

San Francisco Business Owners Announce New In/Visible Conference for Designers

Series of Talks and Panels Educate on Process to Reveal transparency of thought and challenges in New Media Design

(San Francisco, 08/17) -- Long time creative women business owners, Noise 13 Founder, Dava Guthmiller and Arianna Orland, Founder of Paper Jam Press, have come together around their shared leadership in design to launch an annual conference for designers and creative thinkers to engage in conversation about the process and practice of design. In/Visible Talks will take place in San Francisco on January 11th, 2018 at The Pearl venue.

"Being a designer is a practice in learning how to learn. The creative process isn't always a linear one and we think there's much to be gained by hearing how others have navigated the rich and variegated landscape of people, ideas, deadlines and passion", said Arianna Orland, Design Consultant for top Silicon Valley companies. "This forum we are creating via In/Visible Talks will bring people together through conversation and shared learnings around the art of design. We want attendees to come away from the day with a greater understanding of the practice and each other."

"We are hearing more about the role of AI and computer aided design but we don't believe you can ever truly replace the whim and vigour of a designer who can break rules and appeal to the senses with a new approach," said **Dava Guthmiller**, Chief Creative Officer at Noise 13. "We want to offer designers across all disciplines and industries to come together and outline what it means to be a designer in this moment in time and the spur ideas for the future. We also chose our date and location to tie into two local, popular art & design shows (Untitled Art and FOG); This cross over of design, creativity and art should make for a very visual, thought provoking and inspiring week."

Top Designers Explore The Art of Design

Salons leading up to and the conference itself will be geared toward a multidisciplinary audience, comprised of graphic designers, web designers, experience designers, content creators, architects, marketers, artists, photographers, and those interested in keeping their creative work relevant for the future. At the January conference, there will be a curated collection of keynote speakers and panels covering a wide range of thoughts and ideas. There will also be a concept driven pop-up shop experience to complement the event featuring speakers, sponsors and other design and creative businesses.

While many design conferences focus on the results, In/Visible showcases the process itself, In/Visible will feature speakers who have an interesting story to tell, regardless of their medium, industry, or level and explore topics such as:

- Conjuring ideas into the world
- The designer as conduit for ideas and experiences
- The non-linear journey by which ideas become realities
- I thought I was doing this, and then something else happened

Confirmed speakers include:

- Kelli Anderson: TEDx Speaker, Artist, Designer & Tinkerer

- Jesse Genet: Lumi Founder and Shark Tank contender
- Samantha Warren: A designer, art director and team leader at Adobe
- Morag Myerscough: Creator, Studio Myerscough
- Tim Murray: Creative Director, Mozilla
- Dia Bondi: Professional Coach

Partnerships and Sponsors

In/Visible is pleased to partner with the following companies and events to provide a shared experience around art and design.

- Adobe TypeKit: Sponsor
- Noise 13 Brand Design Agency: Founding Company Sponsor
- Neenah Paper: Sponsor
- Capacitr: web development & SEO/SMO partner
- Hands On Gourmet: Speaker Dinner partner
- Werehaus: animation & video production partner
- Untitled Art Show: partner
- Tattly: partner
- StartUpArt Fair: partner

Tickets for In/Visible Talks are on sale now at www.invisibletalks.com

(Or To learn more about participating in the event as a partner, sponsor, speaker or attendee, contact info@invisibletalks.com)

About In/Visible Talks

In/Visible Talks is a conference for designers and creative thinkers working across a range of mediums to engage in conversation about the art of design. In/Visible showcases both the process and practice of design, celebrating the ups and downs, the mistakes-turned-success, and the unexpected connections that occur along the way.

About Dava Guthmiller

Dava is the Founder and Chief Creative Officer at Noise 13, a branding and design agency that focuses on lifestyle brands. She has over 20 years experience leading strategy and design projects with clients such as Tile, Planet, Uber, World Wrapps and Amber & Ash. More work can be seen at www.noise13.com

Dava is a board member for Slow Food California, and advisor for Get Gone Travel and Good People. She has extensive event experience with Slow Food, Good People Dinners, AIGA, and personal projects. She occasionally gets her hands with fine art, interior design, and design instruction. Her work has been featured in publications such as HOW, and Communication Arts.

About Arianna Orland

Arianna is a creative director, advisor, and artist with over 20 years experience working on both coasts for startups and Fortune 500 companies leading brand, marketing, and product work. Her recent client list includes Twitter, Mozilla, NerdWallet, and Thumbtack. Previously, Arianna was Sr. Director of Global Brand at Zynga where she drove marketing programs seen by millions of people every day. Arianna also spent many years in New York City where she led the web design practice for Hillman Curtis and worked with several well-known artists and cultural institutions including David Byrne and School of Visual Arts (SVA).

Arianna is also the founder of Paper Jam Press (www.paperjampress.com), a letterpress poster, and apparel company featured in prestigious design publications such as Swiss Miss, Dwell Magazine, Design Milk and Brand New.