

DMI members design new products that improve both the outdoor and indoor environment

Projects and Programs

The Cincinnati based brand identity consultancy **LPK** (Libby Perszyk Kathman) has recently completed work for Hershey Foods Corporation and GE Lighting Home Electric Products. LPK worked with Hershey's largest brand, Reese's, to revitalize the look of its Reese's Peanut Butter Cup and Reese's Pieces package. LPK created a brand expression to reflect the overall indulgent experience consumers have come to expect from the Reese's Peanut Butter Cup and the new Reese's Pieces design supports the youthful positioning of the brand.

Working with GE Lighting Home Electric Products, LPK recently designed the Steelbeam Fluorescent Outdoor Lantern (see image upper right) and the Weather Station Thermometers. The design for the Steelbeam Lantern retains the feel of old-fashioned lanterns, while modernizing the aesthetic and functional considerations for today's performance and reliability expectations. The Weather Station line has created a friendlier design language that digitally tracks temperature and humidity levels indoors and outdoors simultaneously



in real time.

The **Illinois Institute of Technology's** (IIT) Institute of Design has created Master of Design Methods program, which focuses on bridging the gap between the design department and the executive suite. Additional

information about the program and applications can be found at <http://www.id.iit.edu/grad/mdm.html>. The deadline to apply is June 1, 2003

Mancini-Duffy, an interior architecture, planning and design firm, has completed the design for the new Chevy Chase, Maryland, headquarters of Ritz-Carlton Hotels. The new workspace is designed to serve as both brand enumerator and support facility for the hotels it serves.

Andersen Windows, the worlds largest manufacturer of windows and doors, released a new brand identity at the recent International Builders Show in Las Vegas, NV. Andersen Windows worked with DMI members, **Piskariewicz Mazur & Co.**, to align the Andersen brand image with a new vision for their business and to develop a mark of greater flexibility for Andersen Windows' expanding number of applications.



Enterprise IG has worked with Vtech Industries to revitalize the packaging system for its products in the child development toy category, primarily serving children 0-14 years in age. Enterprise IG developed a new packaging system and coherent product hierarchy that creates a consistent look for VTech and enables the company to cross-sell and up-sell based on increased brand awareness.

ELEVEN has designed a space-saving headset telephone and a headset amplifier for GN Netcom (see image at right). These products provide superior sound quality and power on both ends of the connection while reducing footprint space on a desk.



Careers/Name Changes

Toronto-based **Spencer Francey Peters** (SFP) has announced that Rosanna Cavallaro has joined as vice president of business development and will be responsible for establishing SFP's national and international client base and securing enduring relationships through ongoing brand management and execution.

Corey McPherson Nash has recently appointed a Board of Advisors that will serve CMN in helping it define its corporate direction to keep pace with shifts in business, design, technology and the overall landscape. The Board of Advisors members include Matthew Carter, a type designer with more than 40 years of experience in typographic technologies; Barbara Johnson, a business leader who has spent nearly 15 years in CEO or COO positions for both start up and emerging companies; Felice Kincannon, co-founder of MarketSpace, and Christopher Meyer, vice president and director of the Cap Gemini Ernst & Young Center for Business Innovation.



DMI member and Design Trust president **David Cundy**, has recently announced the launch of Experion, a new consultancy with a unique multi-disciplinary team with brand, IR and marketing experience. Experion specializes in strategic assessments that help executives be more responsive to shareholders and achieve greater competitive advantage in the global marketplace. David Reyes-Guerra, DMI Advisor, is part of Experion's board.

Peter Dixon, senior partner at **Lippincott Mercer** has joined the Board of Directors of the Society for Environmental Graphic Design (SEGD). Dixon, an architect and award-winning retail design specialist, leads the brand environments offering at Lippincott Mercer.

Essential, an emerging, innovative product design group has recently added prominent designers Mark Matthews and Jeff Michael to their staff. Essential has also relocated to a new workspace in downtown Boston. Their office is located at 186 South Street, Boston, MA 02111, phone: 617-338-6057, fax: 617-338-6058, www.essential-design.com

Awards/Honors

Smart Design was honored at the Messe Frankfurt Ambiente Fair in January with Design Plus Awards for the WOVO Cocktail Shaker and the OXO Good Grips Suction Cup Mirror and Bath Plug.

Larsen Design + Interactive, a branding, graphic design, and interactive media firm, was named a recipient of the Quality of Life Award from the Minneapolis Regional Chamber of Commerce for its donation of pro bono services to Poetry In Motion®—a national literacy program. Larsen partnered with the Poetry Society of America and Metro Transit to bring the

Poetry In Motion program to the Twin Cities.

Scott Geiger, partner of **GeigerBevelo**, has been named as one of this year's "people to watch" according to *Graphic Design:usa*. The magazine's editors selected Geiger for "talent, leadership, success, insight, community service, and an unshaken faith that graphic design and clear communication are more vital than ever to business and society."

DeLor, a brand identity consultancy in Louisville, Kentucky has received an RX Club Gold Award for Excellence for its work on the Pharmacia Bridge Program and an RX Club Award of Excellence for its work on the Pharmacia Genotropin Stimulation Test Kit and Pediatric Bridge Program. The RX Club Award Show is considered the "Oscars" of Healthcare Communications, representing the finest work produced throughout the world. (See image upper right.)

Bosch and Siemens Household Appliances has won the red dot design award 2003 of outstanding design for their Shower Heater designed by DMI member **Yvonne Weisbarth**.



The Council for Advancement and Support of Education (CASE), District 1 (North Atlantic), has awarded **Corey McPherson Nash (CMN)** a Gold Award in the Annual Report category for their work on The Middlesex School annual report. The Middlesex School, a preparatory school based in Concord, MA, commissioned CMN to design a report that celebrated the success of its impressive



\$125 million fund raising campaign.

Thinkframe, a Philadelphia-based design consultancy, is the recipient of two SEG 2003 Design Awards for their work on the Tyler Arboretum Wayfinding and Interpretive Signage Program and John Hopkins I-Site Information Kiosk.

In Print/Speaking Circuit

Metaphase Design Group, Inc. and its founder and CEO, **Bryce Rutter**, were featured in the March 17th *Wall Street Journal* article "How Do You Sell a Pricey Product In a Thrifty Market?"

Maruchi Santana, executive creative director of Parham Santana, was a panelist at the international toy industry conference, "The Promise of Play: Cornerstone of Literacy and Learning," at Yale University on March 15, 2003. Santana took part in the session entitled, "How the Children's Toy Market is Responding to the Needs and Expectations of Today's Parents."

Jerry Kathman, CEO of LPK (Libby Perszyk Kathman), presented at the 2003 IDSA Mideast District Conference in Cincinnati in April. His presentation outlined today's business climate, what it takes to adapt to accelerating change, reconstructing the business of a design firm into a brand consultancy, and the challenges that lie ahead. DMI member, **Phillip C. Best**, from Proctor & Gamble also presented at this conference.