



PRESS RELEASE

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**New Global Design Collaboration Formed by International Design Organisations
ICSID and Icograda**

The International Council of Graphic Design Associations (referred to as Icograda) and the International Council of Societies of Industrial Designers (referred to as ICSID) are pleased to announce the formation of the International Design Alliance – IDA.

In a major step for the global design community, Icograda and ICSID have committed themselves to forming 'one powerful voice' for all disciplines of design through the creation of IDA. The two organisations have begun the development of a business plan to position IDA as the Design Advocate working with national organisations and bodies, national and local governments and industry.

ICSID and Icograda will be the two permanent members of the new organisation. They will develop its governing structure and host and promote its events. The terms of the new organisation will be confirmed at the World Design Congress 2005, to be held in the Nordic Countries in September 2005.

The two organisations are now seeking a joint location for their secretariat offices and the new IDA office. Final bids for hosting the new secretariats will be closed on 24 November 2003.

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