



The 2017  
Awards Gala



Viewer's guide

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Live Streaming  
from  
New York City  
April 21, 2017



Streaming begins promptly at  
7:30 p.m. EST  
[aiga.org/gala](http://aiga.org/gala)

Live Streaming Sponsor

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INNOVATION**

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Celebrating the 2017 AIGA Medalists

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Art Chantry  
Emmett McBain  
Rebeca Méndez  
Mark Randall  
Nancy Skolos  
& Thomas Wedell  
Lance Wyman  
Bloomberg L.P.

# Gala Playbook



## **Live stream welcome**

Mauro Porcini, SVP & chief  
design officer, PepsiCo

## **Welcome**

Brian Collins  
Bobby C. Martin, Jr.  
Christine Taylor  
—Gala chairs

## **Introductory remarks**

Su Mathews Hale  
—AIGA president  
Julie Anixter  
—AIGA executive director

## **2017 AIGA Corporate Leader**

Bloomberg L.P.  
—Tom Secunda, vice chair

## **2017 AIGA Medalists**

Rebeca Méndez  
Lance Wyman  
Emmett McBain  
—Letta Harrison accepting  
Nancy Skolos & Thomas Wedell  
Art Chantry  
Mark Randall

## **Closing remarks**

# What You Will Need

- Internet connection of at least 2 MB (5 MB preferred)
- Current web browser
- A Mac or PC
- Depending on the size of the group, an appropriate size TV/monitor or projector/screen
- Speakers for audio

## **To access the live webcast:**

- Go to [aiga.org/gala](http://aiga.org/gala) a few minutes before the 7:30 p.m. start time
- Make sure you are in full screen mode once the program begins

## **Celebrate with us on social:**

@AIGAdesign  
#AIGAgala

# Welcome to the 2017 AIGA Awards Gala

Welcome to the 2017 AIGA Awards Gala, where we present our highest accolades: the AIGA Medal and the AIGA Corporate Leadership Award.

The AIGA Gala is an annual celebration that honors distinguished practitioners and leaders whose imagination, intelligence, and skill have deepened the impact of design on business, education, society, and our collective futures. This evening is also an opportunity to connect with the heart of our community and support those who invent its future.

Each recipient, through persistent forward thinking, stubborn optimism, and a profound mastery of their craft, has helped to cultivate the rich landscape of the design profession as it stands now; their legacies will continue to shape design's future. The recipients have contributed understanding, meaning, and inspiration to the world.

AIGA distinguishes each of the medalists for creating work that



transcends the design profession and transforms the way we experience the world. Our Corporate Leadership recipient is recognized for advancing design on multiple fronts, and, through their leadership, increasing transparency by connecting networks of information, people, and ideas nationally and globally.

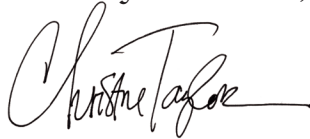
Your presence tonight supports AIGA and strengthens the future of design. We are deeply honored to celebrate our 2017 AIGA Awardees with you and with the world. This is truly what mastery looks like.

A handwritten signature in black ink, appearing to read "Brian Collins". The signature is fluid and cursive, with a long horizontal stroke at the end.

—Brian Collins

A handwritten signature in black ink, appearing to read "Bobby C. Martin, Jr.". The signature is cursive and somewhat stylized, with a prominent loop at the beginning.

—Bobby C. Martin, Jr.

A handwritten signature in black ink, appearing to read "Christine Taylor". The signature is cursive and elegant, with a long horizontal stroke at the end.

—Christine Taylor

# Celebrate Design

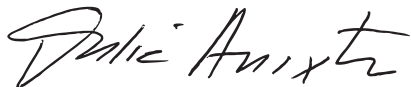
We communicate with words and images; this is clear. But what is, in many ways, quite mysterious is that we often hesitate to take action until we see the tangible expression of an idea. In that moment, we find the courage to step forward. Design transcends all disciplines. It is the primary tool for creating the way people see, understand, experience—and engage with the world. It is an awesome gift and responsibility.

In the words of Milton Glaser, design is “the greatest force for optimism we have and a necessary tool to detoxify public discourse and to unify us.”

