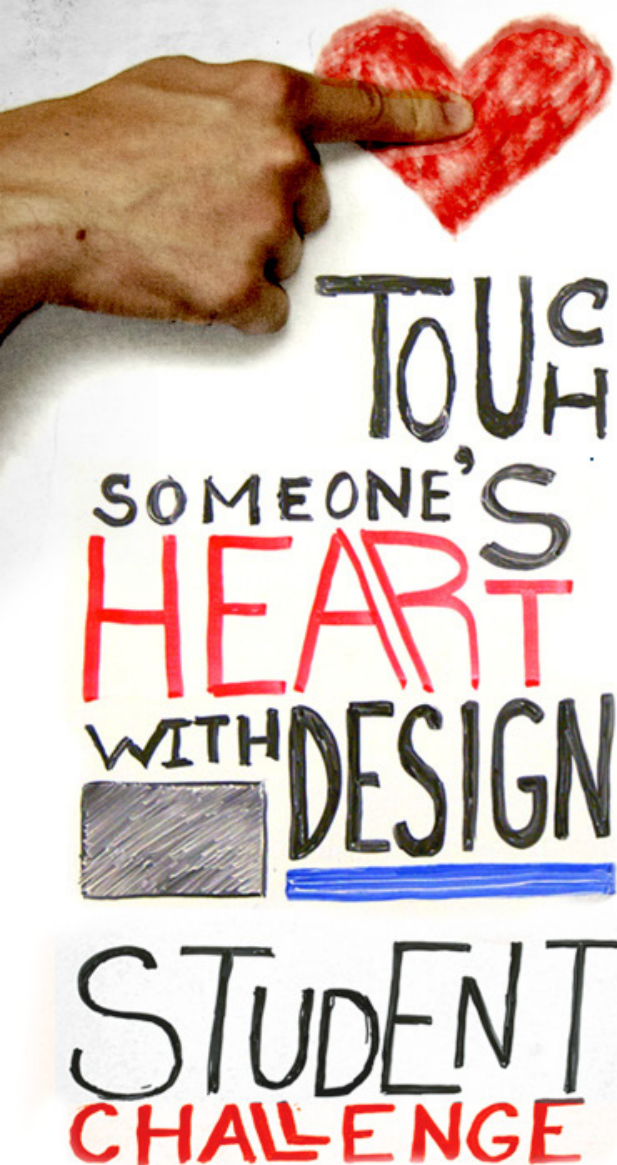




STEFAN SAGMEISTER – GET TO KNOW THE MAN BEHIND THE CHALLENGE



Stefan Sagmeister is renowned for the album covers he created for the likes of Lou Reed, Talking Heads, Aerosmith and the Rolling Stones. His design work is simple, striking, and humorous. His style mixes intimacy and sexuality with wit and a whiff of the sinister. The strength of his design work lies in his ability to come up with potent, original, stunningly appropriate ideas. A sense of humor invariably surfaces in his designs, which are very thoughtful. Learn more about him here:

sagmeister.com hillmancurtis.com youtube.com

THE CHALLENGE:

Stefan Sagmeister will be coming to RIT to give a talk on "Design and Happiness" as part of the Gannett Project's "Visionaries in Motion" series on October 5th, 2009.

WWW.CWGP.ORG

In anticipation of his visit to campus, Stefan has issued a challenge to ALL RIT students.



SAGMEISTER SAYS:

"Touch someone's heart with design. That someone can be a single person, or a small group of people, and that person or that group has to be part of RIT.

The process and media used is up to student, the outcome is not: That person or group will need to be touched. The touching should be done with a piece of design."

YOUR PARTICIPATION:

We encourage you to take part in this challenge and create a design to touch someone's heart on the morning of October 5th, 2009. There is no official registration required. You may display your design appropriately on the RIT campus. You will be responsible for adhering to RIT's rules and policies regarding your installation. No damage!

**STEFAN
SAGMEISTER**
"DESIGN AND HAPPINESS"
INGLE AUDITORIUM (SAU)

OCTOBER 5TH, 2009
8:00 PM