



AESTHETICA TRAVEL

A new departure for the DG Design Network

Introduction

Aesthetica Travel is a new component of the DG Design Network dedicated to providing themed group tours for professional designers, lecturers, teachers and students. The tours may also appeal to those who have creativity, art and design as part of their lifestyle and prefer to travel with like-minded people.

It is my intention to offer something special; a mixture of established places to visit and opportunities that become available partly because we think outside the box, and partly through our history in the art and design community both nationally and internationally.

Having published for the professional design community and for the art and design education community for thirty years, I look forward to working with you to provide something rewarding and enjoyable.

Please take a few minutes to send me your thoughts via the on line survey at:

<http://freeonlinesurveys.com/s.asp?sid=2jmnz6s8b7radm9344146>

It would greatly assist me in providing those tours that you would value and enjoy.

I look forward to continuing the dialogue and the journey.

Colin Wood



WHO IS THIS FOR?

The Aesthetica Travel tours are for creative professionals and those who value creativity, art and design and prefer to travel with like-minded people.

- Artists
- Designers
- Lecturers
- Teachers
- Students
- Others who have art and design interests

Our guests are not likely to want to spend their time sitting by the pool or under a palm tree. They will want the stimulating company of like-minded people and days filled with interesting things to see and do. The tours will be informative, educational, enjoyable and a great opportunity to meet interesting people and to extend your professional network.

SUBJECT GROUPS

Core art & design disciplines at the heart of the Aesthetica Travel tours.

- Visual Arts (Painting, Sculpture etc.)
- Graphics (VisComm, Illustration, Typography, Posters etc.)
- Digital Media (including Animation, Games etc.)
- Photography
- Architecture
- Landscape Architecture
- Interior Design
- Furniture Design
- Industrial/Product Design
- Automotive Design
- Fashion & Costume Design
- Film/TV/Audio
- Performing Arts (Music, Theatre, Movies etc.)
- Events (Design & Staging)



TYPES OF TOURS

Accompanied tours

These will be our signature tours, having a tour leader who will guide guests through the itinerary, explain the various elements of the tour and sort out any problems along the way.

Unaccompanied tours

These will generally be smaller groups that will be provided with all the information they need to complete and enjoy the trip, but taken at your own pace without a tour leader travelling with the group. Specialist contacts will be provided at the various venues and destinations as required. This type of tour is less prescriptive and more flexible.

Conference tours

For selected conferences, Aesthetica Travel will package your attendance, including air travel, accommodation and conference package extras where available. Where several guests are attending the same conference, you can travel as a group or separately, and be in contact with other attendees on the tour.

Individual travel plans

Aesthetica Travel can book any travel plans you have through our travel agent.

WHERE WOULD YOU LIKE TO GO?

Don't just let us take you on tours we have planned.

Tell us where you would like to go, or places you would like included on one of our tours, and we'll do our best to take up the most popular suggestions.

Send your thoughts to me at:

cwood@dgdesignnetwork.com.au



POSSIBLE TOURS

Here are some of the tours we are considering. They are, of course, just rough outlines at this stage. Your comments will help us to shape them into desirable tours that you might like to take.

You can rate these possible tours according to your interest on the Aesthetica Travel Online Survey:

<http://freeonlinesurveys.com/s.asp?sid=2jmnz6s8b7radm9344146>

London summer exhibition and gallery tour

Every year, London puts on a raft of special exhibitions that complement the standing exhibitions in all of the well-known galleries. The selection of galleries might include: National Gallery, National Portrait Gallery, Royal Academy of Arts, Tate Britain, Tate Modern, Victoria & Albert Museum (V&A), Barbican Art Gallery, Hayward Gallery, Saatchi Gallery, Serpentine Gallery, Somerset House, Whitechapel Gallery.

London and Paris summer exhibition and gallery tour

Same as the above but also including Paris.

London design tour

This tour would focus more on design and could include the London Design Festival, the London Design Museum, the Victoria & Albert Museum (V&A) among other places.

Design Festivals

There are several prominent design festivals held each year in several countries.

