



VCU Brandcenter Friday Forum

Aug. 26th / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

James Gibson

Founder & Creative Director / Negativespace



James Patrick Gibson is the Founder and Creative Director of Negativespace, a New York design consultancy. He's worked with numerous agencies on both sides of the web and print design fence for over ten years. His specialities include responsive web design, typography and branding.

His client experience includes: Absolut Vodka, Diesel, Levi's, Russell Simmons, Mountain Dew, Moet Chandon, Yves Saint Laurent, Forrester Research and even The US Navy.

In his free time, he runs a NYC typography photo-blog called New Type York (www.newtypeyork.com), collects quite a bit of music on vinyl records, is a huge craft beer snob, and is also licensed (USPA A-59481) to jump out of airplanes. Ask him about it sometime.

Topic / Digital is bullshit. Print is bullshit.

Descriptor / We've heard it before, print is dead, interactive TV will change everything, CD Roms will change everything, Macromedia Flash will change everything, ringtone and text messaging will change everything, Web 2.0 will change everything, Social Media will change everything, SEO will change everything, The iPad will save journalism...

Bullshit.

How often do kids in their basements out pace, out design and out market multinational Agencies?

How can we have terabytes of personal data on every possible micro-demographic, and yet still send junk mail and weak broad blasted messages?

How long will old-world publishers insist on replicating print magazine publishing on the web, and continuously fail?

Where is the George Lois, the David Ogilvy, and the Jack Tinker of "Digital?"

Who outside of advertising actually says "digital" while keeping a straight face?

James discusses why bullshit has been holding us back from creating incredible experiences, and communicating with people in meaningful, authentic ways. It's easier to change with the world, once you're past all the bullshit.