

In collaboration with the
Museum of Contemporary Art San Diego

inSite_05

→ Conversations/Lecture

Bruce Mau

Massive Change: The Future of Design Culture/
Cambio masivo: El futuro de la cultura del diseño/

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Conversations/Lecture/Bruce Mau/Massive Change: The Future of Design Culture/Museum of Contemporary Art San Diego: Sherwood Auditorium/ La Jolla/Thursday, November 6 2003 @ 7:30 pm —

Conversaciones /Conferencia/Bruce Mau/Cambio masivo: El futuro de la cultura del diseño/Museum of Contemporary Art San Diego: Sherwood Auditorium/La Jolla/Jueves, 6 de noviembre 2003 @ 7:30 pm —

World-renowned designer Bruce Mau will discuss the new power and promise of design – a potential force of massive change – as part of *Conversations*, a series of dialogues and public programs inaugurating inSite_05. Mau, one of the world's foremost contemporary designers, founded Bruce Mau Design in Toronto in 1985. The firm has gained international recognition for its expertise and innovation in identity articulation, conceptual programming, print design, signage and wayfinding systems, and exhibition and product design.

Tickets \$7 general, \$5 MCASD members, military, students and seniors.

Tickets may be purchased in advance at MCASD's La Jolla or

Downtown Book Stores. Boletos en venta en el Centro Cultural Tijuana, CECUT en la Oficina de Proyectos Binacionales. Tel. (664)-684-0095 hasta el 3 de noviembre. **Contact > Contacte:** info@insite2000.org, (619) 544-1482.

Traducción simultánea inglés/español.

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