

excerpt from Debbie Millman's new book: LOOK BOTH WAYS

– and my mother didn't understand why we pay more money for the RED TAG and the CROCODILE when the clothing without was the same quality but cheaper.

AIGA

the professional association for design

AIGA Upstate New York

presents

DEBBIE MILLMAN

What makes a brand stand out? Is there some magic that turns a simple script logo for a soda into the international graphic icon that is Coca-Cola, or makes us salivate over the latest product from Apple? Presented by Debbie Millman, partner at Sterling Brands and President of the AIGA, this presentation takes a deep dive into the influence branding has on our everyday lives, from branding ourselves and the world around us to the role branding plays in the products we buy and the way we live.

7:00 p.m., Thursday, April 1, 2010, Memorial Art Gallery, Rochester, NY

Please register for this event at: debbiemillman.eventbrite.com

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My love affair with BRANDS hit CRITICAL MASS when i was in the SEVENTH GRADE.

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...and it occurred to me, as I
stood there, that
I could simulta-
neously, vividly
LOOK BOTH WAYS
- backwards and forwards,
in time - at once.

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