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The Society of Design Launches With All-Star Speaker Series
Wieden + Kennedy, Design Army, Chip Kidd, and Modern Dog

Lancaster, PA – The Society of Design, a non-profit organization dedicated to multidisciplinary design education and community service is pleased to announce its official launch with a speaker series that includes an all-star line-up of notable figures within the national advertising, design, and publishing industries.

The organization makes its debut on Thursday, October 15, 2009 when advertising giant Wieden + Kennedy presents at Penn State Harrisburg. Lu Chekowsky, Co-Associate Creative Director who has worked on national accounts including Noxzema, St. Ives, Nike, Brand Jordan, Cole Haan, and the National Multiple Sclerosis Society, is scheduled to deliver a presentation titled, "Find Your Voice."

The first year's speaker series scheduled for the 2009/2010 year includes:

- Design Army presents "Strip" – November 19, 2009
A Washington, D.C.-based design studio co-founded by Jake and Pum Lefebure with a client list including Chronicle Books, Disney, Georgetown University, Ritz-Carlton, Rockport Publishers, Smithsonian Institute, and University of Virginia. Jake is a current Penn State University College of Arts & Architecture Alumni of the Year.
- Chip Kidd – February 4, 2010
Reading, PA native and Penn State graduate Chip Kidd is a designer, writer, and musician. According to Time Out New York, "The history of book design can be split into two eras: before graphic designer Chip Kidd and after."
- Modern Dog – March 4, 2010
This Seattle-based design studio is among the most influential in the country. Founders Robynne Raye and Mike Strassburger have produced two decades of work

that can be found in the world's most prestigious museum collections, including the permanent collection of The Louvre.

"We're excited to get things started with such an incredibly amazing list of reputable speakers. We hope these and other events being planned help to elevate the discourse on design throughout the region," said Craig Welsh, founder of The Society of Design. "The goal is to engage and inspire as many people as possible. We believe students and faculty at local colleges and universities – even high schools - will have very strong interest."

Annual membership fees are \$30 for students and \$100 for professionals. Membership information can be found online at www.societyofdesign.org. Membership includes admission to all speaker events, the opportunity to participate in the organization's annual "Design Romp" exhibit, and other benefits to be announced. New members will also receive a special-edition poster printed by Nashville-based Hatch Show Print, the country's premier letterpress print shop, which is now part of the Country Music Hall of Fame.

Non-member speaker series admission fees are anticipated to be \$15 for students and \$30 for professionals per event.

"We want to strongly incentivize membership," said Welsh. "While we welcome everyone to attend events and participate in activities, the organization will give priority to its members – those individuals who help to sustain and support the organization while also making a clear commitment to volunteering their energies and design skills for the benefit of other non-profits and communities throughout the region."

The Society of Design requires that all members agree to contribute a minimum of 10 hours of design-related community service each year. "We will strive to create an organization that is a model of service-mindedness," said Welsh. "And, we believe that the organization will attract the kind of people who will welcome such a requirement."

The Society of Design is a non-profit organization that was created to inspire "students" of all ages about all aspects of design through education, events, and community service.

The organization's multidisciplinary structure includes advertising, architecture, art, fashion, film, graphics, illustration, industrial design, interactive, interior design, music, photography, reading, video, writing and other good things.

For more information visit www.societyofdesign.org or send e-mail to goodthings@societyofdesign.org.

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