

IDSAYC

7/9/10

Cooper-Hewitt,
National Design Museum
Private Tour& Special Edition
Garden Stammtisch

Please Join Us on Friday, July 9th at 6:00 pm

Event LocationCooper-Hewitt, National Design Museum
2 E 91 St (5th avenue)
New York, NY 10128
212- 489-8404**NOTE: maximum of 20 people per tour;
please register ASAP to avoid being shut out.**FREE IDSA members
\$10 non-IDSA
registration required:
<http://tiny.cc/76umy>
more information: idsanyc.org**IDSAYC** proudly presentsCooper-Hewitt,
National Design Museum
Private TourCome join us for a private tour of the
Cooper-Hewitt's National Design Triennial.
Two tours start at 6 p.m. and 7 p.m.
respectively. Join us for a special
Stammtisch and enjoy summer drinks
in the beautiful Cooper-Hewitt
garden afterwards.**Why design now?** Designers around the world are answering this question by creating products, prototypes, buildings, landscapes, messages and more that address social and environmental challenges. How can we power the world with clean energy? How can we move people and products safely and efficiently? How can we shelter communities in sustainable environments? How can we close the loop of materials extraction and disposal? How can we enable people around the globe to generate and share wealth? How can we improve the quality of life for all people through health-care innovations? How can we communicate ideas effectively and creatively? How can we discover beauty and wisdom in simple forms that use minimal resources? Collectively, designers are seeking to enhance human health, prosperity and comfort while diminishing the conflicts between people and the global ecosystems we inhabit.

Why Design Now? is the fourth installation in the National Design Triennial exhibition series launched by Cooper-Hewitt, National Design Museum in 2000. The Triennial provides a sample of contemporary innovation, looking at what progressive designers, engineers, entrepreneurs and citizens are doing in diverse fields and at different scales around the world. Included are practical solutions already in use as well as experimental ideas designed to inspire further research. A few projects will provoke controversy, answering some questions while raising others. Each one — from a soil-powered table lamp to a post-petroleum urban utopia — celebrates the transformative power of design.

The exhibition itself is an exercise in environmentally responsible design. In collaboration with the exhibition designer, Tsang Seymour, the Museum has employed eco-safe materials, modular components, simple mounting techniques and materials-reduction strategies wherever possible. And the exhibition design can be remade at traveling exhibition sites using local materials. Together, these steps make Why Design Now? the most sustainable exhibition in the Museum's history. And we are only just getting started.

more exhibit info:
<http://exhibitions.cooperhewitt.org/Why-Design-Now>**IDSAYC** proudly presentsCooper-Hewitt,
National Design Museum
Private Tour**IDSAYC** proudly presents

Stammtisch

Stammtisch {m} - a table reserved at a bar for people with similar interests

All NYC design professionals welcome

Cooper Hewitt GardenJuly 9th, 6 pm onwards
immediately following the Cooper Hewitt Why Design Now? Tour2 E 91 Street • New York, NY
212-489-8404