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From the Executive Director



World, get ready. ADC's Fall season kicks off next week, and there's something for everyone. Coming up are exciting exhibitions and receptions at home and abroad, a hot activism symposium, a cool branding seminar, a series of professional and student workshops, plus a plethora of p-words: ping pong, portfolio reviews, parties, podcasts and publications. That includes the book for Young Guns 5, which is being printed as you read this. It will knock your socks off. We're also following up now with members who expressed interest in working with us on projects and activities, so expect a call. We're eager to connect.

Cordially,

Myrna Davis

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Calendar

Annual Meeting - Tuesday, September 12, 5:00 pm to 6:00 pm

Members are welcome to attend this annual meeting in the ADC Gallery. Reports will be given about ADC finances, programs and events from the past year, and new plans announced.

Getty Exhibition: *New Photographers 2007* - September 11 through 15 Special Evening Event, Wednesday, September 13, 6:00 pm to 9:00 pm

Created and curated by **Getty Images**, *New Photographers 2007* provides a unique window into an exciting future. This is the talent that will define advertising photography in the year to come. And beyond. On Wednesday, September 13, Getty Images will host an event to celebrate the work, look at trends, and hear presentations from two of this year's New Photographers, **Nicholas Prior** and **Phillip Toledano**. Click [here](#) to RSVP.



"Designism" - Thursday, September 21, 6:00 pm to 8:00 pm



What role should creativity play in shaping our world? How can creatives become instruments for social and political change? That's the subject of a debate that will unfold on Thursday, September 21 at the ADC Gallery, through a panel discussion called "Designism."

Initiated by **Brian Collins**, Vice President of the ADC and Executive Creative Director of Ogilvy & Mather's Brand Integration Group, the panel will debate how design and advertising professionals can use their skills and talents to instigate social change in our time.

Appearing on the panel are **Kurt Andersen, Milton Glaser, Jessica Helfand, Tony Hendra, George Lois, and James Victore. Steven Heller** will moderate. "Designism" is sponsored by **Sappi Fine Paper** and the **John C. Otto Printing Co.** with the support of **YAHOO!**'s **Jerry Shereshevsky**. Seating is limited. Non-members \$10, ADC members free. RSVP to res@adcglobal.org

ACT Responsible Exhibition: *Taking Care of Our Future* - September 22 through 29
Opening Reception Wednesday, September 27, 5:30 pm to 8:00 pm

The ADC is pleased to present **Advertising Community Together (ACT)**. The exhibition's goal is to promote and inspire responsible communication on sustainability, equitable development, and social responsibility. *Taking Care of Our Future* demonstrates how advertising professionals the world over can use their creativity to address crucial issues. This is the exhibition's U.S. premiere. It was shown previously at the World Economic Forum in Davos and the Cannes Advertising Festival. For the opening, RSVP to res@adcglobal.org.



"The Back Story": Three Evenings with Adobe



Monday, September 25th, 6:00 pm - 8:30 pm
Tuesday, October 17th, 6:00 pm - 8:30 pm
Tuesday, November 14th 6:00 pm - 8:30 pm

Adobe Systems and ADC present an inspiring series this fall, led by graphic designer and Adobe trainer **Scott Citron**. Enjoy an evening of exciting work by top designers and discover the Adobe Creative Suite 2 techniques that enabled these creations. Watch your email for further details. RSVP to res@adcglobal.org.

BIG BRAND TALKS - Thursday, September 28, 1:00 pm to 5:30 pm



Great brands offer something unique, promise something of value and deliver on the promise.

Developing and implementing a brand today requires all three. You'll learn how to leverage available tools and use strategy to build creative and successful campaigns.

This seminar brings together three experts in today's branding culture, **Neil Powell, Terry Lee Stone, and Colin Drummond.**

They'll share what they've learned to help you refine your skills and strengthen your role and capabilities. Sponsored by **Xerox**, **X-Rite**, **XmPie** and **OnRequest Images**. For details and registration information, visit <http://www.adcglobal.org/bigbrandtalks>.

Upcoming Events

Ping Pong - Thursday, October 19, 6:00 pm

Photography Portfolio Review - Wednesday, October 25, 12:00 pm to 6:00 pm

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

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

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Hall of Fame Black Tie Dinner and Exhibition Preview

Preview and Dinner - Thursday Evening, October 12, 7:00 pm

The ADC Hall of Fame recognizes and honors innovators whose lifetime achievements represent the highest standards of creative excellence. Laureates will be honored at the Hall of Fame Dinner on Thursday, October 12th. This year's inductees are **Janet Froelich**, **Issey Miyake**, **Nancy Rice**, **Art Spiegelman** and **Bert Stern**. The Hall of Fame Educators Award will be presented to **Nicholas Negroponte**. Advance tickets are necessary, \$225 for ADC members and \$275 for non-members. Please contact Ann at ann@adcglobal.org or (212) 643-1440.

