

## DMI Members— The Latest Projects, People, and Awards

### Projects and Programs

Award-winning design firm **Corey McPherson Nash (CMN)** was selected to design, develop, and implement the Harvard Faculty Club's new website to reflect and embody the elegance and prestige of Harvard and its members.

CMN will also provide messaging development and web design services for **Paxonix**, as well as develop and design fundraising materials for the college-prep school, **Belmont Hill School**.

**Lunar Design Partners** partnered with **Novint Technologies** and **Force Dimension** to introduce the Novint Falcon. Lunar spearheaded the industrial design and engineering to help bring this groundbreaking, high-fidelity interactive 3D touch controller for PC games to the market.

**LPK (Libby Perszyk Kathman)** has collaborated with **Proctor & Gamble's Folgers** to create the brand identity for the new gourmet-inspired line extension, *Folgers Gourmet Selections*. LPK uti-



lized the core brand equities for Folgers (white signature logotype, sun and mountain graphic, and the color red) with a warm and sophisticated palette and refined typographic treatment to maximize shelf impact and communicate variety within the brand.

San Francisco-based **SALT Branding** recently teamed with **EMBARQ**, the local telecom spin-off from **Sprint Nextel**, to create its new name, brand platform, and Visual Language design system. The story behind the new EMBARQ brand is about

cultural integration and getting people behind a single brand vision and message of innovation

Construction work on the new **Zollverein School of Management and Design** building is now complete. The general planning team, **SANAA/Böll**, created a flexible space design, reflecting the Zollverein School's unique theory that design and management

skills should be combined as well as its goal of breaking new ground in the field of corporate management. The Zollverein School, based in Essen, Germany, combines the teaching of classic management skills with the creative process.

**Aquent** has launched an enhanced version of its popular marketing project management tool, **RoboHead**. RoboHead focuses on three key areas: project and resource management, communication, and digital library management. It is an affordable solution for organizations.

Five brand consulting agencies worldwide have formed a global alliance under the umbrella **Soulsight Group**. **Ann Werner** and **Erin Johnson** of the Chicago-based **Optima Group** attended an interactive session in Nigeria to help establish formal structure to maximize global best practices in brand consulting. **Joko Okupe**, of **War Room**, in Nigeria, is also part of the alliance.

The Zurich office of branding agency **MetaDesign** has developed a new brand identity for **Rieter's** textile and automotive divisions. **Bruno Schmidt**, partner in **MetaDesign** feels that Rieter is closer to its worldwide customers and that "a consistent presence strengthens the brand."

**Smith Design**, the brand identity and

package design firm specializing in strategy-based visual solutions, has recently created designs for several brands.

Smith updated the brand identity and refreshed package designs for **Unilever's** Skippy Peanut Butter, to incorporate the new positioning of Skippy as a good pro-



tein source. It also worked on Slim & Bear frozen novelties, including creating a livelier character update for the product.

New brand identity and package design for **Xtreme Fun!** and **Kidz Dream**, under the **Health Valley** franchise, were also created by Smith. Initial launches included two breakfast cereals and two flavors of sports-shaped crackers, as well as a 4-way Turbo straw. Smith also updated package designs for **Lipton Tea's** powdered tea and **Sakar International's** digital line of batteries.



**Iaga** has expanded its design and innovation capabilities by adding the creative talent of **Lime Ltd.**, a New York-based brand design firm. Says Lime founder **Nick McGreevey**, "The addition of Lime Ltd. significantly strengthens Iaga at a time when innovation and design are at the forefront of every business leader's mind." McGreevey and Lime co-founder **Peter Johnson** join Iaga as

Vice Presidents.

**Axion Design, Inc.** launched its new website, [www.axiondesign.com](http://www.axiondesign.com), and announced its certification as a Bay Area Green Business, a designation that recognizes business that meet higher standards than required by law in energy and water conservation, waste reduction, and pollution prevention.

### Careers

**ICSID** and **ICOGRA** have appointed Professor **Peter Zec** as the new Lead Chair of the **International Design Alliance (IDA)**. Zec is also President of **Design Zentrum Nordrhein Westfalen** in Germany, and oversees the prestigious **red dot design** award. For the one year period of his chairmanship, Zec will focus on his increased lobbying work and involvement in the field of design training.

**Sam J. Ciulla**, previous Managing Director and CCO of LAGA, joins **MLR Design**, strategic branding and design firm based in Chicago, to form **CIULLA / MLR**. Ciulla assumes the role as Chief Executive Officer, Executive Creative Director and Managing Member and is responsible for all strategic and creative efforts, as well as business development.

**The Finnish Society of Crafts and Design (Design Forum Finland)** has appointed **Mikko Kalhama** as its new CEO. Kalhama was previously Program Manager at **Satama Interactive** and producer at **Media Centre Lume** of the **University of Art and Design**, Helsinki.

**Iaga** has named four new executives to its Cincinnati office: **Todd Mannira**, Director of Production; **Jeffrey A. Rosenzweig**, Director of Client Development; **Aleta Knapp**, Brand Consultant; and **Bruce Hager**, Designer. Rosenzweig brings more than 10 years of

client development experience to Iaga, most recently as Vice President of Sales for **Fisher Design, Inc.**, in Cincinnati.

**Jager Di Paola Kemp Design (JDK)** has announced new appointments. **Thomas Tafuto** joins the Burlington, Vermont, main office as Director of Interactive Media. Most recently, Tafuto served as Director of Interactive Services for the **Adcetera Group**, working with clients such as **AIG**, **HP**, and **Shell**.

In the Portland, Oregon, office, **Laura Leon** joins **JDK** as Apparel Color Merchandiser, and **Amy Witkop** as Senior Account Manager.

