



Networking 6:30 PM
Discussion 7:00 PM

DESIGN ENTREPRENEUR

JULY 15, 2010
AIGA San Francisco

AIGA San Francisco continues its series of discussions on the business of design called "D.Talks." Throughout the year the seminars will present practical information about current trends in the design profession as well as enable a more robust dialogue within our community.

It has never been easier or cheaper to turn ideas into goods and services that sell. Our goal is to provide attendees with practical as well as theoretical information on how to become a design entrepreneur.

MEET THE SPEAKERS

JAY GANADEN
BUSINESS OUTREACH
CHAIR AND
TREASURER
AIGA



MODERATOR/HOST

Jay Ganaden serves as AIGA SF's Business Outreach Chair and Treasurer. He is a Connector from Gladwell's Tipping Point, a relentless networker at AIGA events, and will probably invite you to his hundreds of

connections on LinkedIn. Jay also started the unofficial AIGA SF Facebook group and makes random updates to it for fun.

**CLEMENT
MOK**
CONSULTANT
La Mesa LLC



PANELISTS

Clement Mok is a designer, software publisher/developer, digital pioneer, author, and design patent holder. Mok, a former creative director at Apple, founded multiple successful design-related businesses — Studio Archetype, CMCD and NetObjects. He was the Chief Creative Officer of Sapient, and the president of AIGA. Currently, he

technology start-ups on a variety of design planning and user experience projects. Mok, a 2008 AIGA Medalist, has been published internationally and has received hundreds of awards from professional organizations and publications including I.D. 40 most influential designers.

**DOR
DRIMALAS
AND BRIAN
FLYNN**
PRINCIPALS
Hybrid Design



PANELISTS

Hybrid Design, Hybrid-Home and Super7 Hybrid Design is a multi-disciplinary design firm in based in San Francisco. It was formed by the husband and wife design team of Brian Flynn and Dora Drimalas. By blending their complimentary, yet diverse design styles and methodologies, Hybrid produces unique concepts.

Along with traditional clients such as Nike, Apple, Converse, and Starwood Hotels, they balance their workload with their own ventures and art projects: Super7 and Hybrid-Home. Super7 is a quarterly magazine, book publisher, toy manufacturer and a retail store located in the Japantown district of San Francisco.

**ROBERT
BRUNNER**
PARTNER
Ammunition



PANELISTS

After graduating in industrial design from San Jose State University in 1981, Robert co-founded the design consultancy Lunar. Subsequently, he was hired as Director of Industrial Design for Apple Computer where he served for 7 years. In 1996, he was appointed partner in the international firm Pentagram, helping lead the San Francisco

office. In 2007, Robert founded Ammunition, focusing on the overlap between product design, brand and experience. He continues to lead Ammunition and Fuego concurrently. In 2008, Robert co-authored the book Do you matter? How great design will make people love your company with Success Built to Last author Stewart Emery.

Enterprising Designers

Resources

About.com—Arts and Crafts

http://artsandcrafts.about.com
Information on starting a craft business.

GoSmallBiz

gosmallbiz.com
Knowledge and tools targeted at micro-businesses.

SCORE Association

www.score.org
A nonprofit, resource partner with U.S. Small Business Administration.

Small Business Administration

sba.gov
independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns.

Thomas Net

thomasnet.com
Find manufacturers, distributors and service providers—from Actuators to Zirconium and everything in between.

U.S. Copyright Office

copyright.gov

U.S. Patent and Trademark Office

uspto.gov

Online Printing Companies

CafePress

cafepress.com
Create and sell “print on-demand” products, including clothing, drinkware, posters, stickers and home décor.

4over4print.com

4over4print.com
Wholesale full-color offset and digital printing.

Overnight Prints

Overnightprints.com
Business cards, postcards, marketing materials, magnets.

Printplace

printplace.com
Booklets, brochures, business cards, calendars.

Vistaprint

Vistaprint.com
Business cards, postcards, calendars, promotional items.

Zazzle

zazzle.com
On-demand retail platform for one-of-a-kind products produced within 24 hours.

Self-Publishing

Blurb

blurb.com
Blurb offers the public the opportunity to create, publish, share and ultimately market professional-quality books.

Lulu

lulu.com
Enables authors to sell their work directly to their particular audience by formatting and uploading their digital content using Lulu’s publishing tools.

MyPublisher

MyPublisher.com
Create custom photobooks using MyPublisher software.

Qoop

qoop.com
Custom printing of books, publications and photo products that can be sold online.

Online Stores

Elsewares

Elsewares.com
Innovative products and ideas by independent designers, artists, and entrepreneurs.

Etsy

etsy.com
Helps people to make a living making things, and to reconnect makers with buyers.

Felt & Wire Shop

feltandwireshop.com
Curated paper goods from designers and firms.

Spreadshirt

spreadshirt.com
Spreadshirt is the worldwide creative platform for personalized apparel. Design and sell over 100 different articles of clothing.

SupermarketHQ

supermarkethq.com
Curated collection of design products.

Trunkt

trunkt.org
A simple and secure wholesale linesheet for artists, crafters and designers.

Materials

Canal Plastics

canalplasticscenter.com
Custom fabrication, cutting and engraving services.

The Complete Sculptor

Sculpt.com
Sculpture materials, tools, supplies and services

The Container Store

containerstore.com
Every type of container available in small quantities.

Material Connexion

materialconnexion.com
A global materials consultancy and library of innovative and sustainable materials.

SKS Bottles

sks-bottle.com
Supplier, consultant and designer of plastic bottles, glass bottles, plastic jars, glass jars, metal containers.

Small-Parts

smallparts.com
Small quantities of special parts to produce sample items or prototypes.

T&T Plastic Land

ttplasticland.com
Acrylic fabrication, cutting and shaping.

Consultants/Networking

Aesthetic Movement

aestheticmovement.com
Creative consultants and representation.

Astia

www.astia.org
For women-led businesses.

Biznik

biznik.com
Grassroots business meet-up groups.

Fashion Business inc.

http://fashionbizinc.org
A non-profit organization that helps designer entrepreneurs to start and grow sustainable fashion businesses.

Renaissance Entrepreneurship Center

http://www.rencenter.org

Social Venture Network

renewalpartners.com/svi-hollyhock
Workshops for socially conscious entrepreneurs.

Dyana Valentine

http://dyanavalentine.com
“Helping self-starters self-finish: one project at a time.”

Tradeshows

The American Craft Council Show

craftcouncil.org

Atlanta International Gift & Home Furnishings Market

americasmart.com

The Chicago Market: Living & Giving

shopchicagomarket.com

International Housewares Association

housewares.org/

Licensing International Expo

Licensingexpo.com

National Stationery Show

http://www.nationalstationeryshow.com

New York International Gift Fair

www.nyigf.com

Pool for Fashion

pooltradeshow.com
Art and design driven tradeshow for the boutique market and leading retailers.

SOFA for contemporary decorative arts and design

sofaexpo.com