

FOR IMMEDIATE RELEASE



Design Ignites Change:
an innovative student program
channels the power of design
thinking to ignite social change

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New York, NY – March 5, 2009 – Worldstudio, together with the Adobe Foundation’s signature program Adobe Youth Voices, today announced *Design Ignites Change*, a program that encourages talented high school and college students from across the country to use the power of design to address social issues in their local communities through substantive public projects. Students are encouraged to develop projects that will stimulate thought, dialogue, action and ultimately change.

To date, *Design Ignites Change* has engaged 17 colleges and universities who are now hard at work on responses to such pressing global issues as racism, economic inequality and climate change.

A major component of the initiative is a mentoring program through which college and university students, educators and creative professionals, work with underserved high school students to develop projects that will benefit their own communities, while giving them a voice around important social issues. The program will also serve to introduce these high school students to the creative professions as a career option. A guided option for the mentoring program will result in community billboard campaigns around the theme of tolerance.

“The response from the education and business communities has been phenomenal,” said Worldstudio’s Andréa Pellegrino. “They see *Design Ignites Change* as a breakthrough initiative that will bring visibility to innovative solutions addressing a range of social issues, happening at the college level, as well as a way to instill the importance of giving back to one’s community in the next generation, through the high school mentoring component.”

Advisors to the project include: Marc Alt, Marc Alt and Partners; John Bielenberg, Project M; Elan Cole, Johnson & Johnson; Steven Heller, School of Visual Arts; Debbie Millman, Sterling Brands. Visit www.designigniteschange.org/advisors for a complete list of advisors.

Founding Partners:



Worldstudio
projects

The *Design Ignites Change* website showcases students’ process and project results. In the spirit of recognizing meaningful work, projects submitted by December 31, 2009 will be considered for selection in the first annual *Design Ignites Change* Awards Program. A jury of leading professional designers will convene to select the most effective and innovative solutions. Winners will be announced in March 2010.

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Design faculty from the following schools have committed to participating in this inaugural year of the *Design Ignites Change* program: Academy of Art University, San Francisco, CA - Alberta College of Art and Design, Calgary, Canada - Art Center College of Design, Pasadena, CA - C.S. Mott Community College, Flint, MI - College for Creative Studies, Detroit, MI - Corcoran College of Art + Design, Washington, DC - IIT Institute of Design, Chicago, IL - Kansas City Art Institute, Kansas City, MO - Massachusetts College of Art and Design, Boston, MA - Metropolitan State College, Denver, CO - Otis College of Art and Design, Los Angeles, CA - Parsons The New School for Design, New York, NY - Portfolio Center, Atlanta, GA - Rocky Mountain College of Art + Design, Lakewood, CO - School of Visual Arts, New York, NY - University of Pennsylvania, Philadelphia, PA - University of Tennessee, Knoxville, TN

Design Ignites Change is a joint project developed by Adobe Youth Voices and Worldstudio with support from AIGA, the professional association for design; Citizen Scholar Inc.; Cooper-Hewitt, National Design Museum; Core 77; Design Observer; Frog Design; Graphic Design USA; Williams & House.

If you represent a school or youth program and would like to find out how to participate, or a corporation or foundation wishing to support the program, please visit:

www.designigniteschange.org

About *Design Ignites Change*

Creativity holds enormous power for fostering positive social change. Instilling this ideal in the next generation of creative professionals is core to *Design Ignites Change*, a collaboration between Adobe Youth Voices and Worldstudio. The annual program promotes and encourages talented high school and college students across the country to use design thinking and innovation to create solutions to, and messages for, pressing social problems.

Each year, participating colleges, universities and high schools engage with their students to create work that addresses powerful social topics ranging from issues of diversity, homelessness, hunger and gun violence to scarce water resources, sustainability and endangered species. The students are encouraged to develop actual projects that are visible in and beneficial to their own local communities; projects that will stimulate thought, dialog, action and ultimately change.

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Founding partners

About the Adobe Foundation and Adobe Youth Voices

The Adobe Foundation is a 501(c)(3) private foundation created and funded by Adobe Systems Incorporated to leverage human, technological and financial resources to drive social change and community improvements. The Foundation's Adobe Youth Voices global philanthropic program brings digital and multimedia tools and training to students and educators and empowers youth to comment on their world, share their ideas and demonstrate their potential to take action in their communities. The Adobe Youth Voices global network currently includes more than 160 sites, grantees, and organizations in 31 countries engaging youth and educators in schools and out-of-school programs.

For more information, visit: www.adobe.com/go/youthvoices

About Worldstudio

Worldstudio is a full service marketing and design firm whose unique area of expertise is in creating and implementing programs and projects for corporations and foundations that support their social responsibility platforms.

Worldstudio's marketing and communication programs allow organizations to engage with key constituencies in a truly meaningful way by not only helping clients communicate their values, but also enabling them to demonstrate those values through tangible actions that benefit themselves and the communities they serve.

Worldstudio established Worldstudio Foundation in 1993 as a vehicle for the company to give back to the creative community. Since its inception, the Foundation has launched groundbreaking initiatives dedicated to helping the next generation of artists, architects, photographers and designers realize their dreams while being pro-actively involved in their communities.

Each year Worldstudio donates a portion of its profits to the Foundation. *Design Ignites Change* is a Worldstudio Foundation initiative.

To learn more about Worldstudio, please visit: www.worldstudioinc.com

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Additional media material can be found at:
www.designigniteschange.org