



2018 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, the series embraces the unexpected to present diverse, exploratory, and contemporary lecturers.

Featuring perspectives from around the world, Insights gives 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 #insightsdesign 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 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.

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), point your browser at the Facebook Live event.
- Click full screen
- Tweet questions at #InsightsDesign

This is a live webcast and may not be recorded. Videos will be archived a few days after the events.



Archie Lee Coates IV

Insights Design Lecture

Archie Lee Coates IV is a founder and partner of Playlab, an interdisciplinary studio with no particular focus that explores things that interest them.

A floating plus-shaped pool that filters river water for New Yorkers to swim in. An architectural magazine that examines themes such as guns, virtual space, Apple, and prisons. An identity for a young sex toy company. An exhibition of paintings in Reykjavik. A collection of clips of Joaquin Phoenix walking on film, titled Walking Phoenix. A capsule collection of floral embroidered clothing for Need Supply. A faculty position in SVA's Design for Social Innovation program. A rebrand of the United States of America for SFMOMA. An interdisciplinary studio called Playlab.

Where does Archie Lee Coates IV find the time?

Tuesday
March 6
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast
goo.gl/tVsKab

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



Sheila Levrant de Bretteville

Insights Design Lecture

AIGA Design Legend Gold Medalist Sheila Levrant de Bretteville has been a consistent trailblazer over her five decades of practice as a designer and artist.

From founding the first design program for women at CalArts, co-creating the Feminist Studio Workshop, and running the Woman's Building and the Women's Graphic Center to being the first woman to receive tenure at Yale University School of Art, de Bretteville has been at the forefront of conversations regarding design, equality, and culture.

Since 1990, she has been director of the Yale University graphic design MFA program, one of the most adventurous and forward-thinking of its kind in the world. Through her leadership and teaching, the program has been in constant dialogue with the international design scene, embracing a critical and experimental approach to design while producing some of the most exciting young designers today.

She is also a public artist, creating poignant works that celebrate and illuminate the neighborhoods they exist within. She has created site-specific works in Hong Kong, Russia, New York, Boston, Los Angeles, and many other places. In 2004 de Bretteville received the "Design Legend Gold Medal" from AIGA.

Tuesday
March 13
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast
goo.gl/iZLNUj

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



Greg Hoffman

Insights Design Lecture

Greg Hoffman is a Minnesota native, MCAD graduate, and the Chief Marketing Officer of Nike, Inc.

In his Instagram feed, a pair of pristine Air Jordans sits side by side with an abstract modernist sculpture; not far by, an Eames chair saddles up to a bottle of Yamazaki Whiskey, with Mount St. Helens in the background. When put through the lens of a designer who reveres sports, nature, travel, and design equally—even AstroTurf can exude elegance.

Born in Tonka Bay and a graduate of MCAD, Greg Hoffman left Minnesota 25 years ago in his parents' van to seek a design internship at Nike. Today he is chief marketing officer of the preeminent athletics brand, responsible for their brand design, digital and retail experiences, ads, and campaigns, working with designers and creative agencies around the world. He has overseen projects for the Olympics, FIFA World Cup, and NBA All-Star games.

