

## **FOR IMMEDIATE RELEASE**

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DATE: February 12, 2017

## **DESIGN LEADERS CONSORTIUM**

The Industrial Design Society of America (IDSA) of Michigan is hosting a consortium for design-industry leaders, professionals, and students on March 15, 2018 from 6 to 9:30 pm at the College for Creative Studies - Taubman Center in Detroit. The speakers for the evening will focus on *The Future of Industrial Design and Innovation*. The event also includes a panel discussion and breakout sessions to inform, connect, and exchange ideas with champions from Michigan's design community.

Several distinguished leaders will be joining the discussion at the IDSA consortium including: Giuseppe Delena – Kaleidoscope Executive; Dayna Beal – DISHER Discovery Business Lead; Maggie Nichols - Eureka! Ranch & Innovation Engineering President and COO; Craig Metros – Ford Exterior Design Director for The Americas; Rich Gresens - Newell Rubbermaid VP Design; Sally Erickson Wilson - College for Creative Studies MFA Chair, Colors and Materials; Patrick Schiavone – Whirlpool VP Design; and Colin Tury - Shinola Senior Industrial Designer.

Register online through Eventbrite at <https://idsami-2018consortium.eventbrite.com>. Tickets are \$20 for professionals, \$10 for IDSA members and \$5 for students. The IDSA event is sponsored by [DISHER](http://disher.com) (disher.com) and [Detroit Creative Corridor Center](http://detroitc3.com) (detroitc3.com).