

NEWS

August 8, 2007

FOR IMMEDIATE RELEASE: Contact: Jane Sullivan

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Prototype to Product: Thirty-three Projects from the Bay Area Design Community

New Exhibition at SFO Explores the Contribution of Bay Area Designers

SAN FRANCISCO -- Now on view at San Francisco International Airport, *Prototype to Product: Thirty-three Projects from the Bay Area Design Community* focuses on the creators and innovators behind thirty-three different design projects in the San Francisco Bay Area. From preliminary sketches and drawings to detailed illustrations, and from models and prototypes to finished products, a variety of design solutions are presented.

The design projects cover a wide spectrum ranging from the Oral-B CrossAction toothbrush, designed to address both ergonomics and cleaning capability, to the Topcon GR-3, a high-end satellite-positioning receiver used for construction, surveying and engineering. Also featured are a low-cost laptop computer designed for children in the developing world, a teapot intended for brewing the perfect cup of tea, and a handbag made from repurposed parachutes and drapery. Bay Area design firms represented in the exhibition include COMPASS Product Design, Pleasanton; Design Symbiosis, San Francisco; fuseproject, San Francisco; Gingko Design, Inc., San Francisco; IDEO, Palo Alto; Kensington, Redwood City; Knoend, San Francisco; Lunar Design, Palo Alto; Metaform Product Development, San Francisco; New Deal Design, San Francisco; One & Co., San Francisco; seven02 design, LLC, Palo Alto; Smart Design, San Francisco; Summit Industrial Design, San Francisco; Whipsaw Inc., San Jose; and Y Studios, San Francisco.

The exhibition coincides with the CONNECTING '07 World Design Congress held in San Francisco in October 2007.

Prototype to Product is located post-security in Boarding Area F, and is on view to passenger ticketed for travel through Terminal 3 until January 18, 2008. There is no charge to view the exhibition.

Images from the exhibition are available online at: http://www.flysfo.com/web/page/about/news/pressres/exh-prototype.html.

San Francisco Airport Museums

The San Francisco Airport Museums program was established by the Airport Commission in 1980 for the purposes of humanizing the Airport environment, providing visibility for the unique cultural life of San Francisco, and providing educational services for the traveling public. The Museum was granted initial accreditation from the American Association of Museums in 1999, reaccredited in 2005, and has the distinction of being the only accredited museum in an airport. Today, the San Francisco Airport Museums features approximately twenty galleries throughout the Airport terminals displaying a rotating schedule of art, history, science, and cultural exhibitions, as well as the San Francisco Airport Commission Aviation Library and Louis A. Turpen Aviation Museum, a permanent collection dedicated to the history of commercial aviation.

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About San Francisco International Airport

SFO (www.flysfo.com) offers non-stop links with more than 29 international points on 25 international carriers. The Bay Area's Airport of Choice connects non-stop with more than 60 cities in the United States on 20 domestic airlines, including more than twice as many non-stop flights to the New York area than other Bay Area airports combined.