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**Modernism Week Partners with Corian® to Offer Exclusive “Learning Lab”
Certified Course for Design Professionals in Palm Springs**

*Course Provides Continuing Education with Presentations by Four Leaders on Topics Including
Architecture, Color Theory, Marketing and Design Materials*

Wilmington, Del., (January 3, 2017) – [Modernism Week](#), the annual 11-day Palm Springs, California, festival celebrating all things modern, and [Corian®](#) will offer the inaugural ‘Learning Lab,’ a certified course for design professionals during the February festival. Limited to only 100 design professionals, the VIP course will take place on February 17 at CAMP, the “Community And Meeting Place” central hub for Modernism Week activities at its downtown Palm Springs location, and will qualify for CEU (Continuing Education Units). VIP Access Passes for the course are now available for \$185 and can be purchased [here](#).

Learning Lab is designed to convey business and design-related ideas through CEU-accredited presentations by leading industry designers, architects, and marketing professionals from across North America. Each hand-picked professional will present a CEU-accredited presentation on topics including architecture, color theory, marketing and cutting edge design materials.

“The Learning Lab speaker series is the first of its kind for Modernism Week and continues to exemplify our commitment to providing outstanding educational content during the festival,” said Modernism Week Board Chairman, Chris Mobley. “We are thrilled to partner with Corian® to provide these top-notch presentations by four leading design professionals.”

The CEU presentations include Lance O’Donnell, AIA, (O2 Architecture) on finding ideal building materials, Mark Woodman (Color Marketing Group) on color trends, John Gillespie (LIXIL Water) on brand building and Mike Hetherman, CKD, (Willis) on global design trends.



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“Being part of this addition to Modernism Week is exciting and meaningful for us,” said John Richard, Global Business Director, Corian®. “At the center of creativity and the future is right where we belong.”

The Learning Lab VIP Access Pass also includes a breakfast hosted by appliance manufacturer Thermador, a lunch hosted by kitchen and bath manufacturer DXV, cocktails hosted by bath, kitchen and lighting gallery Ferguson and complimentary admission to the Palm Springs Modernism Show & Sale VIP Preview Reception on February 17.

Modernism Week’s signature 11-day festival will take place February 16-26, 2017. To receive updates, visit modernismweek.com and follow them on Facebook, Instagram and Twitter. The Hilton Palm Springs Resort, Modernism Week’s official host hotel, is offering a special room rate for a limited time only. Contact them directly at 760-320-6868.

The Learning Lab itself will be produced by Willis, a North American distributor of World Class building materials, including Corian® and Zodiaq®. Learning Lab educator and Willis President, Mike Hetherman said, “The Willis team and I are thrilled to bring a professional learning series to this already successful event. We fully intend on making this a one-of-a-kind, VIP experience for the design community, adding another layer of interest for the best and brightest designers to attend the Modernism Week festivities.”

More About the Learning Lab Educators

Lance O'Donnell, AIA

o2 Architecture, Palm Springs

Architect and educator Lance O'Donnell has a lifelong connection to desert living. As a fourth generation Coachella Valley native, he received his Bachelor of Architecture degree, with honors, from Cal Poly San Luis Obispo and his Master of Architecture degree from UCLA. His Palm Springs office, o2 Architecture, is dedicated to discovering the essence of place and his work engages the senses and intellect with a poetic connection to site and ecologically crafted modernism. Sustainable design is always a continuous thread woven throughout his design and construction process. O'Donnell will discuss his search for ideal desert building materials that go beyond the durability of steel, glass and concrete. He will dive into locally available inorganic building products that allow interior environments to remain comfortable during the demanding heat of summer and the freezing temperatures during winter.

Mark Woodman, CMG

President, Color Marketing Group

Mark Woodman is a passionate, dynamic designer, writer and speaker and has contributed to the pages and airwaves of media, the stages of exhibitions and the product lines of international manufacturers. Through the world of color and design he has embraced consultancies with international companies, and is currently the color and design consultant to DuPont™ Corian® and Zodiaq® surfaces. In addition, he facilitates trend panels and has served as President of the Color Marketing Group to study and discern



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color direction. In his presentation, he will identify the driving forces behind what people want from color and design; and demonstrate how trend colors work together with spectral color flow. The class will examine how to apply color trends through product, project and design examples.

John Gillespie

Vice President of Marketing - LIXIL Water Technology Americas

LIXIL Water Technology Americas "LWTA" is represented in the market as the American Standard, GROHE and DXV brands. As VP of Marketing, Gillespie's vast background highlights his career in key areas such as Brandy Strategy and development, business development and execution of integrated marketing plans that deliver critical ROI driven business results. In addition, his expertise incorporates powerful marketing and brand strategies across multi-media platforms to include traditional channels, digital channels and emerging channels to market. He will present how to 'Build Your Brand' by identifying the DNA of a company, perceptions of products/services, focusing on a brands' 'bullseye,' how to articulate visuals to the media, discipline to maintain market value and how to evolve a brand into a magnificent expansion.

Mike Hetherman, CKD

President, Willis

Willis is a North American distributor of globally branded building materials including DuPont™ Corian®, DuPont™ Zodiaq® quartz design materials. For 50 years, Willis has established a strong presence in the building supply and architectural communities with memberships in the IIDA, NKBA, NAHB, IDC, CDECA and the CHBA - a presence which is spearheaded by Hetherman's active participation in these communities. He will present a journey through the most cutting-edge design materials from the world's 130 top manufacturers and will unveil inspirations from the EuroCucina show in Milan, Italy, showcasing new materials and design trends that have a profound impact on the global design community.

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About Modernism Week:

Modernism Week is a 501 (c) (3) charitable organization, providing scholarships to local Palm Springs students pursuing college educations in the fields of architecture and design; as well as giving grants to local and state organizations for their efforts to preserve modernist architecture throughout the state of California.

Modernism Week's Mission:

The mission of Modernism Week is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in the greater Palm Springs area.

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