

# PETER LAUNDRY

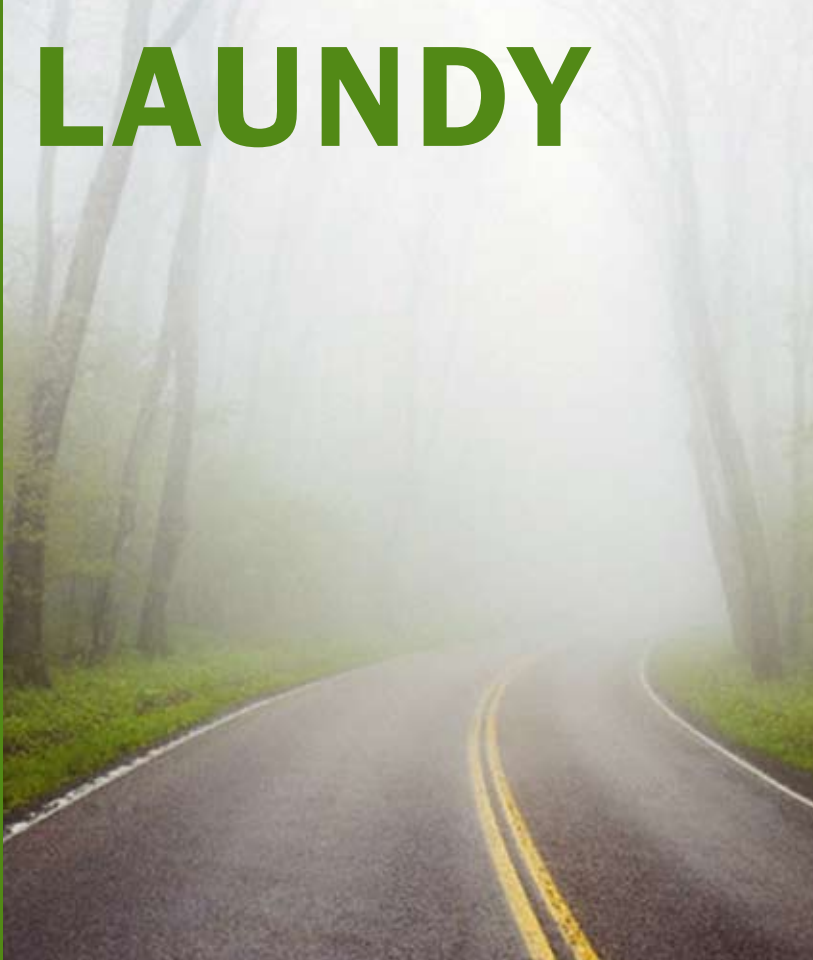
Design at the Fuzzy Front End  
of New Business Concept Development

**The Stephan Weiss  
Visiting Lectureship on  
Business Strategy,  
Negotiation and Innovation**

**Tuesday, November 28, 2006  
6:00–7:30 p.m.**

Hosted by the Department of  
Design and Management

**PARSONS THE NEW SCHOOL FOR DESIGN**



66 Fifth Avenue, New York, NY 10011

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**PETER LAUNDY**

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of New Business Concept Development  
**Tuesday, November 28, 2006, 6:00–7:30 p.m.**  
Reception to follow

**Theresa Lang Student and Community Center**  
**55 West 13th St., 2nd floor**

Peter Laundry works at Doblin Inc., where he leads a team that translates research insights into innovation ideas, and innovation ideas into tangible business concept illustrations. His clients include American Express, Chicago Public Radio, Citicards, and Steelcase. Laundry's lecture will focus on what Doblin has learned and how they have incorporated design skills and design thinking into their services.

*The annual Stephan Weiss Visiting Lectureship was launched to commemorate the life of the late artist and sculptor, Stephan Weiss, husband and business partner of fashion designer Donna Karan.*

Free and open to the public. To RSVP or for more information please contact 212.229.5391 or email [maligj@newschool.edu](mailto:maligj@newschool.edu)

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