

For Immediate Release

Contact: Nicole Knox

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SAN DIEGO'S 15th ANNUAL AIGA Y-CONFERENCE: Two Day Conference to Focus on Cross-Disciplinary SHIFT within the Design Industry

San Diego, CA (January 2010) – AIGA San Diego, the professional association for design, will host the 15th annual Y-Conference March 26-27, 2010 at the Joan B. Kroc Center for Peace & Justice at the University of San Diego. The event is expected to attract over 400 design professionals from the west coast and around the country.

"Our industry is experiencing a cross-disciplinary SHIFT that will forever change the way we work," says Angela Hill, co-chair of the Y-Conference. *"The focus of the 2010 event is how design professionals can adapt and respond to this new set of rules and what it means for the future."*

Ric Grefe, the Executive Director of AIGA National will moderate the conference, which includes a distinguished lineup of design professionals. Among them are Jakob Trollbaeck, founder of the internationally renowned brand and motion design giants Trollbaeck+Company and Phil Hamlett, founder of Compostmodern and the driving force behind the AIGA National Center for Sustainable Design.

The interactive format and affordable pricing of the Y-Conference add to the event's appeal. Early registration rates start at about \$350 for AIGA members - significantly less than similar events that typically demand rates ranging from \$800 - \$3500. Register by January 31, 2010 to receive the greatest discount.

The Y-Conference was originally created in response to the HOW Conference. *"Equipping designers with cutting-edge tools and tactics is an invaluable component of design execution"* says Hill. *"The Y-Conference examines the trends in design principles and process that are shaping – and re-shaping – the industry. We build on the HOW by focusing on the WHY."*

The scenic, coastal location and year-round forecast of a mild 72 degrees also doesn't hurt. The event attracts a diverse attendee base with about 60% of registrants traveling from outside of California. In recent years Y-Conference attendance has grown to include satellite "lounge" venues that offer a laid-back, casual atmosphere and impressive multimedia capabilities that ensure attendees don't miss a moment of the action.

To register online or learn more visit the Y-Conference Web site at: www.y-conference.com, e-mail info@aigasandiego.org or call 619.233.5470.

ABOUT SAN DIEGO AIGA

The San Diego chapter of AIGA is the premiere place for design – to discover it, discuss it, understand it, appreciate it and be inspired by it. AIGA's mission is to advance design as a professional craft, strategic tool and vital cultural force.

Founded in 1914, AIGA remains the oldest and largest professional membership organization for design. AIGA now represents more than 22,000 design professionals, educators and students through national activities and local programs developed by 64 chapters and 240 student groups. AIGA is a nonprofit, 501(c)(3) educational institution. *To learn more about the benefits of membership, visit the AIGA National Website.*

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FACT SHEET: San Diego 15th Annual AIGA Y-Conference

DATES March 26-27, 2010

LOCATION Joan B. Kroc Center for Peace and Justice, University of San Diego
5998 Alcalá Park, San Diego, CA 92110

FOCUS *SHIFT*: Exploring the cross-disciplinary SHIFT reshaping the Design industry, how designers are successfully responding and what it means for the future.

REGISTRATION	Early Bird Ends 01.21.10	Regular Starts 02.01.10
Professional AIGA Member	\$350	\$400
Professional Non-Member	\$425	\$450
Student Volunteer	\$85	\$85
Student AIGA Member	\$150	\$150
Student Non-Member	\$200	\$200
Group AIGA Member (5+)	\$325	\$350

MODERATOR Ric Grefe, Executive Director AIGA National

SPEAKERS	Jen Bilik, Principal Patrick Coyne, NEED TITLE Babek Esalajou, Principal & Founder Luis Fitch, NEED TITLE Eileen Gittens, Founder and CEO Phil Hamlett, Director MFA Program Michael Lejune, NEED TITLE Arvi Raquel-Santos, NEED TITLE Jakob Trollbaeck, NEED TITLE Doyald Young, Typographer, educator & AIGA Distinguished Medal of Honor Recipient	Knock Knock Communications Arts Core Architects UNO Hispanic Branding Blurb The Academy of Art Los Angeles METRO Weymouth Design Trollbaeck+Company Author
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THINKSHOPS	Arvi & Phil Cindy Westens Patrick Coyne David Lecours Eileen Bittins Ric Grefe Angela Hill Jen Bilik Craig Bissell Luis Fitch Mark Murphy	Sustainability Secrets of Design Studio Management Designers as Entrepreneurs: Creating your products SHIFT into a creative superhero Hands-On Book Design with Blurb The Future of Design Professionals and AIGAs role Designers and Social Media Designing for Retail Point-Of-Sale Real-live vs. Virtual Design The Creative Brief Inspiring Better Design through Creative Hobbies
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