

SCAVENGERS OF DESIGN ETHICS

WARNING

MASSEY UNIVERSITY

dissecting the line between ethical and inhumane design.

Te Ara Hihiko, The Pit and Gallery E
Massey University Entrance D
Buckle Street, Wellington, New Zealand

Erik Ravelo

Eileen MacAvery Kane

Stefan Sagmeister

Micheal Pharaoh

SATURDAY

24 NOVEMBER 2014

930AM - 530PM

SCAVENGERS OF DESIGN ETHICS deals with the issues designers face when challenged by personal and social ethics. **Learn** how to work with the ethically questionable, and how to survive as a designer when morals stand in between good design and brilliant design. **Debate** with designers who have faced ethics and succeeded. **Brainstorm** controversial ideas that rake the edges of ethical design.



The Designers Institute.

Having guts always worked out for me.

- Stefan Sagmeister

Design Conference

SCAVENGERS OF DESIGN ETHICS deals with the issues designers face when challenged by personal and social ethics. **Learn** how to work with the ethically questionable, and how to survive as a designer when morals stand in between good design and brilliant design. **Debate** with designers who have faced ethics and succeeded. **Brainstorm** controversial ideas that rake the edges of ethical design.

MASSEY UNIVERSITY
Te Ara Hihiko, The Pit and Gallery E
Buckle Street, Wellington, New Zealand

Saturday 24 November, 2014
9:30am to 5:30pm

Online registrations are now open at <http://creative.massey.ac.nz> or you can register for tickets by calling +64 4 8012794.

Go to <http://creative.massey.ac.nz> to ...
...join the SCAVENGERS OF DESIGN ETHICS mailing list.
...join the SCAVENGERS OF DESIGN ETHICS Facebook group.
...follow the SCAVENGERS OF DESIGN ETHICS Twitter group.

The Designers Institute.
COLLEGE OF CREATIVE ARTS
MASSEY UNIVERSITY

Bregenz, Austria

STEFAN SAGMEISTER

Stefan Sagmeister is a New York based graphic designer and typographer. He has his own design firm—Sagmeister & Walsh Inc.—in New York City.

Sagmeister is nonetheless very serious about his work; his intimate approach and sincere thoughtfulness elevate his design. He is an inspirational and intriguing designer and is recognized for his unorthodox, provocative designs that tweak the status quo and question the designer's role in society.

9:30 AM

Te Ara Hihiko, The Pit



A 22 year old graphic designer most known for his stunning photography dealing with the homeless in LA California. Based out of Hamilton New Zealand, he has worked in a range of materials from photography, to CGI and 3 Dimensional, as well as logo work and web.

MICHEAL PHARAOH

Hamilton, New Zealand



11:00 AM

Te Ara Hihiko, The Pit

12:30 PM - Lunch

Te Ara Hihiko, Gallery E

New York, USA

EILEEN MACAVERY KANE

Eileen is an art educator, graphic designer, author, and photographer. She is currently with Berkeley College serving as Professor/Chair—Graphic Design. She is the author and designer of the books *Ethics: A Graphic Designer's Field Guide*, *East End Stories*, and *Teacup Secrets*. Eileen has over 25 years experience as a creative director, art director, and graphic designer. An expert in creating integrated marketing that reaches every touch point, she has worked for some of the biggest names in entertainment and media marketing.



1:30 PM

Te Ara Hihiko, Gallery E



3:00 PM

Te Ara Hihiko, Gallery E

Havana, Cuba

ERIK RAVELO

Erik Ravelo is a Cuban sculptor, painter and multi media-artist. He is currently a creative director at Fabrica, the communications agency owned by the Benetton Group in Treviso, Italy. From 2007-2011 he was the Creative Director of Colors Magazine. His work has been published internationally and exhibited around the world. He was born in Havana, Cuba in 1978 and when he was 18 he escaped Cuba to Argentina to pursue his dreams of working freely as an artist.

Dissecting the line between critical and inhumane design.

LEARN

There are many times in a young designers life, where the decision to create a work that is ethically questionable, falls upon the designers desk.

How far can we actually take design before it is deemed inhumane?

DEBATE

How far are we able to push ideas before we offend society? Is offense merely a byproduct of persuasive design?

BRAINSTORM

HOW FAR CAN SHOCK VALUE GO, BEFORE DESIGNERS ARE SEEN AS SCAVENGERS OF HUMAN MORALS?

UNETHICAL DESIGN