



AGI Open Barcelona

03—04 October 2011

Confirmed Speakers:

Marian Bantjes
Michael Bierut
Nicholas Blechman
Irma Boom
Tony Brook
Kyle Cooper
William Drentel
Mário Feliciano
Isidro Ferrer
James Goggin
Joost Grootens
Jessica Helfand
Steven Heller
Angus Hyland
Chip Kidd
Henrik Kubel
Anette Lenz
Javier Mariscal
Lars Müller
Christoph Niemann
Stefan Sagmeister
Paul Sahre
Ahn Sang-Soo
Paula Scher
Pierre di Sciuolo
Marina Willer
Jan Wilker

Further information,
program details and tickets:

www.agiopen.com



What.

Roll up your sleeves and mark your calendars: Barcelona is gearing up to be inspired by all genres of graphic design and an abundance of creativity this coming Autumn. With 25+ international speakers of the highest calibre, AGI Open BCN (Monday 3 to Tuesday 4 October 2011) promises to be the graphic design event of the year.

Under the theme “What. How. Why.”, the star packed line-up of speakers is set to stimulate conversation and trigger new subjects of debate this year. Boost your creativity, gain new insights, motivation, perspectives and knowledge — all in one place.

How.

AGI Open is the public and educational face of Alliance Graphique Internationale. The purpose of the Conference is to educate and inspire students and professionals through presentations and an open exchange of ideas between AGI speakers and their audience. The Conference — the second edition of its kind — offers a unique opportunity to meet the designers that have set the pace for international visual culture over the past decades.

AGI Open wants to encourage their audience to become active participants in the event, promoting interactions and discursive debate. Share your thoughts with Stefan Sagmeister and Javier Mariscal, ask Irma Boom and Michael Bierut about their work, engage a conversation with Chipp Kidd, Paula Scher, Steven Heller, Angus Hyland or Tony Brook.

Why.

Alliance Graphique Internationale unites the world’s leading graphic designers and artists in a professional club of common interest and achievement. Its members have been collectively responsible for the identity design of most of the world’s top corporations and institutions as well as for countless examples of globally known packaging, publications, illustration, posters, type design and motion graphics. Once a year AGI opens its doors to the public, offering a glimpse into the minds of some of the most influential designers worldwide.

Over the past year AGI Open has become recognised the world over as a top design event. This year’s event will undoubtedly reinforce Barcelona’s positioning as a design-focused destination and a place of creative inspiration. The lectures will be held in Barcelona’s bespoke Coliseum, an iconic building of 1920s monumental architecture, with a capacity of approximately 1,600 seats.

“Mark your calendars!
If you’ve never been
to Barcelona, this is your
chance; if you have been
there you already know
what a vibrant, beautiful
city this is. The AGI
Barcelona team have
big plans for us. You’d
be crazy to stay home.”

Marian Bantjes

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