

Looking for inspiration? Here are 9 ways to spark your creativity during Cincinnati Design Week

BY: Eileen Fritsch, WCPO Contributor

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CINCINNATI - For a blast of positive energy and fresh thinking, check out events planned for Cincinnati Design Week, July 21-26.

The events were organized by the Cincinnati chapter of the AIGA, (<https://cincinnati.aiga.org>) the world's largest professional association for design.

At the Design Week events, you will see that the creative class in Cincinnati has moved beyond the "up-and-coming" stage. Now they are eager to promote our city's well-established network of innovative thinkers.

As interactive designer and program organizer Ryan Cayabyab of AIGA Cincinnati said, "Cincinnati is home to some of the world's best design agencies and schools. It's time we put aside our Midwestern attitudes and flaunt what we have."

9 ways to participate in Design Week

1. Wake up to Creative Mornings: Friday, July 18

Creative Mornings is a breakfast lecture series for creative communities in cities around the world. As part of this global network, the organizers of Creative Mornings in Cincinnati plan sessions around a monthly theme. July's theme is "Heritage," and the speakers will be self-taught mixologist Molly Wellman and Bob Bonder, one of the founders of Rhinegeist Brewery.

In this “Design Week Doubleheader,” Wellman and Bonder will share their stories and talk about how heritage plays a role in their creativity and their current businesses. While this month’s event (8:30 to 10:30 am at the Rhinegeist Brewery) is already sold out, you can join a waiting list or follow the [Creative Morning Facebook Page](https://www.facebook.com/pages/Creative-Mornings-Cincinnati) (<https://www.facebook.com/pages/Creative-Mornings-Cincinnati>) to be notified of next month’s event.

2. Get ConnectTED at TEDxCincinnati Happy Hour: Monday, July 21

Do you have ideas worth spreading? The [TEDxCincinnati](http://tedxcincinnati.com) (<http://tedxcincinnati.com>) Happy Hour, Monday, July 21 from 5:30 to 8:30 pm at the Mount Adams Pavilion, may be the event for you. After an hour of networking, the program gets underway at 6:30 p.m. with two thought-provoking presentations by local residents and an “Open Mic” segment.

RELATED: [Cincinnati Design Week is almost here, so here are 9 TEDx talks to spark your own design inspiration](http://www.wcpo.com/news/local-news/cincinnati-design-week-is-almost-here-so-here-are-9-tedx-talks-to-spark-your-own-design-inspiration) (<http://www.wcpo.com/news/local-news/cincinnati-design-week-is-almost-here-so-here-are-9-tedx-talks-to-spark-your-own-design-inspiration>)

In his presentation about “An Onward Love,” Ben Nunery of the Powerhouse Factories design studio/art gallery will talk about life after tragedy and the love we carry with us even after losing the ones that matter most to us. Then, a group of teenagers working the the Little Drops, Inc. organization will talk about their efforts to help the residents of Basileia Children’s home with basic needs such as food, shelter, and education.

“When I learned of the conditions, these children face, I knew it was my duty to do something to help,” said presenter Sabari Subramanian, 15.

During the Open Mic session, audience members share their own great ideas.

TEDxHappy Hours enable TEDx fans in Cincinnati to get together between Main Stage events. This year's TEDx Cincinnati Main Stage event is set for October 16 at Memorial Hall and will focus on Health Innovations and Wellness. (WCPO Insider is a sponsor)

Tickets for the TEDx Happy Hour

(<http://www.TEDxCincinnatiHappy.eventbrite.com>) event are \$20, which includes a complimentary beer.

3. Learn How to Turn Designs Into Code: Tuesday, July 22

As mobile communication becomes the norm, today's graphic designers are expected to know how to turn their digitally created design files into working code for websites and mobile devices.

