

Premier and Minister for the Arts
The Honourable Anna Bligh
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INTERNATIONAL EVENTS SECURE STATE'S STATUS AS DESIGN HUB

Premier and Arts Minister Anna Bligh today confirmed Queensland's status as a regional design hub with Brisbane hosting a major design triennial and Icofrada Design Week in 2010.

"These prestigious events will bring international leaders in business, government, design and academia to Brisbane for two weeks of showcases, masterclasses, events, mentoring and think tanks," the Premier said.

"The design triennial, 4-10 October, is a new event for the Asia-Pacific region and a key component of the Queensland Government's Design Strategy 2020 which is dedicated to promoting the value of good design," Ms Bligh said.

"The triennial will focus on applying design and design-led thinking to find solutions to pressing social, economic and environmental issues in our region.

"We will be looking both nationally and internationally for a Creative Director with the vision to deliver this exciting event."

The triennial will be followed by Optimism: Icofrada Design Week, October 11-17, the flagship event of the International Council of Graphic Design Associations (Icofrada).

"I am delighted to be Patron of this event in Brisbane," Ms Bligh said. "Icofrada Design Week is held annually in several different locations around the world.

"It presents the leading themes, thinking and trends within the communication design sector as part of a program including a conference, business and design workshops, a trade fair and additional industry exhibitions and events.

"Design Week will be an ideal platform to showcase local design companies to an international audience and also offers design professionals, educators, students, government officers, journalists, and anyone interested in design extensive professional development and networking opportunities."

Brisbane Marketing Chief Executive Officer John Aitken said Icofrada was worth \$1.9 million to the local economy and was proof of Brisbane's credentials as Australia's new world city and a premier business events destination.

"It's great to see Brisbane join Vancouver and Madrid as the other 2010 Design Week host cities, and we know that with a vibrant creative industries sector and an abundance of fresh young design talent, Brisbane will bring a unique sense of energy and interest to Design Week," said Mr Aitken.

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