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FOR IMMEDIATE RELEASE

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TRANSITions – High Speed Transit Forum
Design's Impact on Southern California's High Speed Rail, Maglev Trains and Personal Rapid Transit with the \$8 Billion Federal Stimulus Funding

San Diego, CA – Flying on the Ground or, how to routinely travel 300 plus miles per hour and not risk a speeding ticket.

The 501(c)(3) non-profit, Design Innovation Institute (Dii) is hosting the High Speed Transit Forum on Thursday, November 12, at 6:00 p.m. at Point Loma Nazarene University's 1800 seat Brown Chapel.

Imagine being able to leave your house, zip to the airport and to destinations beyond without ever having to use your car. Now picture yourself taking the high-speed train comfortably and quickly transporting you to business meetings and vacations via links throughout the west. With recent funding, this new and efficient form of mobility is now reality. "TRANSITions – High Speed Transit Forum" will look at innovative alternative transit modalities. Systems featured at the event will be high speed rail, magnetic levitation and Personal Rapid Transit. The Forum will be uniquely positioned to thematically explore how the tools of integrated design can perfect the ergonomics of the proposed transit systems. The forum's goal will be to bring together students, distinguished public/private sector leaders, and the public interested in the recent federal and state endorsements of high-speed transit alternatives. Representative audience participation is planned for the program.

Economic opportunity through design innovation and the creation of nearly 130,000 new jobs will kickstart what California High-Speed Rail Authority Board Chairman Curt Pringle termed "our historic project". California's formal bid is in motion for 4.7 billion dollars in federal stimulus funding for design, engineering and construction of the State's high-speed train system, an investment that will balloon to ten billion when state, local and matching funds are added.

U.S. Transportation Secretary Ray LaHood is an invited speaker. Panelists include economist and Professor Alan Gin, American Magline Group head M. Neil Cummings, urban designer Rich Flierl, transportation designer James McJunkin, Transit Hub project manager Eric Anderson and California transportation leader, Sarah Catz.

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Dedicated to furthering the discovery and innovation of all forms of design, from interior and graphic design to design of public policies, to engineering and architectural design, Dii serves as a venue for experimentation between different disciplines. The Institute researches various design processes in order to promote awareness and appreciation of all design as a way of enhancing and enriching life.

“California is now moving forward to be the leader in the nation and the world in high speed transit. The Institute is honored to present this forum on design innovation and its impact on the new synchronized transit infrastructure. We are excited to contribute to this historic transition” says Calvin Woo, Dii co-founder and president of CWA, Inc., a brand consulting and environmental design firm.

“TRANSITions – High Speed Transit Forum” presented by the Design Innovation Institute will begin at 6:00 p.m. on Thursday, November 12 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 tickets are \$10 with advanced purchase by October 30. A limited number of tickets will be available to Students at a discounted price of \$8 advanced purchase by October 30.

For additional information or to purchase tickets visit
<http://www.DesignInnovationInstitute.org> or call 619-299-0433 x13.

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TRANSITIONS

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High Speed Transit Forum

Design's Impact on High Speed Rail, Maglev

Trains and Personal Rapid Transit

Thursday, November 12, 2009 6-8 PM

Brown Chapel, Point Loma Nazarene University

San Diego, California

\$8 fare (before Oct. 30, 2009)

Tickets & Information: 619.299.0433 x13

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