

Member News

DMI Members— The Latest Projects, People, and Awards

Projects and Programs

Smith Design, the strategy-based brand design firm with offices in New Jersey and California, re-created brand identity for new products Quickseals and Kerasal. For Quickseals, an innovative plastic product that can be applied to foods to maintain freshness and prevent spillage, Smith employed both easy-to-read copy and realistic illustrations of typical packaged foods on the packaging, and detailed “how to” illustrations that explained the steps to consumers.

Lloyd Northover, a London-based brand strategy agency, has been appointed to develop a brand for Didcot, South Oxfordshire, to inspire and guide sustainable physical and economic growth for the town.

The agency also developed a new brand identity and a five-year marketing plan for Tottenham, UK.

Anthem Worldwide, a Schawk strategic design company, worked with Perfetti Van Melle to update packaging graphics and to create a new flip-top box for Mentos mints.



LPK, the international design agency, has completed several projects. For The Taft Museum of Art, LPK developed an expressive new identity that portrays not only the diversity of the Museum’s collection, but also the many facets of the organization as a premier arts institution and as a



destination location.

LPK Product partnered with the established Mr. Clean® brand as it re-entered the disinfecting wipes category recently. Based on consumer input, LPK developed a proprietary package structure featuring a user-friendly dispensing mechanism designed to ease existing consumer frustrations with dispensing disinfecting wipes.



Kendall Ross, the strategic brand development and design firm based in Seattle, completed new packaging for a main product line for Sergeant’s Pet Care Products. Using fun illustrations and a black-and-white color scheme with bold accent colors, Kendall Ross sought to balance a sophisticated design approach with a sense of playfulness.

Turner Duckworth, the design firm with offices in San Francisco and London, created the new Jamba Juice® visual identity system to help communicate and celebrate the brand in a contemporary, entertaining and engaging new light. Turner Duckworth focused on vibrant colors, bold texture, handwritten type treatments, and exuberant imagery that can be combined for graphics, brochures, packaging and promotions.



Minneapolis brand agency, **Yamamoto Moss MacKenzie (YMM)** selected The Children’s Theatre Company (CTC) as its pro bono partner for 2008 and will work with the theatre’s leadership to develop a new brand identity for CTC.

Strategic-creative consultancy **frog design** announced plans to enhance its presence in Europe with the opening of a new studio in Amsterdam in September. Executive Creative Director Europe Cees van Dok will head up the new studio while continuing to oversee the Digital Media Design, Product Design and Technology teams in frog’s additional European locations in Stuttgart and Milan.

Careers

Design Concepts, Inc., a product development and design firm based in Madison, Wisconsin, expanded its ownership with new principals, including, **Craig Connor**, Director of Human Factors, **Kent Kallsen**, Director of Mechanical Engineering, **Stephanie Norvaisas**, Director of Research and Strategy, and **Jim Womble**, Director of New Business Development.

Patrick Ayoub joined the Plymouth, Michigan product development firm, **Fredricks Design**, as Industrial Group Manager.

Providence, RI-based product design and development firm, Item Group has expanded its corporate management team. **Lori Kahler** joined Ximedita, Item Group’s medical device development and manufacturing subsidiary, as Director of Quality Assurance and Regulatory Affairs. Dan Reifsteck also joined Ximedita. As CEO, Reifsteck is responsible for the continued growth of Ximedita, which provides services to leading medical device companies such as Boston Scientific, Davol, DePuy Mitek,

Kimberly Clark, and Smiths Medical. **Ryan Shafer** was appointed as Design Director for Innovation Chain Partners, and **Mark Busse** joined Item Group from Adidas as a Program Manager for Item New Product Development.

John Siegert has joined the account management team of Design Partners, Inc., a strategic brand development firm based in Racine, Wisconsin.

Recruitment consultancy Roz Goldfarb Associates (RGA) welcomed **Julie Weinman** and **Danielle Bravaco** to their team of recruitment consultants.

