



PROJECT H DESIGN

www.projecthdesign.org
Product design initiatives for Humanity, Habitats, Health, and Happiness

Contact: Emily Pilloton
Exec. Director, Project H Design
press@projecthdesign.org
www.designrevolutionroadshow.com

November 11, 2009

FOR IMMEDIATE RELEASE

PROJECT H TAKES THE DESIGN REVOLUTION ON THE ROAD

The Spring 2010 Design Revolution Road Show will promote design for social change: 25 schools, 6300 miles, 75 days, 1 mobile trailer exhibition, 40 products to change the world.

As some creative professionals and designers have begun to rethink their traditional consumer-based practices, prioritizing design as a tool for problem-solving and social action, San Francisco-based design nonprofit Project H Design is taking design for the greater good on the road.

From February to April 2010, the Design Revolution Road Show will bring a lecture series and traveling exhibition of “design that empowers people” to 25 design universities and high schools across the US. A Project H Design initiative, the road show will feature a biodiesel-powered truck and Airstream trailer exhibition of 40 humanitarian design solutions that have been showcased in the book *Design Revolution: 100 Products that Empower People*, written by Project H founder Emily Pilloton. The products range from homemade water filters made in the developing world to user-friendly blood glucose monitors for a retail market, mobility tools for the elderly, and educational toys for mentally challenged children. Each product is an example of how design can enable and improve life, rather than simply take up space as a commodity or accessory.

The 25 schools include design universities and high schools. By bringing the Design Revolution Road Show to students, rather than professionals, Project H hopes to make a stronger connection between education and design, both as provocative and socially relevant subject matter and as a way to learn and teach problem solving through design thinking and creativity.

The Design Revolution Road Show’s programming will bring the evidence of and tools for design for social impact to the doorsteps of students, with the ultimate goal of enabling and empowering the next generation of creative problem-solvers to apply their skills to the world’s most pressing problems and improve life on a global scale.

“We believe design can change the world, and we’re taking the show on the road,” say Project H founder Emily Pilloton and project manager Matthew Miller, who will be behind the wheel for the duration of the tour.

The Design Revolution Road Show is a Project H Design initiative and has been made possible through the support of the Adobe Foundation, Sappi Paper’s Ideas That Matter Grant Program, and C2 LLC (Creative Capital).

Schedule of School Stops

- February 1: Redwood High School, Larkspur, CA
- February 2: Adobe Foundation event, San Francisco, CA
- February 3: California College of the Arts, San Francisco, CA
- February 4: Academy of Art University (and Kick-off Party!), San Francisco, CA
- February 5: San Francisco State University, San Francisco, CA
- February 8: Art Center College of Design, Pasadena, CA
- February 9: The Design High School, Los Angeles, CA
- February 15: University of Texas, Austin, TX
- February 18: University of Louisiana, Lafayette, LA
- February 22-23: Auburn University, Auburn, AL
- February 24-26: Hale County Workshop (Learning Landscape build), Greensboro, AL

- March 1-2: North Carolina State University, Raleigh, NC
- March 4-5: Bertie County School District, Windsor, NC
- March 11: Maryland Institute College of Arts, Baltimore, MD
- March 12: The Park School, Baltimore, MD
- March 15: Virginia Tech, Blacksburg, VA
- March 22: Pratt Institute, Brooklyn, NY
- March 23: Brooklyn Community Arts & Media High School (BCAM), Brooklyn, NY
- March 25: Syracuse University, Syracuse, NY
- March 29: Cleveland Institute of Art, Cleveland, OH
- March 30: Design Lab High School, Cleveland, OH

- April 1: College for Creative Studies, Detroit, MI
- April 2: Cranbrook Academy of Art and High School, Detroit, MI
- April 5-9: School of the Art Institute of Chicago, Chicago, IL
- April 12-13: University of Wisconsin Stevens Point, Stevens Point, WI
- April 15: University of Cincinnati, Cincinnati, OH
- April 16: Wilmington High School, Wilmington, OH

About Project H Design

Mission Statement

Project H Design connects the power of design to the people who need it most, and the places where it can make a real and lasting difference.

We are a coalition of designers around the world, working collectively to engaging locally with nonprofit and community clients and partners. Our five-point design process (There is no design without action; We design WITH, not FOR; We document, share and measure; We start locally and scale globally, We design systems, not stuff) results in simple and effective design solutions for those without access to creative capital.

Run entirely by volunteer designers, our ongoing initiatives are primarily focused on improving environments, services, products, and experiences for youth and education in the US.

Project H is a California-based tax exempt 501c3 nonprofit, established January 8, 2008.

#

For more information

Visit the website for a full itinerary of the tour stops, along with information on the products featured in the exhibition:

www.designrevolutionroadshow.com

Or contact Project H executive director Emily Pilloton at:

press@projecthdesign.org