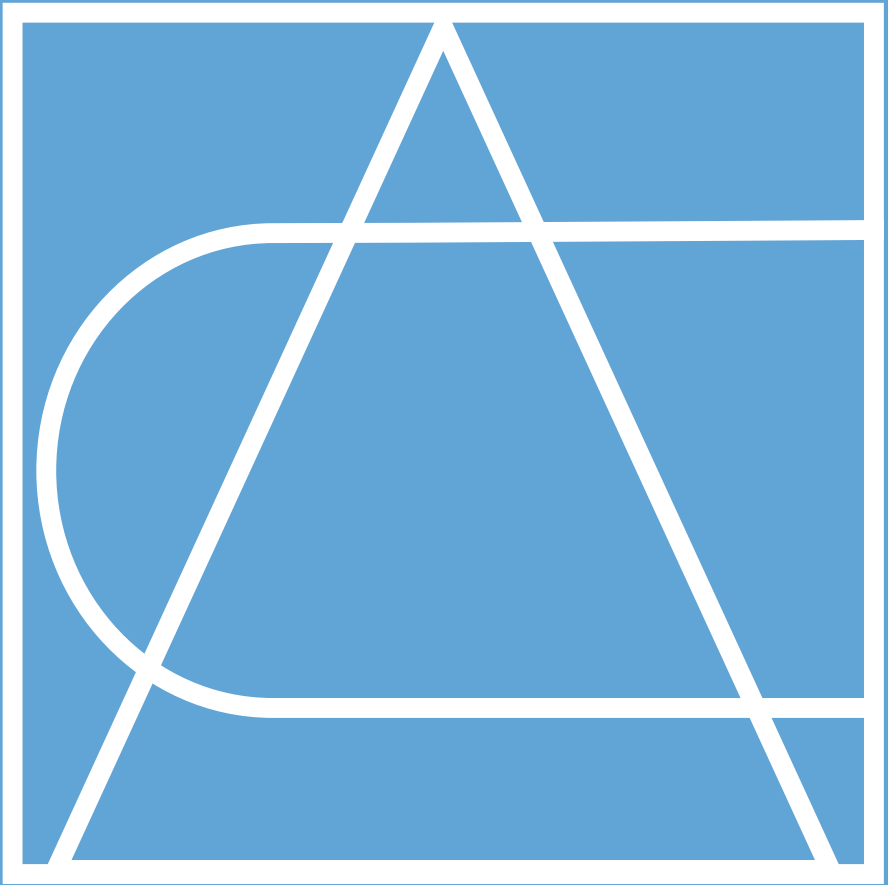
Our hope is that this evening’s events will spur you to engage further, to use your voice and your role in design, to take action. Get more involved with AIGA, and help us continue to cherish and elevate designers in every step of their journey.

AIGA is thrilled for you to join us tonight as we celebrate seven extraordinary designers—Art Chantry, Emmett McBain, Rebeca Méndez, Mark Randall, Nancy Skolos, Thomas Wedell, and Lance Wyman—and one exemplary company, Bloomberg L.P.

Thank you for supporting design: its past, present, and future. A special thanks to LG for returning as a presenting sponsor and to our Leadership Sponsors: Bloomberg L.P., Facebook, Mexico Tourism Board, PepsiCo, and Pentagram. Here's to the AIGA Medal, which inspires and renews us continuously, and to each of the 2017 Medalists and our 2017 Corporate Leader, who all deserve our deepest admiration.

A handwritten signature in black ink that reads "Julie Anixter". The signature is written in a cursive, flowing style with a large initial "J" and a long, sweeping tail.

