



Hugh Dubberly:

Good evening. It's a great honor to introduce Clement Mok, an accomplished designer, a highly successful entrepreneur, and an evangelist for all that we in the design community hold dear.

Clement, you changed my life, first when hired me at Apple, and also by involving me in AIGA. If I had let him, he would have changed it even more. I still kick myself for not joining you at Clement Mok Designs in 1989. Big mistake. But who knew where he was going?

Clement grew up in Vancouver. He graduated from Art Center with a degree in graphic design. Right out of school, he went to work for Lou Dorfsman at CBS, and later for Michael Donovan and Nancye Green. In 1982 Tom Suiter hired Clement to work at Apple on the introduction of Macintosh.

Clement, I'm still inspired by the MacPaint user manual. Weighing in at mere 16 pages, it stands as a model of clarity. And it changed the way we think about teaching people how software works. Clement's main role at Apple was managing design for the education market and also for corporate communications. He handled a series of product introductions and produced a string of award winning annual reports, including Apple's first interactive annual report. What's hard to believe is that it came out more than 20 years ago.

In 1988, he left Apple to form Clement Mok Designs, which became Studio Archetype. Ten years later, Studio Archetype combined with Sapient, a global consulting and systems integration firm, and Clement became Sapient's chief creative officer. At Studio and Sapient, Clement worked with a who's who of technology companies, designing the original MSN service for Microsoft, redesigning the entire IBM web presence, handling projects for Adobe, Nintendo, Sony, and host of technology startups. Those are a few highlights from Clement's biography as a more or less traditional designer.

The thing is, Clement is not only a traditional designer; he's also an entrepreneur. In 1993, just as multi-media was taking off, Clement founded CMCD, Clement Mok Compact Disc, which provides a library of visual symbols. He struck a deal for distribution with PhotoDisc, but now CMCD is back on the web.

In 1995, Clement cofounded NetObjects, which produced Fusion, one of the first web design software applications. IBM bought a share of the company for a hundred million dollars and later helped take it public. Three years ago, Clement returned to Sapient, this time as a business consultant, helping transform the company by creating new services.

Clement's latest venture is Sugar Fish Sushi, a restaurant he opened in LA with Jerry Greenberg, the former CEO of Sapient. So that's one designer batting five for five in starting new businesses. Not a bad record. Yet that misses what's really significant about Clement -- he is also a tireless evangelist for design, for design's role in business, and for design's role in humanizing technology.

He has reached out to business with his book, "Designing Business." He has built bridges between designers and technology, pushing us at Apple to give computers to design schools, creating a series of workshops on design and computing at Aspen and a host of other

conferences, sponsoring student design projects at Art Center, serving on the boards of several colleges and startups. He has also given an enormous amount of his time and energy to AIGA, contributing to numerous committees, cofounding and driving the AIGA initiative on interaction design, and serving as president from 2001 to 2003. His work has truly helped redefine our profession.

Clement, congratulations on the much-deserved recognition that your peers are bestowing on you, and thank you for your contribution to design.

[Applause]

Clement Mok:

Boy. Big night. There's many people to thank. And I was told by Sean that when you get up here this evening, "cry. It will endear you to the whole group" and I'm not gonna do that. But I do have some --

[Laughter]

But I do have some very personal thank yous that I need to make this evening. I turned 50 years old this year. And at one point I was -- I mean not more than ten years ago I was having drinks with Michael Donovan, and Stefan Geissbuhler, and I was carded so -- so now turning 50, it's a big thing. And this award could not have come at a better time, when I really started to reflect and wonder what the next phase of my life and career's going to be. It's only when I stop and ponder that I realize how much I've learned from this community, and how much more we, as design practitioners, still need to evolve, grow, and adapt to the changes to the world that's around us now.

It is with this focus that I would like to dedicate my thanks this evening to -- and this evening. My career -- and I think as Hugh had mentioned, it's a very eclectic one, to say the least. My experience at -- in New York and Silicon Valley colors how I look at design and the opportunities technology has provided designer. Showing up and being in the right place at the right time is only half the battle. The other half is knowing what to do when you are given the opportunities. I would not be where I am today were it not for these handful of people who -- who have nurtured, inspired, and altered my career. I'm very fortunate this evening to have the people I wanted to thank personally, here in this room this evening. And even more important is that they're sitting at my table. The people that I want thank this evening are people who are knowingly or not -- or not -- my mentors throughout the arc of my careers. They opened doors and provided opportunities for me to grow, learn, and more importantly, they encouraged me to do better and think differently.

