



Palo Alto
ARTCenter

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(PHOTOS AVAILABLE ON REQUEST)

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-- The Palo Alto Art Center Announces Two Upcoming Exhibitions --
June 22 – September 10, 2006

"IDEO PROTOTYPES THE FUTURE"

&

"CREATIVE COMMERCE: German Lithographic Labels, 1920-1938"

~ Save-the-Date! ~

PUBLIC RECEPTION ~ June 22, 2006, 6:00-8:30 pm

PALO ALTO, Calif. – April 13, 2006 – The Palo Alto Art Center explores ground-breaking approaches to innovative design by IDEO, a Palo Alto-based design firm, and by the Paul I. Landmann Company, Germany, 1920-1938, in two exhibitions from June 22 through September 10, 2006. *IDEO Prototypes the Future* is the very first exhibition to present a comprehensive collection of contemporary, forward-thinking concepts and prototypes created by the internationally-recognized leader in human-centered design. This compelling exhibition builds awareness about the unique design process at IDEO that expanded the terrain of design beyond industrial objects to cultural and business disciplines. *IDEO Prototypes the Future* is presented in conjunction with ISEA (International Symposia of Electronic Art) Symposium, August 6 - 12, 2006 in San Jose. The second exhibition, *Creative Commerce: German Lithographic Labels, 1920-1938*, profiles an unparalleled time in commercial printing through exquisitely printed produce labels for industries near Manheim, Germany. This historic exhibition of commercial stone lithography speaks of the loss of design innovation because of political realities under Hitler's regime, as well as technological advances of offset lithography. After this exhibition, the collection is slated for acquisition by the United States Holocaust Museum in Washington D.C.

A public opening reception for the two exhibitions will be held at The Palo Art Center the evening of June 22, 2006 from 6:00-8:30 p.m. Admission is free. Docent-led tours, "Art Dialogues," will be offered every Saturday at no charge during the exhibitions at 2:00 p.m. In addition, the Center will launch the Art Explorers Backpack and Kids Club and offer exhibit-related programming including a Design Family Day on July 16, 2006 from 2:00-4:00 p.m., and design-related summer camp programs for ages 10-18, August 14-18, 2006.

- more -

IDEO PROTOTYPES THE FUTURE

Visualize new-to-the-world concepts and the customers who will use them. Some people think of this step as predicting the future, and it is probably the most brain-storming-intensive phase of the process. Tom Kelley, *The Art of Innovation*.

IDEO is a company heralded for design and innovation strategies for a global clientele in dozens of industries. Headquartered in Palo Alto, with offices worldwide, IDEO is arguably the leading voice in user-centered design methodology today. The world's fascination with IDEO's approach to innovation exploded in 1999 when ABC's Nightline with Ted Koppel dedicated an entire episode to the firm's methods, following a multidisciplinary team as they redesigned the ubiquitous shopping cart in less than five days. The past seven years have produced



