

When **Thursday September 10th at 5:00 pm**

Where **715 Café**

Who **Jeff Goodby**

Jeff is Co-Chairman of the Advertising Agency Goodby, Silverstein & Partners. He is a thinker, writer, illustrator, printmaker and director. He has championed a warmth and offbeat sense of humor that has always been a part of the firm's work. He grew up in Rhode Island and went to Harvard, where he wrote for *The Harvard Lampoon*. He has worked as a newspaper reporter in Boston, and has had his illustrations published in *TIME*, *Mother Jones* and *Harvard Magazine*. After leaving J. Walter Thompson in 1979, he joined Ogilvy & Mather, where he met Rich Silverstein. There, the two won just about every advertising prize imaginable.



**Jennifer Maer**

Jenn is a communications designer at IDEO. She has worked as an agency account planner—conducting qualitative consumer research—as well as a copywriter, telling stories for design projects.



Program **Thought Starter**

5:00 Jenn Maer will offer a provocation about the overlaps between design and advertising.

5:15 **Art Serving Capitalism**

Jeff Goodby will describe the beliefs that drive the creative work at Goodby, Silverstein & Partners, illustrating his ideas with examples that support the concept that “Business combined with art is bigger business.”

5:50 **Discussion**

Bill Moggridge will moderate a discussion.

