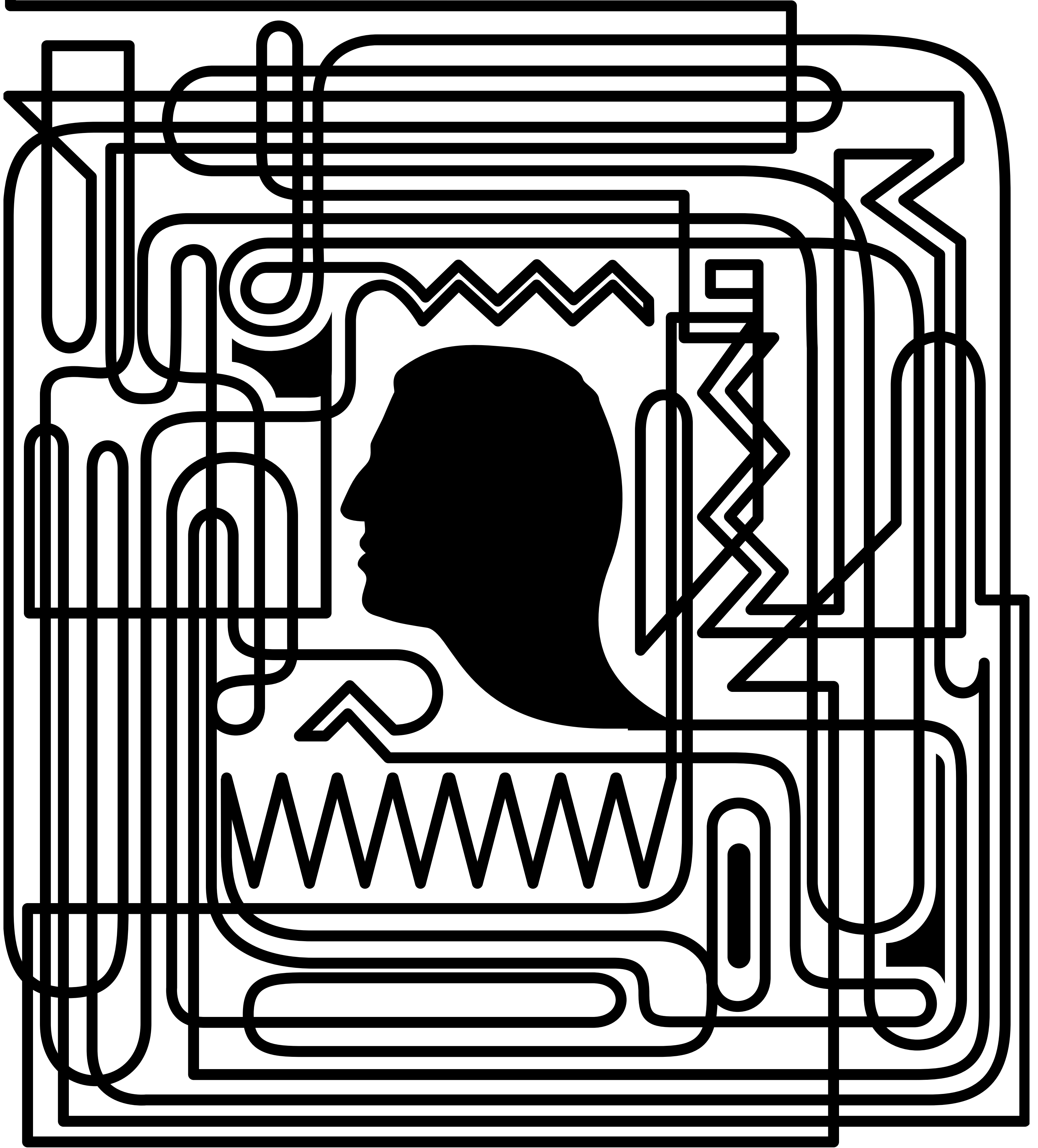


KARIM RASHID

SPEAKING AT JOSLYN ART MUSEUM'S WITHERSPOON HALL



October 30TH 2008 | A Production of Design Alliance Omaha | \$20

Event Location: 2200 Dodge St. Omaha, NE

daOMA Members: Free | Joslyn Members and Students: \$10 | daoma.org



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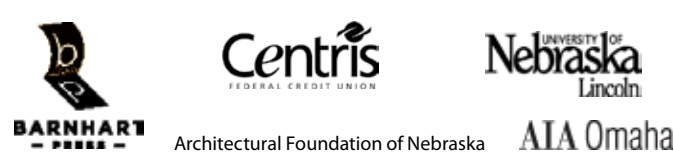
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If human nature is to live in the past - to change the world is to change human nature.

Karim Rashid is a leading figure in the fields of product, interior, fashion, furniture, lighting design and art. Born in Cairo, half Egyptian, half English, and raised in Canada, Karim now practices in New York. He is best known for bringing his democratic design sensibility to the masses. Designing for an impressive array of clients from Alessi to Dirt Devil, Umbra to Prada, Miyake to Method, Karim is radically changing the aesthetics of product design and the very nature of the consumer culture. He has had some 2500 objects put into production to date. His designs of the Morimoto restaurant in Philadelphia and the award-winning Semiramis Hotel in Athens have successfully expanded Karim's scope to include the realm of architecture and interior design. Karim was honored with the title of 2007 Cooper Hewitt National Design Awards Product Design Finalist, the 2006 Honorary Doctorate from the Ontario College of Art and Design, the 2005 Honorary Doctorate from Corcoran College, the Sleep05 European Hotel Design Award, and the 2005 Pratt Legends Award. Karim has also won the prestigious I.D. Magazine Annual Design Review, Red Dot Design Award, and Chicago Athaneum Good Design Award numerous times throughout his career. His work is in the permanent collections of 14 Museums worldwide including MoMA and SFMoMA and he exhibits art in various galleries.

Rashid advocates a "democratic" design sensibility, suggesting that high-quality design should be accessible to the masses; both literally, in the sense that it should not be limited to expensive, limited-run objects; and figuratively, in the sense that an aspect of good design is that it should be appealing to most people. He has designed objects for major brands, including Alessi, Georg Jensen, Umbra, Kenzo, Prada, Issey Miyake, and Method. He seeks to change the aesthetics of product design, and the nature of consumer culture.

Physically, his approach to design can be described as functional and holistic, aiming for the most simple, elegant shape that will effectively and ergonomically meet the requirements of an object's purpose. His Oh Chair for Umbra was a critical success, receiving praise in InStyle and the New York Times style section. He designed the Dirt Devil Kone. In 2006, Rashid designed his first album cover art for ObliqSound's CD "The ObliqSound Remixes Vol 2" and also created a plastic handbag/carrying case for the CD, fabricated by Melissa of Brazil and which now sells in fashionable locales like the W Hotels and the MoMA Design Store.