



How to Make Mistakes on Purpose: Bring Chaos to Your Order Laurie Rosenwald

Illustrator, artist, designer, and author of *How to Make Mistakes on Purpose* and *All the Wrong People Have Self-Esteem*.

Risa Mickenberg

Writer, director, performer, creative director, provocateur, and entrepreneur.

Tuesday, November 30, 2021, 7:00 PM Central

www.bit.ly/RosenwaldFANWebinar

PLUS: After-Hours Event!

Purchase a copy of *How to Make Mistakes on Purpose* from FAN's partner bookseller The Book Stall to receive a link to an interactive "After-Hours" event hosted by Rosenwald and Mickenberg. Details on the webinar registration page.

Presented by **Family Action Network (FAN)**, in partnership with

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This event is #freeandopentothepublic and will be recorded. Suitable for youth 12+ familyactionnetwork.net

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The Book Stall at Chestnut Court



FOR IMMEDIATE RELEASE: LAURIE ROSENWALD

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Tuesday, November 30, 2021, 7:00-8:00 PM, How to Make Mistakes on Purpose: Bring Chaos to Your Order, a FAN webinar featuring Laurie Rosenwald, in conversation with Risa Mickenberg.

REGISTER: www.bit.ly/RosenwaldFANWebinar.

BONUS AFTER-HOURS EVENT: Attendees who purchase a copy of *How to Make Mistakes on Purpose* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by Rosenwald and Mickenberg that will start immediately after the webinar. Details on the webinar registration page.

Laurie Rosenwald is a New York City-based illustrator, artist, designer, and book creator whose work is a mix of collage, drawing, painting, and storytelling. Rosenwald has created animation, product design, and leads an ongoing popular workshop, "How to Make Mistakes on Purpose."

Three generations of humans have now been molded into results-oriented workers who cannot mess up, and therefore may never innovate either. Shared software, skills, and experiences equal no surprises. Surrounded by the unwavering, reliable results made possible by a machine, we all marinate in this ubiquitous cybersauce. Behold! Thousands of shiny new apps, sites, products, and services that look, feel, and are essentially the same. Because computers don't make mistakes.

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A fresh, colorful guide to discovery, with clearly marked directions and witty prompts, this is a book about living a productive, individualistic life. Whatever your job, it gives you a way to zig while everyone around you can only zag. It will also make you laugh along the way.

As a designer, Rosenwald has worked for Ikea, Sony Music, Warner Brothers, Target, the Sundance Channel, Noggin, Bloomingdale's, Barney's, Neiman Marcus, Ogilvy, Jay Walter Thompson, Bravo, Nickelodeon, Conde Nast, and The Whitney Museum. Her many illustration clients include the *New York Times*, *New York Magazine*, *The Atlantic*, *Harper's*, *The Wall Street Journal*, *Vanity Fair*, and countless others. She is also the author of *New York Notebook*, *All the Wrong People Have Self-Esteem*, and *And to Name Just a Few: Red, Yellow, Green, Blue*.

Rosenwald will be in conversation with writer, director, performer, creative director, provocateur, and entrepreneur **Risa Mickenberg**.

This event suitable for youth 12+. It will be recorded and available on our website and YouTube channel.

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