

**Oggetto:** Forbes and BMW Present: Future by Design

**Mittente:** [REDACTED]

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**A:** "submissions@designcatwalk.com" <submissions@designcatwalk.com>

Good afternoon:

I was engaged by viewing your posts on <http://www.designcatwalk.com/>

Here at Forbes, we launched yesterday our Future by Design campaign which is in collaboration with BMW. The premise is to anchor the introduction of five 'up and coming' designers from divergent disciplines. Beyond the scope of being innovators, these radical craftsman and craftswoman are spearheading business by disrupting the creative process to turn conventional products.

Featured designers are the following: Joshua Ramus (The Eco-Designer), Mari Sheibley (The Graphic Designer), Horace Luke (The Product Designer), Scott Schuman "The Sartorialist" (The Fashion Designer) and Yves Behar (The Industrial Designers).

Please find the link: [http://www.forbes.com/2010/06/14/architecture-graphic-industrial-technology-future-design-10\\_land.html](http://www.forbes.com/2010/06/14/architecture-graphic-industrial-technology-future-design-10_land.html) useful to view the special report. We are asking for you to answer the following questions to obtain your opinion for our community feedback which will be posted continuously on [www.forbes.com](http://www.forbes.com) over the next three months.

1. What's your next project?
2. Who influenced you?
3. What are you sick of?
4. How has new technology changed what you do, if at all?
5. In the era of quick knockoffs, is the value of an original diminished?

We value your opinion and would love to feature your feedback and blog.

Talk soon.