



# innovate

a retreat for the mind » a celebration of design

HOTEL VIKING [ NEWPORT, RHODE ISLAND ] SEPTEMBER 22 – 24, 2006

This event is offered to individuals interested in rethinking the design process and challenging current conventions.

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Your presence will merge an exceptional educational experience with relaxation and networking with new and old friends and colleagues from all walks of design.

You need only bring casual attire and an open mind...



This program is sponsored by ASID and the ASID Foundation, Inc.

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**EXPERIENCE** — You'll have the opportunity to engage in a thought-provoking three-day event with fellow design luminaries and thought leaders. Address the inspiration behind your creative process, learn about other design processes that will re-energize your work and celebrate your passion for design.



**SETTING** — The Hotel Viking, Newport's venerable landmark hotel and a member of the prestigious Historic Hotels of America, celebrates its 80th anniversary this year. Located in Newport's Historic Hill neighborhood, the Hotel Viking has been offering gracious hospitality since opening its doors in 1926.

With the character and service of a small boutique hotel, the Viking provides old-world charm with updated modern amenities including Spa Terre Newport, fine dining at One Bellevue and an indoor pool and fitness center. For more information about the Hotel Viking and Newport, R.I., please visit [www.hotelviking.com](http://www.hotelviking.com) and [www.GoNewport.com](http://www.GoNewport.com).

**PERSPECTIVE** — Your weekend will be facilitated by five distinguished guests who will assist you in thinking about design from a new perspective.

**David Oakey** — David leads global efforts in sustainable smart design and biomimicry through process, products and people. His work calls attention to the need for design that respects the future and inspires designers across industries to change their approach. He is the founder of Pond Studio, structured for integrated design and development programs.

**Penny Bonda**, FASID, LEED AP — With 27 years as a practicing interior designer, Penny has dedicated her career to green design and development. She has pioneered green design through leadership in the USGBC, as a board member and leader of numerous advisory councils. A recipient of the 2003 USGBC Leadership Award and a past president of ASID, Penny is recognized as a gifted leader and consensus builder.

**FRIDAY, SEPTEMBER 22****6 p.m.**

Cocktails

**7 p.m.**Welcome Dinner – **Getting to Know You** – Marge Kelley, facilitator**SATURDAY, SEPTEMBER 23****7:30 – 8:45 a.m.**

Breakfast

**9 – 9:30 a.m.****Getting Started** – Marge Kelley, facilitator**9:30 a.m. – noon****Respecting the Future** – David Oakey

The “respect for the future” model provides an in-depth overview of how nature can become a mentor for design. Whether designing products or a business model, this ethos inspires designers and business leaders to change their design approach. This session outlines a collaborative process to enable an environment for design inspiration that enhances future quality of life and respect for all life.

**Noon – 1 p.m.**

Lunch

**1 – 3:30 p.m.****Sustainability “Slam”** – Penny Bonda, FASID, LEED AP; Matthew Fetchko; James Weiner, AIA

This charette/competition will collaboratively explore (and demand) solutions for sustainability. Theory will become action and action will become results – in real time. You will share techniques, ideas, points of view and allow people with passion to “stand and deliver.” This “slam” will cue from interactive theater and blend its special mix of practical know-how and design savvy to create a unique and challenging event for experts of all stripes.

**3:30 – 3:45 p.m.**

Reflections

**7 p.m.**

Cocktails

**7:30 p.m.**

Dinner

**Matthew Fetchko** – With degrees in graphic design, art history and interactive telecommunication, Matthew has focused on how people relate and communicate across a variety of mediums. Currently head of Web Marketing for Legg Mason, Inc., his career spans creative direction and business development. Matthew’s mantra is “it’s all about context and communication.”

**James Weiner, AIA** – An award-winning architect, writer and presenter, James has provided years of leadership for sustainability efforts at the local, state and national levels. He has held numerous roles within USGBC and other green initiatives, while lending expertise to the design and management of more than 100 projects across the country. He is one of the originators of the “Green Slam.”

