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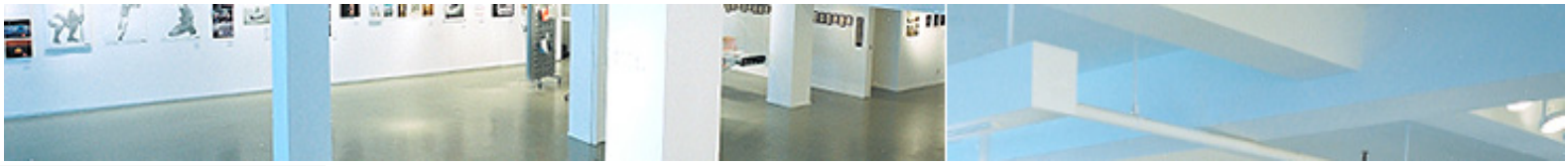
The Art Directors Club Newsletter

Issue 29 October 2006



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From the Executive Director

More than 1800 people attended eight events and three exhibitions in the ADC Gallery just in the past month, among them **Getty Images** "New Photographers" show; **Brian Collins**' provocative "Designism" panel (podcast available), **ACT**'s "Taking Care of Our Future" exhibition during Advertising Week, along with ADC's "Big Brand Talks" and parties by **'boards Magazine**'s awards and **Coolhunting.com**; and the Hall of Fame black-tie dinner last week, with many industry stars. Tonight's event is "The Back Story" from **Adobe**, to be followed on Thursday by mixed doubles Ping Pong, the annual Photography Portfolio Review and Luncheon next Wednesday, and the opening of ADC Young Guns 5 on November 9, at which a fabulous new book will be introduced. The ADC is New York's nerve center for visual communications. Members enjoyed free and discounted admissions, as well as special invitations to these and other events.

Watch for the 86th Call for Entries, to be mailed later this month and which will go live at www.adcawards.org shortly. Enter your best work and become a part of advertising and design history.

Cordially,

Myrna Davis

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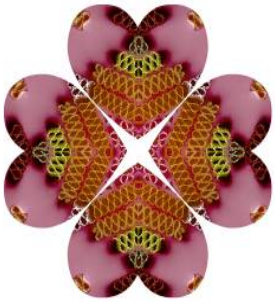
Calendar

"The Back Story": Three Evenings with Adobe

"Creating Desire" with Robert Valentine - Tuesday, October 17th
"Etched Message" with Ina Saltz - Tuesday, November 14th
"Translating Italian" with Matteo Bologna - Tuesday, December 12th

All events 6:00 pm - 8:30 pm
Free for ADC members
$15 per session for non-members, $40 for all three sessions



Creating Desire - TONIGHT! - Tuesday, October 17th, 6:00 pm - 8:30 pm with **Robert Valentine**, President/Creative Director of The Valentine Group, Inc.

Robert Valentine's career has been devoted to "creating desire," which made that the perfect title for his 2001 book documenting the best catalog design in fashion and home furnishings. He has spearheaded branding, rebranding, advertising, and corporate identity campaigns for some of the most prestigious fashion and retail names in the world.

Join us tonight for this illuminating event, where Robert will share the story behind the global launch of FLOR, modular floor-covering that is versatile, practical and beautiful. He'll discuss how they got it off the ground and share the secrets behind its success.

Robert will be joined by **Scott Citron**, Adobe Certified Trainer and Principal of Scott Citron Design, who will deconstruct Robert's work and show how you can use Adobe tools to achieve similar results.

RSVP to res@adcglobal.org or call Ann at 212-643-1440.

ADC and Trollbäck + Company's Fall 2006 Ping Pong Challenge: Mixed Doubles - Thursday, October 19, 6:00 pm

The fifth round of ping pong returns to the ADC Gallery this Thursday. Register your team of two (one man, one woman) or RSVP as a spectator. Free to ADC members, $15 for non-members (beer, wine and pizza included). RSVP pingpong@adcglobal.org or 212-643-1440 (limit two teams per company).

