

LOUISE FILI LTD



AIGA Philadelphia is seeking an exclusive partner for Louise Fili. #AIGAwomenlead

LOUISE FILI LECTURE

Thursday, January 21, 2016 6:30 PM - 9:00 PM, University of the Arts

AIGA Philadelphia is excited to present an evening with legendary designer and AIGA Medalist, Louise Fili. Louise Fili is known for designing with unmatched grace, elegant craftsmanship, and unifying old and new to create contemporary forms in typography. Louise has mentored design superstars such as Jessica Hische, Dana Tanamachi, and Kelly Thorn, and also works as an educator lecturing at the School of Visual Arts, sharing her wisdom and design sensibility with the next generation of talented artists.

Founded in 1989, Louise Fili Ltd is a graphic design studio specializing in brand development for food packaging and restaurants. Formerly senior designer for Herb Lubalin, Louise Fili was art director of Pantheon Books from 1978 to 1989, where she designed close to 2,000 book jackets. She has received Gold and Silver Medals from the Society of Illustrators and the New York Art Director's Club, the Premio Grafico from the Bologna Book Fair, and three James Beard award nominations. Fili has taught and lectured extensively, and her work is in the permanent collections of the Library of Congress, the Cooper Hewitt Museum, and the Bibliothèque Nationale. She is co-author, with Steven Heller, of Italian Art Deco, British Modern, Dutch Moderne, Streamline, French Modern, Deco España, German Modern, Design Connoisseur, Typology, Stylepedia, Euro Deco, Scripts, Shadow Type, and Stencil Type. Fili has also written *Elegantissima*, *Grafica della Strada*, *Graphique de la Rue*, *The Cognoscenti's Guide to Florence*, and *Italianissimo*. A member of the Art Directors Hall of Fame, she has received the medal for Lifetime Achievement from the AIGA and the Type Directors Club.

About AIGA Philadelphia. In 1981, a group of Philadelphia designers formed AIGA Philadelphia, the first local chapter of the American Institute of Graphic Arts. Presently the chapter is comprised of over 600 members. AIGA Philadelphia's purpose is both integral and complementary to the national organization: to provide the highest standards within the profession and the business community and to stimulate interest and understanding of graphic design and visual communication through lectures, exhibitions, periodicals and other activities.

Interested? Email AIGA Philadelphia partnership at: partner@aigaphilly.org.

AIGA Philadelphia

PARTNERSHIP OPPORTUNITIES

\$250

- ✓ Logos on AIGA Philadelphia email blast and webpage for the Louise Fili lecture

\$500

- ✓ Logos on AIGA Philadelphia email blast and webpage for the Louise Fili lecture
- ✓ Social media posts linking to you on facebook and twitter

\$1000

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- ✓ Social media posts linking to you on facebook and twitter
- ✓ Table at the Louise Fili lecture to hand out materials and speak with attendees

\$2500

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- ✓ Social media posts linking to you on facebook and twitter
- ✓ Table at the Louise Fili lecture to hand out materials and speak with attendees
- ✓ A digital slide in the AIGA Philadelphia preshow presentation
- ✓ A ten minute slot to address all attendees about your product or business.

* all partnership levels are based on the potential value to the prospective audience