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**HOW Design Live Spotlights Global Perspectives on
Graphic Design, Branding and Marketing, May 4 – 8, Chicago**

***The Biggest, Global Design Event Anywhere Boasts an Internationally-Prominent
Roster of Speakers, Gathers 4,000+ Creatives from 35+ Countries***

NEW YORK (Feb. 23, 2015) — [HOW Design Live](#), the biggest, most inspiring, educational and talked-about design event anywhere in the world, is gathering the top minds in graphic design, branding and marketing from around the globe. The event takes place May 4 – 8 in Chicago, Ill. at the Hyatt Regency Chicago. And over the course of the five-day conference and exposition (@HOWbrand - #HOWLive), more than 100 international companies will be represented, as well as 4,000+ professionals and speakers from more than 35 countries. Conference details and registration are available at howdesignlive.com (register by March 31 for the best early-bird rates).



“HOW Design Live is a dynamic gathering of creative professionals who represent the many different design disciplines and a wide range of experience, says Gary Lynch, vice president/group publisher, design and publishing communities at [F+W, A Content + eCommerce Company](#), the organizer of HOW. “Attendees come from around the world to learn from HOW’s stellar international line-up of graphic design, branding and marketing thought-leaders. These experts – more than 100 of the brightest creative minds – will offer real-world and cutting-edge design perspectives, new ideas, new sources of inspiration and new skills.”

A few of the international highlights of HOW Design Live include:

- **Pentagram, the Leading International Design Firm** – Among the many global companies and firms represented at HOW Design Live is [Pentagram](#), the world’s largest independent design consultancy with offices in London, Berlin, New York, San Francisco and Austin, Texas. Pentagram designs architecture, interiors, products, identities, publications, posters, books, exhibitions, websites and digital installations. Three of the company’s 19 partners will present and participate in enlightening sessions at HOW – including Paula Scher, Marina Willer and Michael Bierut – leveraging their vast experience and portfolio as top global designers.
- **Global Designers Panel Discussion** – In one of the numerous educational sessions at HOW Design Live, four international creatives will share their insights and creative passions in consecutive 20-minute presentations, followed by a stirring panel discussion moderated by Paula Scher. Participants include:



Anette Lenz, principal of Atelier Anette Lenz and graphic design professor at [HEAD Haute École d'Art et de Design Genève](#) in France; Sascha Lobe, graphic designer, founder and creative director of [L2M3](#) in Denmark; Tony Brook, creative director of [Spin](#) studio in London; and Marina Willer, partner at [Pentagram](#) in London.

- **Global Designer Karim Rashid** – Also at HOW Design Live, the world-renowned creative leader Karim Rashid will reveal valuable design secrets and highlight the importance of design in everyday life. Rashid is one of the most prolific international designers of his generation, working in more than 40 countries through his work as president of [Karim Rashid, Inc.](#) He also boasts more than 3,000 designs in production, more than 300 awards, and more than 100 exhibitions of his work globally.
- **Award-Winning Designer Philippe Apeloig of France** – Philippe Apeloig, a sought-after graphic designer with [Studio Philippe Apeloig](#), currently working for Hermès, several cultural institutions, galleries and publishers, will share insights during his presentation at HOW Design Live. Apeloig has been the art director of the Louvre, a typography teacher at Nationale Supérieure des Arts Décoratifs in Paris, a professor of graphic design at the Cooper Union School of Art in New York, and the winner of the Gold Award from the International Society of Typographic Designers in London.
- **Adrian Shaughnessy, a Leading Designer, Writer, Educator, Publisher in London** – HOW Design Live speaker Adrian Shaughnessy spent 15 years as creative director of the award-winning Intro, a design studio he co-founded in 1988 in London. In 2004, Shaughnessy left to pursue an interest in writing and lecturing, and to work as an independent design consultant. Today, he runs ShaughnessyWorks, a consultancy combining design and editorial direction. Shaughnessy is also co-founder of the publishing company [Unit Editions](#), which has published a wide range of graphic design books. He has written and art-directed numerous books on design, including [How to Be a Graphic Designer Without Losing Your Soul](#), which has sold more than 80,000 copies and has been published in numerous languages. At HOW Design Live, Shaughnessy will distill some of the lessons he's learned during his career.

[HOW Design Live](#), through its education program, exposition and networking events, offers both the inspiration to rekindle one's passion for creative work, plus the tactical, take-home information needed to achieve and advance a career. Overall, HOW Design Live is divided into five programs, each with a specific focus. The programs include: HOW Design; Dieline Package Design; HOW Leadership; In-House Management and Creative Business. Attendees can customize their personal agenda by picking the sessions, workshops and social events that help fulfill their goals.

Visit howdesignlive.com to sign-up for HOW Design Live (early bird rates expire March 31), or e-mail howdesignlive@fwmedia.com to inquire about attending, sponsoring or exhibiting.

About F+W, A Content + eCommerce Company

[F+W](#), the company behind [HOW Design Live](#), is an enthusiast-focused Content and eCommerce company, serving 20 Million consumers annually via the Company's print portfolio, ecommerce stores, extensive online education programs, trade and consumer events, popular consumer catalog brands, nationally-broadcast TV programs and more, all in service of passionate niche communities of professionals. (fwcommunity.com)

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Note to Editors: Press passes, artwork, interviews may be requested.