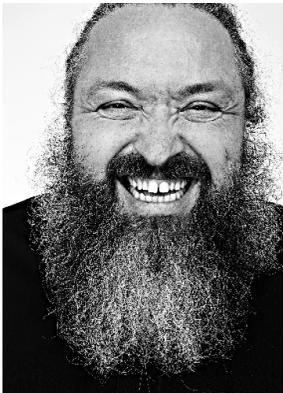


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DEAN'S LECTURE SERIES

SCHOOL OF INTERIOR DESIGN

FASHION / GRAPHIC COMMUNICATIONS MANAGEMENT / IMAGE ARTS / INTERIOR DESIGN / JOURNALISM / RADIO AND TELEVISION / THEATRE / PROFESSIONAL COMMUNICATION



Since founding Bruce Mau Design Inc. in 1985, Bruce Mau has maintained collaboration as the wellspring of his work and studio. In 1998, he received the Chrysler Award for Design Innovation and then the Toronto Arts Award for Architecture and Design in 1999. He has lectured widely across North America and Europe and in January 2003 founded the Institute without Boundaries, a twelve month interdisciplinary postgraduate program that aims to produce a new breed of designer - one who is a synthesis of artist, inventor, mechanic, objective economist, and evolutionary strategist.

TUESDAY MARCH 27, 2007
6:00 PM / LIB 72

BRUCE MAU

Creative Director, Bruce Mau Designs Inc. and
Founder, the Institute without Boundaries

Open Conversation with Bruce Mau

As an internationally renowned designer, Bruce Mau collaborates with some of the world's leading architects, artists, writers, curators, academics, entrepreneurs, businesses and institutions. His work crosses a wide range of disciplines including print, branding, signage, exhibitions, research and programming, and product design. Among a long list of clients, he has worked with the Netherlands Architecture Institute, the Art Gallery of Ontario, Indigo Books & Music Inc., the Getty Research Institute, the Walt Disney Concert Hall, the Museum of Modern Art, Umbra, and the New Tokyo Life Style Think Zone.

His Incomplete Manifesto for Growth reflects an openness and multidisciplinary thinking that has become a model and design philosophy recognized around the world. Acclaimed for this 'out of the box' thinking, Mr. Mau will begin the open discussion by outlining the approach he has taken in building his own team and creating a design philosophy. The session will provide a special opportunity to talk with Bruce Mau about his projects and how Bruce Mau Designs Inc. works.

11. Harvest ideas. Edit applications. Ideas need a dynamic, fluid, generous environment to sustain life. Applications, on the other hand, benefit from critical rigour. Produce a high ratio of ideas to applications.

from An Incomplete Manifesto for Growth

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