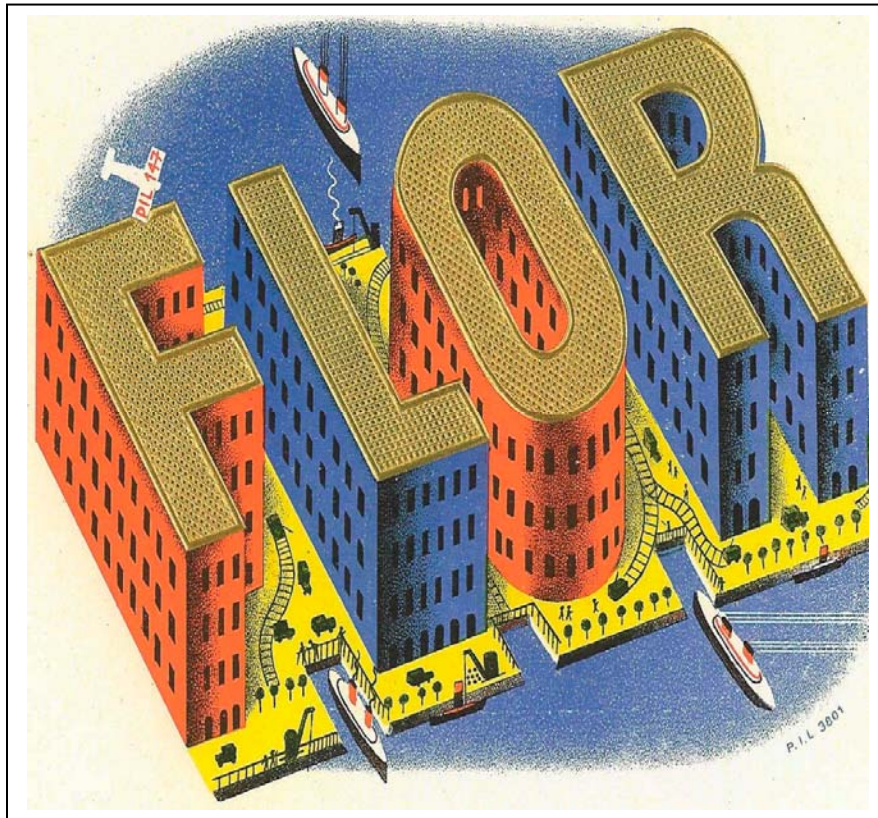
countless articles, white papers and books, some by IDEO staff themselves, examining the question, "How does IDEO do it?" The answer lies, in part, in its approach to gathering insight about people's needs, desires and behaviors, as well as the creativity of its multidisciplinary teams and its iterative prototyping process.

The exhibition showcases the celebrated prototype of the shopping cart, as well as the ABC Nightline segment that riveted public imagination. Other highlights include *Identity Cards*, a series of business cards that explore and express possible future value systems; *Crave Aid*, an engaging and light-hearted conceptual piece that comments on the dangerous habit of consuming unhealthy food; *Social Mobiles*, a whimsical exploration into mobile phone behavior designed to provoke discussion about the social impact of cellphones; *Steelcase Q Concept*, Collection of the San Francisco Museum of Modern Art, a mobile workspace that is driven like a golfcart; and the *Ha-Ori Shelter*, an elegant, origami-like Yurt by Joerg Student that is twelve and a half feet high. and folds into a flat piece for transport.

An additional section of the exhibition demonstrates through different real project examples various approaches to prototyping, as well as the tools and methods required for making prototyping a regular and productive activity in any organization. The public is also invited to respond to the exhibition through their own experimentation with materials provided in the exhibition's *Invent-a-corner*. This interactive section allows the public to respond to what they have seen in the exhibit by creating their own prototypes.

The IDEO exhibit is sponsored in part by Infinity Capital, Michael Dreyfus Properties, Monitor Ventures, O'Melveny & Myers LLP, Silicon Prairie Partners, and Wilson Sonsini Goodrich & Rosati Foundation.

CREATIVE COMMERCE: German Lithographic Labels, 1920-1938



Creative Commerce: German Lithographic Labels, 1920-1938

from the Paul I. Landmann Company, Mannheim, Germany, represents an unparalleled time in commercial printing. Landmann, along with his brother, collaborated with the museum director/ local art dealer Herbert Tannenbaum in order to create a national graphic art competition to locate the finest artists in the country. The winners of that competition formed the heart of the new Art Department at the Stone Printing Plant he founded.

The Art Department

became the core for the success of the company and designed labels for products grown nearby in the finest agricultural growing area in Germany. New designs generated here became leaders in design during an historic era of graphic development through the 1920s and 1930s. Labels and accessory packaging for the region's cigar, wine, and produce industries were the primary focus. At that time, lithographic processes provided the highest degree of fidelity to the original art. In fact, Alois Senefelder invented Lithography nearby with Bavarian limestone. The exhibition features exquisitely printed labels, often including as many as twelve, diverse colors. Virtuoso printing featured techniques of embossing and gilding.

