



San Francisco

2007 Report to Our Members

OUR VISION: WHAT DOES AIGA SF ASPIRE TO?

We endeavor to lead the design community. By inspiring and educating our members and the community at large, we intend to be the preeminent local resource for design and design thinking.

OUR MISSION: WHAT IS THE PURPOSE OF AIGA SF?

Our organization celebrates design and provides unparalleled opportunities for networking within the local design community and a variety of resources to advance professionalism and broaden knowledge. Our events stimulate discourse and enrich our collective experience of design.

OUR VALUES: WHAT ARE THE IDEALS OF AIGA SF?

We believe that design innovation, excellence and professionalism are a direct result of active participation in the design community. Our core values comprise the key components of this causal relationship: 1. Excellence, 2. Professionalism, 3. Innovation, 4. Action, 5. Community.

OUR POSITION: HOW IS AIGA SF UNIQUE?

A national organization founded in 1914, AIGA is the largest and most esteemed design association in the US. As part of the San Francisco chapter, members are part of a diverse group of more than 1,300 Bay Area professionals who carry on the region's incomparable legacy of design excellence.

OUR GOALS: WHAT DOES THE AIGA SF BOARD INTEND TO DO?

- 1. Expand the network of design professionals in the Bay Area.*
- 2. Encourage innovation and action in all facets of design.*
- 3. Raise the stature of the chapter, thereby raising the stature of design and designing.*

From the President

2007 was another busy year for AIGA San Francisco. As we settled into our space in the AIA office, we had some hugely successful initiatives and a few not-so-successful, which is to be expected as we work to better serve the needs of our members. The chapter continues to grow (both in membership numbers and focus) and I am happy to report that we are financially strong.

Some highlights of 2007 include:

A new relationship with Adobe through the Design Matters Live series with Debbie Millman. One of the most successful series we've held in several years, DML was a four-part series held throughout the year at the Adobe San Francisco office. Adobe has proven to be an amazing partner who is incredibly supportive of the Bay Area design community.

Hosting of the Design Lecture Series, Uncommon Thread. In it's 17th year, the 2007 DLS brought design luminaries Bonnie Siegler and Emily Oberman from Number 17, Davey Rothbart from *Found* magazine, and Karim Rashid to Herbst Theatre in San Francisco for three amazing evenings.

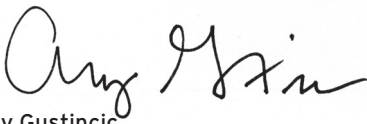
Growth of Design Week into an annual event. Once again we received a designation from the mayor's office for Design Makes a Difference Week in San Francisco. We partnered with other design organizations to present an entire week of events, including a screening of *Helvetica*, mounting of the FIFteen exhibit, and a reception for our 2007 Fellows Award recipients Mary Scott and Michael Vanderbyl.

Launch of the cause/affect competition—a graphic design competition for do-gooders who do good work. Drawing over 300 entries from around the globe, cause/affect proved that there is a desire to share work that has largely gone unrecognized. cause/affect will return in 2009 and will continue to be held biennially.

Presentation of another gala event, "The Afterlife: Paper, Purgatory and the Great beyond." The event celebrated the creative unwaisting of paper with a fashion show of post-consumer paper apparel and a silent auction of recycled paper objets d'art. With a DJ, plenty of food and drink, and over 700 people in attendance, the evening was certainly a successful and fun way to end the year.

All of these successes would not be possible if not for the hard work of our Board of Directors, dedicated volunteers and our Executive Director, along with the generosity of our sponsors. I'd like to take this opportunity to thank them all.

As we move into 2008, our 25th anniversary year, we remain committed to building on the legacy of our founders and maintaining the standards of innovation and excellence for which we are known. My two-year term as president will end in June and I will be honored to turn the reigns over to Brian Singer. It has been a pleasure and privilege to work with each and every member of the Board and an honor to serve the design community of San Francisco.



