

JUNE 13-19, 2011

SFEDW

SAN FRANCISCO DESIGN WEEK

June 13-19, 2011 is "San Francisco Design Week!"

IGA is organizing a week full of events and invites you to be a part of it.

WHEN

Monday, June 13 to
Sunday, June 19, 2011

WHO

Hosted by the San Francisco chapter of IGA, the professional association for design, in developing partnerships with AIA, IDSA, IxDA and other SF design groups, museums, businesses, and schools.

WHAT

San Francisco Design Week is a growing celebration of San Francisco Bay Area design which will include an opening reception, Business and Design forums, Design Film Festival, studio tours, exhibitions, lectures, mixers, and a closing party. For more details, visit www.sfdesignweek.org.

TARGET AUDIENCES

San Francisco Design Week reaches out to the over 20,000* Bay Area design professionals, the Bay Area business community, not-for-profits, entrepreneurs, students, the design-savvy public, tourists, and more.

Through cross marketing, web presence and advertisements, e-mail blasts, postcards distributed throughout the city, and signage, participating companies and organizations will not only reach IGA SF's members, but also many other design organizations, business communities, consumers, tourists, museums-goers, and students.

*From Bureau of Labor Statistics 2007 Occupational Employment Statistics. San Francisco / Peninsula + Oakland / Hayward / Fremont

WHERE

Various Bay Area venues.

MISSION

To raise public awareness of Design and, more importantly, San Francisco Bay Area Design including but not limited to: Graphic, Industrial, Interactive, Interior, Fashion, Architecture, Advertising, etc. To showcase and celebrate design's impact and value in business innovation and efforts towards sustainability, social impact, human rights and political reform.

CONNECT WITH DESIGN WEEK

www.sfdesignweek.org
www.facebook.com/sfdesignweek
www.twitter.com/sfdesignweek
info@sfdesignweek.org



Developing outline of events

The following is a preliminary outline of events for San Francisco Design Week. Become a part SF Design Week by adding your own event to the week. We'll help you promote your event by adding it to our PDF calendar brochure and web site. The goal is to spread the word regarding design and design events in the city.

Attend events. Bring friends. Spread the word!

Monday, June 13, 2011

6:00 to 9:00 PM

OPENING RECEPTION

AIGA San Francisco and partner organizations will kick-off Design Week with a reception for designers and friends of design in the Greater Bay Area.

Wednesday, June 15, 2011

12:00 to 1:30 PM

Lunch Seminar:

f(X): The Future of Experience

AIGA San Francisco office

This lunch-time workshop will explore trends and new developments in experience design.

Thursday, June 16, 2011

6:00 to 8:00 PM

Design Lecture Series

Adobe San Francisco

Join us for one of the oldest and most important lecture series dedicated to the convergence of technology, art and design.

Friday, June 17, 2011

6:30 to 9:30 PM

Closing Party

The closing party will bring together all disciplines of design. We will be showcasing award-winning design from the San Francisco chapters of AIGA, American Institute of Architects (AIA) and Industrial Designers Society of America (IDSA).

Throughout the week

Open Studios | Design

If you'd like to hold an Open Studio tour during SF Design Week, please contact email us at info@sfdesignweek.org.

Complete Schedule on the San Francisco Design Week site, www.sfdesignweek.org



How You Can Get Involved

Hold an opening, host a lecture, create an exhibit, collaborate on a run way show, organize a studio tour, plan any event to display the impact and value of San Francisco Bay Area design.

Calendar of Events and PDF Brochure

An online Events Calendar will be hosted on the SF Design Week website, and a downloadable PDF brochure of events will be available on the site. We will promote Design Week and drive traffic to the website through print and online promotions with our partners.

Add Your Event

COST: Free

We're all about spreading the word regarding design events in the city! Become a part SF Design Week and we'll help you promote your event by adding it to our calendar.

Deadlines

Submission deadline to be included in the PDF brochure and web site is:

May 23, 2011

Submission deadline to be included in the web site only is:

June 6, 2011



Partnership Opportunities

We invite businesses, organizations and individuals to partner with SF Design Week. Contact us at info@sfdesignweek.org

Sponsor \$1,000

As an Event Sponsor, your company would be represented by:

- Table Top Space at the event chosen.
- Company name and link on the event page of the web site.
- Company name on the printed event promotional pieces and e-newsletters.
- Company name on event signs.
- 4 Tickets to event that is sponsored.

Presenting Sponsor \$2,000

As a Presenter Sponsor, your company would be represented by:

- Display space at the event chosen.
- Company logo and link would be on the event page of the website.
- Company logo on printed event promotional pieces and e-newsletters.
- Logo on event signage.
- 8 Tickets to event that is sponsored.

Design Week Partner \$5,000

PARTNERSHIP INCLUDES:

- Display space at opening, closing, and other events to be determined.
- Highly visible logo placement on all promotional material for week.
- Logo with link included on SF Design Week web site.
- Named in all event PR announcements.
- Acknowledgement at events
- 10 tickets to opening and closing events.

IN-KIND SPONSORSHIP

Donations of paper, printing and other services will be appraised by AIGA San Francisco and valued at 2/3 the cash value for the items or services donated.

Media sponsorship
Please [contact AIGA](#) for details.

Demographics of the AIGA San Francisco Chapter

As the SECOND largest chapter in over 60 chapters of AIGA, the San Francisco Chapter continues to grow and our membership of over 1,600 in the Greater Bay Area is becoming more diverse and widespread.

AIGA SF collaborates with the following colleges:

Academy of Art University

Art Institute of California |

San Francisco

California College of the Arts

California Polytechnic State Univ.,

San Luis Obispo

California State University | Chico

California State University | Fresno

California State University |

Sacramento

City College of San Francisco

Ex'pression College for Digital Arts

Pacific Union College

San Francisco State University

San Jose State University

University of California | Berkeley

University of California | Davis

University of California | Santa Cruz

University of the Pacific

University of San Francisco

Corporate Members

The following maintain corporate memberships in AIGA SF:

Addis Creson

Adobe Systems, Inc.

Apollo Marketing

Aquent

Autodesk, Inc.

Benefit Cosmetics

The Brand, Art and Technology Studio

C2 Group, LLC

Chronicle Books

The Clorox Company

Communication Arts Magazine

Cost Plus World Market

Don Sebastiani & Sons

Dubberly Design Office

Fine Arts Museums of San Francisco

Google

HDR Architecture, Inc

Hot Studio

Kaiser Permanente

KTVU TV

Larsen

Method

MWH

PricewaterhouseCoopers

Smart Design

Symantec Corporation

Turner Duckworth

University of California

Vertigo

Weymouth Design

Woods Lithographics

Yahoo!, Inc.

Zynga



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Hosted by



In partnership with



AIGA Partners in Design



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Design Week Partner



Presenting Sponsor



[AIGA San Francisco](http://www.aigasf.org)

130 Sutter Street, Suite 600

San Francisco, CA 94104

Tel: 415.626.6008 | Fax: 415.626.5434

www.aigasf.org





AIGA San Francisco
130 Sutter Street, Suite 600
San Francisco, CA 94104