

Democratization
of
Design

BEHIND
THE
DESIGN
SCENES



Wednesday, November 2, 2005 at IKEA San Diego

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What are the roles of Sweden and IKEA
in the democratization of design?

Take a break from class to join the
Design Innovation Institute
and some of IKEA's top designers
as they discuss their work and design
philosophies.

November 2, 2005
from 8:00 – 10:00 a.m.
(check-in 7:30 a.m.)

IKEA, 2149 Fenton Parkway,
San Diego, California 92108

Registration fee: \$10.00 per person
(which includes breakfast) paid in full by
Friday, October 21, 2005, or
\$15.00 at the door, if space allows.

Reservations are strongly recommended
as seating is limited.

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Design Innovation Institute

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To reserve a seat, please register by
October 21, 2005 at

www.designinnovationinstitute.org