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Panel Discussion and Cross-Border Networking Reception at NeoCon 2011 in Chicago

A panel discussion and a cross-border networking reception both take place on Monday, June 13, 2011 during NeoCon World's Trade Fair in Chicago. A panel discussion entitled "The Business Case for Beauty: Design's Most Potent Weapon" takes place from 3:00-4:30pm in the Sauganash Ballroom on the 14th floor of the Holiday Inn Mart Plaza. Admission is free, and 01. CEU will be credited.

For years, design champions have argued that the designer's impact goes far beyond the aesthetic. But are we ignoring design's most potent weapon for creating unique, compelling and resilient buildings, infrastructure, landscapes, interiors and products? Is it time to reconsider the case for beauty? This fascinating discussion features Arlene Gould, Strategic Director for the Design Industry Advisory Committee, Paul Filek of burdfilek, Helen Kerr of Kerr and Compnay, Siamak Hariri of Hariri Pontarini Architects, and Janet Rosenberg of Janet Rosenberg + Associates.

This special Canadian event at NeoCon 2011, organized by Ontario's Design Industry Advisory Committee, will bring together an all-star, cross-disciplinary panel of Canadian design leaders. They will explore the economic, social and sustainability impacts of beautiful design and its defining role in 21st-century innovation.

Following the panel discussion, the annual cross-border networking reception takes place from 4:30-6:30pm at the IIDA Conference Center, located in Suite 567 of Merchandise Mart. Meet leading and emerging Canadian manufacturers while networking with designers and architects from both sides of the border. Hors d'oeuvres and wine will be served. This event is co-hosted by the Government of Canada, the City of Toronto, IDC, IIDA and IIDEX/NeoCon Canada.

For more information, please visit www.iidexneocon.com/2011/neocon-evite/

Photos



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Caption: panel discussion participants

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