

## Chicago Museum of Science and Industry features Jomo Furniture ...

Jomo and Adis selected to be part of Designs for Life exhibit ...

Annual observance of African-American achievement features "Designs for Life"; industrial design exhibit January 12-February 28, 2007

On January 12, 2007, the Museum of Science and Industry will open Designs for Life, an interactive exhibit that explores the creative and technical field of industrial design and the achievements of African-American designers. The exhibit will open as part of the Museum's annual Black Creativity celebration—a six-week program that highlights the achievements and heritage of African Americans—and guests will be able to explore the history, present and future of industrial design, while learning about the challenges and rewards of this often under-appreciated career.

Industrial design focuses on the appearance and functionality of manufactured products. In creating new products, designers must consider user needs, aesthetics, production processes and business strategies. Designs for Life will showcase how industrial designers are creative problem-solvers and will allow guests to discover the "design stories" of products that impact our daily lives. From cars to cell phones, toys to athletic shoes—designers add comfort, beauty, safety and fun to products that surround us.

The exhibit will showcase more than 30 pioneering and emerging African-American designers with biographies, video interviews and product displays. Some of these designers include Ralph Gilles of DaimlerChrysler; Wilson Smith of Nike; Lamont Morris of Hasbro; Crystal Windham of GM; and Charles Harrison, who designed hundreds of products during his decades-long career at Sears, Roebuck & Co. Interactive activities in the "Design Lab" will encourage guests to try their hands at designing an athletic shoe, completing automobile concepts on computers, and creating and testing their own chair. Educational and career-path information will be available for tomorrow's aspiring designers.

"Industrial design is a career field that is not often recognized, but industrial designers make the products that we use everyday easier to use, more effective and more pleasing to the eye," said Ricky Penick, chair of the 2007 Black Creativity program. "It's truly a career that blends science, technology, business, creativity and artistry. We hope this exhibit will inspire children to learn about, investigate and pursue this rewarding field."

The Museum's annual Black Creativity celebration highlights the contributions of African Americans and encourages deeper interest in black culture and heritage. Designs for Life will run through February 28, 2007, and be supported with programming that includes a juried art exhibition (open for the duration of the exhibit), a symposium, and cultural performances and educational workshops that highlight the best of African-American achievement. Chicago-area students will also participate in a career bowl that will introduce them to a breadth of employment opportunities and career paths, while earning them cash prizes for their schools. In addition, the annual Black Creativity black-tie gala, held January 27, will raise money to support future programming. The Black Creativity program's principal sponsor is Citibank.

The Black Creativity program, which began in 1971, presents exhibits and related programming that recognize African-American achievements. Over the years, the Museum, working in conjunction with an advisory committee of black community leaders, has presented exhibits exploring agriculture, medicine, film, aviation, music, architecture and other topics from the perspective of African Americans.

#### About The Museum of Science and Industry

The Museum of Science and Industry's mission is to inspire the inventive genius in everyone by presenting captivating and compelling experiences that are real and educational. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District.

#### Location:

57th Street  
and Lake Shore Drive

Chicago  
, IL

The Museum offers indoor parking and is accessible by CTA and Metra