
Design Innovation and Economic Competitiveness

Microsoft
New England Research and Development Center

Cambridge, MA
November 6, 2009

Design Economy



What is Design?

• Design Industry

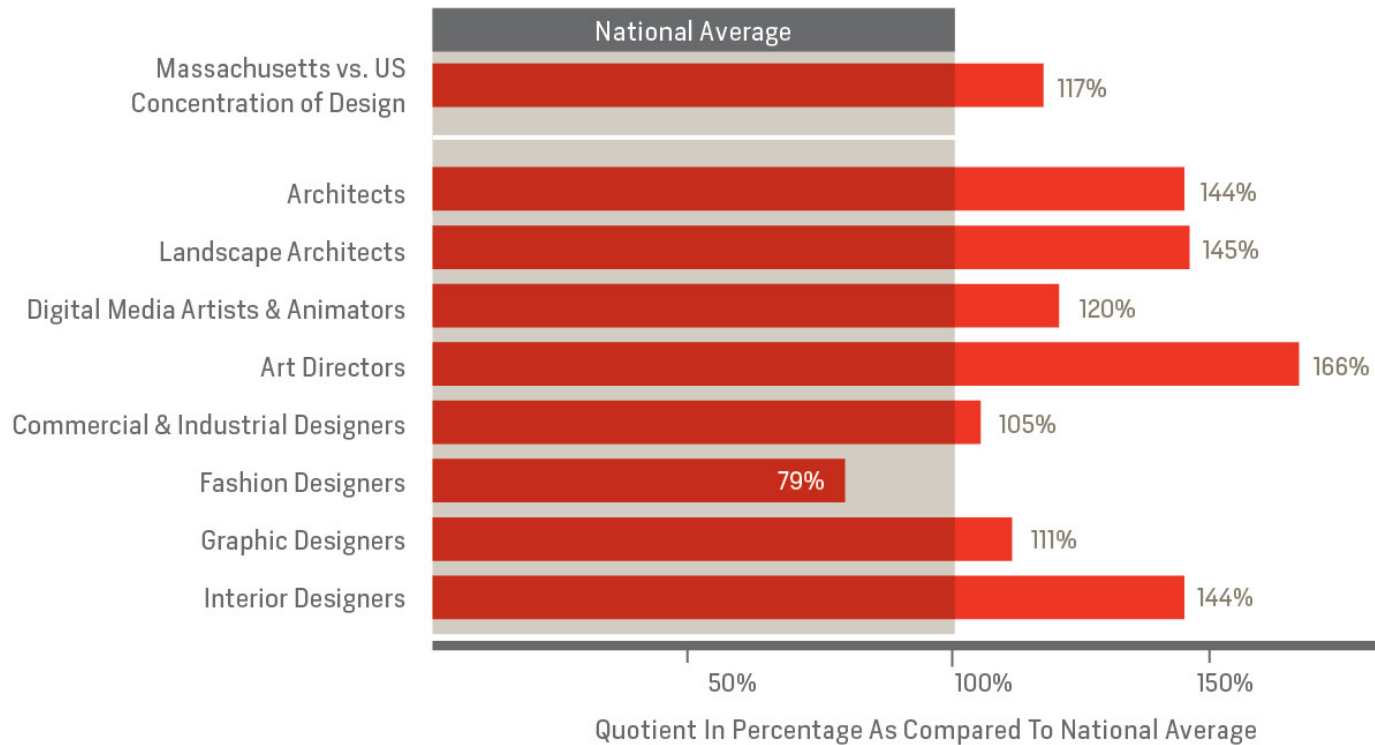
advertising
architecture
graphic design
industrial design
interior design
landscape design
specialized design services

• Design Occupations

architects
landscape architects
animators
multimedia artists
art directors
fashion designers
graphic designers
interior designers
commercial and industrial designers
set exhibit designers
specialized design occupations

