Stefan Sagmeister, designer, was born in 1962 in Austria. Growing up in Austria, he attended the University of Arts in Vienne where he earned his master’s degree in fine arts. After earning that, he taught under the direction of Paul Schwarz. Twenty-five years later, in 1987, Sagmeister moved to the United States and attended the Pratt Institute on a Fulbright Scholarship. There, he earned his master’s degree.

After earning that, he returned to Austria to serve the Austrian military and community, as required by law. Fulfilling his service, he worked with Leo Burnett with an advertisement agency in Hong Kong. The agency proved to be valuable design experience, and he became more well known. At the age of twenty-nine, he was able to choose his own clients. Even though he had designed in Hong Kong, he had his heart set in studying in New York. Sagmeister designed in Sri Lanka and through that, got a job at M&Co., in New York City. There, he became the senior designer with the "legendary" designer, Tibor Kalman. With the experience in M&Co., he became motivated to open his own studio. In 1993, he opened Sagmeister Incorporated, which generally designed work for the music industry. Sagmeister Inc. designed covers for The Rolling Stones, David Byrne, Lou Reed, Aerosmith, and Pat Metheny. The designs won almost all of the international design awards and received Grammy nominations.

Although Sagmeister’s design achievements are extraordinary in itself, he still has the ultimate goal: "to touch somebody’s heart with design".
stefan sagmeister
Jim Seay is most famous for being the president of Premier Rides, the biggest, most well-known roller coaster designer and manufacturer throughout the world.

However, before becoming a part of Premier Rides, he had a large background that generally revolved around engineering. He worked as a project engineer for Hughes crafts in which he explored the outer limits of flight technology, which kick started his career in designing roller coasters. In 1988, he became an engineering and maintenance executive at Six Flags Theme Parks.

As for education, Seay attended Cornell University in Ithaca, New York and earned a Bachelor of Science degree in Mechanical Engineering. He also earned a Masters of Science degree in Engineering at California State University in Long Beach.

Seay first became involved with the company when he became the Executive Vice President of Engineering. A year later, in 1996, he was promoted to president. As president, he strove to improve the company and focused on innovation, quality, and excellent customer service. His superior business qualities were not the only changes that Premier Rides as successful as it is today.

Leading the company, Jim Seay and Premier rides created rides that were known for being family oriented and won numerous award-winning high-tech roller coasters. Some of their famous coasters include the Liquid Coaster and the Linear Induction Monor launch Coaster. They not only created rides from scratch, they improved older, traditional rides, giving them more appeal. For example, the company made Ferris wheels with custom designs.

In addition to being a part of Premier rides, Seay works on the Board of Directors of the Amusement Industry Manufacturers and Suppliers International. He also works as the Vice Chairman of the American Society of Testing and Materials F24 Ride Safety Standards Committee. Not only is he involved in making rides for the general people, he is a part of the Recreation Access Board, an organization that designs coasters for people with disabilities and also fundraises for Give Kids the World, a children’s charity.
jim seay
David Small is most famous for his work that appeared in several well-known design magazines and books such as Scientific American, the Atlantic Monthly, ID magazine's 42nd Annual Design Review, Communication Arts, Information Architects, Martha Stewart Living, the Cooper-Hewitt Design Triennial, and the American Center Design's Annual 100 Show. His work includes the designs of interaction information for large company likes International Business Machine (IBM), Lego, and Nike. He also made typographic animations for the Brain Opera in collaboration with Yin Yin, which premiered in New York's Lincoln Center.

As for Education, Small earned his third degree, a Doctor of Philosophy, from the Massachusetts Institute of Technology in 1999. The focus of his research was the display and manipulation of complex visual information. As a student of Muriel Cooper, the founder of the Visible Language Workship, he began his studies of dynamic typography in three-dimensional landscapes. Later, he joined a group that was lead by John Maeda, the Aesthetics and Computation Group.

He proposed a thesis, which was called Rethinking the Book, which examined how digital media, more specifically, the use of three-dimensional and dynamic typography changes the way designers see and interpret large bodies of information.

Small is the founder of Small Design Firm, which is known for the design of interactive and graphical applications. It has had Disney, NYNEX, BMW, Variagenics, The Asia Society, Martha Stewart Omnimedia and the Chicago Museum of Science and Industry as its clients. Their specialties include physics modeling, 3d graphics programming, and complex visualization and motion techniques. These specialties help build ways that are fluid, and natural so that people can interact with the sophisticated information.

Some examples are computer screens. They incorporate their knowledge in typography and imagery to invent new ways for people to interact with the information to be shown on the screen. According to the Small Design Team on www.davidsmall.com, that, "[their work is] like a garden, well designed information should be inviting, and comfortable, and its exploration should be a true delight."
david small
Kate Spade is famous for her designer bags, which she started designing in 1993. She had only been designing for three years when her collections started being sold at Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, Barneys New York, Harvey Nichols in London, and many stores in Japan. Because of her rapid and successful movement into the fashion industry, she had been awarded with a Council of Fashion Designers of America Perry Ellis award for New Fashion Talent. At a formal party at New York City’s Lincoln center, where industry leaders, Ralph Lauren, Tommy Hilfiger, and Tom Ford of Gucci, the advertisement for Spade’s purses was shown and received good reviews.

Andy and Kate Spade lived in New York, but since they were not rich, they shared a small studio apartment. Andy got a job in the advertising business, and Kate quit her job and pursued a career in designing purses. She started by gluing pieces of construction paper together and checking out manufacturers in Brooklyn.

Spade’s designs are known for being very simple. She is known for taking simple, everyday objects like a tote bag or a shopping bag and add colorful and fashionable fabrics to them. Her styles range from a simple black, sleek material purse for formal parties, bright silk purses for the summer, and even bags made out of Lilly Pulitzer prints.

Kate’s company is owned privately, with the help of husband Andy Spade and two other partners, Elyce Cox and Pamela Bell. They also have twenty-three workers who cut the pieces of fabric and sew them together. The prices of the bags range from $67 to $250.
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