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DMI INTRODUCES NEW IDENTITY AND STRATEGIC PLAN FOR EXPANDING MISSION AND GLOBAL REACH

BOSTON, MA –July 7, 2009 – With nearly 150 design and business leaders in attendance, Thomas Lockwood PhD, President of the Design Management Institute (DMI) unveiled the organization's new identity at the 2009 DMI *Re-Thinking... Design* conference, in San Francisco in June. Reflecting the DMI's vision of community, connections, inspiration and global reach, the new identity reinforces DMI's commitment to creating and sharing knowledge about design management and the role of design in business success.

DMI, in collaboration with design consultancies Lucid Brands, Continuum and LPK, and the IIT Institute of Design, has spent the last twenty four months redefining their business strategy, positioning, and branding. Research with DMI members, key thought leaders in business and design, in the form of individual and group interviews, were conducted in the U.S. and abroad including in Copenhagen, Chicago, and Shenzhen, China. The feedback signaled the need for increased and optimized resources for design management in business practices and the need to communicate and share ideas with industry leaders.

"The idea of "connections" emerged throughout the collaborations, research, workshops, SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and interviews," noted Thomas Lockwood. "DMI has a solid, international history and has made significant contributions to the field through thought leadership strategies like conferences, seminars, publications and case studies. DMI established a three-year vision and roadmap to optimally deliver these design management resources to an international community, and further develop the 34-year old organization," he continued.

You Are Connected.

DMI connects you (design leaders) to the inspiration, knowledge and community you need to succeed.

ABOUT THE DESIGN MANAGEMENT INSTITUTE

With over 1,400 members in 44 countries, the Design Management Institute, DMI is the international authority, resource and advocate on design management, and a thought leader in the areas of design management, design strategy and design leadership. The Institute's programs educate and foster interaction among business executives, design consultancies, educators, and media. DMI was founded in 1975, is a nonprofit 501(c)3 organization, and is based in Boston, Massachusetts. To learn more about the DMI, visit <http://www.dmi.org/>.

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