

## For Immediate Release

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SHIFT Y-15  
March 25-27, 2010  
[Y-Conference.com](http://Y-Conference.com)

Joan B. Kroc Institute  
for Peace & Justice

On the Campus of  
University of San Diego

5998 Alcalá Park  
San Diego, CA 92110  
619.260.7509  
[peace.sandiego.edu](http://peace.sandiego.edu)

## SAN DIEGO'S 15<sup>th</sup> 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 15<sup>th</sup> 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](http://www.y-conference.com), e-mail [info@aigasandiego.org](mailto: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.*

- END -



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2307 Fenton Parkway  
Nr. 107-36  
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619.233.5470

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## FACT SHEET: San Diego 15<sup>th</sup> 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.



<b>REGISTRATION</b>	<b>Early Bird</b> Ends 01.21.10	<b>Regular</b> 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

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**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 Sustainability  
Cindy Westen Secrets of Design Studio Management  
Patrick Coyne Designers as Entrepreneurs: Creating your products  
David Lecours SHIFT into a creative superhero  
Eileen Bittins Hands-On Book Design with Blurb  
Ric Grefe The Future of Design Professionals and AIGAs role  
Angela Hill Designers and Social Media  
Jen Bilik Designing for Retail Point-Of-Sale  
Craig Bissell Real-live vs. Virtual Design  
Luis Fitch The Creative Brief  
Mark Murphy Inspiring Better Design through Creative Hobbies

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