Photography Portfolio Review and Luncheon - Wednesday, October 25, 1:00 pm to 7:00 pm

Meet 75 new and established photographers at the 2006 Photography Portfolio Review.

Enjoy a buffet lunch from 1:00 pm to 3:00 pm and happy hour from 5:00 pm to 7:00 pm. Light refreshments will be available all day. Interested reviewers should RSVP to danielle@adcglobal.org or photo@adcglobal.org. Sponsored by **Jupiter Images** and **Pilsner**.

ADC Young Guns Reception - Thursday, November 9, 6:00 pm

ADC Young Guns showcases the most innovative people 30 and under working in art direction, advertising, publishing, graphic design, illustration, photography, film and video, packaging and environmental design, experimental fashion and interactive media.

Celebrate the ADC Young Guns 5 winners at the opening party on Thursday, November 9, from 7:00 pm to 10:00 pm at the ADC Gallery. RSVP to res@adcglobal.org.

The exhibition will be on view November 10 - 22, 2006.

Sponsored by **Adobe**. Web hosting by **Media Temple** .

Upcoming Events

Illustration Portfolio Review - Thursday, November 16, 12:00 p.m. to 6:00 pm

ADC Holiday Party - Monday, December 18th, 6:00 pm
Watch for details

Hall of Fame

Left: David Remnick, Art Spiegelman, Francoise Mouly
Right: Jeffrey Metzner, Eiko Ishioka, Shiela Metzner. Photographs by E.J. Carr.
Click here for more pictures

The ADC Hall of Fame represents a unique cross-disciplinary acknowledgement of renowned professionals in visual arts and communications. On October 12, at a black tie dinner at the ADC Gallery, six laureates were inducted into this elite group:

Janet Froelich creative director of *The New York Times Magazine,* presented by **Gerald Marzorati**
Issey Miyake, fashion creative, presented by Myrna Davis and accepted by **Kiyoshi Kunai**
Nancy Rice, advertising art director and co-founder of Minneapolis ad agency Fallon McElligott Rice (now Fallon Worldwide), presented by **Lee Lynch**
Art Spiegelman, cartoonist, Pulitzer Prize-winning author of the graphic novel *Maus* and frequent cover artist for *The New Yorker*, presented by **Francoise Mouly**
Bert Stern, photographer, presented by **George Lois**
Nicholas Negroponte, founder of the MIT Media Lab, presented by **Lisa Strausfeld** and accepted by **George Negroponte**

The ceremony was attended by past Hall of Fame laureates including **Bruce McCall**, **Paul Davis**, **Lou Dorfsman**, **Eiko Ishioka**, **George Lois**, **Sheila Metzner**, **Tony Palladino**, **Len Sirowitz**, **Steven Heller** and **Richard Wilde**. They were joined by ADC board members **Paul Lavoie**, **Brian Collins**, **Chee Pearlman**, **Jakob Trollbäck**, **Gael Towey**, **Lisa Strausfeld** and Emeritus Board

Member **Jon Kamen**.

Left: Jim Newcombe, Nancy Rice, Lee Lynch
Right: Bert Stern

The 2006 laureates were chosen by a members' selection committee chaired by **Ann Harakawa**, partner in 212 Design. It included ADC President **Paul Lavoie**, Chairman and Chief Creative Officer of TAXI; ad legends and ADC Hall of Famers **George Lois** and **Tony Palladino**; Hall of Famer **Paul Davis**, artist and graphic designer; past ADC president and design consultant **Eileen Hedy Schultz**; ADC board member **Gael Towey**, Executive Creative Director of Martha Stewart Living Omnimedia; **Cheryl Heller** of Heller Communications; **Andy Hirsch**, Executive Creative Director of Merkely & Partners; and past ADC president **Richard Wilde**, recipient of the Hall of Fame Educators Award and Chair of the Advertising/Design Department of the School of Visual Arts.

