

FOR IMMEDIATE RELEASE:

4240 Thirsty Designers Host First of a Series of Creativity Seminars

Chicago, IL, July 21st, 2009

**4240 Architecture
and Thirst Deliver a
Seminar on Eliminating
Assumptions to Increase
Creativity (EIAstIC)**

Robert Benson, design director for **4240 Architecture** and **Rick Valicenti**, design director of **Thirst/Chicago**, a communication design firm, co-hosted a seminar on Eliminating Assumptions to Increase Creativity (EIAstIC). A diverse and intimate group of business executives gathered in an atmosphere of anonymity and curiosity. Designers Benson and Valicenti had thrown the gauntlet - challenged the hand-picked entrepreneurs and business leaders with exercises designed to encourage spontaneity and flexibility in their processes. The goal was to have participants take away with them the drive and agility to be unconventional problem-solvers.

"As creative professionals, we are accomplished when clients have that "aha" moment as a result of our presentations. We're motivated that much more when we hear how we've impacted how our clients approach their work." declares Benson. "Rick and I are fueled by these "aha" moments when the two of us collaborate, as well as with our clients. Selfishly, we thought it would be great to create this symbiotic dialogue periodically with varying groups and challenges."

Having assumed identities unique for the day, participants were fully engaged in solving puzzles, challenged to observe and re-observe situations singularly and in collaborative teams. Compelling presentations by both Benson and Valicenti served as intermezzi between challenges which distracted but also focused the participants' attention on unconventional thought and the benefits therein.

Charmed and inspired by the intensity of the dialogues, both Benson and Valicenti have identified interesting mixes of future EIAstIC participants. Variations on the program are being developed and will be offered periodically now through 2010.

Background:

Robert Benson is an Associate Principal and Design Director for the Chicago Studio of 4240 Architecture. 4240 Architecture is an award-winning team of architects, planners and interior designers. 4240 designs sustainable, high performance buildings, community frameworks, and spaces ranging from entire neighborhoods, resorts, public and commercial architecture to interiors and private homes. Established in 2003, the firm's studios in Chicago [located at 42° latitude] and Denver [located at 40° latitude] comprise "4240." The firm is an effective, visionary team of professionals who are equally fluent in designing for urban settings and high-mountain properties – and for just about every context in between.

Rick Valicenti is the founder and design director of Thirst/Chicago, a communication design firm devoted to art, function and real human presence.

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Rick was recently awarded the American Institute of Graphic Artists (AIGA) Medal in 2006 for his sustained contribution to design excellence and development of the profession. This medal is the highest honor in the graphic design profession.

For more information, please visit 4240 Architecture's web sites at www.4240architecture.com and www.listenresearchdraw.com and Thirst at www.3st.com

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