In this "Lunch + Learn" event at 12 p.m. at the Art Academy of Cincinnati, Becky Singson and Becky Sroufe of the Cincinnati chapter of Girl Develop It (<http://www.girldevelopit.com/chapters/cincinnati>) will emphasize that women of all ages and backgrounds can get involved in web development.

"Our goal is to foster of strong community of female technologists here in Cincinnati," Singson said. "Cincinnati has proven that it's a serious technology town and we want to ensure that women are equally represented in that picture."

During their talk, Singson and Sroufe will break down the fundamentals of web development and cover the basics of of getting started. They will discuss how the web works, what languages are used, and how they work together.

Girl Develop It is an international organization striving to provide affordable and accessible programs to women who want to learn software development. They offer mentorship and hands-on instruction.

Register (<http://cincinnati.aiga.org/event/from-psd-to-html-turning-design-into-code/>)

4. Meet World-Class Architect Jing Liu: Tuesday, July 22

Jing Liu is a founding partner of the SO-IL architectural firm in New York. Described as an “idea-driven design office with a global reach,” SO-IL has helped design cultural institutions around the world. Projects have included the master plan of a cultural campus in Shanghai, China, a series of prints for the Guggenheim Museum, student housing in Athens, Greece, and the Frieze Art Fair presence in New York.

SO-IL brings together experience from the fields of architecture, academia, and the arts and approaches projects with intellectual and artistic rigor.

Liu will be giving the Design Week keynote presentation from 5:00 to 7:30 pm at the 21c Museum Hotel.

[Register \(https://www.eventbrite.com/e/21c-presents-keynote-jing-liu-tickets-11827651825\)](https://www.eventbrite.com/e/21c-presents-keynote-jing-liu-tickets-11827651825)

5. Launch Your Personal Brand: Wednesday, July 23

In this “Lunch + Learn” session at 12 p.m. at the Art Academy, Krista Neher, CEO CINCINNATI - For a blast of positive energy and fresh thinking, check out events planned for Cincinnati Design Week, July 21-26.

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6. Help Define Cincinnati’s Big Idea: Wednesday, July 23

As development continues to reshape Cincinnati's urban core, Cincinnatians need to re-examine the story they share with the rest of the world. While Cincinnati offers a low cost of living and high quality of life, our city is often overlooked or misperceived by people who haven't yet experienced everything Cincinnati now has to offer.

During this workshop at 6:00 p.m. at the Contemporary Arts Center, designers DJ Trischler and Megan Deal will prompt participants to think about the changing perceptions of Cincinnati and how design thinking can help shape the city's identity.

"The workshop will walk attendees through a process toward collectively defining Cincinnati's big idea," Trischler said.

A "big idea" is a short (one to five-word) summation of the core identity or ambition of a client, place, or project. While the words might never be expressed externally, they create a trajectory for future creative decisions regarding logos, colors, words, and type.

"Without a big idea, decisions are made haphazardly," Trischler said. "With a big idea, decisions are made intentionally, and the results will speak the same message."

[More information \(http://cincinnati.aiga.org/event/defining-a-city-cincinnati-big-idea/\)](http://cincinnati.aiga.org/event/defining-a-city-cincinnati-big-idea/)

7. Get World-Class Inspiration at OFFFCincinnati: Thursday, July 24

[OFFF Cincinnati \(http://contemporaryartscenter.org/calendar/2014/07/24/offf-cincinnati-2014\)](http://contemporaryartscenter.org/calendar/2014/07/24/offf-cincinnati-2014) is an all-day event organized by OFFF Festival promoters Hector Ayuso and Pep Salazar in Barcelona and presented by the Contemporary Arts Center at the Aronoff Center's Jason-Kaplan Theater. Artists and designers from around the world will share their work and discuss their passion for a diversity of analog and handcrafted techniques and cutting-edge digital process.

