

# 2017 Insights Design Lecture Series

Tuesdays in March 7:00pm cst

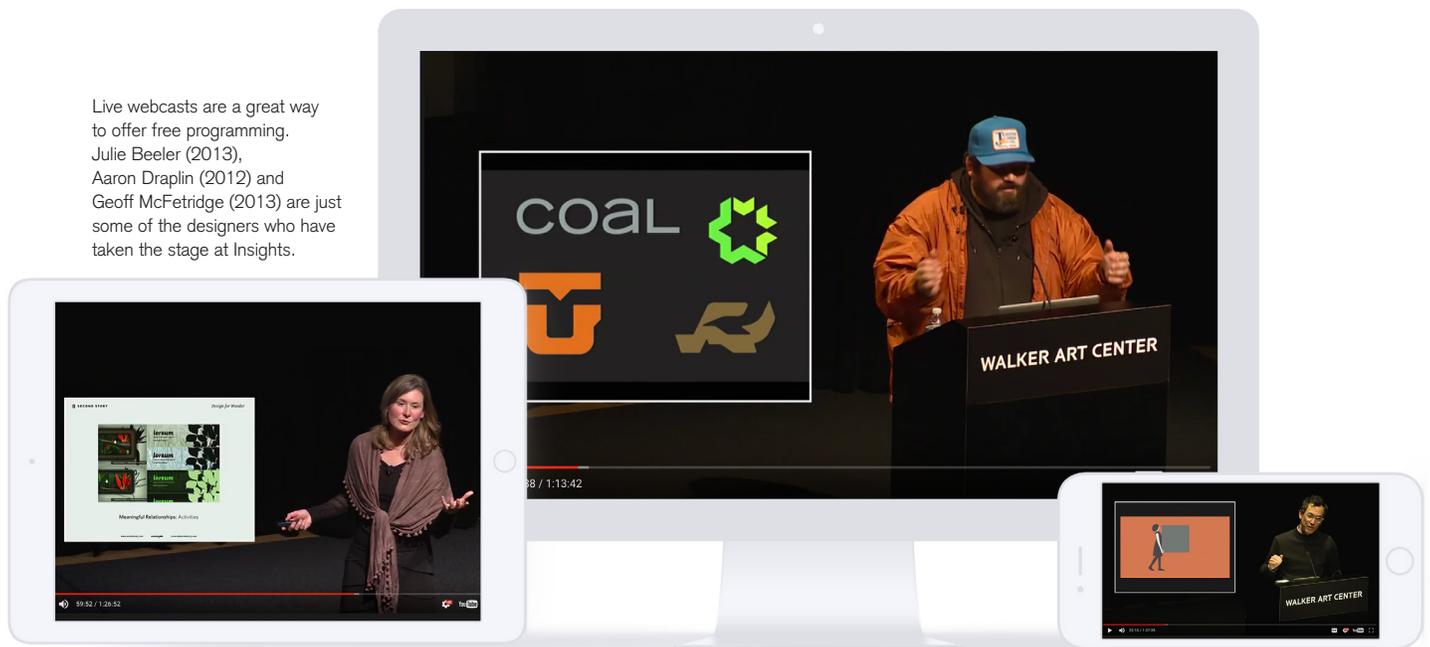
**Insights is a design lecture series for progressive creatives.** A unique collaboration between the Walker Art Center and AIGA Minnesota for over three decades, Insights embraces the unexpected to present diverse, exploratory, and contemporary lecturers.

Featuring perspectives from around the world, Insights avoids TED-style talks and portfolio presentations in favor of giving voice to adventurous design thinkers and makers. These designers often pose challenges and push the edges of their profession, in turn inspiring us to identify new perspectives in our own work.

# Host a Viewing Party

Can't make it to the Walker? Whether you're a design studio, a student group, or an AIGA chapter, hosting a viewing party is a great (free) way to provide inspiration to your people with engaging talks that will spark thoughtful conversations and an energetic exchange of ideas.

Live webcasts are a great way to offer free programming. Julie Beeler (2013), Aaron Draplin (2012) and Geoff McFetridge (2013) are just some of the designers who have taken the stage at Insights.



## For AIGA Chapters

Looking for an intriguing event to supplement your chapter programming? Insights viewing parties are an easy way to bring in world-class design for no cost at all. AIGA understands that there is no such thing as one "design community" and this is a perfect way to introduce members to diverse designers and ideas.

## For Educators

Host a student group viewing or incorporate these lectures into your curriculum. The designers we present do what they do with passion and conviction, and represent a culture of self-initiated and self-critical design practice.

## Join the Conversation

Participate in the lecture, live. Tweet your questions for our speakers at #insights17 during the lecture and our moderator will select a few for the speakers. Make sure to include where you're watching from.

## Let Us Know

If you plan on hosting an Insights viewing party, we want to hear about it! Send an email to [designinfo@walkerart.org](mailto:designinfo@walkerart.org) and tell us who you are and what you're up to. If you take photos during your event, we'll post them to the Walker design blog after the series.

## Insights Archives

Check out the growing archive of past Insights design lectures at the Walker Channel, [channel.walkerart.org](http://channel.walkerart.org).

