

ar estudio to join Chief Design Officers at the Prestigious Industrial Design Summit 2010, hosted by marcusevans Summits

November 11th, 2010

marcusevans Summits, is pleased to announce **ar estudio** as a Sponsor at the annual **Industrial Design Summit**, on the 22 – 24 November 2010, taking place at Majestic Barrière Hotel, Cannes, France.

Consumers nowadays are faced with exponentially multiplying product choices and rapidly declining decision timeframes. A product therefore needs to instantly ignite all senses to stand out from the crowd. Visionary product development brings together art, science and technology to enable memorable product and brand experiences. The Industrial Design Summit 2010 gathers the world's leading product designers and creative studios to unlock powerful collaborations in new product development.

The **ar estudio** team is a young, creative and professional group of people that work developing innovative solutions for companies, institutions, and local or regional government requirements. **ar estudio** has a large experience, in both national and international markets and it has been recognised as the best company in terms of Social Responsibility and Commitment. Their projects and products were honoured by the national government. **ar estudio** often participate giving lectures in Latin American Design meetings, television programmes, and we have several graphic media publications. Nowadays, Nicolás García Mayor is the president of the "Dje Uibb", (Department of Young Businessmen, Industrial Union of Bahía Blanca). **ar estudio** applies experience and dedication to stand out in brand design, corporate image, architectural design, ecodesign, audiovisual production and design consulting.

For more information on this company please visit their homepage: www.arestudio.com.ar

ar estudio representatives will have a number of pre-scheduled one-to-one meetings. This selection process ensures that the attendees consist only of senior-level design executives from the leading companies in Europe. Attendees representing all major industries will include: Chief Design Officers; Vice President of Design; Heads and Directors of Design.

The **Industrial Design Summit** (www.industrialdesignsummit.com/are) attendees will follow a personalised agenda designed to maximise their limited time and to effectively meet their business needs and interests. The keynote speakers include: Frank Nuovo, Founder & Principle Designer, **Vertu**; Roberto Giolito, Design Director, **Fiat Motors**; Henrik Otto, SVP Global Design, **Electrolux**; Ethan Imboden, Founder, Chairman & CCO, **Jimmyjane**; Monica Dalla Riva, European Design Manager, **3M**.

Please note that the Industrial Design Summit is a closed business event.

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marcusevans Summits (www.marcusevans.com), produces high level business platforms for the world's leading decision makers. These dynamic and innovative forums initiate and develop business relationships one to one between director and C-level practitioners from the world's most influential organisations and with leading product and service suppliers. **marcusevans** Summits guarantee an exclusive format which enables participants to achieve the maximum amount of business and knowledge interaction over a three day event in a stimulating environment.

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