

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

### Projects

**Anthem Worldwide**, a Schawk Strategic Design Company, was in Beijing this past summer, playing an instrumental role in translating Coca-Cola's Olympics communications strategy to packaging. With a team drawn from offices around the globe, Anthem worked with a consortium of Coke's global design partners to inspire people to live on the "Coke Side of Life" coupled with the notion of Olympic possibilities.



**Larsen**, a communications design agency with offices in Minneapolis and the San Francisco Bay area, announced new branding, marketing, interactive, and environmental design work with a number of clients, including Best Buy, Cold Spring Granite, University of Minnesota, and Wausau Paper. Larsen partnered with Best Buy on the redesign of the company's corporate website.

Bartons has undergone a package redesign for its entire brand. The re-branding, which includes creation of a more contemporary, upscale looking logo, was handled by **Smith Design**, the New Jersey/California brand design firm. The new packaging for the Exquisite brand, for example, includes a mouthwatering combination of flavor cues, color

coding, beautiful illustrations, and product photographs for its assorted lines.



Guiding Eyes for the Blind selected **TFI Envision, Inc.** to develop the identity for their new service dog program called "Healing Autism." TFI has also won eight out of 10,000 entries for the American Graphic Design Awards. Sponsored by *Graphic Design USA*, TFI was represented with communications pieces for Xerox, Guiding Eyes for the Blind, The Traveler, and CVS.



**Kite Inc.**, a full-service brand strategy and design firm, has started work on the first phase of a brand development project for Seattle's Capitol Hill neighborhood. The Capitol Hill Chamber of Commerce hired Kite to help promote and accentuate the neighborhood as a great place to live, work, and shop. The first phase of work, part of a comprehensive five-year strategic marketing communications plan, will focus on branding and message development.

**Karo**, a leading Canadian brand strategy firm, is designing wayfinding and signage programs for a new Welcome

Centre at Canada Place and the Vancouver Convention Centre. As part of the revitalization of the Canada Place entrance, the Welcome Centre will represent an iconic Canadian experience to a significant share of the more than two million local and international visitors to Canada Place annually.



### Careers

The **International Council of Societies of Industrial Design (ICSID)** announced the appointment of ICSID president Professor Carlos Hinrichsen as the incoming lead chair of the International Design Alliance (IDA). Professor Hinrichsen welcomes this role, following a twelve-month term led by ICOGRADA president, Professor Don Ryun Chang. Professor Hinrichsen is an industrial designer, practicing in Chile since 1992.

**LPK** (Libby Perszyk Kathman), the largest independent design agency in the world, has promoted and hired key associates: Lori Haddle to operations director, team planning development; Kelly Smith to group creative director; Sheila Lewis to design director; and Amy Kletz to senior designer. LPK has hired Mandy Smedley and Isabel Uria as designers, Anja Banka as quality assurance coordinator for the Frankfurt office, and Melissa Weiss as project leader in the Geneva office.

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**Anthem Worldwide** announced the appointment of Richard Palmer as senior creative director for its New York City and New Jersey offices. Palmer will provide creative leadership, direction, mentoring and inspiration to both Anthem offices. Palmer comes to Anthem from Sterling Brands in New York, and previously, Landor in Cincinnati.

Anthem's **Chris Plewes** also recently took the helm of Anthem's global creative team as global executive creative director. Plewes' appointment is in response to Anthem's increased prominence in the marketplace, and clients' growing demands for worldwide, world-class branding, strategy and creative design services. Plewes was previously Anthem's executive creative director, responsible for the Asia-Pacific region in the Company's Singapore office.

**Pamela De Cesare** recently joined brand consultancy Sterling Brands as executive VP, design management, in their New York City office. De Cesare was most recently with Brand Muse.

## Awards

The Starkey Zon hearing aid, designed by Los Angeles industrial design consultancy **Stuart Karten Design (SKD)**, has won the Cooper-Hewitt People's Design Award. Zon's dynamic, sculptural shape transforms the standard beige hearing aid into a beautiful object. Zon competed with 276 other nominees on the People's Design Award web site, where users could nominate and vote for their favorite designs.

Stuart Karten Design has also been named among America's top five industrial design firms in the *Fast Company* 2008 Masters of Design issue. *Fast Company's* annual Masters of Design issue highlights the companies, individuals and practices that are sparking change in the market-



place. *Fast Company* lauds SKD for finding out what excites customers and grows clients' business.

**Christine Moody**, managing director of Moody Design Pty Ltd. in Brisbane, Australia, recently received an *Owner Manager of the Year* award at the Management Excellence Awards 2008 Brisbane. Chris is an outspoken decision-maker who has successfully grown her Brisbane-based business into a world-leading design company. She impressed judges with her unique approach to brand positioning.

**Michelle Hayward** and her company, **Bluedog Design**, won the 2008 Woman-Owned Business of the Year by the Chicagoland Entrepreneurial Center. Bluedog Design is an innovation, brand strategy, and design firm helping Fortune 500 companies launch new products, keep their brands relevant with consumers, and design in-store environments and new packaging.

**Lara Presber**, an architectural star at Karo in Calgary, has been featured in the Canadian National Post's "40 under 40: Fresh ideas from young Canadian designers." She was named to the prestigious National Post list because of her ability to divide her time and creativity between fashion and architecture. Presber designed the 'ReMixed' bags for DMI's 33rd Annual Design Management Conference.

**PhilippeBecker**, a San Francisco branding agency, announced that it has been named to the *Inc. Magazine* list of

America's 5,000 fastest-growing companies for the second consecutive year. PhilippeBecker ranked number 1,997 on the list, with three-year sales growth of 185 percent. It also ranked 169th among advertising and marketing firms.

## In Print/Speaking

**Dave Franchino**, president of the innovation firm Design Concepts, Inc. and one of the founders of Sologear, LLC, presented at the Beyond Firewood: Exploring Alternative Fuels and Energy Technologies in Humanitarian Settings conference. Beyond Firewood is an international research conference organized by the Women's Commission for Refugee Women and Children, and took place in New Delhi, India in December.

**Robert Fabricant**, creative director of **frog design** in New York, spoke at Pop!Techs conference this fall. His work with the Pop!Tech Accelerator program provided the design services for Project Masiluleke, a mobile technology campaign that heightens public awareness of HIV/AIDS information.

**Lee Green**, VP, IBM brand and values experience, IBM, and DMI board member, was recently profiled on *BusinessWeek.com* ([www.businessweek.com/innovate](http://www.businessweek.com/innovate)). Green discussed applying design thinking to reimagine how sales teams can bring in new business.

## Events

The **Swedish Industrial Design Foundation (SVID)** hosted a think tank and information gathering session, "Interdesign Experience Exchange," in October in Gellivare, Sweden. ■

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](mailto:polshan@dmii.org).