

FOR IMMEDIATE RELEASE
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TRANSITions – High Speed Transit Forum
Design's Impact on High Speed Rail, Maglev Trains and Personal Rapid Transit

San Diego, Ca. – The Design Innovation Institute is pleased to announce the addition of Dr. Richard Farson as keynote speaker for TRANSITions – High Speed Transit Forum.

Richard Farson is a psychologist, author, and educator. Long interested in the field of design, Dr. Farson was founding dean of the School of Design at the California Institute of the Arts. He is a former president of the International Design Conference in Aspen. Richard Farson has served on the American Institute of Architects Board of Directors and is a Senior Fellow of the Design Futures Council.

In his book, *The Power of Design*, Dr. Farson leaves the reader with a powerful message of hope, if we, the readers, embrace design's unrealized potential. He maintains the notion that there appears to be no limit to the role it can play in the future of civilization.

In an innovative approach, the Design Innovation Institute, will give the audience an evening behind the design scenes of High Speed Transit-the synchronized and ergonomically designed intermodal system now on California's horizon. It will utilize a whole brain- approach in discussing the design potential for California public transit.

Richard Farson will speak on the overarching imperative of design and its power to transform our world. His speech will precede a panel discussion moderated by California transportation leader Sarah Catz. The panelists include, marketing strategist and professor Dr. Harry Watkins, urbanist Richard Flierl, transit project manager, Eric Anderson, transit designer, Jim McJunkin, economist and professor Dr. Alan Gin, and Magnetic Levitation Train advocate M. Neil Cummings.

TRANSITions – High Speed Transit Forum, presented by the Design Innovation Institute will begin at 6:00 P.M on Thursday November 12th at Point Loma Nazarene University's Brown Chapel, 3900 Lomaland Drive, San Diego, California 92106. Overlooking the Pacific Ocean, the campus is just 3 miles from the Old Point Loma Lighthouse.

General admission ticket pre-paid via check or by credit card online at www.DesignInnovationInstitute.org is \$12 or \$10 for student and military. Ticket purchased at the door is \$15.

Ticket entry qualifies for a chance to win a roundtrip airfare for two valued up to \$1,500 to Shanghai to experience a ride on the first commercial MagLev bullet train, or \$1,000 cash. Certain restrictions apply.

Doors open at 5:30 P.M.