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■ The Human Voice – The Perfect Design

The Design Innovation Institute Hosts the Vocal Awareness Institute for a Discussion on the Design of the Human Voice

San Diego, CA – September 16, 2008 – Like feng-shui for a room, re-designing one's voice can empower, enlighten and change one's life.

Arthur Joseph of the Vocal Awareness Institute explores the design of the human voice and its effect on the mind/body/spirit during a presentation hosted by the Design Innovation Institute (Dii) on Thursday, October 23, at 7:00 p.m. at The Neurosciences Institute in La Jolla, CA as part of their Performing Arts at The Neurosciences Institute program.

Joseph, a former University of Southern California professor, is the founder of the Vocal Awareness Institute. He has studied the physical, emotional and psychological aspects of the human voice for more than four decades and has used his knowledge to teach Hollywood's elite, sport's finest athletes, and major corporate giants how to transform their lives and guarantee success by maximizing the power of their voice. His clients include celebrities such as Anne Bancroft, Pierce Brosnan, Sean Connery, Angelina Jolie, Arnold Schwarzenegger and Magic Johnson, as well as corporate clients such as Deloitte & Touche, Ritz-Carlton Hotels and the Federal Reserve Bank.

The one-hour presentation entitled "The Human Voice – The Perfect Design," will explore the history of voice and human discourse. It will examine the psycho-physical relationship of voice in all aspects of our lives and provide practical communication tips for all professional and social contexts. Through a compelling interactive seminar, participants will discover how subtle refinements to one's voice can markedly enhance one's sense of personal empowerment.

Dedicated to furthering the discovery and innovation of all forms of design, from interior and graphic design to the design and make-up of the human body, Dii serves as a venue for experimentation between these different disciplines, researching various design processes in order to promote awareness and appreciation of all design as a way of enhancing and enriching life.

"We are excited to examine the intricacies of voice as an element of design," says Calvin Woo, Dii co-founder and president of CWA, Inc., a brand consulting and environmental design firm. "It has been the goal of Dii to foster cooperation between traditional design fields and those that may seem unconventional."

Considered among the most acoustically impressive small performance halls in the United States, The Neuroscience Institute's auditorium was chosen specifically for its thoughtful design. Noted acoustician Cyril Harris worked with Tod Williams Billie Tsien Associates in cooperation with associate architect Joseph Wong Associates of San Diego to create a uniform acoustical environment. Artists and audiences have unequivocally confirmed the same sound is heard in every seat.

“We will use this exquisitely designed acoustical space to individually and collectively experience the potential of human sound,” says Woo. “There’s no better way to appreciate the impact of Arthur Joseph’s Vocal Awareness method than in a space that has been designed to promote optimal sound quality.”

“The Human Voice – The Perfect Design” presented by Arthur Joseph will begin at 7:00 p.m. on Thursday, October 23 at The Neurosciences Institute in La Jolla, CA. Following the presentation will be a VIP tour of the facility and a reception with Arthur Joseph (\$50 tickets). General admission tickets are \$25 with advanced purchase (\$30 at the door). A limited number of tickets will be available to Students and Military for a discounted price of \$12 advanced purchase (\$15 at the door, if available). For additional information or to purchase tickets visit www.DesignInnovationInstitute.org or call 619-299-0431.

About Design Innovation Institute

Dii is a non-profit organization founded by Calvin Woo and Susan Merritt, both longtime members of the local and international design communities. Their goal is to promote, research, and educate communities about innovative design solutions to social and economic needs.

Dii will continue its efforts in developing provoking speaker and educational televised series, museum exhibitions, public forums and workshops including the Behind the Design Scenes series, youth programs such as Design Camp, and scholarly cross-disciplined research that encourages alliances among the most talented minds in traditional and non-traditional design fields such as architecture, graphic design, ergonomics and neurosciences, among others.

For more information, please visit the Design Innovation Institute at www.designinnovationinstitute.org.

About Vocal Awareness Institute

Vocal Awareness is a scientifically researched method that is rooted in over four decades of experimentation, research and teaching. Out of this exploration has developed a philosophy and devotion to the spirit which allows the participant to more fully integrate the aspect of Self through the meticulously designed Vocal Awareness System, which includes exercises to build both presentation and performance vocal technique.

The Vocal Awareness Institute provides public and private seminars and master classes to Singers, Actors, Artists, Broadcasters, Public Speakers, Politicians, Leadership Development Seminars, Fortune 500 Companies, Executive Coaching, Health Practitioners and Life Coaches.

For more information visit www.vocalawareness.com.

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