

31 Guest Lecture Danica Vallone

Friday, April 18, 2025 2:58 PM

Pod Facilitators needed for next week. Please check Slack.

Say hello in the chat for attendance

Danica is an extremely successful [production designer](#) as well as a strong leader in the of design of future [space](#) systems. Among her wide array of other achievements, she is also the [designer in residence](#) at the UCSD design lab with Dr. Don Norman.

From <<https://www.aesdes.org/2025/01/07/schedule-2025/>>

Meet The Hens

Our Story

Red Hen Industries was hatched in 2019 by Head Hen, Danica Vallone. During her 14 years on set in Hollywood, she experienced firsthand the need for a single source of fabrication and design with an understanding of the business. Thus, with some inspiration from the fable of The Little Red Hen fable, she decided to do it herself.

Our brood is baked with industry experts spanning immersive events, creative marketing, entertainment and film, and fabrication. With our empathic approach to client experience and full service capabilities, we grew exponentially amidst a global pandemic that nearly crippled the entertainment and events industries.

We are tastemakers and storytellers on a mission to cultivate experiences and environments that inspire, educate, and leave a lasting impact on our clients and their audiences, because we know firsthand what a properly sown seed in a story can do.



Danica Vallone



Crystal Claire



Cheyla Price



Demian Vallone

Maker Hen



Segan Friend

Graphic Hen



Roy Batty

Security Hen