Philip VanDusen was appointed Anthem Worldwide's Executive Creative Director at their San Francisco office.

John Steere has joined the agency as managing director of Anthem's Asian operations. Fluent in Mandarin, Steere succeeded in helping companies expand internationally by identifying key market opportunities, cultivating strategic business partnerships, and managing regional operations.

Christofoli-Keeling, a Cincinnati-based strategic consultation firm, has hired **Kelly Nichols Camm** as Senior Marketing Communications Specialist. Camm will function in a leadership role providing strategic planning for the PR firm.

Philippe Becker Design (PBD), the San Francisco branding and package design agency, named **Andrew Otto** as Senior Design Director.

Glen Walter, Co-founder & Managing Member of (ELEVEN), a Boston based product Development Studio, was honored to be one of 20 design leaders to preside on the 2008 IDEA (International Design Excellence Awards) Jury.

Awards/Honors

ThoughtForm Inc. principals Reed Agnew, Don Moyer, and Grant Smith

were honored as the first Western Pennsylvania recipients of the prestigious AIGA Fellow Award. ThoughtForm is nationally known for making complex information clear and engaging through thoughtfully designed visual communications.

Inc. Magazine named **Philippe Becker Design (PBD)** to its list of America's 5000 fastest-growing companies. PBD had three-year sales growth of over 176 percent.

Corey McPherson Nash (CMN) was honored with an "Outstanding Achievement in Web Site Development" WebAward from the Web Marketing Association. The award was given to CMN's newly designed and developed Web site for the Museum of Science, Boston.

In partnership with **P&G, Anthem Worldwide (Cincinnati)** designed a 3500-sq-ft interactive exhibit echoing the theme, Beauty On the Outside-Innovation Within for the World Congress of Dermatology in Buenos Aires. The exhibit won First Place recognition by the 2007 ISP/VM&SD International Store Design Competition.



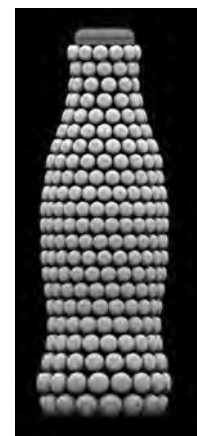
LPK was ranked in the top 35 small workplaces by the *Wall Street Journal* and *Winning Workplaces*. The *Journal Report* spotlights those small business that have built workplace environments that encourage collegiality, professional

growth and provide an atmosphere and benefits that make their employees want to stay.

Ideation, design and engineering agency **HLB** was awarded five 2007 Good Design Awards. Award-winners were Epson's Accolate Duet Projection Screen; Everest Biomedical's SNAP II; the VELscope Oral Cancer Screening System; and two awards for Dove packaging featured in the company's Dove Campaign for Real Beauty.

Hong Kong Polytechnic University

students won the *Art Jamming* (Hong Kong) contest for their design of the "Cheung Chau Bun Tower" Coca-Cola bottle. The design will be transformed into a 2-metre high Coca-Cola bottle to be displayed at the Beijing Olympic Games.



Education

California College of the Arts (CCA) has launched a new MBA in Design Strategy program, the first of its kind in the United States. Slated for fall 2008, the innovative program will combine design, finance, and organizational management in a unique curriculum aimed at providing students with tools and strategies to address today's complex and interconnected market.

In Print/Speaking

Item Group Co-Founder and Chief Innovation Officer **Aidan Petrie** joined the "Meet the Designers" panel at the Greener by Design conference held in Alexandria, VA in June. Aidan will introduce Item Group's GreenCard™—a

Member News (continued)

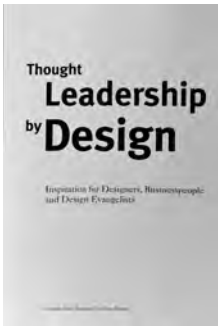
proven methodology for assessing products for sustainability at each stage of the development process.