Thanks to **Two Twelve Associates**, particularly **Michelle Cates**, for designing the invitation and booklet cover, and **Giampietro+Smith** for booklet design. Printing and paper were donated by **Enterprise Press** and **Sappi**, respectively. Special thanks to **Scott Ballum** for designing the beautiful exhibition, which will be on view in the ADC Gallery October 13 - 27.

Designism

On September 21, the ADC presented "Designism," a debate over advertising and design as instruments for social and political change. The event was conceived by ADC vice-president **Brian Collins** and included panelists **Kurt Andersen**, **Milton Glaser**, **Jessica Helfand**, **George Lois**, and **James Victore**. Author **Tony Hendra** provided introductory remarks and **Steven Heller** served as the moderator of the panel. With the help of **Yahoo!**, ADC created a podcast that captured the entire sold-out event and is available for download. Tony Hendra wrote about Designism on the Huffington Post. The event was featured on many other blogs including Mediabistro and Core77.

Click here for more photos and quotes from Designism.

From left: Milton Glaser, James Victore, Jessica Helfand, George Lois, Kurt Andersen, and Myrna Davis

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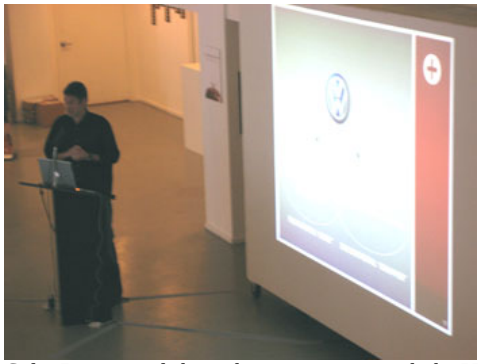
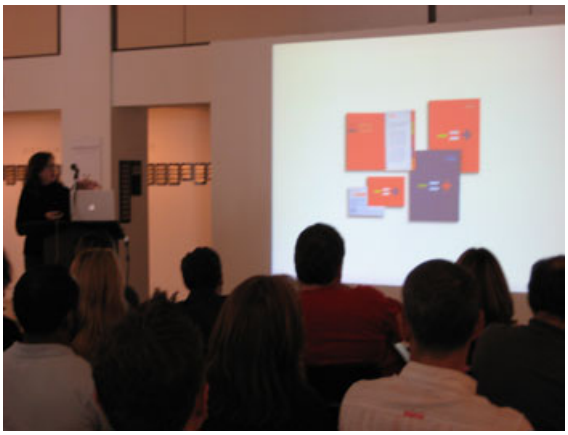
Big Brand Talks



Colin Drummond shares his experiences with the Volkswagen brand.

On September 28th, during Advertising Week, ADC offered an afternoon of provocative dialogue about branding. **Neil Powell**, Chief Creative Officer of MargeotesFertittaPowell, **Terry Lee Stone** of Terry Lee Stone Design Management, and **Colin Drummond**, Group Director of Crispin Porter + Bogusky shared their insights and experience for repositioning brands and jump-starting ideas.



Left: Neil Powell discusses repositioning Rheingold through alternative methods. Right: Terry Lee Stone demonstrates the use of color as a defining brand strategy.

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Education

Saturday Career Workshops

The Fall 2006 session of ADC's Saturday Career Workshops began on October 7, when **Diana LaGuardia** kicked off the series with a workshop focusing on editorial design. Fifty talented juniors from 25 New York City public high schools listened and watched as Diana discussed her career as a design director and showed samples of her work.Their project was to design a magazine cover for a unique audience.

Volunteer Savannah Spirit provides some feedback to a workshop student

Diana LaGuardia leads a critique of the students' magazine covers

Last Saturday's workshop was led by renowned illustrator and collagist **Stephen Kroninger**. The students created self portraits using collage.

Stephen Kroninger demonstrates the art of "drawing with scissors"

Our next workshop, led by Adam Jackson, will focus on interactive design and will take place at Noble Desktop on October 28. For this session, we're looking for volunteers who are skilled in Adobe Illustrator and Photoshop. If you're interested in volunteering, contact Education Coordinator Kate Farina at kate@adcglobal.org.

