A week of networking with industrial design professionals and experiencing domestic craftsmanship and production.
CONTENTS

Purpose and goals .................................................. 01
Sponsors .......................................................... 03
Documentation specifics ....................................... 05
Bios and resumes .................................................. 06
Geographic breakdown .......................................... 09
Tentative destinations ............................................. 10
Daily itineraries .................................................... 11
Itemized Individual budgets .................................. 12
Sponsor correspondence ....................................... 13
PURPOSE & GOALS

We are a group of three design students focusing on industrial & product design. In our work we strive to be useful yet provocative, sustainable, and unapologetic.

While our philosophy aligns with studios across the world, Austin's developing economy and undervalued design profession makes it difficult to find career development opportunities for entry-level product designers, and we are looking to relocate to San Francisco, California after graduation to reach our full potential. While we love Austin, we acknowledge the significance of geography in our field.

San Francisco is home to world-leading design studios, many of which specialize in product design. The unique combination of technology start-ups and the city's deep passion for quality have formed a niche manufacturing industry specializing in hand-crafted products which exemplifies our design ideals.

During the Fall of 2013 we were enrolled in an independent study with professor [name redacted] in which we learned about the implications of production methods and the value of craftsmanship. Since then, we have been obsessed with the importance of design decisions on the lives of workers across the world, and San Francisco provides a unique opportunity to directly interact with the blooming domestic manufacturing industry.

Since 2010, local non-profit SF Made has been the leading national supporter of a domestic manufacturing sector and we hope to gain some insight by visiting various factories to more fully understand how our work goes from sketch to mass production. In addition, we will network with product design professionals by visiting significant studios and distribute self-promotional materials in the hope of opening future opportunities.
LEARN
Gain an insight about manufacturing directly from the factories.

NETWORK
Distribute self-promotional materials to the studios that make us drool.

ENJOY
San Francisco was named America's Best City by Bloomber Businessweek.
Due to the ambitious goals of our trip, we chose to have three sponsors in San Francisco — each covering a functional need.

SPONSORS

HOST SPONSOR - Factory Connection
is the Executive Director of SF Made, a leading organization focused on building San Francisco’s economic base by developing the local manufacturing sector.

She was COO of VIDA, a local artisan manufacturer of wood-based commercial casegoods, and is the founder of CRAFTMAKE, a supply chain company for ceramic tiles in the city.

will serve as our main "factory connection" in San Francisco, and will introduce us to several SF Made manufacturers to schedule factory visits during our stay.

HOST SPONSOR - Craft & Furniture expert
creates modern, solid-wood furniture, sculpture, and artwork under the appellation: J. Rusten Furniture Studio. The studio was founded in 2002 with a mandate to advance the craft of woodworking, explore new and challenging solid-wood furniture designs, and construct beautiful, compelling, singular, and enduring objects.

will serve as our craft mediator, from whom we hope to learn about the implications of "handcrafting" in production lines, since he is a direct participant in that market.
Due to the ambitious goals of our trip, we chose to have three sponsors in San Francisco — each covering a functional need.

**SPONSORS**

**HOST SPONSOR - Local Guide**

[redacted] is a graphic designer at TicketFly — an international ticket distribution, and web-creation service for music venues.

[redacted] is a friend of [redacted] and she will serve as our local “guide” to ease the traveling process and get a more intimate experience with the city. In addition, she has offered to give us a tour of the TicketFly headquarters and speak to us about the design opportunities available.

**FACULTY SPONSOR**

[redacted] is a designer and educator who studied at the Glasgow School of Art in Scotland. Her practice investigates and restituates ubiquitous designed artifacts, while questioning mainstream design objectives.

[redacted] will serve as the curator of our design studio visits and documentation. She will oversee the trip-planning process in general, since her background in industrial design will be instrumental.
Presentations should be engaging and communicate the most in the least amount of words possible. Demonstrate, don’t explain.

DOCUMENTATION

We believe in the power of film and its immediate connection to the viewer, so we will document our experiences in a mini-documentary. We believe a blog lacks the emotional power of film, and requires too much work out of a viewer — although if the department firmly believes in that medium, we will accommodate.

The documentary will be modeled after Monocle “Briefing” films, which are usually 10 minutes long and feature interviews, scenery shots, and in our case would present the manufacturing process of factories we visit, and our studio visits.

Distribution will occur over Vimeo and Youtube, and the departmental logo would be featured to serve as promotional material for the College of Fine Arts.
GROUP ➔ MEMBERS
Throughout her studies at UT Austin, research has focused around sustainable practices, the social responsibility of companies, and environmentally conscious manufacturing.

loves to use multidisciplinary approaches, and frequently seeks the assistance of peers in other departments such as engineering and environmental studies. Her senior design project is focusing on prototyping, and the life cycle analyses of common materials. She organized a week of awareness events for sustainability in UT's residence halls, which was dubbed “Program of the Year” at the Southwest Affiliate of College and University Residence Halls' 2013 conference.

