

University of Rhode Island  
DigitalCommons@URI

---

Design Arts (1994-1995)

Education: National Endowment for the Arts and  
Humanities, Subject Files I (1973-1996)

---

1994

## Design Arts (1994-1995): Correspondence 01

Samina Quraeshi

Follow this and additional works at: [http://digitalcommons.uri.edu/pell\\_neh\\_I\\_22](http://digitalcommons.uri.edu/pell_neh_I_22)

---

### Recommended Citation

Quraeshi, Samina, "Design Arts (1994-1995): Correspondence 01" (1994). *Design Arts (1994-1995)*. Paper 8.  
[http://digitalcommons.uri.edu/pell\\_neh\\_I\\_22/8](http://digitalcommons.uri.edu/pell_neh_I_22/8)[http://digitalcommons.uri.edu/pell\\_neh\\_I\\_22/8](http://digitalcommons.uri.edu/pell_neh_I_22/8)

This Correspondence is brought to you for free and open access by the Education: National Endowment for the Arts and Humanities, Subject Files I (1973-1996) at DigitalCommons@URI. It has been accepted for inclusion in Design Arts (1994-1995) by an authorized administrator of DigitalCommons@URI. For more information, please contact [digitalcommons@etal.uri.edu](mailto:digitalcommons@etal.uri.edu).

copy

Date: October 6, 1994 Design Program  
To: Susan Clampitt, Deputy Chairman for Programs  
From: Samina Quraeishi, Director, Design Program SQ  
Subject: National Conference on Design

As a follow-up to our successful conference on Public Service Design Abroad and part of the strategy for securing approval for a White House Council on Design (or a U.S. Design Council in the Department of Commerce), we would like to organize a national conference on design. The goal of the conference would be two-fold: (1) to assess the state of design in the U.S., and (2) to develop a U.S. design agenda. Both of these would demonstrate the need and value of a U.S. Design Council and establish the foundation for the work and on-going efforts of a council.

We envision a two-to-three day conference as a partnership among federal agencies, private corporations, and academia. I have met with Roger Mandle and Peter Lawrence, President of the Corporate Design Foundation, and have their enthusiastic support for this effort. Tom Grooms has spoken with GSA and received preliminary approval for \$50,000 in support. We also would hope to enlist the support of the Departments of Commerce, Education, Labor, Interior, HUD, and Transportation.

We would hold the conference in September or October of 1995 to make it part of the activities to celebrate the 30th anniversary of the Arts Endowment and close the conference with the presentation of the Round Four Presidential Design Awards or the Design for Transportation National Awards, if the timing for a White House awards ceremony proves impractical.

We are working on a budget, which we expect to be in the range of \$125-150,000. Initially, we would commit \$75,000 of the FY 95 Federal Design Improvement Program budget to the conference. This, plus \$50,000 from GSA, would allow us to start planning. We would, however, pursue, and hopefully secure, funding for the entire conference from other government and private sector sources.

Attached please find a copy of the proposal for the White House Council on Design, the program for the three-day Public Service Design Abroad conference, and the summer issue of *Places* documenting the conference.

TOTAL P.02