

[Skip to Content](#) ?[my CalPoly login](#)

## News

University News & Information

[Admissions & Aid](#)[Majors & Colleges](#)[Research](#)[Alumni Community](#)[Campus Life](#)[Athletics](#)[About](#)

FOR IMMEDIATE RELEASE

Feb. 18, 2014

Contact: Caleb Gotthardt

602-228-1069: [cgotthar@calpoly.edu](mailto:cgotthar@calpoly.edu)

## Cal Poly Entrepreneurship Forum to Explore the Future of Design March 3

SAN LUIS OBISPO — The Cal Poly Center for Innovation & Entrepreneurship's next forum, from 4:30 to 7:15 p.m. Monday, March 3, will explore the influence of design — from graphic design to product design and other elements, including architecture and engineering — on our everyday lives. The event will be held in the Performing Arts Center Pavilion on campus.

Topics will include the future of design, the expanding roles of designers, and what that means for the entrepreneurial world.

"It is a fantastic time to be a designer," said forum panelist Mary Anne Masterson, co-founder of Mix & Stir Studio. "The importance of design and design thinking has been recognized, and this, coupled with the rapid spread of new technical platforms, is creating strong demand for design skills."

The PEN (Pitches, Exhibits & Networking) portion of the evening will model a survival game similar to the "Hunger Games" movie series by presenting forum attendees with scenarios that require them to develop certain products to "survive." Guests will use concepts of design to create a product that meets the requirements of the environment their "district" is given. Following certain design principles and creating a positive user experience will be the ultimate goal for each group. Each district will be judged by the forum panelists and only one district will survive.

The panel portion of the evening will be moderated by Lorraine Donegan, a professor in the [Graphic Communication Department](#) in the College of Liberal Arts and Cal Poly Coleman Fellow. In addition to Masterson, panelists include: Javier de la Fuente, professor of industrial and packaging technology; Missy Reitner-Cameron, founder of (iii) Design; and Jeff Hokit, user experience director at Rocket Communications.

CIE forums are intended to unite the Cal Poly and San Luis Obispo entrepreneurial communities. Guests can network with local and national innovators, meet student entrepreneurs, and learn more about CIE resources and services.

Attendees can support entrepreneurship and innovation at Cal Poly by becoming Pioneer Pass Holders with a pledge of \$100, which entitles them to expedited registration, access to special industry events, and more.

The events are free and open to the public; advance registration is required. To register visit: <https://MarchForum2014.eventbrite.com>.

### **About the Cal Poly Center for Innovation & Entrepreneurship**

CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

# # #



[CP Home](#) | [Directory](#) | [Campus Maps & Directions](#) | [Bookstore](#) | [Calendar](#) | [Employment](#) | [Campus Policies](#) | [Contact Us](#)

**CAL POLY**

[Get Adobe Reader](#) | [Microsoft Viewers](#)

© 2012 California Polytechnic State University | San Luis Obispo, California 93407  
Phone: 805-756-1111