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## Provocateur Jon Kolko to present “A Means to an End” as 2013 DeHaan Lecture at Herron



Image courtesy Jon Kolko

PRESS CONTACT:

**Glenda McGann**

*Assistant Dean for Development  
and External Affairs*

Herron School of Art and Design, IUPUI

Eskenazi Hall

735 W. New York St., HR224A

Indianapolis, IN 46202

317-278-9477

[gmmcgann@iupui.edu](mailto:gmmcgann@iupui.edu)

**Jon Kolko**, Austin provocateur and self-described designer, educator, writer and troublemaker, will venture to the Midwest to present “A Means to an End” at Herron School of Art and Design on April 3 as the 2013 **Christel DeHaan** Family Foundation Visiting Artist Lecture. Kolko’s presentation will begin in the Basile Auditorium of Eskenazi Hall at 6:00 p.m. There will be a book signing immediately after the lecture.

Director of the Austin Center for Design, which he founded, Kolko evangelizes the concepts of interaction design and social entrepreneurship—facets of which Herron has long embraced in its Visual Communication Design degree programs.

Kolko focuses on bringing the power of design to social enterprises, with an emphasis on entrepreneurship and large-scale industry disruption. He has worked with clients from startups to the Fortune 500 across consumer electronics, mobility, web services, supply-chain management, demand planning and customer-relationship management sectors.

“I have a few significant resources which I frequently check into. Kolko’s work and practice are among them,” said **Youngbok Hong**, an associate professor in Visual Communication Design. “His book, *Exposing the Magic of Design*, is a critical reference in Herron’s graduate program.”

“Jon Kolko has described design as ‘a fundamental discipline for managing the complexity of the future,’” said Professor **Eva Roberts**, department chair of Visual Communication Design. “Our students—both undergraduate and graduate—are preparing to step into this complexity. Having the opportunity for a conversation with one of the most profound thought leaders in contemporary design will be inspirational. We are so pleased to have him as our guest.”

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“HTML [hyertext markup language] was invented in 1990, and most of us have enjoyed building with it since,” said Kolko. “We have an intimacy with the material, in the same way that a potter does with clay. This powerful force can be aimed and directed. But to what end?”

Design has become “a discipline that’s basking in unprecedented glory within technology circles” according to *Huffington Post*. If you’ve wondered why the ground is shifting beneath your feet, Kolko will guide you through the move from a focus on things to a focus on value, and the implications of that for design, businesses big and small and society as a whole. You’ll learn how, and why, designers are aiming technology at problems worth solving.

His books, *Thoughts on Interaction Design*, *Exposing the Magic of Design: A Practitioner’s Guide to the Methods and Theory of Synthesis* and *Wicked Problems: Problems Worth Solving*, will be available for purchase at the lecture.

Kolko’s appearance is supported through an endowment provided by the Christel DeHaan Family Foundation. Established in 2006, the Christel DeHaan Family Foundation Visiting Artist Lecture brings international artists, designers and scholars to Herron so that students and the broader public may have access to the wonder of the creative process. Previous lecturers in this series have included Julian Opie, Karl Wirsum, Mary Jane Jacob, Andrew Blauvelt and Wayne White.

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## Parking Information

Guests of Herron School of Art and Design should park in the Sports Complex Garage, just west of Herron. Park in the visitor side of the garage and bring your garage ticket to the Herron Galleries for parking validation, courtesy of The Great Frame Up. Parking in the surface lot requires an IUPUI parking permit.