



PRESS RELEASE

ACAD presents prestigious international designer: April Greiman

March 13, 2008 (Calgary, Alberta) – The Alberta College of Art + Design announced today that designer April Greiman will present a public lecture on Thursday, March 27 at 7 pm.

April Greiman was born in New York City and studied graphic design in Switzerland and at the Kansas City Art Institute. Recognized as one of the first designers to embrace computer technology as a design tool, Greiman is also credited, along with early collaborator Jamie Odgers, with establishing the 'New Wave' design style in the US during the late 70s and early 80s.

Prior to the mid-80s, designers shunned computers. Greiman instead exploited pixelation and other "errors" in digitization as part of digital art. Today Ms. Greiman's work investigates the blending of technology and science with symbol and myth; words and images with texture and space. Her work is focused on colour, surfaces, materials and digital environments and she is often called upon as an expert in brand identity for some of industry's largest clients, including AOL Time Warner and Sears

She has received many prestigious awards and her ideas have appeared in articles, interviews, reviews and broadcasts in the media, ranging from *Domus*, *Time*, *The New York Times* and *USA Today* to CNN, PBS and ESPN. Her books include *April Greiman: Floating Ideas into Time and Space*, *It'snotwhatAprilyouthinkitGreimanis*, *Hybrid Imagery: The Fusion of Technology and Graphic Design*, *Seven Graphic Designers*, and *Something from Nothing*.

Ms. Greiman's activities at ACAD include a three-day student workshop as well as a public presentation on March 27.

Public presentation and reception

Thursday March 27

7 pm

Stanford Perrott Lecture Theatre
Alberta College of Art + Design

Ms. Greiman's visit is funded by the ACAD President's Scholar in Residence program.

ACAD is a leading centre for education and research, and a catalyst for creative inquiry and cultural development. We engage the world and create possibilities.

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For more information or to arrange an interview:

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