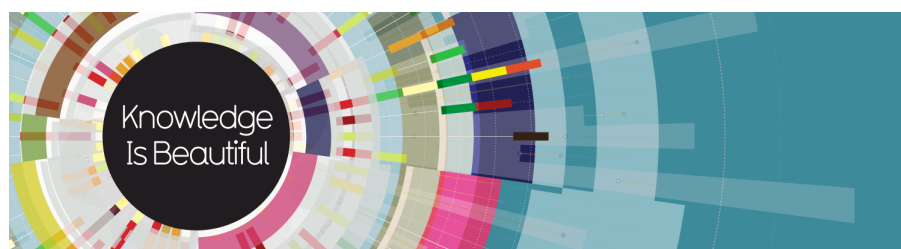


For Immediate Release



**World Renowned Data Journalist David McCandless
to present on infographics and aging research
in exclusive appearance at Pratt Institute on April 7**

New York, NY – March 6, 2015

In this age of high-speed living and info overload, visualized information has incredible potential to help us quickly understand, navigate and find meaning in a complex world. How can information design convey complex topics such as aging research?

Internationally acclaimed data journalist **David McCandless** will explore these issues in a special event, **Knowledge is Beautiful** on **Tuesday, April 7 from 6:30-8pm** at **Pratt Institute's Manhattan Campus, 144 West 14th Street, 2nd Floor, Lecture Hall 213, NY, NY**. RSVP is required at <http://pratt-grad-comd.ticketleap.com/david-mccandless/>.

The event is free and sponsored by the American Federation for Aging Research (AFAR), and Pratt's Graduate Communications Design Department, and Pratt's Spatial Analysis and Visualization Initiative (SAVI).

"Pratt institute is thrilled to co-host one of the most high-profile, high-impact designers working in information graphics today," notes Santiago Piedrafita, Chair of Pratt's Graduate Communications Design Department.

In this intimate New York City appearance, the London-based data journalist will share insights from his studio practice before joining **Mark Collins, President of the Glenn Foundation for Medical Research**, in a dialogue moderated by **Morgan Clendaniel, Editor of Co.Exist**, *Fast Company* magazine's website about world changing ideas and innovation.

They will discuss the challenges of conveying complex topics through visual communications, based on the "**Live Longer, Live Well**" **animated video** that McCandless created with AFAR and the Glenn Foundation, who also sponsored the project.

"We hope that any that any organization or business who strives to convey complicated data in engaging ways can benefit from this talk and learn from our work with David McCandless," says Stephanie Lederman, Executive Director, AFAR. "His talents have helped us frame the economic and social benefits of research that will help us live healthier, longer."

In addition to the *Live Longer, Live Well* video created with AFAR, **David McCandless's** work has appeared in numerous publications, including *The Guardian*, *Wired*, and *Die Zeit*, and has also been showcased at the Museum of Modern Art in New York, the Wellcome Trust gallery in London, and at the Tate Britain. His groundbreaking TEDTalk on the beauty of data visualization has received over 2 million views to date.

About the Speakers



David McCandless is a London-based data journalist and designer, and author of the blog and bestselling book *Information is Beautiful*. From national military budgets and bird flu outbreaks to time travel in sci-fi films and the intricate relationships of the Middle East, his elegant & often playful infographics bring to life information too complex or abstract to grasp any way but visually. In his new book, *Knowledge is Beautiful*, he expands the approach beyond data and information to the richer, deeper, denser material of “knowledge”. Whether its science, politics, finance or just the hidden patterns in Hollywood storylines, David uses this new approach to reveal intricate, invisible and sometimes hilarious stories lurking in the data, information & knowledge surrounding us.



Mark Collins is President of the Glenn Foundation for Medical Research and a member of its Board of Directors. The Glenn Foundation for Medical Research is a private non-profit foundation, founded in 1965 by Paul F. Glenn with its mission to extend the healthy productive years of life through research on the mechanisms of biological aging. Prior to joining the foundation in 1986, Mark held managerial positions in several medical device and diagnostic companies. He has served as member of the Board of Directors of the American Federation For Aging Research for over 20 years.

About the Moderator



Morgan Clendaniel is the founding editor of *Co.Exist*, Fast Company’s website about world changing ideas and innovation, which launched in late 2011. Clendaniel has spent his career covering the rise in prominence of social entrepreneurship and responsible business, following the innovators and organizations that are making social good a vital component of the business world. Prior to Fast Company, Clendaniel was one of the founding editors of *GOOD*, and served as the Deputy Editor there for five years. During his tenure, the magazine was nominated for multiple National Magazine Awards, including a “Best Section” nomination for his work on the magazine’s infographics. He also served as the editorial director of the email newsletter *Very Short List*, and his work has appeared in numerous other publications.

About the Sponsors

About AFAR: The **American Federation for Aging Research (AFAR)** is a national non-profit organization whose mission is to support and advance healthy aging through biomedical research. Founded in 1981, AFAR has championed the cause and supported the funding of science in healthier aging and age-related medicine. To address the shortage of physicians and researchers dedicated to the science of healthier aging, AFAR funds physicians and scientists probing the fundamental mechanisms of aging, as well as specific diseases associated with aging populations at critical points throughout their careers. AFAR engages the public through webinars, conferences, and our online resource, InfoAging.org, which features over two dozen downloadable guides, edited by guest experts on topics ranging from theories of aging, age-related conditions, healthy lifestyle tips, and more. Learn more at www.afar.org or follow AFARorg on Twitter and Facebook.

About Pratt Institute: Founded in 1887, Pratt Institute is a global leader in higher education dedicated to preparing its 4,700 undergraduate and graduate students for successful careers in art, design, architecture, information and library science, and liberal arts and sciences. Located in a cultural hub with historic campuses in Brooklyn and Manhattan, Pratt is a living lab of craft and creativity with an esteemed faculty of accomplished professionals and scholars who challenge their talented students to transform their passion into meaningful expression.

About Pratt Institute’s Graduate Communications Design Department: Pratt’s Graduate Communications department has been educating graphic and package designers for over 40 years. In a survey of 10,000 design professionals by *Graphic Design USA* magazine, the program is recognized as one of the five most influential graphic design schools of the past 50 years and one of the top five graphic design schools today. It is ranked in the top 12 of over 200 graduate design programs in the nation, as reported in *U.S. News & World Report* rankings. Pratt’s graduate programs provide students the opportunity to develop and refine their design process, design voice, and creative skills leading to professional competence and leadership.

About Pratt Institute’s Spatial Analysis and Visualization Initiative (SAVI): Established in 2013, SAVI is a Geographic Information Systems (GIS)-centered initiative that provides Pratt students, faculty, and community-based organizations access to GIS and visualization resources, including equipment, databases, technical assistance, workshops, training sessions, and researchers. A joint endeavor of the Programs for Sustainable Planning and Development (PSPD), the Pratt Center for Community Development, and the Graduate Communications Design Department, SAVI aims to promote a collaborative learning and research community at Pratt where faculty and students can share projects, ideas, resources, and tools.