

ICON5 Opening Keynote Intro Stanley Hainsworth

presented by Whitney Sherman, ICON5 President at the
Roosevelt Hotel, NYC July 3, 2008

Our Opening Keynote Speaker, Stanley Hainsworth is the former Creative Director of Nike, former Global Creative Director of Lego and creative mastermind of the Starbucks brand identity. Stanley recently left Starbucks to start his own company called tether where he can pursue his love of all things hand-crafted.

Our Keynote speaker is generously supported by MICA and the iSpot. Please help me give a warm welcome to Stanley Hainsworth.

ICON5 Closing Keynote Intro Kevin O'Callaghan

presented by Whitney Sherman, ICON5 President at the
Roosevelt Hotel, NYC July 5, 2008

Native New Yorker, Kevin O'Callaghan – a maverick hybrid of illustrator/product designer/educator and artist – is involved in bringing the biggest illustrated 3D extravaganzas to life. His recent projects have included exhibits at Grand Central Station and the Whitney Museum of Art. Kevin has been with the School of Visual Arts for the past 26 years, and Chairman of the 3D Design Program for the past 12 years.

His work has been honored many times, including receiving the prestigious ADC Gold Cube Award. His "Art is...Healing" poster, a tribute to the heroes of 9/11 has been included in the Library of Congress. Kevin also received the distinguished teacher award at the NY Public Library. As a teacher, his exhibitions are acclaimed around the world. The exhibition Yugo Next was featured in over 400 news pieces around the world. The

National Endowment of the Arts in Washington has called the exhibit “the greatest public art – ever!”.

In the past six months alone, Kevin has done the following with his students:

Horsepower – an exhibition where he asked his students to imagine a world without oil. He gave out over 15 horse drawn vehicles that were beyond repair and asked them to redesign them in a satirical manner to fit into today’s energy challenged world. The results were amazing and, of course, even included a horse-drawn NYC taxi cab. Horsepower exhibited in three different venues over a three month period.

Earth Week on the Today Show – Kevin and his crew worked on a 20x30 foot ornate gold leaf frame every morning for a week on the Today Show. The project resulted in a mural made on air entirely out of the e-waste of over 10,000 cell phones and Blackberry’s (TM).

ICFF Trade Booth – Kevin and his students created a booth at the ICFF and took home 1st prize for “Best Booth” out of over 600 professional furniture companies from around the world.

Shear Genius – His class created conceptual haircutters chairs for the TV program Shear Genius as well as a 50 ft salon in Times Square featuring them for a media event

Our Closing Keynote speaker is generously supported by the Directory of Illustration.

The introduction film you are about to see was created lovingly by a former student, Ben Kim. I hope Kevin enjoys it – he’s never seen it before! Please help me welcome Kevin O’Callaghan.