Philadelphia University Opens designwithgoodtaste
Senior Design Expo at the Marketplace

PHILADELPHIA, PA (May 6, 2004) — Philadelphia University’s School of Architecture and Design will open designwithgoodtaste on Friday, May 7, at the Marketplace Design Center, 2400 Market Street, Philadelphia.

designwithgoodtaste, the Senior Show for the Digital, Graphic and Industrial Design Programs at Philadelphia University, is a culmination of the academic careers of dozens of students about to take their place as the next generation of design professionals.

Held this year for the first time at the Marketplace Design Center in Center City Philadelphia, designwithgoodtaste, is a vibrant and dynamic showcase of the creative talents of students who stand to make their mark on the world of design in the 21st Century. The work featured highlights the innovative vision of young designers who will meet the challenge of designing cyberspace; can help businesses and organizations convey their messages through product packaging and advertising; or explore the possibilities of how to create safer, easier to use or environmentally friendly products.

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“The Marketplace in Philadelphia is a wonderful venue for all design students to exhibit their projects. It’s an enticing backdrop that enhances the impact of the work and accomplishments of these young men and women,” says Professor Gotz Unger, director of Philadelphia University’s Industrial Design Program.

In addition, the actual designwithgoodtaste exhibit space, including oversized, suspended panels that glide on cable among large columns and angled walls, pedestals to display 3D work and interactive computer terminals — as well as all promotional materials — were created by Philadelphia University design students featured in the show. The official opening at 6 p.m. on Friday, May 7, will reveal this spectacular visual experience.

Also, during the opening reception, the winners of The Maurice Kanbar Excellence in Design Competition at Philadelphia University will be announced. Maurice Kanbar ’52 established the first movie multiplex known as “The Quad” in New York City’s Greenwich Village, founded SKYY Vodka in 1988 and invented the D-Fuzz-It Sweater Comb, and scores of other products. This year’s Graphic Design portion of the competition involved the design of packaging for the Rex Gourmet Coffee Grinder, a product developed by Mr. Kanbar. And, student capstone projects were evaluated for the Industrial Design segment of the contest. Award levels are the Gold Award for first place ($2,000); the Silver Award for second place ($1,500); and the Bronze Award for third place ($1,000) in both design disciplines.

The Philadelphia University designwithgoodtaste Senior Design Show will run through May 15, with a closing reception on Saturday, May 15 at 4 p.m.

Philadelphia University, founded in 1884, is a private university with 3,500 part- and full-time students from 38 states and 42 countries. The University offers more than 40 undergraduate and graduate degree programs leading to the bachelor of science, bachelor of architecture, master’s degrees and a doctoral degree. Academic programs encompass architecture, design, business, engineering, textiles, fashion, science and health.

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