



### **What is Spring B'Reykjavik?**

Spring B'Reykjavik (SB) is a weeklong design immersion in Reykjavik, Iceland, taking place March 7-15, 2015. AIGA members from across the country will gather in Iceland for [DesignMarch](#), an international design conference organized by the [Iceland Design Centre](#). DesignMarch is a citywide celebration of design, with dozens of panels, exhibitions, and events taking place and hundreds of designers participating.

The week features a combination of inspiring talks, international designers, AIGA networking, and European flair. It's a dazzling landscape of people, ideas, and panoramas.

### **Tell me more about AIGA.**

AIGA is the oldest and largest professional membership organization for design.

“AIGA brings design to the world, and the world to designers. As the profession’s largest community, we advance design as a respected craft, strategic advantage and vital cultural force.”

More info at: [www.aiga.org/About](http://www.aiga.org/About)

### **Testimonials from 2014 Spring B'Reykers**

“After I graduated college, I wanted to kick myself for not participating in more study-abroad opportunities. It was so nice to have a pre-planned trip with a group of peers, with a knowledgeable guide and resources like lodging already arranged — plus lots of learning and professional development. After college, it seemed like opportunities like that didn't exist anymore — but that's EXACTLY what Onward Travel is doing, and it's awesome. It's basically study abroad for professionals.”

—Abby Peters, AIGA West Michigan

The experience was amazing. It was nice to participate in an enriching professional experience away from the office, complete with design inspiration, networking opportunities, and educational experiences. I'm still reviewing thoughts, ideas and memories from the trip. I expect that it will have an effect for years to come.

—Rich Evenhouse, AIGA West Michigan

## How does SB benefit design professionals? What's the value?

It's a valuable experience to be immersed in one's profession, living what you do, far from the office. This weeklong tour provides an opportunity to grow professionally while recharging.

*Here are perks of Spring B'Reykjavik:*

- Participate in DesignMarch events and activities. The seventh-annual DesignMarch conference is a true celebration of design featuring some of the world's most celebrated and influential designers and creatives. Calvin Klein and Robert Wong of Google were highlights last year.
- An expanded worldview. Any experience that gets you out of your comfort zone and presents cultural differences, lends to one's toolbox.
- Represent the agency or company you're part of and network with AIGA members from across the nation and other international designers attending DesignMarch.
- Guarantee continuing education in 2015 is a slam dunk: engaging, insightful, memorable, and inspiring. Continuing ed is important, especially when it features a once-in-a-lifetime destination and conference with creative colleagues.
- The Icelandic landscape alone truly gets the creative juices flowing, so it's a terrific combination when paired with the citywide DesignMarch celebration.

## Cost Breakdown

The tour costs \$2,575 plus airfare with lodging upgrades available.

- **Lodging: \$525**  
Room upgrades available, view pricing on registration form at [OnwardAIGA.com](http://OnwardAIGA.com). Base rate based on accommodations at Kex Hostel, quadruple occupancy, 7 nights, including linens and daily breakfast.
- **DesignMarch Conference: \$625**  
Access to all DesignMarch activities including DesignTalks day of speakers at Harpa, Reykjavik Fashion Show, exhibits, openings, networking event with international designers, culinary design experience, and more.
- **Design Activities: \$550**  
Architecture tour of Harpa, Hafnarhus art museum tour, city design tour by a local entrepreneur, geothermal energy exhibition, Blue Lagoon, studio tours, and Golden Circle tour of inspiring Icelandic landscape and geothermal energy at work.
- **Leisure Meals & Activities: \$600**  
GeoGourmet outing, caving adventure, dining, and sightseeing.
- **Transportation: \$275**  
Taxis, bus transportation to/from airport, and private transportation to activities.
- **Airfare: TBD**  
To be booked and paid directly by traveller. The tour starts at ends at Keflavik International Airport.

**More Information**

Complete itinerary and tour information is available at [OnwardAIGA.com](http://OnwardAIGA.com).

Onward Travel LLC is planning and hosting SB, in collaboration with AIGA.

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