School Visits

The ADC welcomed several school visits in the past few weeks. A class from the **Art Institute of New York** visited the Getty New Photographers 2006 exhibition, while groups from the **University of Maryland** and **Pennsylvania College of Art and Design** took in the ACT Responsible exhibition, "Taking Care of Our Future."

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Members

ADC members represent a diverse and growing community of creative professionals including art directors, designers, new media innovators, copywriters, photographers, illustrators, and others interested in visual communications. We are pleased to welcome the following new members:

Professional

Zhiwei Bai, Shenzhen, China
Patrick Baird, New York, NY
Sergio Calatroni, Milan, Italy
Rodd Chant, New York, NY
Ryann Cooley, New York, NY
Haozheng Cui, Los Angeles, CA
Giuseppe Demaio, Melbourne, Australia
Robin Duggan, Chicago, IL
Erica Duggan, Boston, MA
Rob Dybec, New York, NY
Stephen Fritz, New York, NY
Tim Gilman, Boston, MA
Mete Gurgun, Istanbul, Turkey
Peter Hergert, Laguna Beach, CA
Kim Huelsman, New York, NY
Michael Ian Kaye, New York, NY
Damir Krizmanic, Vienna, Austria
David Krulik, New York, NY
Ge Liu, Guangzhou, China
Neil Mallett, Melbourne, Australia
Anastassios Mentis, Long Island City, NY
Jack Messina, New York, NY
Tim Mitchell, Marblehead, MA
Nisreen El Lababidi Moghraby, Dubai, UAE
Fabrice Monier, Paris, France
Shay Moscona, New York, NY
Kazuto Nakamura, Hiroshima City, Japan
Soner Ormanbaba, Long Island City, NY
Lydia Paniccia, New York, NY
Michale Riley, Los Angeles, CA
Nadine Robbins, Rhinebeck, NY
Satoshi Takamatsu, Tokyo, Japan
Kimberly Selber, Edingburg, TX
Xia Wenxi, Guangdong, China
Cai Shi Wei, Beijing, China

Student

Alison Chan, New York, NY
Miae Choi, New York, NY
Rachel Adler, New York, NY

Member News

Bernie Zlotnick, life member and former member of the ADC Board of Directors is now an adjunct professor at the County College of Morris in New Jersey teaching Advertising Design. He was formerly Creative Director at Young & Rubicam, and before that, assistant to **Herb Lubalin**.

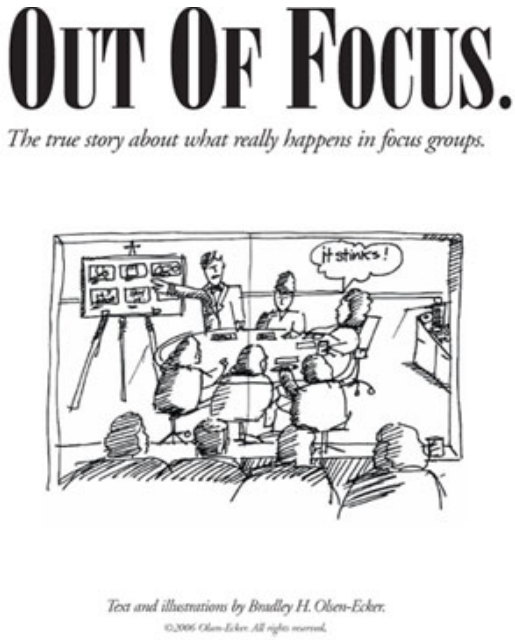
ADC member **Leila Singleton** was recently named a winner in the ONE Condoms 2005 Design Contest. Entrants were charged with the task of creating an original "ONE Liner" and accompanying graphic. Singleton's design, "ONE for the Early Riser," was selected as a winner among over 300 entries worldwide and will be featured on upcoming packaging.