The Hall of Fame Exhibition will be on view to the public October 13 through 20.

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ADC Annual Awards Traveling Exhibition

The 85th Annual Awards Traveling Exhibition schedule kicks off with a visit to Texas, hosted by the **Dallas Society of Visual Communications**.

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Staff News

Danielle Epstein recently joined the ADC staff as Assistant to the Executive Director. She is a recent graduate of Vassar College. Previously, Danielle worked at the Brooklyn Museum of Art and White Box, an alternative non-profit art space.

Education

Saturday Career Workshops

The fall series, introducing talented city high school juniors to careers in visual communications, will begin October 7th at the ADC Gallery. We've lined up an impressive group of presenters:

October 7th - **Diana LaGuardia** (Editorial Design)
 October 14th - **Stephen Kroninger** (Illustration)
 October 28th - **Adam Jackson** (Interactive Design)
 November 4th - Art College Seminar
 November 11th - **Alex Suh and Boyoung Lee** (Design and Typography)
 November 18th - **Frank Anselmo** (Advertising)

Volunteer Opportunities

Our dedicated volunteers are an important part of the program's success. Volunteers circulate among the students, offering help, answering questions and providing feedback. With 50 students, our volunteers are key to helping each workshop run well and to ensure that each student gets the attention they need or want. The opportunity to interact with professionals in visual communications is one of the highlights of the program for the students. Volunteers for the Spring 2006 workshops were **Gui Borchert, Karen Cohn, Olivia Fincato, Elisa Halperin, Adam Jackson, Kathy Keefe** and **Jason Pacheco**.



Here's a sampling of what students from the last workshop series had to say about their experiences:

- "I liked getting to work with real artists and viewing their work -- being able to interact with them."
- "I like the creativity and inspiration it spurs. And the atmosphere -- the feeling of belonging."
- "Each Saturday we got to experience new things in art."
- "Everything was all about creating things and going beyond 'traditional' thought. It has been a great experience."

If you would like to join us, contact ADC Education Coordinator Kate Farina at kate@adcglobal.org for more information.

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Member News

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

Matthew Bannister, New York, NY
Anastasia Bogdanova, Norwood, MA
Jens Gutermann, Wuerzburg, Germany
Vicky Guo, New York, NY
Edouard Israel, Arlington, VA
Kayako Kobayashi, New York, NY
Jason Lancaster, New York, NY
Mortimer Lebigre, Astoria, NY
Charlene Martin, Brooklyn, NY
Margaret Minnis, Lake Forest, CA
Bradley H. Olsen-Ecker, Old Greenwich, CT
Carlos Pisco, New York, NY
Jonathan Petley, New York, NY
Leila Singleton, Fort Collins, CO

Student

Jordan Farkas, New York, NY
Roman Jaster, Valencia, CA
Michael MacDonald, Twinsburg, OH

Thank You

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

Kurt Haiman
Virginia Smith
Tetsuro Itoh
Gregory Crossley

Kiss & Sell: Writing for Advertising Reissued



ADC member **Robert Sawyer's** *Kiss & Sell: Writing for Advertising* has been reissued and redesigned. Featuring forwards by **Steven Hayden**, **Peter Arnell**, and past ADC president **Bob Greenberg**, *Kiss & Sell* explores all aspects of copywriting. The book includes insights from some of the world's leading advertising gurus and some of the most successful examples of copywriting ever created. On a thorough study of **Kiss & Sell**, readers will have a clear understanding of the various dynamics at work in effective copywriting.

Kelly Rizley Advertising & PR Unveils Kiosks for State of Wyoming Travel and Tourism

ADC member **Leila Singleton**, Art Director at Kelly Kizley Advertising & PR sent news of her firm's latest project. "We designed content for over 30 interactive touch-screen kiosks installed throughout the state of Wyoming," she writes. The kiosks allow travelers to preview planned stops in sound and motion, while discovering a host of other adventures.

"Content design was a large part of our job," said Singleton. "We wrote scripts and edited custom videos for 23 counties plus Yellowstone National Park, and we also handled all interface design and architecture. We really got a chance to work all angles of the project."



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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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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