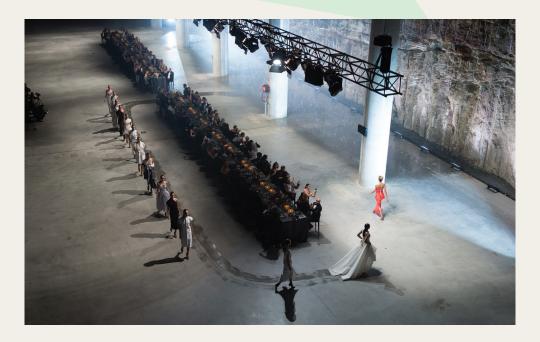
You are invited to attend

Design Speaks:

Artichoke Night School

Session 21 Making magic: Designing for the experience economy



More than two-thirds of Australians believe that their money is better spent on experiences – from fine dining restaurants to live events – than products. As the experience economy rapidly grows, where does design fit in and how can designers create successful experience-based environments for consumers and brands?

AMANDA HENDERSON founded Gloss Creative in 2001. The studio elevates brands through creative direction by designing sets and events for runways, retail installations and marquees. Gloss Creative is a master of brand expression, designing temporary scenes of enduring emotion. WHEN Wednesday 24 August 6-8 pm

WHERE

Space Furniture 629 Church Street Richmond, Melbourne

COST \$30 (includes welcome drinks and light refreshments)

RODNEY EGGLESTON set up March Studio in 2007 with French native artist Anne-Laure Cavigneaux. Since then, March Studio has worked on projects all over the world, including Aesop stores, Hotel Hotel, Sneakerboy, Gazi and The Press Club.

LUKE WALLIS is content director at independent digital marketing and communications agency Deepend. Earlier this year, Deepend released the report `Indepth: Experience Economy,' which explores how design, user experience and product and service offerings are evolving. Secure your seats early as tickets are limited.

Book now

Image: Myer A16 Runway by Gloss Creative. Photography: Lucas Dawson.



Organiser



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A DIA endorsed CPD event for DIA members