Currently, she works for UT Austin's Division of Housing and Food as a Resident Assistant, the Office of Sustainability as a Green Corps worker, and the City of Austin's Resource Recovery department as a Research Analyst. After graduation, hopes to work for a product design firm that focuses on product stewardship and production planning.

After a couple years in the industry, Ashley hopes to attend Griffith University's Design Futuring graduate program in Brisbane, Australia.
Class of 2014 - BFA Design

For the past four years, [REDACTED] has explored different areas of design including architecture, human-centered design, digital interactions, graphics and packaging.

She has been president of Art Above Ground, a campus organization that allows all majors to be involved in the arts, and was part of the Public Interest Design Build Summer Program to construct a mobile gardening toolshed for East Austin residents.

Ultimately, her interdisciplinary approach to design developed a passion for industrial design. Her senior project investigates the theory of affordances in physical objects, and tests users' understandings of form and function.

[REDACTED] recently became a graphics and packaging design intern at local start-up Finell Co., an industrial design company creating a line of "Neo-Luxe" lifestyle product.

After graduating, she wishes to attend the Products of Design MFA program at the California College for the Arts. By gaining more skills in industrial design, she will work to land a job at companies like Fuseproject or Smart Design.
Class of 2014 - BFA Design

[Name] toys with the fine line between art and design. His work seeks to exist as a conversation starter and he often addresses topics that are difficult to discuss.

During the fall of 2012, [Name] curated an exhibition at the Visual Arts Center addressing the wave of drug-related violence in Mexico. The exhibition was nominated by the Austin Critic’s Table Awards for best group gallery show, and he continues to apply art theoretical approaches to his design work.

His senior design project is recontextualizing the post-modernist approach of collage into furniture design. Due to the amount of production involved in his project, he has become interested in the psychological meaning of craftsmanship.

Currently interns at FODA Studio — a branding development and consultancy agency in downtown Austin. In addition, he designs furniture for Articulture Designs on a freelance basis.

In the near future, he hopes to work for a progressive product design firm like Mike&Maaike and directly work with clients willing to take bold approaches.

After a year or two in the industry, he would like to attend graduate school at the Cranbrook Academy of Art or the Royal College of Art.
PARTICIPANT RESUME REDACTED. FOR RESUME ASSISTANCE, CONTACT FINE ARTS CAREER SERVICES AT 512-232-7333 OR PERUSE OUR ONLINE RESUME HANDBOOK AT FINEARTS.UTEXAS.EDU/CAREERS/RESOURCES
PARTICIPANT RESUME REDACTED. FOR RESUME ASSISTANCE, CONTACT FINE ARTS CAREER SERVICES AT 512-232-7333 OR PERUSE OUR ONLINE RESUME HANDBOOK AT FINEARTS.UTEXAS.EDU/CAREERS/RESOURCES
PARTICIPANT RESUME REDACTED. FOR RESUME ASSISTANCE,
CONTACT FINE ARTS CAREER SERVICES AT 512-232-7333
OR PERUSE OUR ONLINE RESUME HANDBOOK AT
FINEARTS.UTEXAS.EDU/CAREERS/RESOURCES
TRIP ➔
SPECS
LEARN

Parklife Store & Studios
Factory 1 Furniture Factory
Jared Rusten Studio
Heath Ceramics Factory
Godar Furniture Factory
Ghiradelli Chocolate Factory
The Modern Industry Studio
Ohio Furniture Workshop
SF Made Offices
Snacku Wearable Leather Factory
Workshop Residence

NETWORK

Atelier 14
Astro Studios
Daylight Design
Fuse Project
Frog Design Inc
Gradient Matter
Idea Couture
IDEO
Kicker Studio
Lunar Design
Meyer Hoffer

ENJOY

San Francisco Museum of Craft and Design
San Francisco Center for the Book
California College of the Arts
Cartoon Art Museum
CoiT Tower
De Young Museum
Golden Gate Park
Legion of Honor
Academy of Art and Sciences
SoMA StrEat Food Park
White Walls Gallery
Our daily schedule will be decided based on the geography of our points of interest. The previous page lists all potential stops; however, the final itinerary will be dependent on studios that confirm our visit.