I will start off with those who are not here this evening. A big thanks to my parents for not forcing me to become an accountant, an engineer, or a doctor. I thank them for sending me off to art school when they had no idea what graphic design was. More importantly, they believed in me and supported my decision to pursue this crazy career called design. I also want to thank Mr. Rand, my high school print shop instructor, who had introduced me to the world of graphic design. And no, it's not Paul Rand, it's Mr. Walter Rand. And lastly Massimo Vignelli, who's sitting in the room this evening. You were incredibly generous to a 21-year old kid coming out of Art Center, right out of college. And you -- we spent a whole

evening drinking wine in your office after looking at my portfolio, and you had encouraged me to go start off a business. I really did -- I was -- I did not take your advice then, but that -- those comments make a -- that vote of confidence made a world of difference to me -- for a budding, young designer. And thank you for introducing me to Michael Donovan and Nancy Green. And they have changed the trajectory of my career.

And now to those who are sitting at my table this evening, Michael Donovan and Nancy Green, thank you for setting an example of how to live a life in design, balancing a career, managing a business, and more importantly -- and more importantly, how to nurture a personal life and passion. At your office I learned how you can build a business around your interests and how design is applied, and not just theory. And thank you for making me a part of the Donovan-Green extended family.

Tom Suiter, thank you for hiring me away from Michael and Nancy to work at Apple. You gave me the opportunity to work with some of the most amazing people in the design and technology industry. Steve Jobs, Jay Chiat, Steve Hinton, Jean Michel Folon, Steven Sondheim, Hartmut Esslinger, just to name a few. And it's because of the amazing talent you assembled in Cupertino, California that I truly got the most amazing postgraduate degree in design and business. You had no idea, but during the dot com years, your firm also provided me with great impetus to evolve, grow, and take risks. Thank you for being the catalyst in my life.

Tom Hughes, my art -- my Macintosh art director at Apple. Thank you for sheltering me from the harsh criticism and tantrums of Steve Jobs. Thank you for translating the crazy feedback from Steve Jobs into meaningful and constructive directions. Your ability to be calm and focused during a stressful time is the single most important lesson I learned from you. And when I became an art director and creative director, you continued to be an invaluable sounding board for me.

Hugh Dubberly, thank you for this incredible introduction and being a friend. We differ so much in design and approach and methods, and yet we manage to get along and collaborate on some really amazing projects. You introduced me to the world of structures, systems, processes, and frameworks, a world I knew very little until you came along. Your work then and today continues to provide context and clarity for design problems the profession still needs to solve. Thank you.

Lou Sagar. Lou, a good friend and the son of my late mentor and coach. I want to honor Skip Sagar, his father, this evening because his father took me under his wings when my business was struggling. He taught me how to separate my personal interest and those of the -- my personal interest from those of the business, and know when to ask hard questions. He also taught me how to look at social systems before it became fashionable. The list is -- we're getting there, so...

Gaston Legorburu, the chief creative officer at Sapient, and also to the folks from Sapient who showed up this evening. Thank you for taking over the creative helm and transforming the nature of design and marketing services at Sapient. When I sold my design business to Sapient ten years ago, my wish was to redefine what a design consulting practice is, where design, technology, and social science have equal contribution. In the last three years, you've

done more than I could possibly imagine. Your energy and your ability to see things so differently and really making the business completely different is an amazing source of inspiration for me.

Terry Swack, my partners in crime at AIGA for the advance -- advance for design initiative. Thank you for just being a good friend. I'm constantly inspired and amazed by your -- the ability for you to reinvent yourself. Are you sure your not Madonna's half-sister? Like me, Terry's career started in print and evolved into interaction design, software design, experience and design, and now she is involved in sustainability and engineering design. You are a constant source of inspiration for me.

And lastly, Peter Shemonsky, my life partner. Thank you for all the love and encouragement during the ups and downs of my life. Thank you for being the anchor when I'm going off in 20 different directions. Thank you for being patient with me when I spend long hours in front of the computer. And thank you for getting me dressed properly this evening. I love you all. Good night, and thank you.

[Applause and music]