaptable and creative thinkers who are capable of becoming highly successful as advertising, fashion design, graphic design, photo media and visual arts professionals. A government-approved institution, the Academy aims to develop industry leaders and offers high-quality courses and programs, developed in consultation with leading specialists in creative education.

The teaching program includes a wide variety of teaching methods appropriate to the nature of the learning activity. The teaching staff are qualified trainers who are also highly respected and reputable artists or designers. Their professional skills and experience are important factors in the high quality of work being produced by students at the Academy.



agldeas 2011  
**International Design Week**  
1-5 May

**Designers' programs**  
agldeas 2011 International Design Forum  
agldeas 2011 Workshops  
agldeas 2011 Studio Access  
agldeas 2011 uNite

**Secondary school design forum**  
agldeas 2011 Futures

**Scholarship program**  
agldeas 2011 NewStar

**Business breakfast**  
agldeas 2011 Advantage

**Public seminar**  
agldeas 2011 In Conversation

**Children for design**  
agldeas 2011 Next

**Research conference**  
agldeas 2011 International  
Design Research Lab

**Cocktail party**  
agldeas 2011 Opening Party

**Gala dinner**  
agldeas 2011 disCourse

**Online talks**  
agldeas 2011 Online  
6.00 pm to 8.00 pm Speaker presentations

**Tickets for all these events can  
be purchased at [agldeas.net](http://agldeas.net)**

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'My son's passion has always been drawing and design but I was concerned that a design career would be quite limited ... I now have a totally different perspective. Thank you for allowing parents to attend the agldeas Futures presentations. I now see that there are a plethora of career options for my son to pursue in the design field, which will enable him to continue to do what he loves and makes him happy. Thank you.'

2010 Delegate, Secondary School Parent





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