
What Design Sounds Like
A Design Observer Symposium
on Sound and Visual Culture

Saturday February 21, 2015
10am to 6pm

Admission Free

School of Visual Arts Theatre
333 West 23 Street
New York City



SPEAKERS



Michael Bierut is a partner at Pentagram and co-founder of Design Observer. He studied graphic design at the University of Cincinnati's College of Design, and worked for ten years at Vignelli Associates.



Alexander Chen's work combines music, design, and coding. His projects include transforming a NYC subway map into a string instrument, and visualizations of the music from Bach to the Beach Boys.



EunJon Cho is the Associate Head, M.F.A. Technology & Design, and Associate Professor of Sound Design at Louisiana State University.



Mike Errico is a singer-songwriter, producer, author, professor, and journalist. Errico has toured worldwide and has written TV theme songs including VH1's hit series *Pop Up Video*.



Michael Nino Evensen is a designer in Oslo, Norway who was a co-founder of *Spoken.am* and worked as a lead product designer on the SoundCloud platform.



Sasha Frere-Jones is a writer, music critic, and musician. He has written for *The New York Post*, *The Wire*, *The Village Voice*, *Slate*, *Spin*, *The New York Times* and more.



Tobias Frere-Jones is an award-winning type designer who operates the company Frere-Jones Type and teaches typeface design at the Yale School of Art MFA program.



Jessica Helfand is a designer, author, educator, and a founder of Design Observer. She is a former contributing editor and columnist for *Print*, *Eye*, and *Communications Arts*, and host of award-winning podcasts.



Steven Heller is an art director, journalist, critic, author, editor and educator who is co-chair of the MFA Designer as Author Department, and writes the Visuals column for the *New York Times Book Review*.



Juliet Kinchin is the Curator of Modern Design in the Department of Architecture and Design at the Museum of Modern Art in NYC.



Geoff Manaugh is an author, writer, and creator of *BLDGBLOG*. He has written two books, *Until Proven Safe* and *A Burglar's Guide to the City*, and his ghost story "Ernest" was adapted for film for Netflix.



Debbie Millman is a writer, educator, artist, curator, designer and host of the podcast *Design Matters*. She is the author of six books and President Emeritus of AIGA.



Chee Pearlman is an editor and curator, currently Arts & Design Curator of TED Conferences. She has served as editor-in-chief of *I.D.* Magazine, curated the Art Center Design Conference, and co-directed the Chrysler Design Awards.



Amir Shaikh is the Vice President of Product at Mindset by DIVE Studios, and co-creator of *Spoken.am*.



Adrian Shaughnessy is a designer, author, co-founder of the publishing imprint Unit Editions, and host of a series of radio shows on ResonanceFM called *Graphic Design on the Radio*.



Nick Sowers is a Sound Architect. He launched his Oakland-based practice Soundscrapers in 2008, and founded Demilit in 2010 to scour landscapes for quotidian connections between spaces, objects, individuals, and authority.



Nicola Twilley is a writer, journalist, and author of multiple books. She is a co-host of the podcast *Gastropod* and a contributor to *The New Yorker*. She also runs the blog *Edible Geography*.

SCHEDULE

9:45-9:55 **Michael Bierut + Jessica Helfand**
Opening Remarks

9:55-10:25 **Adrian Shaughnessy**
Graphic Design on the Radio

Graphic designers are often reluctant to describe what they do—they just do it. After hosting *Graphic Design on the Radio* for five years, Shaughnessy shares the joys and frustrations of persuading graphic designers to talk about their work live on air.

10:25-10:50 **Nicola Twilley**
Sound Bites

A short tour of audio foodscapes: the places where sound, design, and food overlap, from acoustic agriculture and urban sound design, to the art and science of sonic seasoning.

10:50-11:10 **Mike Errico**
Dancing About Architecture

Recording artist, writer, music supervisor, and educator Mike Errico talks and performs.

11:10-11:35 **Alexander Chen**
Strings + Code

What does a scribble sound like? What if the New York City subway map was a string instrument? How can we visualize melodies and time patterns? Alexander Chen's experiments blend music, design, and code to explore these ideas.

11:35-12:35 **Debbie Millman**
Design Matters

In this live episode of *Design Matters*, Debbie Millman talks to editor, curator, and design fairy godmother Chee Pearlman about editing a design magazine and designing conferences.

12:35-2:15 **Lunch Break**

2:15-2:45 **Michael Nino Evensen + Amir Shaikh**
The Sound of Storytelling

A historical/scientific perspective on the origins of storytelling and why spoken stories have such a profound role in the human experience. We imagine doing this through audio clips of our favorite podcasts, highlighting profound moments where the audience can understand how mature our ability to hear context beyond what someone is saying (trembling, hesitation, joy, excitement, etc).

2:40-3:05 **EunJin Cho**
Got Sound?

Sound design is often regarded as non-visual and one of the most subjective elements of design. *Got Sound?* explores sound design for the theater and how it's interconnected to everyday life.

3:05-3:30 **Juliet Kinchin**
Design for Ear and Eye

MoMA curator Juliet Kinchin will discuss her most recent exhibit *Making Music Modern: Design for Ear and Eye*.

3:30-3:55 **Nick Sowers + Geoff Manaugh**
Ghost in the Wall

Nick Sowers and Geoff Manaugh will engage in a conversation about sound, space, and architecture. Intermixed with the sounds, Geoff will discuss with Nick the possibilities of sound architecture for the various environments we inhabit—offices, houses, public places, and the spaces in between.

3:55-4:20 **Steven Heller**
The Expert Witness

Reprising some of his own radio, television, and film bites, Steven Heller will discuss the art of speaking in short sentences and the serendipity of being on call to give resonant sound bites.

4:20-4:45 **Tobias Frere-Jones + Sasha Frere-Jones**
Rock, Paper, Scissors, Type

Tobias Frere-Jones has established himself as one of the world's leading typeface designers. Sasha Frere-Jones is a critic, curator, musician, and the executive editor of *genius.com*. They will be interviewed by Adrian Shaughnessy on how both of their professions have been affected by the digital revolution.

4:45-5:15 **Michael Bierut + Jessica Helfand**
The Observatory

5:30-8:00 **Reception**
Art Directors Club Gallery

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