

9-11

FRIDAY FEBRUARY 7TH

Cecil L. Williams incorporates the psychology of Carl Jung in designing human space. A coast-to-coast presentation that began in the fall of '91 at Designers' Saturday in New York arrives in Vancouver for Designer's Weekend 92. In a multi-media program, Williams shares his concepts, introducing his recent publication *The Negotiable Environment: People, White Collar Work and the Office*. Personality plays an important role in working style and the design of the workplace. Take part in this fascinating workshop and explore the many facets of your personality, of those you work with, and of your clients.



Cecil L. Williams
INDUSTRIAL PSYCHOLOGIST

4:30-6:30

FRIDAY FEBRUARY 7TH

Like his father and grandfather before him, Jean-Francois devoted to the fine art of decorative plastering. An art historian and master craftsman with an intimate knowledge of Roman, Greek and North American art, this European expert will trace the evolution of this architectural craft, starting with the Egyptians and following it to our current age and beyond. Those who attend this informative session will experience the historical re-creation of such projects as the Pantages Theatre in Toronto and catch a glimpse of what is to come with the re-emergence of decorative plastering on the design scene.



**Jean-Francois
Furieri**
A LEADER IN
HISTORICAL RESTORATION

9-11

SATURDAY FEBRUARY 8TH

A top-notch "head-hunter" for design and management talent and a consultant on design organization, RitaSue Siegel shares her experiences in the field of interior design at Designer's Weekend 92. An industrial design specialist, Ms. Siegel has worked as a director of placement, and has taught graphic design and portfolio preparation at Pratt Institute in New York City. RitaSue Siegel is an active member of several professional design organizations, author of *American Graphic Design, Thirty Years of Imagery* and an international lecturer. Ms. Siegel provides a refreshing, entertaining outlook on design in the 1990s.

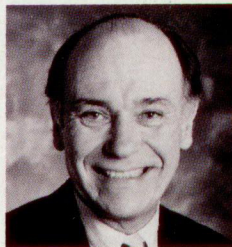


RitaSue Siegel
RITASUE SIEGEL ASSOCIATES,
NEW YORK

10-12

SUNDAY FEBRUARY 9TH

Internationally-acclaimed marketing consultant and former award-winning advertising executive, Jay Conrad Levison brings years of marketing expertise. Author of several books, including *Guerrilla Marketing* and *Guerrilla Marketing Attack*, Levison shares over 100 inexpensive yet effective marketing techniques and valuable, often unconventional tips. Levison's lecture, *Tactics in Guerrilla Marketing*, has something for everyone—for both young and more established designers, owners of design and architectural firms and resource businesses looking for an "edge" in this competitive marketplace. You can't afford to miss it!



**Jay Conrad
Levison**
MARKETING CONSULTANT

COCKTAILS: FRIDAY

Meet and mingle from 6 PM-8 PM

AWARDS DINNER: SATURDAY

Presentation of the Interior Designers Institute of British Columbia "Award of Excellence." Tickets are \$60 and include the reception, dinner and the Awards presentation. 6 PM

A SPECIAL SUPPLEMENT TO CANADIAN INTERIORS

DESIGNER'S WEEKEND '92