

Fabrica Lectures

Environmental, Social, Relational

Mark Randall

Social Marketing

Lecture March 18, 5:00pm open to all

FABRICA LECTURES

Mark Randall's lecture will focus on social marketing's basic principles, techniques and strategies adopted for human behaviour change, orienting them toward a more sustainable and socially responsible attitude.

Mark Randall

For more than fifteen years, Mark has been principal of Worldstudio, the New York City marketing and design agency which serves major clients in the for-profit and not-for-profit worlds, from Adobe Systems and Reed Elsevier, JPMorgan Private Bank and Estée Lauder Companies, to the W.K. Kellogg Foundation, True Majority, The Metropolitan Opera and the City of New York.

Worldstudio has won leading industry awards and been featured in books on graphic design such as *Conscientious Objectives: Designing for an Ethical Message* and *Citizen Designer: Perspectives on Design Responsibility*, and in publications such as *Metropolis*, *Graphics International* and *Eye*. Mark and Worldstudio have been twice selected for the prestigious "ID Forty" award, an annual listing of leading innovators in the design industry chosen by *ID: The Magazine of International Design*.

Worldstudio's for-profit focus on socially responsible marketing is mirrored in its synergistic relationship with Worldstudio Foundation, a non-profit organization that, as first in USA panorama, offers scholarships and mentoring programs in the fine and applied arts. The Worldstudio Foundation dares young artists to dream – of new lives, new careers and new solutions for the world in which we live.

He graduated in 1984 from the University of Washington in Seattle with a B.F.A. in graphic design, and currently serves on the national board of AIGA, the professional association for design.

www.worldstudioinc.com
http://www.fabrica.it/workshops/mark_randall.html

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