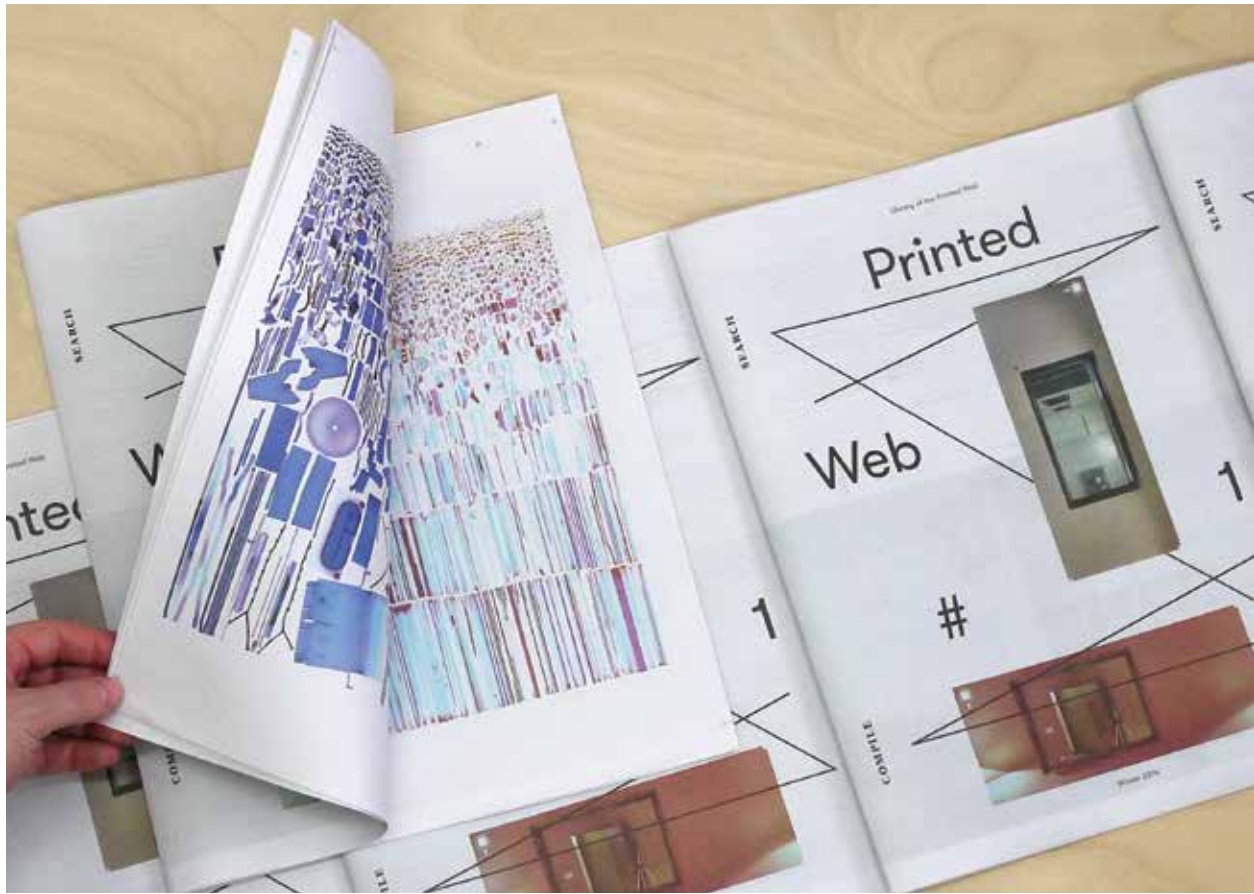
At its heart, Hoffman's work revolves around the intersection of innovative design and compelling storytelling, and his work for Nike frequently highlights the exaggerated humanity inherent to the world of sports.

Tuesday
March 20
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast
goo.gl/f9Ehwa

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



Paul Soulellis Insights Design Lecture

Paul Soulellis of Counterpractice, Rhizome.org, and RISD tackles thorny questions about technology, community, and communication.

As we live our lives increasingly through virtual interfaces, our relationship to analog technologies becomes more fetishized and our understanding of community becomes progressively networked. How do we communicate? How do we publish? What is signal and what is noise?

These are some of the questions that designer, author, and teacher Paul Soulellis tackles in his work, which investigates the intersection of experimental publishing, network culture, and artistic practice.

Soulellis's design studio Counterpractice tackles design and branding projects, including the overarching identity design and branding strategy for the TEDx Conferences. Soulellis is also contributing editor at the new media art platform Rhizome.org, a professor at the Rhode Island School of Design, and founder of the Library of the Printed Web, an archive of web-to-print artist works.

Tuesday
March 27
7:00pm cst

Walker Art Center Cinema

Free Facebook Live Webcast
goo.gl/KsFdPH

Speaker Q&A
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