



Riley Cran is a Graphic Designer in Vancouver, British Columbia. In his freelance design practice, Riley specializes in Branding, Illustration, Packaging Design and Lettering. Riley is the manager of Lost Type, a collaborative pay-what-you-want Type Foundry which has provided fonts to Nike, Starbucks, Disney and the President of the United States. Riley is also the host of Field Trip, an annual workshop for Lost Type's designers, where they visit a new city to gather inspiration.

Get an encouraging confirmation of why attending HOW Design Live is so important to your creativity. In this session, Riley Cran will present a look at the close-knit nature of creative communities, and how historically they have used technology to communicate a message to the world—and to each other—and to push the boundaries of their craft. Examples will be drawn from Riley's own experiences managing The Lost Type Co-Op, a collaborative type foundry which has involved more than 50 designers from around the world, as well as the relationships between some of history's most admired and celebrated creative minds.



FROM THE DESK OF
RILEY CRAN

Designers & Communication THE PAST AND PRESENT

Discussing such topics as:

- Our design heroes and their lives
 - Nikola Tesla's brief stint as a lifeguard
 - Bizarre and expensive experiments
 - Unlikely relationships throughout history
 - Telegrams from 1903
 - Enormous sky-scrapers
 - Seeing the future in 1939
 - Art Directors in 1940s New York
 - Workmen destroying things with hammers
 - John F. Kennedy making magazine collages
 - Mutiny and robbery
 - The things we take for granted in 2014
-

THURSDAY, MAY 15, 2014
11:30 am – 12:30 pm