

1994

## Design Arts (1994-1995): Conference Proceeding 10

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*The Federal agency  
that supports the  
visual, literary and  
performing arts to  
benefit all Americans*

## National Conference on Design Outline

Design Program  
11/9/94

### Purpose

- Demonstrate that design is a strategic national resource in helping to achieve America's economic, environmental, education, and social goals.
- Assess the state of design in the U.S.
- Develop a U.S. design agenda and list of action items identifying specific opportunities for using design to improve economic performance and quality of life.

### Goal

Document the need for and value of a U.S. Design Council and establish the foundation for the work and on-going efforts of a council.

### Target Audience

- Small business owners/managers and corporate leaders.
- Government officials and policy makers at the local, state and federal level.
- Business and management school educators.
- Media

### Time

Fall of 1995 as kickoff to coincide with the 30th anniversary of the Arts Endowment and presentation of the next round of the Presidential Design Awards.

### Place

Probably Washington, DC, but envision use of teleconferencing in other locations.

*Arts in Education*

*Challenge &  
Advancement*

*Dance*

*Design Arts*

*Expansion Arts*

*Folk Arts*

*International*

*Literature*

*Locals*

*Media Arts*

*Museum*

*Music*

*Opera/Musical  
Theater*

*Presenting &  
Commissioning*

*State & Regional*

*Theater*

*Visual Arts*