

EVENT: FRI, MAR. 7, 6 PM, OXFORD HOTEL, DENVER

## AIGA COLORADO PRESENTS STEFAN SAGMEISTER: THINGS I'VE LEARNED IN MY LIFE SO FAR

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DENVER // WED FEB 5, 2008

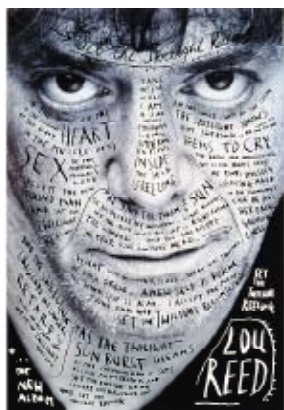
Among today's most important graphic designers, Stefan Sagmeister will speak in Denver Fri, Mar. 7, 2008.

Astonishingly, Stefan Sagmeister has only learned a scant twenty things (or so) in his life. However, he has managed (amazingly) to publish these hard-won maxims all over the world in a variety of spaces and formats. His dictums have made their way on to billboards, lightboxes, projections and over-sized inflatable monkeys, to name a few. **In his Denver presentation** Sagmeister will begin with his personal diary, adding design, a little art, some psychology and a dash of happiness. The resulting blend will look unique, feel delightful, and taste surprisingly yummy.

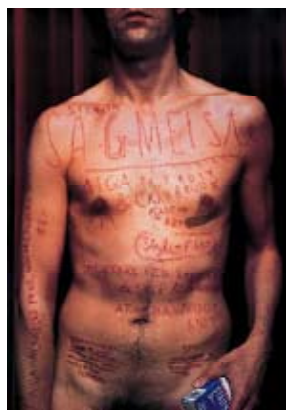
### Stefan Sagmeister

Stefan Sagmeister formed the New York based Sagmeister Inc. in 1993 and has since designed for clients as diverse as the Rolling Stones, HBO, and the Guggenheim Museum. Having been nominated five times for the Grammys he finally won one for the Talking Heads boxed set. He also earned practically every important international design award.

Solo shows on Sagmeister Inc's work have been mounted in Zurich, Vienna, New York, Berlin, Tokyo, Osaka, Prague, Cologne, Seoul and Miami. He teaches in the graduate department of the School of Visual Art in New York and lectures extensively on all continents.



POSTER FOR LOU REED



AIGA POSTER WITH TEXT CUT INTO  
SAGMEISTER'S SKIN



SAGMEISTER'S NEW BOOK

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A native of Austria, he received his MFA from the University of Applied Arts in Vienna and, as a Fulbright Scholar, a master's degree from Pratt Institute in New York.

### **The Book**

THINGS I HAVE LEARNED IN MY LIFE SO FAR (Abrams; February 18, 2008; Hardcover; \$40.00) documents typographic statements conceived of and created by Stefan Sagmeister. The evocative list includes sayings like "Having guts always works out for me" and "Assuming is stifling." The format of the book is a compilation of multiple unbound signatures that can be re-arranged to suit the reader and viewed through a laser-cut slipcase.

### **The event in Denver**

"Stefan Sagmeister produces some of the most potent graphic design in the world," said Mindy Nies, president of AIGA Colorado. "I can't tell you how excited we are to have him coming to Denver."

Sagmeister is likely to one of AIGA Colorado's most eminent speakers of the year. Attendance is limited to 250. A limited number of autographed books, which can be picked up at the event, will be available for purchase. AIGA members receive a substantial discount.

### **When**

Fri, Mar 7, 2008, 6:00 PM to 9:00 PM

### **Where**

The Oxford Hotel, The Grand Ballroom, 1600 17th St., Denver, CO 80201

### **Cost**

\$30 at the door, \$20 with advance registration online

AIGA Members: \$10 at the door, \$5 with advance registration online

### **For more information and to register, visit:**

[aigacolorado.org](http://aigacolorado.org)

### **MEDIA CONTACT**

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### **About AIGA Colorado**

AIGA Colorado is the statewide chapter of the professional association for design.

Made up of 600 Colorado-based designers, AIGA Colorado supports the interests of professionals, educators and students who are engaged in the process of design.

Web site: <http://aigacolorado.org/>