

News Release

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Product Development & Creative Communications Designers & Manufacturers Both “Win”

The Business of Creativity and Product Development were topics of featured presentations at the Society of Craft Designers Annual Seminar in Phoenix, AZ.



Peter Russo, President of New Approach Development, LLC “Product Development: Art into Science” to a select group of experienced designers. A second session attracted more than 200 attendees interested in hearing advise on “Creative Communications: Manufacturing Meets Design”.

Highlights included:

- * Capturing Creativity
- * Licensing & Protecting Intellectual Property
- * Gaining Perspective, Purpose and Processes for Communications
- * Managing Change
- * Planning to Profit

“The entire industry benefits when designers and manufacturers join together to bring new ideas and innovation to the market,” commented Russo.

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