David Kendall, principal and creative director of Kendall Ross, delivered a hands-on lecture, “The Power of Packaging” at the 2008 Wine Marketing Series in Washington. Throughout the lecture, Kendall examined how to create the key messages companies need to deliver in order to differentiate their company from the competition.

The Chinese language version of *Design Management* by **Kathryn Best** (AVA Publishing) was launched at the Eslite 3F Forum in Taipei in April this year.



Nate Burgos self-published *Thought Leadership by Design: Design Inspiration for Designers, Businesspeople and Design Evangelists*. The book features voices in design and business who provide timeless and contemporary thinking about design.



Darrel Rhea, CEO, **Cheskin**, participated in the Inaugural Annual Meeting of the New Champions, organized by the World Economic Forum, in Dalian, China. Business CEO's joined international government leaders, gurus of the Web 2.0 world, and media to discuss emerging global competitiveness, risk, and opportunity. Rhea acted as discussion leader for the session From Fast Follower to Innovator.

Glen Walter of (ELEVEN), spoke at Proctor & Gamble's New Business Development Division's Quarterly Meeting on Innovation in December.

Walter urged design managers to immerse themselves in the bounty of ideas around them.

DMI members spoke at the 2007 IIT Institute of Design's Research Conference in September. Presenters included **Stuart Karten**, of Stuart Karten Design; **Darrel Rhea** of Cheskin; Dan Buchner of Continuum; **Tania Aldous** of Whirlpool; and **Harry Rich** of the U.K. Enterprise Insight.

DMI members also spoke at the 2nd annual Barcelona Design Week, which encouraged creative growth and development in Barcelona, Spain. Presenters included: **Tim Selders** of PARK; **Pia Bech Mathiesen** of Danish State Railways; and **Surya Vanka** of Microsoft.



WAY, an 8-year old marketing and design agency, based in Lisbon, Portugal, initiated a program of short conferences on brand design and retail design experiences in October. This first event featured DMI member, **David Lemley**, Chief Brand Strategist of Lemley Design. **Bruno Costa**, WAY's CEO and speaker at the conference, discussed the importance brands need to play in order to achieve success. ■

Do you have a new product, have you received an award, or recently spoken at a conference? This is news members want to hear about!

Share your member accomplishments. Submit news and events to polshan@dmii.org.

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at one UPS location. UPS has created a value innovation strategy with Toshiba – faster repairs at a lower cost.

Sharpen Your Ideas Before You Sharpen Your Pencil

If you truly create a new market idea on paper, relying solely on traditional analytical business tools to “prove the idea” and estimate market size may prevent you from implementing a valuable concept. Virgin Atlantic understood this when they created their Upper Class value innovation strategy. According to CEO Steven Ridgway, “we’ve always positioned our products half a notch out of the convention”.¹ When Virgin Atlantic debuted their Club House Lounges in the 1990s, they went way beyond what other airlines were offering in their lounges (e.g., Virgin Atlantic offered hair cuts). Initially, consumers told Virgin Atlantic that they didn’t want these items. Virgin offered these items anyway, and later consumers told Virgin Atlantic how much they loved their offering.

If you are developing market-creating ideas, it may be difficult for potential buyers to fully appreciate your concept before they have a chance to experience it. Rather than prematurely killing a potentially winning idea, consider the use of business prototypes to advance learning. Business prototypes can be very helpful in refining and validating market-creating offerings before spending too much time proving a business case. They are also a great way for business managers to discover the most appropriate business model to deliver the offering. Getting the business model right is a critical part of creating buyer value and capturing company value.

Email Ralph (ralph.trombetta@viassociates.com) or DMI (dmistaff@dmii.org) with your comments. ■

1. “No, The CEO Isn’t Sir Richard Branson: Virgin Atlantic’s Ridgway Balances Profit, Innovation and Keeps the Planes on Time,” *Wall Street Journal*, July 30, 2007.