—Julie Anixter  
**Executive director**



# Art Chantry

AIGA Medalist

Recognized for his intrepid  
exploration of subculture visual  
communication and his fearless  
celebration of cultural diversity



# Emmett McBain

AIGA Medalist

Recognized for his revolutionary design leadership and profound social impact in cofounding Burrell McBain Advertising



# Rebeca Méndez

AIGA Medalist

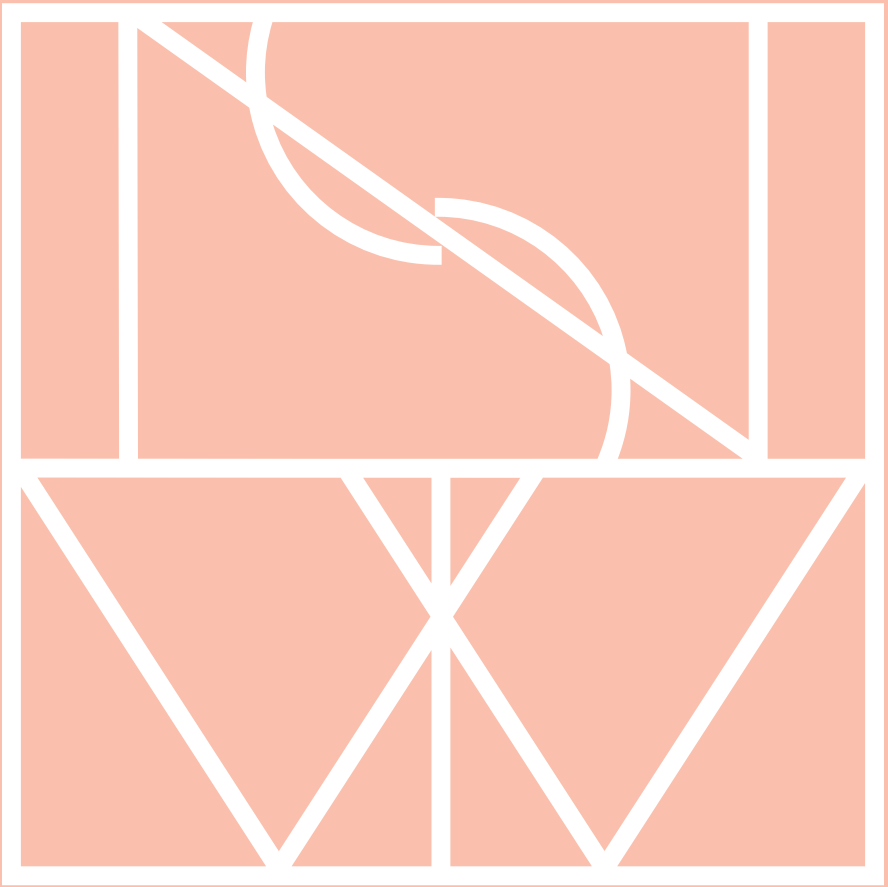
Recognized for challenging and transforming academia and design with her innovative interplay of identity and culture



# Mark Randall

AIGA Medalist

Recognized for his singular dedication to diversity in design and his tenacity in funding minority and economically disadvantaged design students

