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“YOUTH DESIGN” GOES NATIONAL AS IT ENTERS ITS SIXTH YEAR

*Having celebrated five successful years in Boston,
founder Denise Korn expands program to Denver and Rhode Island*

Boston, MA - **Youth Design Boston**, a summer internship program that introduces high-school students to careers in the design profession, will kick off its sixth summer in July 2008. The program, which has been considered an enormous success since it was piloted in 2003 by Denise Korn in partnership with AIGA Boston, is beginning a national expansion with **Youth Design Denver** and **Youth Design Rhode Island** piloting this summer.

Youth Design was founded by Denise Korn of Korn Design, a brand strategy and design firm based in Boston and New York. Still the driving force behind the program, Korn established **Youth Design Boston** (YDB) with the idea “to open up a world of possibilities to city kids who dream of pursuing careers that channel their creative interests.” Youth Design provides high quality, paid design internships in area design firms, and in-house design departments, with professional design mentors for selected public high school students with a creative interest, enabling them to hone their design skills by applying classroom learning in the workplace. Youth Design interns work side-by-side with professional designers and actively participate in a wide range of tasks and activities integral to the functioning of a creative design office.

Youth Design Boston is run in partnership with the American Institute of Graphic Arts (AIGA) Boston chapter, and Boston’s Private Industry Council (PIC) which organizes the private sector component of Mayor Menino’s City Summer Jobs Program for the City of Boston. For the past three summers signature sponsorship for Youth Design Boston has been generously provided by Continuum, a global design and innovation consultancy headquartered in Boston.

With five years of success under her belt, Korn was thinking bigger. She engaged Alisa Aronson, a design educator at Massachusetts College of Art and Design and principal of Alison Aronson Graphic Design, as Director. Alisa has volunteered with Youth Design for the past three summers and has played a pivotal role in helping to expand the program in Boston.

Using Boston as the model, Youth Design will launch this summer in Denver and Rhode Island. Korn sought out two long-time colleagues and prominent designers to head up each local effort: Jason Otero, in Denver and Josh Silverman in Rhode Island. According to Korn, “we measure success student by student, **Youth Design Boston** has mentored more than 25 students since its inception, many of whom have gone on to earn college degrees, maintained a focus in the creative arts and pursued careers in creative fields. We are at an exciting crossroads now – with a national presence and a proven model we will be able to have a broader positive impact and reach more students across the U.S.”

Youth Design Denver will be headed by Jason C. Otero, principal and design director of Art & Anthropology. Otero is working with AIGA Colorado, Denver School for The Arts and Denver Public Schools Career Education Center as well as with design firms across the city to ensure a robust introduction of the program this summer. Sponsorship for this summer’s pilot program in Denver is being graciously provided by SAGE Hospitality Resources, Vesta Dipping Grill & Steuben’s Restaurant, and Anthem Branding.

Youth Design Rhode Island will be overseen by Josh Silverman, principal of Schwadesign, Inc. and AIGA Rhode Island Co-Founder and President. The program intends to collaborate with the Rhode Island Economic Development Corporation, southern New England high schools and leading professional design studios.

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