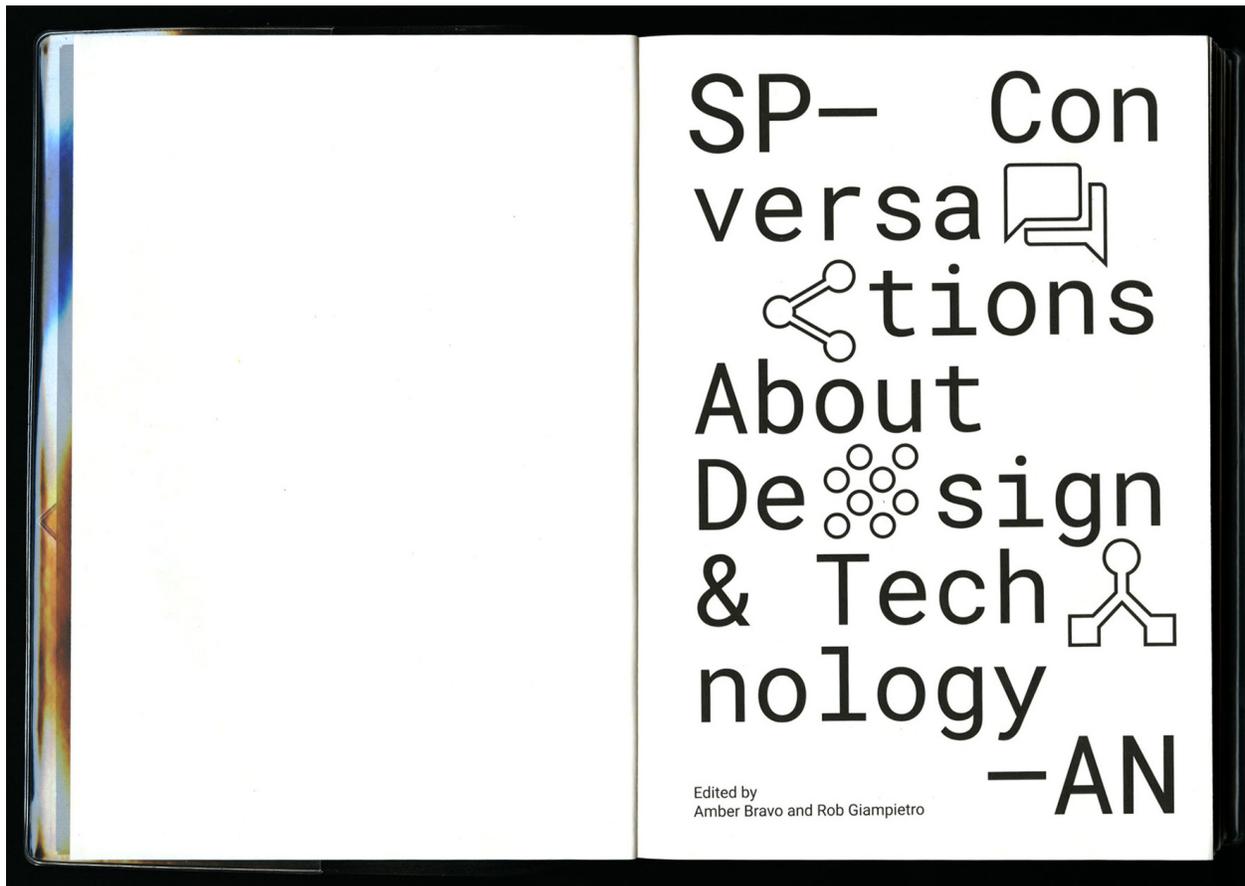
## You'll Need:

- a high-speed connection
- a modern browser (Chrome, Safari)
- a monitor or projector and speakers

## Join the Webcast:

- A few minutes before the start (7pm cst for all lectures), point your browser at [bit.ly/insights17](http://bit.ly/insights17)
- From there, navigate to the event's Facebook Live feed
- Click full screen
- Tweet questions at #insights17

This is a live webcast and may not be recorded. Videos will be archived on [channel.walkerart.org](http://channel.walkerart.org) a few days after the events.



# Rob Giampietro Insights Design Lecture

**Rob Giampietro is the Creative Lead and Design Manager at Google Design as well as a designer, writer, and professor.**

What can interaction designers learn from a stonemason? How can design be understood as an act of translation? How might the Sapir Whorf hypothesis apply to content management systems? When must we learn to unbuild, instead of building? Designer and writer Rob Giampietro lives these questions, consistently drawing connections between disparate design fields over the course of his diverse career. In his current position as creative lead and design manager for Google (New York), Giampietro's mission is to infuse an appreciation for design into Google's culture, and by extension, the company's billions of users. He and his team are responsible for communicating major Google design initiatives, such as Material Design (Google's expansive interface program, inspired by tangible interactions with paper, light, layering, and movement) and Google Fonts (their open-source collection of digital typefaces).

