



The American Society
of Mechanical
Engineers
Delaware Section

The Delaware Section of ASME cordially invites you to a presentation:
If It Costs A Million, It Should Look Like A Million
(Industrial Design for Public Transportation Done Right)

November 11, 2009

Presenter: Cesar Vergara, President, Vergarastudio



6:00 PM – 7:30 PM
Program Presentation
102 Gore Hall
University of Delaware



Refreshments: A light dinner and refreshments will be provided.

Cost: There is no cost for this presentation or refreshments.

The Presentation will explain why projects that users, employees and communities find attractive in the public transport sector create a virtuous circle where everyone wins. Mr. Vergara will present recent case studies in the private and public sector where the application of sound industrial design principles yielded structures furnishings and rolling stock in budget and on time. It will show how engineers can work as a team with designers to create aesthetic solutions in unexpected settings. Ways in which politicians and stake holders can be made enthusiastic about supporting such project approaches will be discussed.

Cesar Vergara

Cesar Vergara is currently the President and Chief designer of Vergarastudio in Ridgefield Connecticut. He has worked for railroads in Europe and North America. His most recent accomplishments include design for Alstom's next generation high-speed trains (the AGV), the GE Genesis engine car body design and the Amtrak Cascades Talgo interior. In his role as chief designer for NJ Transit; he participated in the design of bridges, bus maintenance facilities, and passenger stations, including the industrial design for a new diesel-electric locomotive, livery for the new articulated bus fleet, as well as a variety of architectural detailing and furnishing projects.

Mr. Vergara is the recipient of a presidential design award, as well as five Brunel awards for excellence in public transportation.

Logistics:

RSVP by November 9 to Jonathan Day at Jonathan.Day@faro.com or 610-444-2300, ext. 299.

Directions: See University of Delaware Map for directions to Gore Hall and Parking at:

<http://primus.nss.udel.edu/buildings/main.action>