

## **Fabrica Lectures**

Environmental, Social, Relational

# **Lita Talarico**

Lecture June 11, 5:00pm open to all

# **FABRICA LECTURES**

## **The Designer as Author and Entrepreneur**

The lecture of Lita Talarico will visually explore the breadth of design authorship and entrepreneurship over the past decade. It will address how designers have used their fundamental languages: typography, illustration, photography, product semantics, etc. to create their own inventions and bring them to fruition.

Based largely on the contents of the forthcoming book "The Design Entrepreneur" to be published by Rockport in Fall 2008, the talk will feature several case studies including Shepherd Fairey, Paul Budnitz, Maira Kalman, Constantin Boym, Dave Eggers, and more.

## **Lita Talarico**

Co-chair of the MFA Design program at the School of Visual Arts New York. Formerly, founding managing editor, American Illustration & Photography; reporter at large, Italian Design Graphis.

Professional experience: Advisor, Massena Border Station Design Charrette; architect selection consultant: Cleveland Museum of Art, National World War II Memorial Design Competition; International Design Conference in Aspen; project director: Whitehall Ferry Terminal Design Competition; Pritzker Architecture Prize Annual Jury Meeting; project coordinator, Italian Manifesto Conference; advisory board member emeritus,

Adobe Partners by Design.

Publications include: Co-author, Design Entrepreneur, Design Career: A Practical Guide for Beginning Illustrators and Graphic Designers; co-editor, Graphis Publication Design; associate editor, Art Against War, New York Observed.

Education: BA, Empire State College; MFA, School of Visual Arts.

**For further information:**

Michela Liverotti

[mliverot@benetton.it](mailto:mliverot@benetton.it)

tel. +39 0422 516272

fax. +39 0422 516347

[www.fabrica.it/workshops/](http://www.fabrica.it/workshops/)

Fabrica, Via Ferrarezza  
31020 Catena di Villorba, Treviso

**F A B R I C A**