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PHOTO: MARK ADAMS



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San Francisco

2008 Report to Our Members

By inspiring and educating our members and the community at large, we intend to be the preeminent local resource for design and design thinking.

To our members:

In June of 2008 Amy Gustincic's term as president was up and I took the reigns. She left us with a hugely successful chapter, and some big shoes to fill. Many of the achievements in this report are due to her skilled leadership, and the hard work and dedication of both present and past board members.

Throughout 2008, we continued refining our initiatives and programming to better serve the needs of our members. The chapter continues to grow, despite the uncertain economy and while we're financially strong, we're taking steps to ensure the health and longevity of the chapter.

The year began with Compostmodern, our sustainability conference. Hosted at the Academy of Art's Morgan Auditorium, the event had over 600 attendees. Presentations by Adam Werbach, Alex Steffen, Valerie Casey and many others rounded out an amazing line-up.

We continued our partnership with Adobe to produce the 2008 Design Lecture Series. In its 18th year, we brought design luminaries Stefan Sagmeister, motion graphics pioneer Vivian Rosenthal from Tronic, industrial designer Yves Behar and photographer Ben Watts.

Design Week continued to gather momentum as we again received a designation from the mayor's office for Design Makes a Difference Week in San Francisco. We partnered with other design organizations to present an entire week of events, including a short film festival, a Pecha Kucha night, the hanging of our 25th Anniversary Exhibition, and a reception for our 2008 Fellows Award recipients Jennifer Morla and Tom Ingalls.

OUR MISSION: WHAT IS THE PURPOSE OF AIGA SF?

Our organization celebrates design and provides unparalleled opportunities for networking within the local design community and a variety of resources to advance professionalism and broaden knowledge. Our events stimulate discourse and enrich our collective experience of design.

Maurice Woods, our Education Co-Chair spearheaded the Inneract Project, a program aimed at introducing inner city youth to design as a profession. It was such a success that he's expanding the number and focus of the classes in 2009.

We topped off the year with our annual Gala. This year the theme was Put a Cork in it. Over 700 people attended to enjoy fine wines provided by Clos du Val, mingle with the design community, and bid on wine bottle artifacts. Some concerns were raised regarding the donations actually being spec work. Rest assured that we negotiated a fair market value for the donation provided by the designers, and are committed to upholding AIGA's policy against spec work. We'll work harder to provide more transparency regarding the details of our partnerships in the future.



PHOTOS: JAY GANADEN

In addition to programming shifts, we're also evaluating our other initiatives. To better support our student members, we've changed the Enrichment Scholarship to ensure each affiliated school with a student group gets a scholarship. The response has been tremendous, and we continue to explore other ways to strengthen our ties with the educational institutions.

2009 will likely be a challenging year, as our members deal with an industry that continues to change, and an economy that's less than encouraging. Despite all the doom and gloom, this is a great opportunity for designers of all kinds. San Francisco is known world-wide as a center for design innovation, and we will continue to lead by example.

All of these successes would not be possible if not for the dedication of our Board of Directors, volunteers and our Executive Director. Our sponsors continue to support us even through the lean times, and for that we're truly appreciative. I'd like to take this opportunity to thank them all for their dedication, hard work, and support.

Brian Singer
President, AIGA San Francisco

To address the feedback that our membership is giving us, we've begun making changes to our focus and programming. Already in motion are plans to embrace the large geographical area we serve. This has begun with the launch of Small Talks: Big Ideas, a lecture series in San Jose. We've also extended our studio tours to a wider geographic region and hosted some Traveling Lounges on the peninsula.

Another change is a new series of events called D:Talks. These are aimed at providing our membership with hands-on, practical tools for being successful and building their practices. So far, all Small Talks: Big Ideas and D:Talks events have all sold-out, so we're definitely on the right track.



PHOTO: MARK ADAMS



PHOTO: DON SAVOIE

Left page: Wine bottle designs for the Fall 2008 Gala. Left, by Office, was selected as the winner by Clo Du Val. Right, by Azi Rad, was the people's choice award winner.

Top: Eames Demetrius giving a workshop during Compostmodern.

Bottom: 2008 Fellows Award recipients Tom Ingalls and Jennifer Morla.

OUR VALUES: WHAT ARE THE IDEALS OF AIGA SF?

