



15-25 JULY 2009
MEDIA ALERT



State Of Design Festival REVEALS NEW WEBSITE

stateofdesign.com.au

Today April 1st 2009

State of Design has today announced the launch of its new website stateofdesign.com.au. The site has been completely redesigned in time for the lead up to the festival that starts on July 15th. This re-design features a host of upgrades as well as revealing the theme for 2009, 'Sampling the Future'.

Key features

- The website will be regularly updated with information as the festival approaches. Weekly and daily program news will be added as events are announced.
- E-community links available such as Twitter, Facebook and Flickr
- By mid April a MY FESTIVAL module will be added to allow users to login and save events to their personal Festival calendar

State of Design Festival demonstrates and communicates how design can create opportunities for sustainable innovation, generate new products and services and improve our health and social conditions with economic benefit to Victoria. The Festival encourages collaboration between the design industry and business community and creates awareness throughout Melbourne and regional Victoria's general public via the following programs:

- **Design for Everyone – the Festival's cultural and public program**
- **Design Capital - the Festival's business conference**
- **Design: Made: Trade - the Festival's trade program**

State of Design Festival is an initiative of the Victorian State Government in Australia and is the public face of the Design Victoria Strategy. Australian Exhibitions & Conferences Pty Ltd has the contract to run State of Design Festival for three years. This will be achieved working with Studio Propeller under a joint venture agreement as the State of Design Alliance.

For media information regarding State of Design please contact:

Michelle Shepherd
HotHouse Media and Events
T +61 3 9682 0222
M +61 0 410 552 371
E: michelle@hhme.com.au

Georgie Frew
HotHouse Media and Events
T +61 3 9682 0222
M +61 0 416 392 978
E: georgie@hhme.com.au

A Victorian
Government
initiative 