Before joining Google, Giampietro spent much of his career inhabiting the art and culture sectors, designing for cultural institutions, and writing about design in both pragmatic and esoteric ways, often commissioned by independent visual culture journals such as Dot Dot Dot, Mousse Magazine, and Kaleidoscope. From 2010 through 2015, Rob was a Principal partner at renowned New York design studio Project Projects where he headed up many of their interactive initiatives; and between 2003 and 2008, he led his own firm, Giampietro+Smith, creating work for clients such as Knoll, Target, and others. For his Insights lecture, Giampietro will give us a glimpse into his idiosyncratic synthesis of design ideologies while offering a look into the evolving design culture at Google.

[design.google.com](http://design.google.com) [linedandunlined.com](http://linedandunlined.com)

Tuesday  
March 7  
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast  
[bit.ly/insights17](http://bit.ly/insights17)

Speaker Q&A  
[#insights17](https://twitter.com/insights17)

AIGA Minnesota

WALKER

More Info  
[aigaminnesota.org](http://aigaminnesota.org)



# Andy Rementer Insights Design Lecture

**Andy Rementer is an illustrator and painter whose work has been featured in a number of high-profile brands and publications, from Apartamento magazine to the New York Times, Wired to Lacoste.**

Rementer honed his particular style while studying at Fabbrica in Treviso, Italy. He has stated in interviews that his color-blindness inevitably brings him back to his frequently used bright hues, no matter how hard he tries to adopt a muted palette. This has become vital to his output—the pastel and poppy color schemes camouflaging the prevalence of loneliness, isolation, and ambivalence in his work.

His projects often subvert or expand their intended format, whether a furniture catalogue masquerading as a comic book or a set of postage stamps that investigates the decidedly un-epistolary phenomenon of online dating. Rementer will talk us through his practice and give us a glimpse into his collaborations with some of the world's most celebrated brands.

[andyrementer.com](http://andyrementer.com)

Tuesday  
March 14  
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast  
[bit.ly/insights17](http://bit.ly/insights17)

Speaker Q&A  
[#insights17](https://twitter.com/insights17)



# Office of Culture & Design / Hardworking Goodlooking Insights Design Lecture

**The Office of Culture and Design, a studio based in Manila, is a social practice platform for artists, designers, writers, and assorted projects in the developing world.**

How can the act of publishing be democratized in developing countries? How can local vernaculars be celebrated in the face of globalized aesthetics? What is the cultural significance of EXTREME DROP SHADOWS? The Office of Culture and Design is a studio based in Manila, led by artist Clara Balaguer. Running in parallel to the OCD, Hardworking Goodlooking is a publishing and design practice Clara leads with designer Kristian Henson. Balaguer describes the OCD as "a social practice platform for artists, designers, writers & assorted projects in the developing world." With their wide network of collaborators, Balaguer and Henson embrace contemporary art and design as necessary tools for progress with the hopes of affecting real change. This occurs by way of social innovation experiments, workshops, conferences, events, and feasts. Projects include product development initiatives designed to enhance the livelihoods of Filipino craftsmen as well as microgrants that they receive and redistribute.

Frequently produced in cottage industry presses in the streets of Manila and utilizing the most DIY production values, Hardworking Goodlooking's books embody the uncertain and insecure task that authors face, when trying to self-publish critical content in the developing world. They also lead book-making workshops in which they teach people how to edit, design, and print their own books in a week or less, using inexpensive and readily available tools.

In their lecture, Balaguer and Henson will present case studies from their practice thus far, and discuss the fraught and fractured history of Filipino graphic design, which Balaguer recently wrote about in her essay "Tropico Vernacular" for Triple Canopy magazine.

[officeocd.com](http://officeocd.com)

Tuesday  
March 21  
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast  
[bit.ly/insights17](http://bit.ly/insights17)

Speaker Q&A  
#insights17

More Info  
[aigaminnesota.org](http://aigaminnesota.org)

AIGA Minnesota WALKER



# Richard Turley Insights Design Lecture

**Wherever Richard Turley goes, he figures out a way to not have to play by the rules. Best known as the art director who reimagined Bloomberg Business-week magazine as an edgy, design-forward publication, Turley recently ended a stint as MTV's first senior vice president of visual storytelling and deputy editorial director.**

At MTV Turley oversaw a horde of designers whose basic mission was to create "strategic anarchy," personifying the corporation's desire for self-critique and, in his words, "de-brand"-ing the network. The studio generated new TV idents and bumps on a daily basis, using whatever content they felt was appropriate as long as it was immediate and of the moment. Turley has described the approach as a form of social media, simply executed through the channel of a broadcast network. The segments range from abstract chaos to surreal mundanity, live social media conversations with viewers to bluntly worded statements directly responding to current events.

In his new position as executive creative director of content and editorial design at Wieden + Kennedy, Turley will bring his unique talent for visualizing ideas to the world of branding.

[richardturley.tumblr.com](http://richardturley.tumblr.com)

Tuesday  
March 28  
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast  
[bit.ly/insights17](http://bit.ly/insights17)

Speaker Q&A  
[#insights17](https://twitter.com/insights17)

 **Minnesota** ..... **WALKER**

More Info  
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