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research
education
museum
foundation

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■ Design Innovation Institute Receives 501(c)3

SAN DIEGO—The Design Innovation Institute (DII), which formed in September 2004, has received its 501(c)3 non-profit status and is continuing its mission to enhance design through the practice, study and collaboration of multiple disciplines, founder Calvin Woo announced.

DII founders Calvin Woo and Susan Merritt, longtime members of the local and international design communities, were inspired to organize the Institute to give San Diego a venue completely focused on design. "The Institute's broad definition of design, which could include architecture, urban planning, interior, landscape, graphic, fashion, industrial, transportation, policy and governance, and its support of research, will distinguish itself from other institutions in San Diego," said Woo.

Woo, who has run CWA, Inc., a successful marketing, brand consulting and environmental design company for 33 years, says DII will be a catalyst for sensible alliances in the design industry; a venue for experimentation; a forum for intellectual dialogue; and, provide exploratory opportunities for children of all ages.

DII launched its first workshop, "Behind the Design Scenes," at IKEA in Mission Valley on September 30, 2004. Over 75 civic leaders, educators and design industry professionals attended this inaugural event, which showcased both the impact of IKEA's design and marketing process on consumer behavior worldwide, and introduced DII to the community.

DII continues to hold various forums and workshops to educate students of design and enlighten design lovers.

DII is comprised of four divisions:

- The Design Education program will promote awareness and appreciation of design as a way of enhancing and enriching life. Through workshops, seminars, conferences and televised programs, DII will foster cooperation between disciplines and across cultural boundaries.
- The Design Museum will display collections and artifacts that demonstrate innovation, mount exhibits, and develop publications that feature innovative design solutions.
- Discovery and innovation will be furthered through Design Research, which will serve as a venue for experimentation between different disciplines, and applied and scholarly research on design processes and systems.
- The Design Foundation will seek funding for internal and external DII projects and programs.

Woo and Merritt have put together a strong board that includes themselves and Richard Forsyth (Managing Partner, Sullivan Cummins Wertz McDade & Wallace), Greg Laubach (Principal, Red Square Design), Lynda Moerschbaeher (Attorney at Law), Theresa Pyle (Principal, Into Ink Printing), Rosetta Sciacca (Sr. Director for Major Giving, Sharp HealthCare Foundation), Michael Stepner (President, Stepner Design Group), Jean Walcher (President, JWalcher Communications), and Peggy Van Pelt (previously of Disney Imagineering, co-author, Designing Disney).

For additional information, call (619) 299-0431, ext. 17 or visit www.designinnovationinstitute.org.