Two beautiful new books were received this month from artist **Yasuhiko Kida**: a major exhibition catalogue from Shiodome Museum in Tokyo, "Glittering World: Glass Paintings by Kida Yasuhiko," and a book with small, colorful tipped-in prints featuring Mount Fuji, Buddhas and geisha

ADC member from Portugal **Eduardo Aires** visited the ADC Gallery last week and gave us a copy of "Eduardo Aires: Graphic Work," a handsome hardbound book covering twenty years.

"I Manifesti di Paul Davis," an exhibition of posters by **Paul Davis**, opened at the Basilica Palladiana, LAMec, in Vicenza on September 29 and will remain on view through November 5. Th collection will be donated to the museum, which will house them along with previously donated collections from **Milton Glaser** and Jean Michel Folon.

ADC member **Brad Olsen-Ecker** has self-published a book on focus groups. He writes, "Over the years of attending hundreds of focus groups, I would always record what people said and drew pictures. Advertising creatives who attend these groups can appreciate it."



In Memoriam

ADC mourns the loss of Hall of Famer **Alan Fletcher**, a founder of Pentagram, who died in London on September 21. Alan was a prodigiously talented designer, artist, and author of several books aobut visual thinking. Our condolences to his wife, Paola, and childen.

Thank You

The ADC would like to acknowledge and thank the following contributors for their generous donations to the organization:

Schoichi Ishida

Hilda Stanger Klyde

Send Us Your News

This is your space to share. The newsletter is published monthly. The deadline for submissions is the **15th** of each month. Send news to: kate@adcglobal.org.

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Your Next Event

The ADC Gallery accommodates up to 450 for private events, parties and exhibitions. For rental availability contact olga@adcglobal.org.

More photos can be viewed at www.adcglobal.org. Click on "Event Space."

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Special Thanks

Design Thinkers 2006
October 31 to November 3, Toronto

Canada's premier graphic design conference is a journey into the creative process--presenting inspired examples of great design, discussing the vital role it plays in business strategy and illuminating the issues that challenge creative professionals today. Join us and stimulate, expand, refresh your thinking about design!

Speakers include:

Sean Adams and Noreen Morioka, Creative Directors, AdamsMorioka
Neville Brody, Creative Director, Research Studios, London
Bill Cahan, Creative Director, Cahan & Associates
Brian Collins, Executive Creative Director, Brand Integration Group, Ogilvy
Adam Greenfield, Author of Everyware: The Dawning Age of Ubiquitous Computing
Sam Harrison, Author of IdeaSpotting: How and Where to Find Your Next Great Idea
Jane Hope, Design Creative Director, TAXI
Kit Hinrichs, Partner, Pentagram
Erik Kessels, President, KesselsKramer, Amsterdam
Eero Miettinen, Group Design Director, Nokia, Helsinki
Rich Roat, Co-founder, House Industries
Paul Rowan, VP of Design, Umbra
Dan Saffer, Author of Designing for Interaction: Creating Smart Applications & Clever Devices
Jakob Trollback, Creative Director, Trollback + Company

For more on the conference, go to www.designthinkers.com.

Pan European Brand Design Association

The PDA has decided to hold its 2006 Autumn Congress in Berlin, where it will emulate the city itself by bridging tradition and modernity. Constant change, contemporary trends and history – this applies to the urban metropolis, just as it does to every aspect of branding.

In virtually every area of life brand names provide companies, organizations and even countries with secret and persuasive capital. What inspires brands, how are they developed and, crucially, how can they be nurtured and further developed? The purpose of the forthcoming Congress will be, firstly, to examine these questions and, secondly, to delve into the origins of certain brands using a number of case histories. In creative, avant-garde Berlin, the approach to brand names is experimental and embraces all kinds of media. Thus virtual techniques challenge paint and pen, and typography challenges film.

As is the custom, the PDA Autumn Congress is “internal” and is therefore the smaller of the two Congresses held this year. The intention is to provide a forum for exchanging practical experience and for talking shop among colleagues. We hope that this important function will be fulfilled again in 2006. See www.thenewbrand.eu and www.pda-europe.com for more details.

Send us your news, comments and letters to kate@adcglobal.org with the subject line *Newsletter*.

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Past Newsletters Are Available Here.

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