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Warren Berger

Author of *Glimmer: How Design Can Transform Your Life, and Maybe Even the World*
From Stupid Questions to Smart Recombinations: How Great Designers Innovate

What can we learn from how great designers think? In *Glimmer*, journalist Warren Berger revolutionizes our understanding of design, a multifaceted practice that is about more than mere style. Thinking like a designer--especially the designers featured in *Glimmer*--can help solve the most daunting challenges we face in business, society and our daily lives. Berger's hopeful book, at odds with a time of anxiety and retrenchment, illuminates the glimmer of potential--that first spark of an innovative idea or a life-changing plan. *Glimmer* is a timely, refreshing look at problem solving, innovation, and possibility. It is, according to *GOOD* magazine, "a design book for the rest of us."

In researching *Glimmer*, Berger visited the cutting edge studios of design visionaries, most notably Bruce Mau, to form a powerful argument for how we can transform that glimmer of possibility within all of us into the glow of creativity and innovation. The designers he profiles are empathic researchers, can clearly express their ideas to others, and are, above all, curious and collaborative. Their ideas, many captured for the first time in *Glimmer*, can help any organization close the innovation gap -- the distance between what a company makes and what the public actually wants and needs. Berger is an award-winning journalist who has written for *The New York Times Magazine*, *GQ*, and *Wired*. His work has been featured in the *Best Business Writing* series.

Warren Berger Speech Topics

From Stupid Questions to Smart Recombinations: How Great Designers Innovate

How do the world's best designers solve problems and envision fresh possibilities? And what can we learn from them? In this talk, packed with design breakthroughs, Warren Berger distills a 6 step design-driven approach to creative problem-solving that can be applied to any business challenge. He speaks in clear, persuasive language, free of jargon. Ask stupid questions. Embrace constraints. Go deep. Begin anywhere. These are the user-friendly principles that designers use to enliven innovation. Design, he argues, is not about style. It's about looking at the world with an eye toward changing it. It's about making hope visible. Berger's lucid explanation of how design is changing attitudes and outcomes, in both the social and commercial sectors, will inspire you to create useful products; transparent processes; smarter organizations; and even a better, sustainable, world.