

Montréal, Canada

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### **CAPTIAL D FOR DESIGN**

After serving the international design community for more than half a century, Icoграда has formally changed its name to better reflect its mission and activities and is now **ico-D, the International Council of Design**.

This change reflects a global strategy led by a Member-driven Council: to become an international voice for Design reflecting all design disciplines, advocating the value of *design thinking*, *design-driven education* and *designing as a potent medium for progressive change*.

“Our challenge is to assure that we help designers to remain relevant, to assume leadership roles, and to acquire new opportunities for demonstrating the power of the creative mind in addressing the complex problems that cry out for innovative solutions in a complex global economy,” said Ric Grefé, ico-D Secretary General.

ico-D is poised to meet this challenge - as the world’s largest organisation of professional design associations, joined by leading design educational institutions and design promoters representing over 65 countries. By forging conversation and interaction between ico-D Members, their many design practices and the thousands of individual designers that they represent across the world, the Council will advocate for the position and value of capital “D” Design.

Maintaining its headquarters in Montréal, Canada, ico-D’s new direction invests in a Member-driven agenda, a focus on needs of individual designers, and interfacing of design thinkers, educators, professionals, leaders and advocates to investigate solutions for issues of global relevance.

### **A new global presence standing for Design Value**

ico-D’s new logo is transformational and instantly recognizable – echoing the previous Icoграда logo designed by Pentagram.

In celebration of its new identity the Council is launching a new website on 15 December 2014: **ico-d.org**. The website will be an optimized channel for the sharing of ico-D resources and for the voices of its members across the globe. It will grow in time.

### **The legacy**

ico-D was founded on 27 April 1963 as Icoграда, the International Council of Graphic Design Associations, by Peter Kneebone and Willy de Majo, who recognized the need to create meaningful international dialogue around the future trajectory of graphic design. Kneebone and de Majo established a non-profit, non-partisan, member-based Council of independent organisations and stakeholders working within the global scope of design.

Through its 51-year history, the Council has been an avid facilitator of knowledge and professional practice standards, a support body for projects and achievements, and has been highly committed to advancing the best interests of humanity and the environment through design. Over the past two decades, reflecting dramatic changes in the world of design, the focus of the organization has become increasingly broad, recognizing the common interests and challenges of designers across the spectrum of design disciplines. This evolution – driven by members – generated the name change to ico-D, the International Council of Design in 2014.

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