

# DESIGN FOR SOCIAL CHANGE

## William Drenttel

William Drenttel works in partnership with Jessica Helfand at Winterhouse, a design consultancy in northwest Connecticut focused on publishing and online media, cultural and educational institutions, and design and social innovation initiatives.

Bill is currently the design director of Teach For All, an international initiative of Teach For America working on education innovation in 10 countries. He is a founding editor of Design Observer, president emeritus of the American Institute of Graphic Arts, a former trustee of the Cooper-Hewitt National Design Museum, a fellow of the New York Institute of the Humanities at New York University, and a senior faculty fellow at the Yale School of Management.

Winterhouse Institute publishes *Below the Fold*: a journal of design and visual culture; founded the Polling Place Photo Project, a national citizen journalism project; and established the Winterhouse Writing Awards, an initiative with AIGA to foster design writing and criticism.

During 2009-2010, Bill is the recipient of a \$1.5 million Rockefeller Foundation grant to develop collective action and collaboration for social impact across the design industry.

**Tuesday, April 21st 2009**  
**Doors: 6:30pm**  
**Lecture: 7:00pm**

**The Andy Warhol Museum**  
117 Sandusky Street  
Pittsburgh, PA 15212-5890  
412.237.8300

AIGA Pittsburgh members &  
Carnegie Museum members: **FREE**  
Students: Free with valid school ID  
General Admission for non-members: **\$5**

Seating for this event will be limited and on a first-come, first served basis.

 **AIGA** Pittsburgh