



CMG's 2008 European Meeting

June 19th-22nd, 2008

Bilbao, Spain

About Bilbao

Bilbao is in the heart of a metropolis with a population of more than a million people. It is the driving force of social and economic development and it is the main factor in the modernisation of the Gulf of Biscay. Being surrounded by such great architecture is sure to inspire your colour creativity!



Arriving in Bilbao

A shuttle bus travels from Bilbao Airport to the city centre (Plaza Moyúa). Guests can also take a taxi from the airport or arrange with the hotel for an airport pick-up. If you take a Taxi ask the taxi driver to write down the price for you PRIOR to getting into the taxi.

Driving directions: From Bilbao International Airport, take the highway to Bilbao. Take the Bilbao West Exit and follow signs to the hotel.

Conference Hotel Information - Sheraton Bilbao Hotel

Calle Lehendakari Leizaola, 29 · Bilbao 48001 · Spain

Located in the heart of the new business, leisure, and cultural centre of the city, on the banks of the Nervion River and next to the Doña Casilda Park, rises the Sheraton Bilbao Hotel surrounded by the Guggenheim, the Euskalduna Conference Center and the Museum of Fine Arts.

For those attendees staying at the Sheraton, breakfast is included in your Sleeping Room Rate.

Dress Code

Dress at this meeting is business casual.

Weather

June's temperatures are around 65 F or 18-22 Celcius. There is more rain here than in the southern part of Spain so please come prepared.

Bilbao Activities and Places of Interest

- Bilbao International Exhibition Centre - 100 metres
- San Mames Stadium - 800 metres
- Guggenheim Museum - 500 metres
- Museum of Fine Arts - 500 metres
- Bilbao old town - 3 kilometres (2 miles)
- Santiago Cathedral - 3 Kilometres (2 miles)
- Ereaga Beach - 12 kilometres (8 miles)

Schedule of events - CMG Conference

Thursday, June 19, 2008

17.00 - 18.00

Registration, Sheraton Bilbao Lobby- Calle Lehendakari Leizaola, 29, Bilbao 48001, Spain.

18.00 - 19.00

Welcome Reception at the Sheraton Bar at Waterfront. Join your Colleagues and meet new friends during this networking reception.

19.00 - 20.30

Boat tour along the river. Enjoy a lovely evening boat ride taking in some breathtaking Bilbao scenery.

20.30

Arrival at Bilbao port. Here you will have the option of a guided return to the city by subway or stay at the port. Return metro tickets will be provided.

Friday, June 20, 2008

8.30 - 9.00

Facilitators Breakfast

9.00 - 9.30

Welcome

John H. Bredenfoerder, CMG
President, Color Marketing Group
Landor Associates
Cincinnati OH

Filip Roscam
Merck KGaA
Darmstadt, Germany

Beverley Cottingham
Tarkett, Inc.
Maidstone, England

9.30 - 10.30

Keynote Speaker - "Graphic Coloured Talk"

Pati Nuñez
Pati Nuñez Associates
Barcelona, Spain

Pati Nunez runs her own design company in Barcelona, a small team specializing in Corporate Identity and Packaging Design whose work has been often branded as the power of simplicity. Recently awarded with the '07 National (Spanish) Design Award, she has been teaching and giving lectures on graphic design for more than 20 years.

10.30 - 10.45

Workshop delegation

10.45 - 11.00

Walk from hotel to Guggenheim Museum

11.00 - 12.30

Guided tour at the Guggenheim Museum

12.30 - 13.30

Lunch at the Snake Cafe inside the Guggenheim Museum

13.30 - 14.00

Walk back to Sheraton

14.00 - 18.00

Workshops- European Colour Directions

NOTE: You are required to bring a completed worksheet with you to the meeting in order to participate.

16.00 - 16.30

Refreshment Break

18.00

End of Workshops

19.30 - 20.00

Facilitators update meeting

20.00

Meet in the lobby to begin walk to Old Center of Bilbao

20.45

Dinner at Restaurant Victor
Plaza Nueva, 2 48005 Bilbao

Saturday, June 21, 2008

9.00 - 9.15

Welcome

Filip Roscam
Merck KGaA
Darmstadt, Germany

Beverley Cottingham
Tarkett, Inc.
Maidstone, England

9.15 - 10.30

Keynote Speakers - "Do We See Colours of the Future"

Annette Bruns and Oliver Spies

Visual Research

Berlin, Germany

Bruns and Spies will speak about the way applied colors always occur as a combination of color and surface material. Our preferences for the selection of these combinations are subject to the mechanisms of need and satisfaction. These are specific to culture and always temporary. The change and recurrence of particular color preferences is well assessable through exact observation of socio-cultural influences and changing ideals.

10.30 - 12.30

Workshops- European Colour Directions

12.30 - 13.30

Lunch at the Sheraton terrace

13.30 - 15.00

Workshops- European Colour Directions

15.30 - 17.00

Report Back presentation

17.00

Steering Committee Meeting

Sunday, June 22, 2008

Optional Rioja Vineyard Tour

8.50 - 9.00

Meet in lobby

9.00 - 20.00

Start Rioja tour by bus

20.00

Return to the Sheraton Bilbao

MEETING SPONSORS - A special thank you to these sponsors.