We believe that design innovation, excellence and professionalism are a direct result of active participation in the design community. Our core values comprise the key components of this causal relationship:

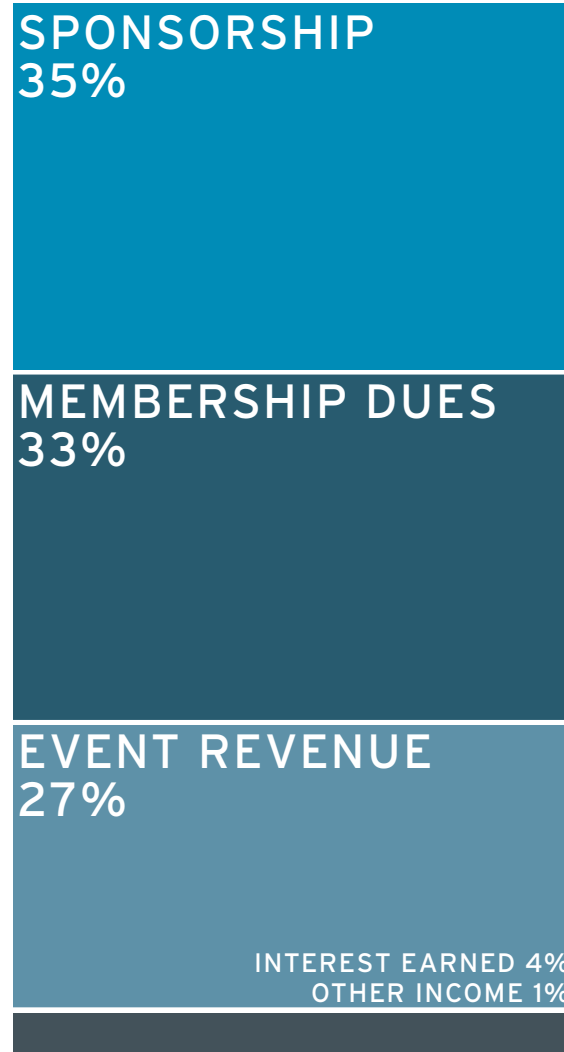
1. Excellence
2. Professionalism
3. Innovation
4. Action
5. Community.

Finances

This financial summary provides members with an overview of AIGA SF's income sources and expenses. As a non-profit membership organization, AIGA SF relies on dues, sponsorship and ticket sales to provide the programming our members value and enjoy.

We make every effort to keep event fees as low as possible, while ensuring our ability to cover our operating costs. The overall budget for 2008 was approximately \$200,000 and included a small deficit, which has made our 2009 budget more conservative.

2008 INCOME SOURCES



2008 EXPENSES

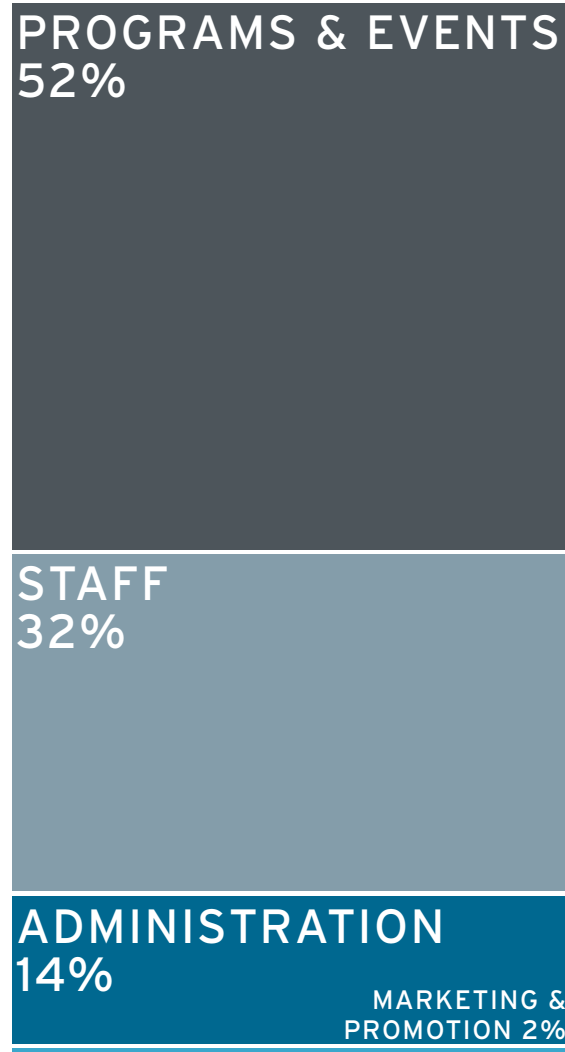


PHOTO: MARC EKHARDT



PHOTO: COURTESY FUSEPROJECT



PHOTO: COURTESY TRONIC



PHOTO: COURTESY BEN WATTS

Left, top to bottom: Stefan Sagmeister, Yves Behar, Vivian Rosenthal, Ben Watts. Speakers in the 2008 Design Lecture Series
Below: George Mill speaking at the Publikum reception



PHOTO: DON SAVOIE

OUR GOALS: WHAT DOES THE AIGA SF BOARD INTEND TO DO?