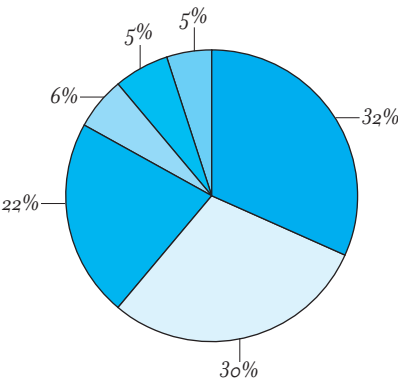
Amy Gustincic
AIGA San Francisco President

Finances

This financial summary provides members with an overview of AIGA SF's income sources and expenses. As a non-profit membership organization, AIGA SF relies on dues, sponsorship and ticket sales to provide the programming our members value and enjoy. We make every effort to keep event fees as low as possible, while ensuring our ability to cover our operating costs. The overall budget for 2007 was approximately \$220,000, including a small profit, which will be used to help underwrite our 2008 programs and initiatives.

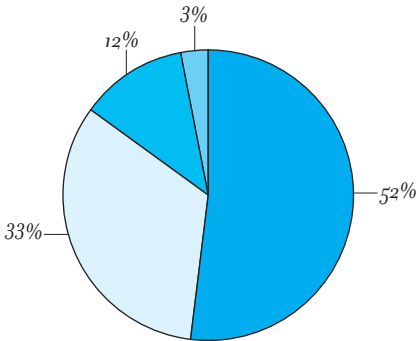
INCOME SOURCES

Event Revenue	32%
Membership Dues	30%
Sponsorship	22%
Other Income	6%
Scholarship Donations	5%
Interest Earned	5%



EXPENSES

Programs & Events	52%
Staff	33%
Administration	12%
Marketing & Promotion	3%



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We thank these companies for their very generous contributions towards our 2007 programs and events:

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STATIONARY ENGRAVED BY

The Ligature

We have made every effort to make this list as accurate as possible. We apologize if we left anyone off.

AIGA San Francisco 2008 Events

Following are the events AIGA SF currently has planned for 2008. Event details may change and additional events will be added. For the most up-to-date information, visit aigasf.org.

JANUARY

- 1.8 Studio Tour *Celery Design Collaborative*
- 1.17 Traveling Lounge *Bigfoot Lodge*
- 1.19 Compostmodern *Morgan Auditorium*

FEBRUARY

- 2.7 Shelf Life Launch Party *AIGA San Francisco*
- 2.12 Studio Tour *Neutron*
- 2.21 Traveling Lounge *Casanova Lounge*

MARCH

- 3.6 Design Lecture Series *Adobe San Francisco*
- 3.11 Studio Tour *fuseproject*
- 3.20 Traveling Lounge *Wish*

APRIL

- 4.8 Studio Tour *Tesser*
- 4.17 Traveling Lounge *Madrone*

MAY

- 5.13 Studio Tour *ReadyMade Magazine*
- 5.15 Traveling Lounge *Gestalt Haus*
- 5.31 Portfolio Day *CCA, San Francisco*

JUNE

- 6.5 Design Lecture Series *Adobe San Francisco*
- 6.10 Studio Tour *Philippe Becker Design*
- 6.19 Traveling Lounge *Martuni's*
- 6.15-6.22 Design Week

JULY

- 7.8 Studio Tour *Jump Associates*
- 7.17 Traveling Lounge *Thee Parkside*

AUGUST

- 8.12 Studio Tour *Location TBA*
- 8.21 Traveling Lounge *Zeitgeist*

SEPTEMBER

- 9.4 Design Lecture Series *Adobe San Francisco*
- 9.9 Studio Tour *Location TBA*
- 9.18 Traveling Lounge *Anu*
- 9.25 Watermark Lecture

OCTOBER

- 10.14 Studio Tour *Location TBA*
- 10.16 Traveling Lounge *Lone Palm*

NOVEMBER

- 11.6 Annual Gala *Location TBA*
- 11.11 Studio Tour *Location TBA*
- 11.20 Traveling Lounge *The Ambassador*

DECEMBER

- 12.4 Design Lecture Series *Adobe San Francisco*
- 12.9 Studio Tour *Location TBA*
- 12.11 Traveling Lounge *Mars Bar*

OTHER UPCOMING EVENTS

visit aigasf.org for dates

AIGA San Francisco 2008 Board of Directors

Please feel free to contact the Executive Director or any members of the board with questions, comments or requests to get involved.

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