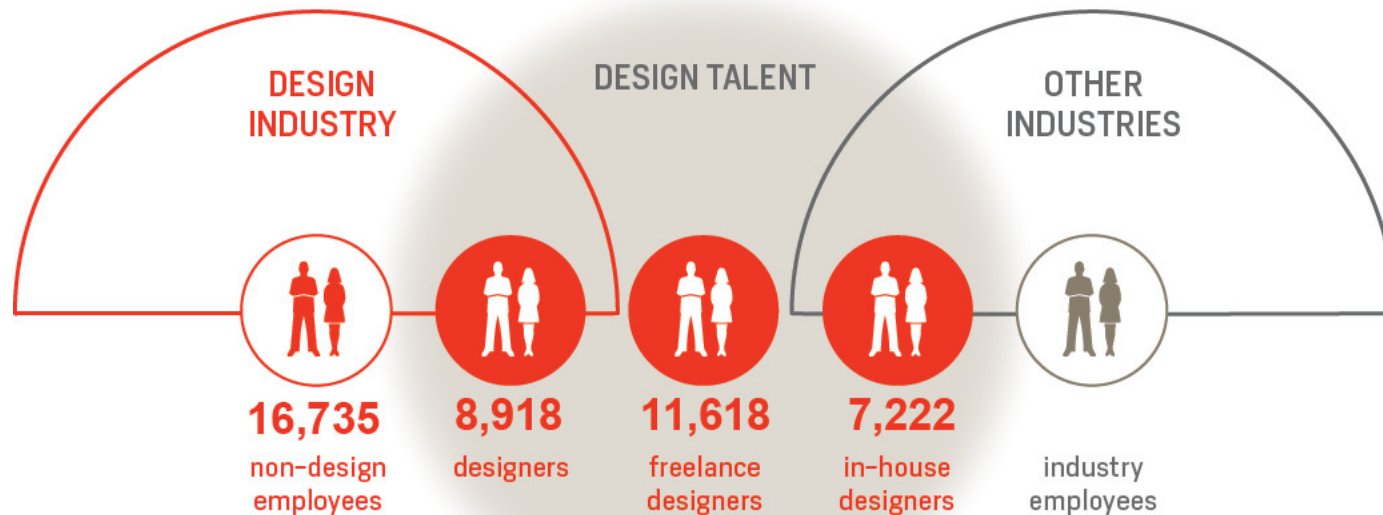
Why Design Matters

Concentration of Talent



Why Design Matters

Massachusetts Design Employs 44,500



DIGMA: Design Industry Group of Massachusetts

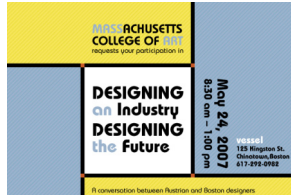
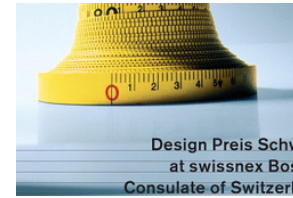
Leadership Committee

Design Advisory Committee

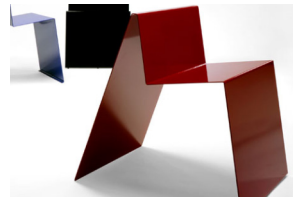
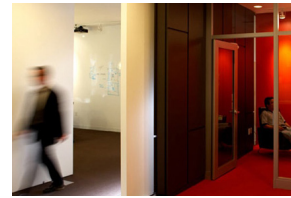
Supporters:



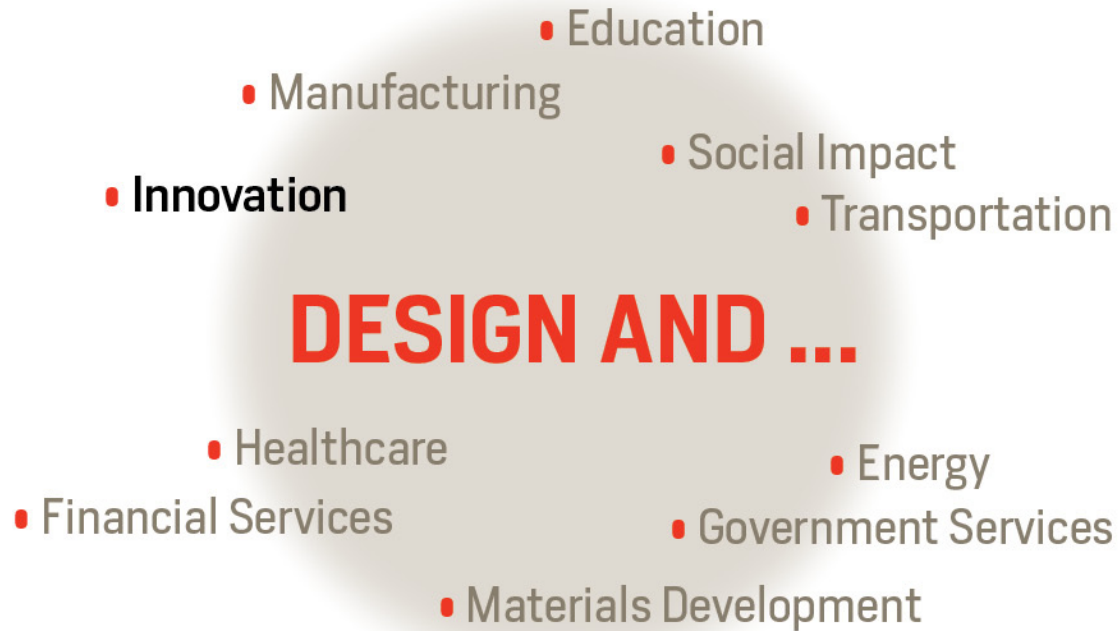
Connections



Visibility



Collaboration



Thank You ...

to DIGMA's hosts, supporters and colleagues

with special appreciation to the design talent that makes this slideshow possible:

- Branding, Graphic and Web Design: Stoltze Design team
- Font Design: Font Bureau, Cyrus Highsmith
- Information Graphics: Continuum, Kenneth Jewell
- And the many designers who share their work on the DIGMA Gallery