Tours of specific interest to automotive designers

- Car shows
- Auto manufacturers' museums
- Design studios

Designing cars is a lifestyle choice that spans the globe. However, getting around to see everything you want is nigh on impossible as an individual. Join a group of like minded designers and share the joy and the knowledge. You'll meet interesting people for an exchange of ideas. These tours are likely to be centred around a car show (London, Frankfurt, Geneva, Tokyo, Los Angeles etc.)



German Science, technology and car design tour for industrial and automotive designers

- Deutsches Museum (one of the world's best museums of science and technology) in Munich
- BMW Museum
- Porsche Museum
- Mercedes-Benz Museum
- Audi Museum
- Volkswagen Automuseum

In addition we would seek out some design studios to visit as well.

Conference tours

For selected conferences, AT will package your attendance, including air travel, accommodation and conference package extras where available. Where several guests are attending the same conference, you can travel as a group or separately, and be in contact with other attendees when appropriate.

UK design education tour

Such a tour could include visits to such institutions as:

- Royal College of Art
- University of the Arts London
 - Camberwell College of Arts
 - Central St Martins College of Arts and Design
 - Chelsea College of Art and Design
 - London College of Communication
 - London College of Fashion
 - Wimbledon College of Art

plus possibly some regional institutions such as:

- Birmingham Institute of Art & Design
- Manchester School of Art
- School of the Arts: Loughborough University

Design Weeks

Several cities run a 'Design Week', including London, New York, Boston, Milan, Beijing, Stockholm.



Fashion design tours

With a major fashion show as the focus, these tours could include fashion museums and theatrical costume archives.

- London fashion shows
- Paris fashion shows
- Milan fashion shows
- New York

Show Business and Performing Arts Tours

Attend shows and have backstage tours. In London, venues could include:

- National Theatre
- Globe Theatre
- West End theatres
- Theatrical costume archives
- London Film Museum – Covent Garden
- London Film Museum – South Bank

North American tours

There are many tours we could organise to the USA and Canada. Is this of interest?

Asian tours

There is growing interest in Asia for education and business. Is this of interest?

These are just a few of the possible group tours we could take you on.

You can rate these possible tours according to your interest in the Aesthetica Travel Online Survey:

<http://freeonlinesurveys.com/s.asp?sid=2jmnz6s8b7radm9344146>

You can also use this link to:

- Sign up for our mailing list
- Register your travel preferences



Feedback

If you have additional feedback, please send it to me at:
cwood@dgdesignnetwork.com.au

Download the prospectus

The latest version of this prospectus can be downloaded at:
<http://www.dgdesignnetwork.com.au/forms/Aesthetica-Travel-Prospectus.pdf>

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ABOUT AESTHETICA TRAVEL

The genesis of Aesthetica Travel goes back to 1983 when *Design World* magazine was first published. *Design World* was similar to Aesthetica Travel in that it addressed the full gamut of creative disciplines. It brought the world of design to its readers. Aesthetica Travel reverses the direction, taking people to the world of art and design.

First published in 1983 (in *Design World* magazine), one of our publications has become an industry standard showcase and reference: the Art & Design Education Resource Guide. This gives us unique access to art and design education from secondary schools through the tertiary sector. We plan to continue to serve the art and design education community through Aesthetica Travel.

COLIN WOOD

Since 1983 I have published magazines and books for the professional design community; more recently specialising in art and design education.

The path to becoming a publisher started by studying industrial design at Birmingham College of Art & Crafts (now Birmingham Institute of Art and Design; part of Birmingham City University) with a mixture of Bauhaus and Arts & Crafts influences. After an interval in the music business, a few years in promotion and marketing, and a few more years as Promotions Director at Macmillan Australia and then Thomas Nelson publishing houses, the time was right to concentrate skills and experience into setting up an independent specialist publishing house.

The publishing highlights have included *Design World*, *Design Ink*, *Design Graphics*, *DG magazine*, *OZ Graphix* and the *Art & Design Education Resource Guide*, an annual showcase and directory of all of the creative subjects offered at Australian tertiary institutions. A couple of books of Photoshop tutorials round out the package.