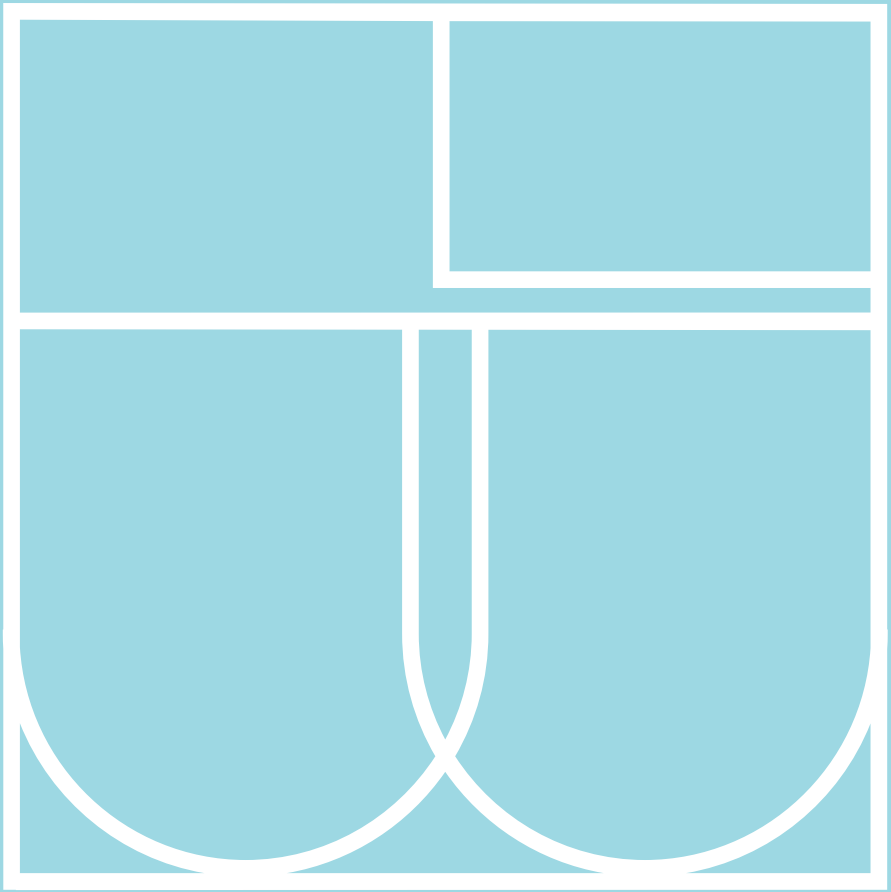


# Nancy Skolos & Thomas Wedell

AIGA Medalists

Recognized for pushing the boundaries of art, design, and technology with a distinctive vision to find connection among disparate forms

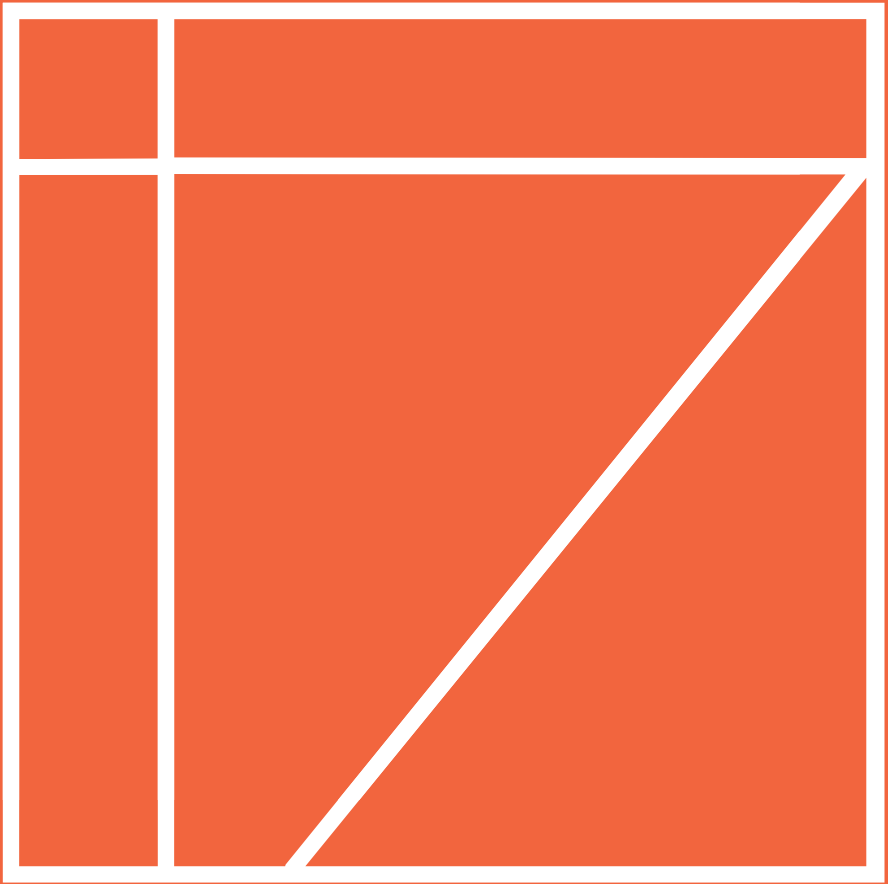




# Lance Wyman

AIGA Medalist

Recognized for his mastery of  
visual ecosystems and for setting  
the standard for the universal,  
public design experience



# Bloomberg L.P.

AIGA Corporate Leader

Recognized for their history of design innovation and for their advancement of design on multiple fronts, increasing transparency by connecting networks of information, people, and ideas



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association  
for  
design

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[#AIGAga](https://twitter.com/AIGAga)