

22 WEST 19TH STREET, 10TH FL  
NEW YORK, NY 10011-4204  
T 212.807.0011  
F 212.807.0870  
WWW.CARBONESMOLAN.COM

# PRESSRELEASE

## Fast Company Magazine Features Ken Carbone Guest Blogger

New York, NY, April 20, 2009 – Ken Carbone will be featured this week as a guest blogger for Fast Company Magazine Online. His blog entitled “Yes to Less” will feature some design classics, some personal favorites and a few latest and greatest that celebrate simplicity. The spectrum will be very broad and include graphics, industrial design, architecture, interiors, web sites, digital applications and curiously brilliant design solutions found in nature.

He plans whenever possible to feature designs that have been personally vetted using his design mantra: Ingenuity, Utility and Beauty = great design.

“Yes to Less” will also feature a design rating scale of ★★★★★= Flawless, to ★ = Clueless.

For this initial post he has chosen three design example that are on the “Flawless” end of the spectrum to set the bar. His commentary will continue to be part of the magazine’s online edition on a periodic basis.

In addition to this weeks blog, Fast Company will introduce Ken with a short video of his recent presentation at the Magazine entitled “Curiously Curious.” Check out the Fast Company site at [www.fastcompany.com](http://www.fastcompany.com)

###

### About Carbone Smolan Agency

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie’s, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).

### PRESS CONTACT

JUDY KALVIN  
KALVIN PUBLIC RELATIONS

114 OGDEN AVENUE, 2ND FL  
DOBBS FERRY, NY 10522  
T 914.693.0123  
F 914.693.5111  
JKALVIN@KALVINPR.COM