



Better World
By Design

Press Kit
2018

September 29–30

Tensions

ABOUT US

Who We Are

Better World by Design is a student-led initiative at Brown University and Rhode Island School of Design that celebrates interdisciplinary collaboration between designers, educators, innovators, and learners. We envision a world where design thinking is accessible to everyone so that it may catalyze positive change on a local and global scale.

What We Do

During the year, we facilitate workshops, panels, and discussions that engage in and promote design. These events culminate in an annual 3-day conference that brings together designers, curators, scientists, makers, academics and students to inspire further conversation.

RISD

Rhode Island School of Design was established to apply the principles of art to trade and manufacture. It has become a leader in art and design education by redesigning the role of the designer. By completing one third of credits in the Liberal Arts, RISD students combine critical making within the context of critical thinking.

BROWN

Brown University's Open Curriculum demonstrates the school's commitment to critical thought by allowing students to construct their own education. Brown is dedicated to facilitating a fluid exchange of ideas between students and their educators.

Providence

Providence is a New England hub for art, film, cuisine, and events. As a home to five institutions of higher education, Providence is committed to knowledge and continues to nurture creativity and social entrepreneurship.

THEME

Tension can be described as the state or condition resulting from opposing applied forces. This definition can be extended to refer to a strained relationship between conflicting ideas, entities, or people. We have chosen the theme of Tensions as an opportunity to reflect upon recent social, political, environmental, and technological challenges and their implications for design practices.

At today's crossroads, interdisciplinary and collaborative problem-solving is more important than ever. Together, we will consider innovative possibilities for creating personal, local, and global impact, with a focus on counteracting inequality and amplifying historically underrepresented voices. We hope to bring together a diverse community of designers, activists, artists, scientists, writers, scholars, and more to investigate how these different Tensions shape their work and inform their design decisions.

TENSIONS

Tensions manifest on many different scales of design practice. We have identified three levels at which tensions operate or exist in order to provide a conceptual framework for this year's conference. This interpretation is not meant to inhibit speakers but rather to provide a starting point for relating our theme to your work.

1. Personal
2. Local
3. Global

OUR HISTORY

In 2008, Sharon Langevin (Brown '09), Steve Daniels (Brown '09), Tino Chow (RISD '09) and Mike Eng (RISD '09) founded Better World by Design to merge their fields and solve social problems from a holistic perspective. 11 years later, Better World by Design is proud to welcome over 700 attendees from 195 zip codes and 4 countries to Providence, RI every year. We're now proud to say that we collect over 200 pounds of compost and 125 pounds of recycling, and donate over 300 pounds of food each conference.

Our alumni have become leaders and pioneers in every profession imaginable. From starting their own companies, initiatives, and design firms to partnering with influential organizations, including Google Creative Lab and the TED Conference, Better World alumni have fostered change around the globe.

We're asking the question: **what has good design done for us in the past, and what can it do for us in the future?**

OUR NETWORK

SPEAKERS

Jason Severs

Executive Creative
Director, Frog Design

Bevan Weissman

Co-founder,
New American
Public Art

Ellen Jorgensen

Co-founder and
Executive Director,
Genspace

Alexis Lloyd

Creative Director,
New York Times R&D

Craig Dykers

Co-founder,
Architecture firm,
Snøhetta

Cynthia E. Smith

Cooper Hewitt,
Smithsonian Design
Museum's Curator
of Socially Responsible
Design

Bill Lukas

Chief Architect,
LUMA's System of
Innovation

Ekene Ijeoma

The Kennedy
Center and Urban
Design Forum

John Zelek

Senior Creative
at Soylent

PRESS

Core 77

TreeHugger

BusinessInsider

GOOD Magazine

Impact Design Hub

Inhabitat

PUBLIC RELATIONS COMMITTEE

We hope you'll consider joining us and spreading the word about our conference in September!

Find out more by visiting betterworldxdesign.com or by following us on social media.

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Elaine Lu

elu@betterworldxdesign.com
650-799-3180

Jeremy Leary

jleary@betterworldxdesign.com
415-652-4690

Natasha Orlando-Figueiredo

norlandofigueiredo@betterworldxdesign.com
973-738-3609