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**LEGENDARY DESIGNER STEFAN SAGMEISTER TO SHARE 'THINGS HE HAS LEARNED'  
IN KEYNOTE AT PROMAXBDA: THE CONFERENCE 2010**

**LOS ANGELES, CA – May 12, 2010** – [PromaxBDA](#), the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today that the visionary and internationally renowned designer Stefan Sagmeister will be delivering a keynote address at PromaxBDA: The Conference 2010, which is taking place this year at L.A. Live from June 22-24.

Sagmeister, an Austrian native, is touted by many as one of the most influential designers in the world. As founder of a New York-based design shop, Sagmeister, Inc., he has created revolutionary designs for such clients as Adobe, HBO and the Guggenheim Museum. A Fulbright scholar, his work can be found in major cities around the world including Lisbon, Singapore, New York and New Orleans.

The Grammy Award-winning designer is renowned for his work creating album covers for a variety of music artists including [The Rolling Stones](#) and [Lou Reed](#). Sagmeister has also authored and designed a groundbreaking interactive book, "Things I Have Learned in My Life So Far" (Abrams), in which he illustrates personal truths using large-scale designs. Sagmeister spells out one of these [maxims](#), "Trying to look good limits my life," by positioning the letters of the phrase on several untraditional outdoor canvases, such as a chain link fence and a swimming pool.

"Stefan Sagmeister is known for pushing the envelope with his larger-than-life designs, but his groundbreaking philosophy on productivity is also having a profound impact on the creative community at large," said Jonathan Block-Verk, President and CEO of PromaxBDA. "PromaxBDA attendees will benefit immensely from this exclusive look into Sagmeister's uniquely creative approach to his work."

Sagmeister adds to the robust program of panels and sessions catering to entertainment marketing and design professionals at this year's PromaxBDA Conference. From the "Marketing of Avatar" to "Tivo-Proofing Your Topicals," the Conference will give members of the creative community the tools they need to succeed in the fast-paced world of entertainment marketing and design.

PromaxBDA's annual Conference is the world's largest entertainment marketing, promotion and design event. The Conference attracts industry leaders and executives from top television networks, cable channels, local stations, station groups, distribution and syndication companies, media, emerging media, and creative and design agencies. Through sessions, panels, exhibits, screenings and networking, PromaxBDA brings together the world's leading creative and strategic marketing professionals for three days of dialogue, debate and discussion about the international business of television marketing, promotion and design.

For conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at [twitter.com/promaxbda](https://twitter.com/promaxbda).

**About PromaxBDA**

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

**Contact:**

Laura Hart

Laura@beckmedia.com

310-689-7363