

S A V E T H E D A T E

2008 DESIGN EXCELLENCE DINNER



ASU College of Design
and Council for Design Excellence present
James Surowiecki
author of *The Wisdom of Crowds*
Thursday, April 10, 2008
at J.W. Marriott Desert Ridge Resort and Spa

College of Design

ARIZONA STATE UNIVERSITY



ASU College of Design

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PO Box 871905
Tempe, AZ 85287-1905



ASU College of Design and Council for Design Excellence
present

2008 Design Excellence Dinner

Featuring the James Elmore Endowment Lecture

James Surowiecki

Author of *The Wisdom of Crowds*

Thursday, April 10, 2008

Cocktail reception 5:30 pm
Dinner 7:00 pm

**J. W. Marriott Desert Ridge
Resort and Spa**

5350 E. Marriott Drive
Phoenix, Arizona

Could the influx of many millions of people to the Phoenix area in the coming decades be a demonstration of the wisdom of crowds? James Surowiecki, who also writes a popular business column for *The New Yorker* magazine, will discuss his thesis and its connection to design decision making. Save the date for one of ASU's premiere events.

For table sponsorships or individual ticket sales, please contact Sharon Haugen at sharon.haugen@asu.edu or call 480.965.6384.

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