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NEWS RELEASE

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WORLD-CLASS GRAPHIC DESIGNER TO SPEAK AT UM

MISSOULA —

David Carson, one of the most influential designers of the past 20 years, will present a free lecture Thursday, Oct. 28, at The University of Montana.

Carson's lecture, "Behind the 'Seen,'" starts at 7 p.m. in the University Theatre. Part of the Jim and Jane Dew Visiting Artist Lecture Series, the event is sponsored by the UM Department of Art. The lecture's opening act will include live music, juggling and balloon animals.

Newsweek says Carson "changed the public face of graphic design" with his unique visual communication. A surfer/sociologist/artist, he is known for his innovative layout style and unconventional use of typography.

Carson is author of "The End of Print" -- the highest-selling design book of all time -- and he has done advertising campaigns for Microsoft and Nike. He initially made his mark designing two magazines, Raygun and Surfculture.

His compositions have graced hundreds of magazine covers and newspaper articles, and he collaborates with rock acts such as Nine Inch Nails and David Byrne. Included among Carson's wide-ranging interests is "The Art and Discipline of Creativity," a documentary he created with Harvard Business School Professor John Kao.

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Carson's work takes him around the world, and each year he teaches a two-week workshop in Venice, Italy. He also recently did pro bono work for children's art museums in Germany and South Carolina. His Web site is at <http://www.davidcarsondesign.com>.

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