



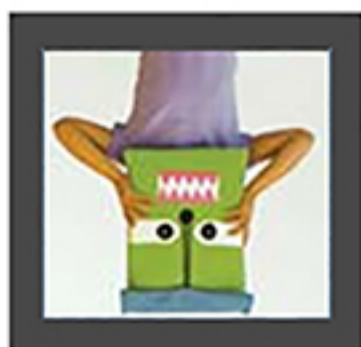
# IDSANYC

October 9–17, 2010

Cooper-Hewitt,  
National Design Museum  
National Design Week

*Free Admission All Week*

## Highlights include:



### Target Design Kids Presents Kid Made Modern

Sat, 10/9 — 11:00 am-12:00 pm, 12:30-1:30 pm, 2:00-3:00 pm

Cooper-Hewitt, National Design Museum, 2 E 91 St (5th ave)

Create modern design pieces from everyday and recycled materials with Todd Oldham and crew.

Register: <http://cooperhewitt.org/CALENDAR>



### 5th Annual Teen Design Fair

Tues, 10/12 — 4:00pm-6:00pm

The Altman Building, 135 West 18th Street, NYC

Teens are invited to learn about working in the many fields of design. Design colleges will be on hand. Meet top designers.

Register: <http://www.nationaldesignawards.org/2010/teen-design-fair>



### National Design Awards Winners' Panel

Tues, 10/12 — 7:00pm-8:30pm

The Altman Building, 135 West 18th Street, NYC

2010 National Design Award winners participate in a panel discussion about their inspiration and drive as designers.

Register: <http://cooperhewitt.org/CALENDAR>



### The Business of Design

Weds, 10/13 — 8:00am-9:30am

Cooper-Union, Fredrick P. Rose Auditorium,  
41 Cooper Square, Third Ave (6–7 Sts), NYC

Business leaders discuss how design impacts their overall strategy and affects their bottom line.

Register: <http://cooperhewitt.org/CALENDAR>



### The Design Film Festival: 3 Films

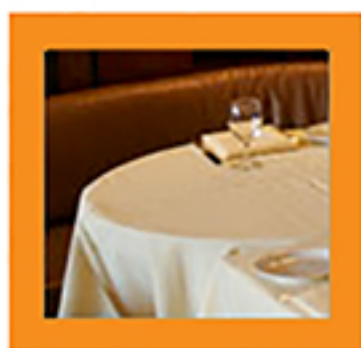
Weds, 10/13

Cooper-Hewitt, National Design Museum, 2 E 91 St (5th ave)

12:30 Helvetica

2:00 Objectified

3:30 Hella Jongerius: Contemporary Archetypes



### National Design Awards Gala & After Party

Thurs, 10/14

Cipriani 42nd Street, NYC

The 2010 National Design Awards ceremony and dinner.

More Info: <http://nationaldesignawards.org/2010/>

[nationaldesignweek.com/business-of-design](http://nationaldesignweek.com/business-of-design)

Reduced IDSA members pricing for after party: \$50