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National Conference on Design Outline

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.