



Parking Information

Free Parking will be available on Thursday evening and Saturday at the surface lot behind the Weatherspoon Art Museum (corner of Spring Garden and Tate) and the adjacent Gatewood building. On Friday symposium guests will have free parking at the Oakland Ave Parking Deck and access to all surface lots after 5pm. Saturday parking is free at the Walker and Oakland Deck and on all surface lots.

Thursday, March 27

Reception, Film Screening, & Symposium Celebration 6-9pm
Special Sponsor, Exhibitor, and Participant Reception, Weatherspoon Art Museum
MK12 Film Screening and Discussion with Ben Radatz and Mick Ebeling
"The History of America", Weatherspoon Auditorium
Symposium Reception and Celebration, Atrium and Lead Pencil Studio Exhibition
Graffiti Research Lab Projection, Weatherspoon Art Museum and Jackson Library
Sponsored by Calloway Johnson Moore & West and The Weatherspoon Art Museum

Friday, March 28

8 - 9am

Breakfast Opening Reception

Vote: Inter-collegiate Design Charette
Elliott Center Auditorium Lobby

9 - 10:15am

Symposium Key Presentation

Between the Lines: Art & Design Practice

**Hadrian Predock and John Frane; Predock and Frane Architects, Santa Monica, CA
Elliott Center Auditorium**



Friday March 28 10:30 - 11:30am
Breakout Sessions One: 4 Simultaneous Panel Sessions

“WIRED: A New Model for the Creative Industries”

Margaret Collins, Piedmont Triad Partnership, Director of Creative Enterprises and the Arts
panelists: The Creative Roundtable Board
Moderator: John Lee Jellicorse; Bell Initiative for Entrepreneurship in the Arts
location: Maple Room

“Words in Freedom: Interactive Text”

Graffiti Research Lab; Evan Roth and James Powderly
Seth Ellis; UNCG Art Department
Christopher Baker; University of Minnesota, Dept of Art
Moderator: Dr. K. Porter Aichele; UNCG Art Department
location: Alexander Room

“Preservation, Exhibition, and Documentation”

Historical Preservation; Jo Leimenstoll, UNCG Interior Architecture Department
Documentary Film Making; Michael Frierson, UNCG, Broadcasting and Cinema Department
The Lowenstein Legacy Project; Patrick Lucas, UNCG Interior Architecture Department
Moderator: Elizabeth Dull; High Point University; Department of Interior Design
location: Claxton Room

“Marketing - Innovation”

Maggie Orth; International Fashion Machines
Mick Ebeling; The Ebeling Group
Carol Strohecker; Center for Design Innovation
Moderator: Elliot Strunk; The fifth Letter location: Kirkland Room

11:45 - 12:45pm
Symposium Key Presentation
Between the Lines : Design and Business
Mackey McDonald, Chairman VFcorp
The Synergy of Design and Business
location: Elliott Auditorium

12:45 - 2:15pm
Expo Opening & Lunch Reception
Cone Ballroom at the Elliott Center
Expo will be open 10 - 5 (3 - 5 General Public Welcome)





Friday March 28 2:30 - 3:30pm

Breakout Sessions Two: 4 Simultaneous Panel Sessions

“Dissolving Borders & Innovation Through Collaboration”

Chris Cassidy; UNCG Art Department

John Frane; Predock and Frane

Ben Radatz; MK12

Moderator: Xandra Eden; Curator Weatherspoon Art Museum location: ClaxtonRoom

“Designing and Building a Brand”

David Gibbs, The Design Group

Kevin Spencer; VF corp: Sr. Marketing and Communications Manager

Doug Barton, Trone Inc.

Moderator: Joe Erba, UNCG Bryan School of Business & Economics location: Maple Room

“Sustainable Design”

Frank Harmon: Frank Harmon and Associates

Dennis Quaintance; Quaintance Weaver

Isaac Panzarella ; Consider Design, PA

John Meggs; Nature Neutral

Moderator: Anna Marshall-Baker: UNCG Dept of Interior Architecture location: Alexander Room

“Designing Spaces for Ideation”

Peter Marsh; Workplace Strategies

Kathleen Warner; Calloway, Johnson, Moore and West

Hadrian Predock; Predock and Frane

Moderator: Tom Lambeth; UNCG Chair Department of Interior Architecture location: Kirkland Room

3:45 - 5pm

**Symposium Key Presentation: Between the Lines: Design and New Media
MK12's Ben Radatz and Mick Ebeling of The Ebeling Group
Elliott Center Auditorium**