## SUNDAY, SEPTEMBER 24

7:30 – 8:45 a.m.	Breakfast
9 – 11 a.m.	<b>Cathedrals, Paper Clips and Software: Making Design Connections</b> – Scott Berkun What do ordinary objects, like paper clips and Post-it® notes, have in common with grand design? What can be learned by comparing designed things from different fields? This talk uses examples from great designs in architecture, interior design, software, film, daily life and special places to explore the power of design, teaching us how we can make connections between disparate designs and designers, and learn from them.
11 – 11:30 a.m.	<b>The Innovate Awards!</b>
11:30 a.m. – noon	<b>Rethinking the Design Process</b> – Explore ideas and concepts learned and craft a plan to bring them home to your work, life and relationships.
Noon – 1 p.m.	Lunch and Wrap-up
2 – 5 p.m.	<b>Tour of Newport Mansions</b> (optional – additional \$20 fee)

SEE ENCLOSED REGISTRATION FORM TO REGISTER FOR THE RETREAT.

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**Scott Berkun**—Scott is an author, designer and noted public speaker. He studied at Carnegie Mellon University, managed teams at Microsoft and authored a bestselling book on management. He's presented sessions at major design conferences, writes about architecture for Seattlest.com, and runs the sacred places tour for the GEL conference. He works as a writer and consultant, publishing much of his work at [www.scottberkun.com](http://www.scottberkun.com).

**Marge Kelley**—Founder of Hands On Consulting, Marge holds a master's degree in applied behavioral science and has more than 20 years of experience as a personal, professional and organizational coach. Her passion for systems thinking, team building, and role clarity and communications, coupled with her very human approach to individuals, will guide your learning experience for this weekend.

## RESERVATIONS

The Hotel Viking is pleased to offer the following special room options for retreat attendees:

\$249 for single or double occupancy

Additional fees include a 13% city and state tax

To make your reservation, please call the Hotel Viking directly at (800) 556-7126 between the hours of 8 a.m. – 9 p.m. EST Monday through Friday and 10 a.m. – 4 p.m. EST on Saturday and Sunday. Be sure to identify that you are with the ASID Retreat.

In order to ensure these rates, please make your reservation by August 18, 2006. Reservations made after this date may be accepted at the group rate based on hotel availability.

### **The Hotel Viking**

One Bellevue Avenue

Newport, RI 02840

(401) 847-3300

[www.hotelviking.com](http://www.hotelviking.com)

#### **PRIVATE WALKING TOUR OF NEWPORT MANSIONS**

(Isaac Bell House and The Elms)

Join us for a walking tour of two fascinating Newport mansions! First you will walk to the The Isaac Bell House, minutes away from the Hotel Viking, and participate in a private guided tour. Known as one of the best surviving examples of shingle-style architecture in the country, you will view the renovation and restoration that is currently in process. From there, you will be led to The Elms. You will be free to roam the house and superior grounds at your leisure with audio guides indicating points of interest.

This special package tour is available for \$20. Additional information about the mansions can be found at [www.newportmansions.org](http://www.newportmansions.org).

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A RETREAT FOR THE MIND.  
A CELEBRATION OF DESIGN.

REGISTRATION FORM

HOTEL VIKING [ NEWPORT, RHODE ISLAND ] SEPTEMBER 22-24, 2006

Please return your registration form to ASID by August 23, 2006.

Name

Address

City State Zip

Phone Fax

E-mail

The registration fee of \$595 includes educational programs, meals, networking and social events Friday evening through Sunday lunch. In order to keep this event intimate and meaningful, space is limited to the first 75 registrants. Travel arrangements and airline costs are the individual responsibility of each invited guest.

A guest will accompany me to the social functions during this event.\*

Guest Name

Address

City State Zip

Phone Fax

E-mail

**Payment**  \$595 registration fee  
 \$125 guest registration fee\*  
 \$\_\_\_\_\_ Newport Mansion Walking Tour  
Tickets (optional) \$20/person

**TOTAL** \$\_\_\_\_\_

Check made payable to ASID or charge my credit card

MasterCard  Visa  American Express

Credit card number Exp. date

Signature

Please return this form via fax or mail to

**ASID Education Department**  
608 Massachusetts Ave., NE  
Washington, DC 20002-6006  
Fax (202) 546-3240



**Register online by visiting [www.asid.org/events](http://www.asid.org/events)**

Confirmation, along with ground transportation information will be sent following your registration. For questions, please e-mail or call **Jennifer Wilcox**, director of education, at [jwilcox@asid.org](mailto:jwilcox@asid.org) or (202) 546-3480.

\* The guest registration fee of \$125 includes cocktail receptions and dinners on both Friday and Saturday nights as well as breakfast on Saturday and Sunday.

**SEE YOU IN NEWPORT!**