Under Hitler's regime, political conditions made it necessary for the Landmann family, like most other German Jews, to leave the country. The sale of the company was their only option: taxes on that sale left a negligible amount from the proceeds. The exhibition speaks both to the resulting, significant loss of design innovation, as well as sophisticated printing methods that had required great personal skills. Rapid technical development throughout the printing trades consigned these methods to history.

After this exhibition, the collection is slated for acquisition by the United States Holocaust Museum in Washington D.C.

EXHIBIT-RELATED PROGRAMS:

- **Docent-led Tours "Art Dialogues"** - Every Saturday / 2:00 p.m. / Free
ART DIALOGUES are free docent-led tours designed for adults presented at the Palo Alto Art Center. Docents are specially trained to illuminate the content and aesthetics of the images and objects on display. Tours last 30 to 45 minutes. "Private" and "family" tours (geared for teens and adults), may be arranged for after 2 pm. For more information, please call 650-329-2370 or 650-329-2366.
- **Art Explorers Backpack and Kids Club (Program Launch)** The exhibit-focused "Art Explorers" backpack (\$40) is filled with a variety of art supplies and basic information such as color, line, shadow, etc. This new children's program for ages five to 12 includes membership to the Center and a year-long subscription to a quarterly art activities newsletter related to the current exhibition.
- **Design Family Day** - July 16, 2006 (Sunday) / 2:00-4:00 pm / Free
Children and their families are invited to create, design, and explore the best in cutting edge design. The afternoon of art activities is offered in conjunction with the IDEO exhibition. All Children must be accompanied by an adult. Activities are appropriate for children ages 5 and up.
- **Summer Camps: Gallery Intensive: Innovative Design** - August 14-18 (5 classes for ages 10-13)
Gallery Intensive: Graphic Arts and Design - August 14-18 (5 classes for ages 14-18)
These summer camps, instructed by Elizabeth Saltos, (3D designer and public artist) will peruse and discuss exhibitions at the Art Center featuring pieces by IDEO and Landmann Lithographic Co. After being inspired by the cutting edge design in the galleries, students will face design challenges on and off the computer. For more information and to register online go to: www.cityofpaloalto.org/enjoy

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IDEO is a global design consultancy known for its human-centered approach to design and innovation. With offices in Palo Alto, San Francisco, Chicago, Boston, London, Munich, and Shanghai, IDEO employs more than 400 design thinkers in disciplines of design, engineering, social science, and business strategy. IDEO works within a range of industries, collaborating with such leaders as Procter & Gamble, the Mayo Clinic, Vodafone, and Hewlett-Packard, in addition to startups, educational institutions, governing bodies, and civic groups that aspire to achieve growth through innovation. IDEO is headquartered at 100 Forest Avenue, Palo Alto, CA 94301. For further information: Phone: 650.289.3400 / Website: www.ideo.com.

The Palo Alto Art Center (founded 1971) is a nationally acclaimed, regional visual art center whose exhibition program focuses on documenting - and celebrating - the art and artists of the San Francisco Bay Area. The Center's mission is to foster creative process and thought by forging a greater appreciation and understanding of the visual arts through exhibitions, studio experiences, and related educational programs. The Palo Alto Art Center, Division of Arts and Culture, City of Palo Alto, is funded in part by support from the Palo Alto Art Center Foundation and the Arts Council Silicon Valley, in partnership with the County of Santa Clara and the California Arts Council. The Center is open to the public without charge from 10:00 a.m.-5:00 p.m. Tuesday-Saturday; 1:00-5:00 p.m. Sunday; and 7:00-9:00 p.m. Thursday. The Center is located at 1313 Newell Road, Palo Alto, CA 94303. For further information: Phone: 650.329.2366 / Email: artcenter@city.palo-alto.ca.us / Website: www.cityofpaloalto.org/artcenter.