**DAILY ITINERARY**

**Saturday, March 8th:**
Depart Austin: 8:00am
Arrive in San Francisco: 10:03am
Go to Hostel + Grab Lunch: 12:00pm
Golden Gate Park & surroundings: 1pm - 9pm
  - Haight-Ashbury St.
  - Parklife Store & Studio
  - De Young Museum
  - Legion of Honor
  - Academy of Arts and Sciences
  - University of San Francisco tour
Return to hostel: 9-10pm

**Sunday, March 9th:**
Breakfast at Pier 39: 9:00am
Embarcadero, Presidio and surroundings: 10am - 6pm
  - Fort Mason Center
  - Palace of Fine Arts
  - Ghirardelli factory
  - White Walls Gallery
  - New Deal Design
  - Chronicle books studio
  - Cartoon Art Museum
  - Cable car ride
Japan Town & Kinokuniya Book Stores: 7pm - 8pm
Return to Hostel: 9pm

**Monday, March 10th:**
SF Made offices: 10am - 11am
Mission Design District: 12pm - 8pm
  - Jared Rusten Studio
  - San Francisco Center for the Book
  - California College of the Arts
  - Heath Ceramics
  - Fuseproject
  - Make & Make
  - Kicker Studio
  - Astro Studios
  - Rebar
  - Museum of Craft & Design
  - Workshop Residence
Return to Hostel: 9pm

**Tuesday, March 11th:**
Breakfast at Chinatown: 9-11am
Financial district: 11:30am - 8pm:
  - Frog Design
  - Ideo
  - Object Studios
  - Atelier 14
  - Idea Couture
  - TicketFly headquarters
Return to Hostel: 9pm

**Wednesday, March 12th:**
Depart San Francisco: 10:15am
INDIVIDUAL BUDGETS

Plane ticket, Virgin America ........................................... $400 - 500
Saturday March 8, Depart AUS 8:00 am Arrive SFO 10:03am
Wednesday March 12, Depart SFO 10:15am Arrive AUS 3:40pm

Hostel, San Francisco Downtown Hostel .......................... $150
$112/ per night for group private room, shared bathroom, 1 single and 1 queen sized bed.
(Hostels charge per space not per person) = $448 total, divided by three

Transportation:
7-day Visitor Passport or bus ....................................... $28
Trolley ................................................................ $5
Airport Shuttles .......................................................... $30

Food & Nourishment:
Estimated $30 per day, $15 on last day ............................ $105

Museum fares:
San Francisco Museum of Craft and Design ................. $8
Cartoon Art Museum .................................................. $7
Coit Tower ................................................................. $7
De Young Museum .................................................... $7
Legion of Honor ........................................................ $7
Academy of Art and Sciences ....................................... $10
Embarcadero Historical Aquarium ............................... $21

Emergency Money: .................................................... $75
Tips and Fees and Taxes ............................................ $25

Maximum total .................................................. $985.00

Actual total will depend on price of airfare at time of purchase.
Good evening,

My name is [REDACTED] and I coordinate PR for fuseproject in San Francisco.

Thank you for your interest in visiting our studios on March 10th or 11th.

We look forward to hosting you and your 2 young design student friends for a special visit to fuseproject.

As we get closer to the date, let’s check in to confirm the specific schedule.

Please also feel free to email us with questions or specific projects you may be interested in – it will help to anchor your visit if we have a better sense of your likes to experience. We would be interested to know what your currently working on and try our best to tailor your visit.

With great thanks,

[REDACTED]

fuseproject Communications Strategist / PR Specialist

www.fuseproject.com
Hi [Name],

Sounds great... I love talking about the landscape of craft/design and would be happy to host you guys and show you around the studio. Please just let me know the exact dates you expect to be around as soon as you can so I can make sure I'm available. Great!

Looking forward to visiting, and let me know if there's any other way I can help.

Cheers,

[Name]

J. Rustin Furniture
CONFIRMATION

From: [Redacted]
To: [Redacted]
Sent: Tuesday, November 12, 2013 11:50 AM
Subject: Re: Visiting from Austin

Hi [Name]

If you are just asking to interview someone from the SFMade team as part of your research, that would be just fine. We do that sort of thing all the time for visiting academics. Unfortunately, if you meant something more - like office space - unfortunately we are in very small spaces and would not have room to accommodate you physically for longer than a day.

In terms of studios - as you know we work with approximately 500 manufacturers (although some of them certainly have "studios" too!). They are all listed in the SFMade directory, on our website. Have a look and if you wanted to meet specific ones, I would be happy to make an email introduction to a couple for you so that you will be able to visit their factories.

Best,

[Redacted]

Executive Director
SFMade
CONFIRMATION

[Redacted] has e-mailed the faculty recommendation directly to [Redacted] to avoid a conflict of interest by how it is presented in this proposal.