

# A Dialogue: Design for Sustainability

Thursday August 5, 2010 6:00 - 8:45 PM



**Modern Edge** and **Sustainable Minds** invite you to engage in a unique and inspiring conversation about environmentally sustainable design: DfS. Join us at a special reception to share and exchange ideas and practical experience about your perspective on how this emphasis will shape your profession and global design.

Enjoy a private and magical Willamette River cruise on the majestic Shawnee, enjoying vistas of Portland and Mt. Hood with your esteemed fellow designers. The boat will travel 30 minutes up river to the studio of Modern Edge, while enjoying local organic and sustainably cultivated wine and finger food along with beautiful views of the Willamette.

Terry Swack, CEO of Sustainable Minds, will give a brief overview of Sustainable Minds and the company's goals to bring environmental sustainability to mainstream product design.

After the reception guests can re-board the Shawnee to return downtown in time for the Core 77 Party.



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# The Itinerary

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**RSVP:** Meris Gebhardt 503-206-6386 or [meris@sustainableminds.com](mailto:meris@sustainableminds.com) *Please indicate if you'd like to take the boat. Boat space is limited to first 20 guests who register.*

**Depart 6:00:**

Meet at River Place Marina boat dock on Portland's South Waterfront (about 10 minutes walk from the Hilton, conference venue).

**Arrive at Reception:**

6:30 - 8:00 PM at the Modern Edge studio.

**Boat returns to downtown:**

The return ride should arrive at the River Place Marina at approximately 8:45.

**Where:**

Modern Edge, 513 SE Marion Street, Portland  
(By land—10-15 minute cab ride for \$10-15. You must RSVP in advance to attend.)

Driving directions can be downloaded at [www.modernedge.com/contact](http://www.modernedge.com/contact)



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# About

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**Sustainable Minds, LLC** is a greener product design company dedicated to operationalizing environmental sustainability into mainstream product design and manufacturing in an understandable, empowering and credible way.

Sustainable Minds is the first on-demand, Web-based software and information service providing a comprehensive system for companies to estimate, evaluate and track their products' life-cycle environmental performance -- and to enable rapid iteration and comparison of product concepts in early stage design. Easy to understand and use, it is affordable for small and large businesses and educational institutions to develop skills and knowledge to grow revenue and markets through greener product innovation.

[www.sustainableminds.com/](http://www.sustainableminds.com/)

**Modern Edge, Inc.** is a strategic design consultancy that integrates leading edge product design, consumer research, engineering, and brand development to transform consumer insight into marketplace innovation. Prior to founding Modern Edge, Charles Austen Angell was the corporate Director of Design Research & Innovation for Intel Corporation. He has served as the Executive Vice President of the Industrial Designers Society of America ([www.IDSA.org](http://www.IDSA.org)), where he was one of the association's strongest proponents for sustainability. He also served as one of the original five trustees for the Design Foundation; a public charity supporting design education through educational and social responsibility. [www.modernedge.com/](http://www.modernedge.com/)



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