

West Michigan **Design Week**

Design Week 2014 Wrap Up Report

Incase you missed out on all the fun, Sara Klele, the AIGA West Michigan Design Week Chair, shared some of her thoughts with us about this year's events and what we can look forward to at next year's Design Week.

"I'm really happy with how the first West Michigan Design Week turned out. We had so many events happening during a very busy week and still had great attendance. I heard some fantastic stories of success including 4th graders from the GRPS Workshops asking if they could keep working on their projects at home; a high school senior realizing he wanted to study industrial design after visiting the Process Gallery at UICA; and Richard Saul Wurman's admission that fear is where he draws inspiration. Not fear of failure but fear of not being interested in things. Fear of being humiliated when the things you said you were going to do don't happen. Fear of stagnation. Fear of complacency. Fear of not understanding.

The community really pulled together to make this happen and even if half our events failed (which they didn't) I still think it would have been successful. For a handful of people to loosely pull this together in three months, I think, really shows how important design is to the community.

Logistically next year's event will probably be sometime in April to avoid overwhelming the calendars of attendees, donors, and venues. We would also really like to have a big Design Week wrap party this year, something we just couldn't pull together so quickly this year. Other than that hopefully more great speakers, tours, workshops, etc. and we'll probably try to bring back the GRPS Workshops and the Process Gallery, both of which were really fantastic this year. We're going to start planning much earlier this year as well! If people would like to get involved with the planning they can fill out the form on our website (www.wmdesignweek.com/volunteer) or if they just want to join the mailing list for news we have a form right on our homepage (<http://www.wmdesignweek.com>)."

Sara Klele
AIGA West Michigan Design Week Chair