**Radius Product Development** expanded six key appointments, three each to its Copenhagen office and its headquarters in Clinton, Massachusetts. At the Copenhagen office: **Henrik Elbaek Pedersen** as Managing Director; **Ian Mahaffy** as Senior Industrial Designer; and **Claus Rantza** as Mechanical Engineer. At the Clinton office: **Sean Phillips** as Director of Design Research; **Deanna Clarence** as Director of Marketing and Product Strategy; and **Chris Reinke** as Director of Global Integration.

Two executives were recently promoted at **Ximedia**. **Rick Beaulieu** was promoted to Director of Research and Development, responsible for client interface and program management. **David Robson** was promoted to Director of New Business Development. Prior to this promotion, Robson had been the Director of Research and Development of Item New Product for six years.

**MICE North America** added several staff members, including **David Pruitt** and **Cheryl Claunch** as account executives and **Eric Moquin** as, Design Director. **Kris Malmberg** was promoted

to Vice President of Sales.

**Herbst LaZar Bell (HLB)** recently appointed **Scott McMangial** as their California studio Managing Director. McMangial brings more than 17 years of expertise in product development to the firm, including previous work for **BMW Group Designworks/USA** as Director of Product Development, Director of Engineering, and Senior Product Engineer.

**Olaf Schmidt** has been appointed Vice President, **Messe Frankfurt**, and will be responsible for the Textile Fairs Core Area of Competence of the Messe Frankfurt Exhibition.

Minneapolis firms **Mackenzie** and **Yamamoto Moss** have created a new agency, **Yamamoto Moss Mackenzie**. "Our goal is to make great design the standard and then support it with great business experience and strategies," says CEO **Andrew MacKenzie**.

### Awards/Honors



**Design North** has won several 2006 American Graphic Design Awards. These awards include branding and packaging designs for **Tetra Pak** and its Corelli tomato line, **MMF Industries Echelon** cash boxes, and **American Italian Pasta Corporation's** Heartland multi-grain pasta.

DMI members have received 2006 **red dot design** awards, which recognizes excellence in communication design. Professor **Peter Zec**, president of **red dot**

summed up that winners demonstrated “less was more.”

**MetaDesign AG** won Sound Design Awards for work for **Allianz** and **Audi**.

**SEGD (the Society for Environmental Graphic Design)** has selected its jury for its 2007 SEG Design Awards Program, which will announce winners in June. DMI members will be on the jury.

**Item Group** was recently recognized as the Collaborative Innovation Leader at the 1st Rhode Island Innovation Awards. Item was selected because of its ability to create and promote innovative products.

**Group 4** has won a Gold Award for packaging in the 19th DuPont Packaging



Awards. The award was presented to Group 4 and its client, **The Sherwin-Williams Company**, for the innovative Ready to Roll paint container. Nearly every section of the new container exhibits innovative features. Together, they represent a dramatic change in the way DIY painting projects are planned and performed.

Two **Stuart Karten Design** projects were recognized through the IDEA program. Sponsored by **IDS**A and *BusinessWeek*, SKD was awarded Bronze for the Jobclock by **Exakttime**, and Silver for Time Empowered Research for **Johnson Controls**.

**In Print/Speaking**

**Marrienne Klimck** and **Sandra Krasovec** have released a new book, *Packaging Design: Successful Product Branding from Concept to Shelf*. The book provides practical guidance for creating successful packaging designs. The book is published by **John Wiley & Sons**, and global publication rights have already been given to China.



**Cameron Foote**'s book, *The Business Side of Creativity* has been re-released with updated and revised material that includes invaluable facts, tips, and strategies for the creative business owner. The book is published by **W.W. Norton**.

**Iaga** hosted **Polly LaBarre**, former Senior Editor of **Fast Company**, for an evening of discussions on agenda creations and her new book, *Mavericks at Work*.

Colleagues from **Herbst LaZar Bell** recently spoke at national events. **Walter Herbst**, Chairman and Co-founder, was keynote speaker at the **MIT Enterprise Forum** in Chicago. Herbst addressed What About Innovation? What You Already Know (and Forgot) and What You Need to Remember.

**Mark Dziersek**, Senior Vice President of Design and Marketing at **HLB**, spoke in September at the **IDS**A National Conference & Education Symposium in Chicago. Dziersek's session was Speaking Design to Nondesigners.

**Charlie Conn**, Director of Branding and **John Schaffeld**, Vice President of Product Development and Engineering, both of **Proteus**, a Boston-based product design and packaging firm, addressed Architect Brands to Compete Against Private Labels and Meet and Exceed the Retailer's Expectations During a Line Review—solutions to building successful brands that manufacturers can implement, at the In-Store Marketing Expo in Chicago.

**Teague** President and CEO, **John Barrett**, hosted a panel, *Redesigning a Design Firm: From 1926 to 2006: How to Stay Relevant in Changing Times*, at this year's **IDS**A National Conference in Austin. Presenters included **John Barrett**; **Mark Rolston**, Senior VP, Creative, **frog design**; **Jonah Becker**, **IDS**A, Principal, **One & Co.**; and **Scott Lehman**, Senior Director, **Philips Design**.

Members of the DMI speakers' academy, including **Lee Green**, Vice President, Worldwide **IBM** Brand and Values Experience; **Hartmut Esslinger**, CEO and co-founder of **frog design**, Germany; **Gus Desbarats**, Chairman of **Alloy Ltd.**, London; and **Chris Bedford**, President of **KARO**, Canada, were key speakers at the 2006 International Design Conference, Shanghai Design Biennial, held in Shanghai, China. ■