1. Expand the network of design professionals in the Bay Area.
2. Encourage innovation and action in all facets of design.
3. Raise the stature of the chapter, thereby raising the stature of design and designing.

Our 2008 Sponsors

Without the support of our sponsors, we wouldn't be able to produce the quantity and quality of programming that we do. We thank these companies for their very generous contributions towards our 2008 programs and events:

AIGA SF PARTNER IN DESIGN

Adobe

EVENT SPONSORS

24 Seven

Academy of Art University

Addis Creson

Apple Inc.

Appleton Coated Papers

Aquent

Cheskin

Clos du Val Napa Valley Winery

ColorGraphics/Cenveo

Crane & Company

Curious Collection Paper

FILTER

Finch Paper

Great Kolor

Hatcher Press

Insync Media Group

KBA North America

Lunar

Monterey Bay Aquarium

Neenah Paper

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The Creative Group

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Ex'pression College for Digital Arts

Factor Design

FontShop

ICreatives

Kashi

Paragraphics

PINC

San Jose State University

Sappi Paper

Satellite Design

Steve Woods Printing

Tomorrow Partners

Williams & House

AIGA is the largest and most esteemed design association in the US. As part of the San Francisco chapter, members are part of a diverse group of more than 1,400 Bay Area professionals who carry on the region's incomparable legacy of design excellence.

We have made every effort to make this list as accurate as possible.

We apologize if we left anyone off.

Board of Directors

Please feel free to contact the Executive Director or any members of the board with questions, comments or requests to get involved.



EXECUTIVE DIRECTOR

Donald W. Savoie
don@aigasf.org



PRESIDENT

Brian Singer
brian@altitudesf.com



VICE PRESIDENT

Susana Rodriguez
srodriguez@stoneyamashita.com



TREASURER

Jay Ganaden
jay@jaystudios.com



COMMUNICATIONS CO-CHAIR

Jessica Gore
jessica@gorecreative.com



COMMUNICATIONS CO-CHAIR

Tom Klump
tom@inktankdesign.com



DEVELOPMENT

Tom Ingalls
tom@ingallsdesign.com



DIVERSITY

David Asari
david@davidasari.com



EDUCATION

Maurice Woods
maurice@inneractproject.org



MEMBERSHIP

Micah Kasman
micah@ksgraphic.com



PROGRAMMING CO-CHAIR

Cade Peterson
cade.aiga@gmail.com



PROGRAMMING CO-CHAIR

Dave Muro II
dmuro2@gmail.com



PROGRAMMING CO-CHAIR

Alex Chrisman
alexc.aiga@gmail.com



SOCIAL IMPACT CO-CHAIR

Alice Bybee
alicebsf@yahoo.com



SOCIAL IMPACT CO-CHAIR

Matt Cooke
matt@mattcooke.org



STUDENT LIAISON

Dave Gottwald
jdaveyjones182@comcast.net



STUDENT LIAISON

Ann Benoit
ann@anthology.com



SUSTAINABILITY

Gaby Brink
gbrink@tomorrowpartners.com



VOLUNTEER COORDINATOR

Shasta Garcia
getinvolved@aigasf.org

ADVISORY BOARD

Michael Cronan
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AIGA SAN FRANCISCO FELLOWS

2009

Doug Akagi
Leslie Becker
Michael Cronan

2004

Mark Fox

2002

Primo Angeli
Jean Coyne
Shel Perkins

2008

Jennifer Morla
Thomas Ingalls

2001

Patricia Bruning
Steve Reoutt

2007

Mary Scott
Michael Vanderbyl

1999

Kit Hinrichs

2006

Michael Osborne

PHOTO: DAVID ASARI



Above: Josh Levine moderating a panel discussion at D.Talks Perfecting Your Portfolio. Panelists, left to right: Guthrie Dolan, Odopod, Kyle Blue, Dwell, Alfredo Muccino, Liquid Agency.

Left: Inneract Project student showing off her work at the IP reception.

Front Cover: Clockwise from top left. Students at the Inneract Project reception. The audience at Compostmodern. Emily Pilloton from Project H, presenting at Compostmodern.

PHOTO: COURTESY INNERACT PROJECT



AIGA San Francisco

130 Sutter Street
Suite 600
San Francisco, CA 94104
415.626.6008
415.626-5434 fax
www.aigasf.org