"OFFF's concept has always been based on uniting all people who are eager to learn, meet in one place and feed their creativity," Ayuso said. "From students to pros to untitled human beings, anyone who is willing to unlock their minds to let exciting things in can benefit from the event. OFFF Cincinnati is going to be another special event this year with an amazing line-up and speakers willing to share their experiences and inspire the audience to go out there and do something incredible. This is going to be fun."

Some of the presenters will include: Gmunk, a motion-graphics expert from San Francisco; James White, a visual artist from Nova Scotia; Lobulo, a papercraft illustrator from London and Barcelona; David Mikula, the creative director of the Redscout agency in New York; Yuko Shimizu, a Japanese illustrator based in New York; and Sougwen, a New York-based interdisciplinary artist who works in sculpture, still image, drawing, installations, and performance.

The fee is \$50 for professionals, \$30 for students. [Tickets.](http://www.cincinnatiarts.org/events/detail/offf-2014)
(<http://www.cincinnatiarts.org/events/detail/offf-2014>)

8. Chart a Career Path Doing Meaningful Work: Friday, July 25

Many students pursue design careers because they want to create solutions that will make the world a better place. In this "Lunch + Learn" session at 12:00 p.m. at the Art Academy, speakers from the Design Impact non-profit, public-interest design firm will explain how designers can create careers that tie their passions into the work.

[Register](http://www.eventbrite.com/e/getting-all-of-the-things-strategies-towards-meaningful-work-tickets-12264799345) (<http://www.eventbrite.com/e/getting-all-of-the-things-strategies-towards-meaningful-work-tickets-12264799345>)

9. Meet One of the Most Influential Designers in the U.S.: Friday, July 25

Design Week festivities wrap up at the Rhinegeist Brewery, with a talk by designer, author and educator [Debbie Millman \(http://www.debbiemillman.com/\)](http://www.debbiemillman.com/) from 6 to 8 p.m., followed by a Liquid Courage Happy Hour.

Millman was named one of the most influential designers working today by Graphic Design USA magazine. She is President and CEO of Sterling Brands in New York, where she has worked on the redesign of over 200 global brands. She is also co-founder and chair of the world's first Masters in Branding Program at the School of Visual Arts in New York. She is President Emeritus of AIGA and has authored six books on design and branding. In 2005, she began hosting "Design Matters," the Internet's first podcast about design.

[Register for talk \(http://cincinnati.aiga.org/event/debbie-millman-speaks/\)](http://cincinnati.aiga.org/event/debbie-millman-speaks/) and [RSVP for the Liquid Courage Happy Hour \(https://www.eventbrite.com/e/liquid-courage-happy-hour-tickets-11962651613\)](https://www.eventbrite.com/e/liquid-courage-happy-hour-tickets-11962651613)

Help put Cincinnati on the map as a center for creative design

According to Ryan Cayabyab, Design Week enables Cincinnati to shine a spotlight on the creative community and culture in this city:

"After speaking on a panel at the AIGA National conference about Design Week, I've realized that we may not have the biggest community and may not be well known as a creative city," he said. "But we are able to bring in major names and have some of the most unique conferences and events."

He believes Cincinnati has one of the best Design Weeks in the nation: "This city has a lot to offer for creatives, and we're glad to be able to share it."

[More information about all of the events \(http://www.cincinnati.designweek.com\)](http://www.cincinnati.designweek.com)

[WCPO Insider \(http://www.wcpo.com/subscribe\)](http://www.wcpo.com/subscribe) **and TEDxCincinnati are teaming up to bring you stories of innovation and inspiration happening in our own backyard. The partnership formed in the spirit of TED's**

mission, “ideas worth spreading,” and will include early access for new and current WCPO Insiders to [TEDxCincinnati \(http://tedxcincinnati.com/\)](http://tedxcincinnati.com/)’s [\(http://www.tedxcincinnati.com\)](http://www.tedxcincinnati.com) [\(http://www.tedxcincinnati.com\)](http://www.tedxcincinnati.com) **mainstage event.**

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