5 - 7pm

Regional Student Exhibition

Opening Reception Gatewood Gallery,
Gatewood Studio Arts Building

7 - 8:30pm

Film Screening Elliott Auditorium
A Michale Frierson Film,
Clarence Laughlin; An Artist with a Camera

6 - 8pm

Maggie Orth Exhibition

Aesthetic Play with Electronic Textiles;
When Technology and the Decorative Collide
Opening Reception
Elliott Gallery, Elliott Student Center

8 - 10pm

**Graffiti Research Lab Projection: Laser Tag
Jackson Library**

**Christopher Baker Projection: Urban Echo
Elliott Center**





Saturday March 29
Design and Technology Workshops

Breakfast Reception 8 - 9am

Regional Student Exhibition, Gatewood Gallery
Gatewood Studio Arts Building

Design Workshops

9-11:00am A Reflective Conversation on the Transformation of the Triad; An Interdisciplinary Design Workshop Join Carol Strohecker, Director of the Center for Design Innovation, and collaborators Jerry Leimenstoll, Robert Powell, and John Linn of the Piedmont Community Design Forum. The Design, Art & Technology Symposium is growing with efforts to transform the Triad as a vibrant creative hub. This workshop continues last year's theme of storytelling as participants introduce themselves through description of an object that they bring with them. The chosen objects and collaborative conversation may reveal ways forward. What are the objects we need to listen to as we consider the transformation of the Triad? Bring one along Gatewood 201

10:30 -12:00am Community Based Design

Robert Charest, Urban Studio Project, UNCG Interior Architecture Department
Leah Sobsey, Photographer, UNCG Art Department
John Rash, Photographer, RCC Photography Department
George Scheer and Stephanie Sherman, Elsewhere Artist Collaborative
Moderator: Lee Walton, UNCG Art Department Gatewood 204

9 - 3 Bob Wray from Blue Ridge Tree Climbing in Meadow of Dan, Va.

From 20 feet up in the air, the perspective on the world can be quite a bit different. In fact, that's what Bob Wray's motto is all about: "As your altitude changes, so does your attitude." Wray is a climbing instructor who teaches near his home off the Blue Ridge Parkway, but he doesn't teach rock climbing or cave diving. Bob Wray teaches tree climbing and is offering short introductions to the sport of recreational tree climbing as part of the DATS symposium. Sign up for a group in the Gatewood atrium.

Technology Workshops 9-11:45

Lectra Software

CARS Digital Studio - Stone 127

An overview of Lectra; 9 - 10:15

Advanced Features of Lectra; 10:30 - 11:45

Lectra is the world leader in integrated technology solutions (software, automated cutting systems and associated services) dedicated to industrial users of textiles and leather. From prototyping and small orders to large production runs, Lectra has developed innovative, dedicated CAD/CAM equipment for each of its market sectors





Technology Session 1: 9-10:15

Apple Computer: iLife '08 Art 132

Learn how to combine the tools of iLife to stay connected to the world of media. Make a Podcast, start a Blog, share your Photos, or create a video for YouTube. With the help of iLife '08, you can get them online with ease.

Elcovision& Historical Preservation - Saun Bauguess - IARc Digital Studio

Elcovision by Photo Messe System has been recently incorporated into the IARc Historic Preservation curriculum and research. Shawn Bauguess and Rachel Miller will present their work with this photogrammetric evaluation software which allows users to go from photo to plan.

DAM - Digital Asset Management - John Rash - Photo Instructor for RCC - Art 128

Digital imaging has revolutionized our photographic and design workflows, but what to do with all of those digital files? This one hour workshop will examine the latest software and workflow methods for organizing and backing up those precious digital assets from point of capture to ultimate storage. Instructor: John F Rash

Technology Session 2: 10:30 -12:00

BIM: Building Information Modeling using Autodesk Revit Architecture

Applied Software: Auto Desk -IARc studio

Apple Computer:Final Cut Pro 6 Art 132

Create and refine your vision with Final Cut Pro 6, Apple's professional film and video editing software. We'll show you how to use the editing tools and palettes, Multi-camera editing, and demo some new features introduced to Final Cut Pro 6.

Modeling with Form Z - autodes Art 128

Come an see an overview of the incredible modeling tools in Form Z as they apply to visualization, architecture, and animation.

12-1:30pm

Reception Gatewood Atrium

Regional Student Design Exhibition
Gatewood Studio Arts Gallery and Atrium

1:30 - 3pm

**Film Screening at the Weatherspoon
Andrea Marks - Freedom on the Fence**
Weatherspoon Art Museum Auditorium

