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## DesignPhiladelphia 2009 Grows to 125 Events Fifth Year Features 500+ Designers

Philadelphia, September 10, 2009 – **The nation's largest celebration of design has grown to an unprecedented high.** With over 125 events and 500 designers, this city-wide cultural event will take place Wednesday, October 7 through Tuesday, October 13, 2009.

DesignPhiladelphia spotlights all things design - from architecture to interior design, fashion to product design, textile to graphic design. Boutiques, galleries, design studios, cultural institutions, universities, warehouses and city streets become platforms for the creative energy soaring throughout Philadelphia. For seven days, visitors can explore exhibitions, workshops, studio tours, lectures, runway shows, special events and product roll-outs that inspire, engage, excite and delight.

For 2009, DesignPhiladelphia is focusing on several leading issues that face designers and the greater community today, including:

- **Sustainability**—giving voice to the enormity of eco-culture initiatives taking place locally, across the country, and around the world;
- **Urban Revitalization**—examining how we live, work and play in our cities in the face of growing political, social, and economic factors;
- **Social Responsibility**—how design plays a role in the tremendous national movement to produce locally and buy locally.

Highlights from DesignPhiladelphia 2009 include:

- **Dialogues on Design** – a series of conversations with some of the world's leaders in design: graphic designer, author and curator Ellen Lupton; product, packaging, and product designer Harry Allen; design historian Reese Palley; Venturi Scott Brown's Nancy Trainer AIA; furniture maker Mira Nakashima in conversation with Moderne's Gallery Robert Aibel. Location: Center for Architecture. Dialogues on Design is sponsored by DuPont™ Corian®.

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- **So Re Fa** – Socially Responsible Fashion, a full scale, eco-couture runway show on the lanes North Bowl, bowling alley.
- **Gimme Shelter** – a curated showcase of temporary, functional woodland shelters created to explore the possibilities of sustainability and its impact on our connection to the natural world. Location: Schuylkill Center for Environmental Education.
- **Bicycle: People + Ideas in Motion** – a series of events that explore the bicycle both as functional object and as canvas for good causes, personal expression, civic mindedness, and political beliefs. Location: Moore College of Art and Design.

Since 2005, DesignPhiladelphia has made a significant contribution in telling the story of the expanding creative vibrancy in Philadelphia. While unifying businesses, academic institutions, and professional associations, DesignPhiladelphia continues to showcase the diverse and ever-growing population of the creative sector. According to Innovation Philadelphia's *Creative Footprint*, the Philadelphia Region boasts nearly 56,000 creative economy firms and 766,000 creative industry workers. Of these, 18% are in design, with a direct output of \$2.7 billion.

Last year's DesignPhiladelphia was an overwhelming success. Approximately 235,000 people attended a DesignPhiladelphia event (up from 160,000 in 2007) including Philadelphia residents, as well as students, design professionals, and consumers working, studying, and living in the Mid-Atlantic region. Over 55 million people encountered DesignPhiladelphia information via online blogs, magazines, newspaper articles, E-newsletters, advertisements, and TV broadcasts.

DesignPhiladelphia Founder and Executive Director Hilary Jay, says, "Through showcasing the extent of designers and retailers, professional offices, museums, and galleries in this area, DesignPhiladelphia aides the city's retention and attraction of young designers and creative professionals. DesignPhiladelphia is instrumental in raising the national reputation of Philadelphia as a city of change and innovation. And, it's just one example of how creative industries are impacting cities nationwide."

DesignPhiladelphia's website is continually evolving with new programming, calls-for-entry, and news posts. Please visit **[www.DesignPhiladelphia.org](http://www.DesignPhiladelphia.org)** for current listings and news.

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DesignPhiladelphia is administered by The Design Center at Philadelphia University, a non-profit organization.

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