

# Join Applied Engineering at the IDSA Midwest Conference

Applied Engineering is bringing two of the top industrial designers in North America to present insightful lectures and skill-building workshops at the 2009 IDSA Midwest Conference.

---



[View his work](#)

## Scott Robertson

- Graduated from Art Center College of Design in 1990 with honors and a B.S. in Transportation Design.
- Opened a consulting firm in San Francisco after graduation, where he designed a variety of consumer products, the majority being durable medical goods and sporting goods.
- Founded Design Studio Press, a publishing company dedicated to art and design education.
- Instructed on nine DVDs through the Gnomon Workshop.
- Co-produced over 40 DVDs with top artists, designers and instructors, including Syd Mead.

Today, Scott works as a design consultant for the entertainment, sporting goods, and transportation industries. He continues to teach at Art Center College of Design.

## Book Signing and Personal Sketch from Scott Robertson

Applied Engineering will be sponsoring an exclusive book signing with a personalized sketch from Scott Robertson for lucky attendees.



[View his work](#)

## David Bentley

- Graduated with a BFA in Industrial Design from the University of Brigham Young.
- Worked as a Creative Designer at General Motors Design.
- Consulted for Alias/Wavefront at Chrysler Design.
- Worked at Lear as a Senior designer on the GT40 Ford production program.
- In 2003, David hired back into Alias as an Application Engineer.
- Worked at Autodesk in the Global Automotive Accounts Group.

Today, David is working on freelance design projects throughout the United States.

---

 **applied** engineering, inc.

763-420-6600  
info@ae-solutions.com  
www.ae-solutions.com/IDSA

April 3-5, 2009.

Hyatt Regency Minneapolis  
1300 Nicollet Mall  
Minneapolis, MN 55403