

Discovering the "inventive mind"

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Bud Brimberg, who received his law degree from Tulane University in 1975, started the company that launched the iconic Jazz Fest posters while he was a student at Tulane University. (Photo from Art4Now)

“Everything in retrospect looks clear and predestined, but it was not,” said Brimberg, a Tulane University law school alumnus and the man behind the creation of the coveted [New Orleans Jazz and Heritage Festival posters](#).

While a law student in 1974, Brimberg cross-enrolled in a course at the Tulane business school to feed his interest in entrepreneurship.

One of his assignments was to create a pro forma business. Instead, he created a real one.

The business was ProCreations Publishing, the company through which he created the first of many printed posters as a fundraising effort for the nonprofit [New Orleans Jazz and Heritage Foundation](#).

That first art poster sold for \$3.95 at the sixth annual festival in 1975. Today, there are signed, vintage editions that sell for more than \$4,000.

Sydney Berger, vice president of the A. B. Freeman School of Business undergraduate student government, said she invited Brimberg to speak because he “embodies the word entrepreneur.”

“I thought the marketing, management and entrepreneur specialization students would benefit from having a not-so-typical speaker who thinks off the beaten path,” said Berger.

In his talk titled “Harnessing and Exploiting the Inventive Mind,” Brimberg will share secrets to independent creative success and a career path that includes never having a boss or working in an office.

All Tulane graduate and undergraduate students are invited to attend the event on Thursday (Feb. 5) at 5 p.m. in room 130 of Goldring/Woldenberg Hall I.

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