Insights Design Lecture Series: 
Throw your own Viewing Party!

Graphic design, in its myriad manifestations, relies on the existence of framework. Whether physical, digital, or conceptual, that framework is endlessly considered and dealt with by the designer. It not only represents the reality of constraints, which guides the designer, but also the notion of potential. The empty framework is an architecture primed to support a designed surface; simultaneously, it can be understood as an arena for ways that we can express ourselves, our cultures, our economies, our values, and so much more.

Redefine your understanding of graphic design with the Insights Design Lecture Series, presenting four leading designers from around the country. Dive in to the thinking behind their work, then get together after the lectures to meet the speakers, grab a drink, and chat with your fellow design lovers. The lineup features designer/artist Archie Lee Coates IV of the interdisciplinary studio PLAYLAB, INC.; legendary feminist designer Sheila Levran de Bretteville, director of the Yale Graduate Program in Graphic Design; Nike’s chief marketing officer Greg Hoffman; and experimental print/digital publishing guru Paul Soulellis. Copresented by the Walker Art Center and AIGA Minnesota.

Insights website
WHY HOST A VIEWING PARTY?

Whether you’re a small five-person design studio, an official school student group, or an AIGA chapter, hosting a viewing party is a great way to provide inspiration to your people with engaging talks that will spark thoughtful conversations and an energetic exchange of ideas. You can hold a private event or make it as public as you choose.

JOIN THE CONVERSATION

This year we’re inviting our web-viewing audience to participate in the lecture, live! Tweet any questions you have for our speakers at #InsightsDesign any time during the lecture. Our moderator will select a few to be read aloud to our speakers. Make sure to include in the tweet where you’re watching from.

FOR AIGA CHAPTERS

Looking for an intriguing event to supplement your chapter schedule? Insights viewing parties are an easy way to bring in world-class design for no cost at all. The AIGA understands that there is no such thing as one “design community,” and this is a perfect way to introduce your members to a diverse set of designers and ideas. And since you set the rules, the event can be as casual or as formal as you like. Just find a screen, grab some snacks, and get watching.

FOR EDUCATORS

Host a student group viewing or incorporate these lectures into your curriculum. The designers we present do what they do with passion and conviction, and represent a culture of self-initiated and self-critical design practice. To supplement the lectures, the Walker will provide further documentation and interviews with the speakers on our design blog.

LET US KNOW

If you plan on hosting an Insights viewing party, we want to hear about it! Send an e-mail to designinfo@walkerart.org and tell us who you are and what you’re up to. If you take photos during your event, send them in also and we may post them to the Walker design blog after the series.

INSIGHTS ARCHIVES

Check out the growing archive of past Insights design lectures at the Walker website or AIGA Minnesota.

STREAMING LINK

Where does Archie Lee Coates IV find the time?

playlab.org

March 6, 7 pm  New York
ARCHIE LEE COATES IV
PLAYLAB, INC.,
School of Visual Arts

March 13, 7 pm  New Haven, CT
SHEILA LEVRANT DE BRETTEVILLE
Yale University, SheilaStudio

Over her five decades of practice, designer and artist Sheila Levrant de Bretteville has been a consistent trailblazer. From founding the first design program for women at CalArts, co-creating the Feminist Studio Workshop, and running the Woman's Building and the Women's Graphic Center to being the first woman to receive tenure at Yale University School of Art, de Bretteville has been at the forefront of conversations regarding design, equality, and culture. Since 1990, she has been director of Yale's graphic design MFA program, one of the most adventurous and forward-thinking of its kind in the world. Through her leadership and teaching, the program has been in constant dialogue with the international design scene, embracing a critical and experimental approach to design while producing some of the most exciting young designers today. A visual artist, de Bretteville has created poignant public artworks that celebrate and illuminate the neighborhoods they exist within. Her site-specific works include projects in Hong Kong, Russia, New York, Boston, Los Angeles, and many other places. In 2004 de Bretteville received the “Design Legend Gold Medal” from the AIGA.

sheilastudio.us

STREAMING LINK
In Greg Hoffman's Instagram feed, a pair of pristine Air Jordans sits side by side with an abstract modernist sculpture; not far by, an Eames chair saddles up to a bottle of Yamazaki Whiskey, with Mount St. Helens in the background. When put through the lens of a designer who reveres sports, nature, travel, and design equally—even AstroTurf can exude elegance. Born in Tonka Bay and a graduate of MCAD, Greg Hoffman left Minnesota 25 years ago in his parents’ van to seek a design internship at Nike. Today he is chief marketing officer of the preeminent athletics brand, responsible for their brand design, digital and retail experiences, ads, and campaigns, working with designers and creative agencies around the world. He has overseen projects for the Olympics, FIFA World Cup, and NBA All-Star games. At its heart, Hoffman’s work revolves around the intersection of innovative design and compelling storytelling, and his work for Nike frequently highlights the exaggerated humanity inherent to the world of sports.

Instagram.com/ghoff70

As we live our lives increasingly through virtual interfaces, our relationship to analog technologies becomes more fetishized and our understanding of community becomes progressively networked. How do we communicate? How do we publish? What is signal and what is noise? These are some of the questions that designer, author, and teacher Paul Soulellis tackles in his work, which investigates the intersections of experimental publishing, network culture, and artistic practice. Soulellis’s design studio Counterpractice tackles design and branding projects, including the overarching identity design and branding strategy for the TEDx Conferences. He is also contributing editor at the new media art platform Rhizome.org, a professor at the Rhode Island School of Design, and founder of the Library of the Printed Web, an archive of web-to-print artist’s works.

counterpractice.com
printedweb.org
YOU WILL NEED:

1. Strong Internet connection (at least 2 MB/second downloading speed; 5 MB would be best)
2. An up-to-date web browser (we recommend Firefox, Chrome, or Safari)
3. A PC or Mac.
4. Depending on your group size: A large flat screen TV/monitor, a projector, a screen
5. Speakers

TO ACCESS THE WEBCAST:

1. Point your browser to walkerart.org a few minutes prior to the start time (7 pm in all cases). The webcast is free of charge.
2. Hit fullscreen!
3. This is a live webcast and may not be recorded. Videos of the talks will be archived on the Walker website shortly after the events.

CONTACT US:

If you have any questions regarding the webcasts, or would like further information on any of the speakers, please contact us at designinfo@walkerart.org.