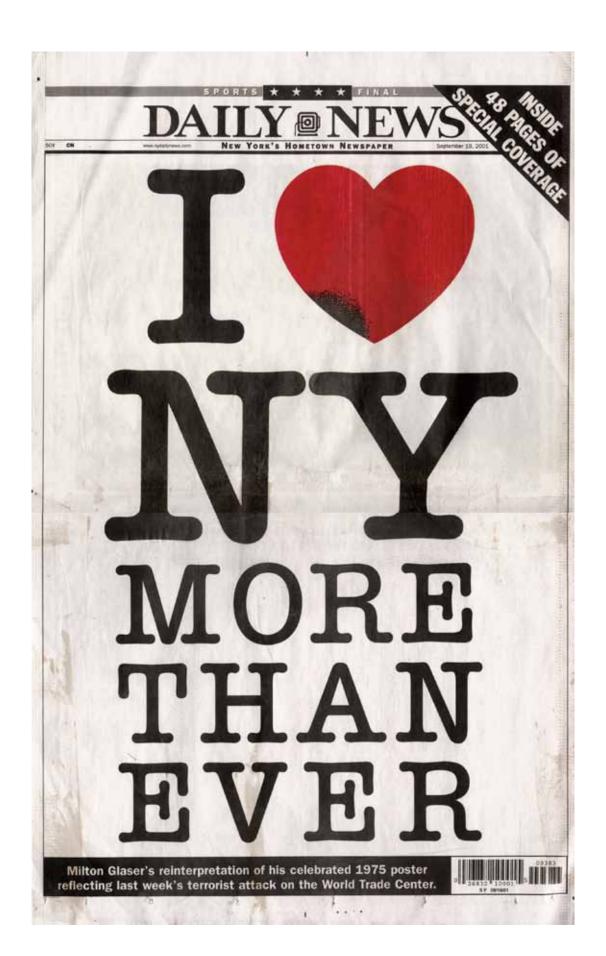
Work





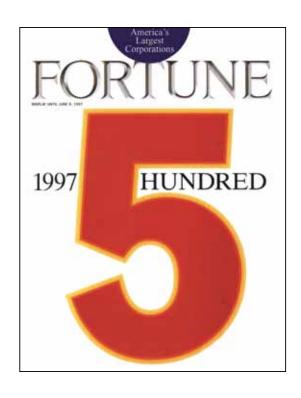
 $Original\ campaign\ button\ for\ I\ Love\ New\ York$







Identity for Tony Kushner's play Angels in America

















RIMINI





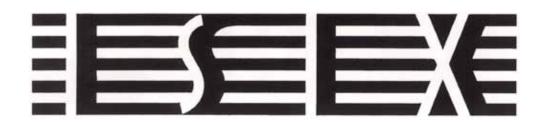


















666 5TH AVENUE





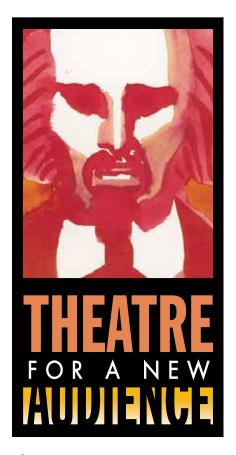




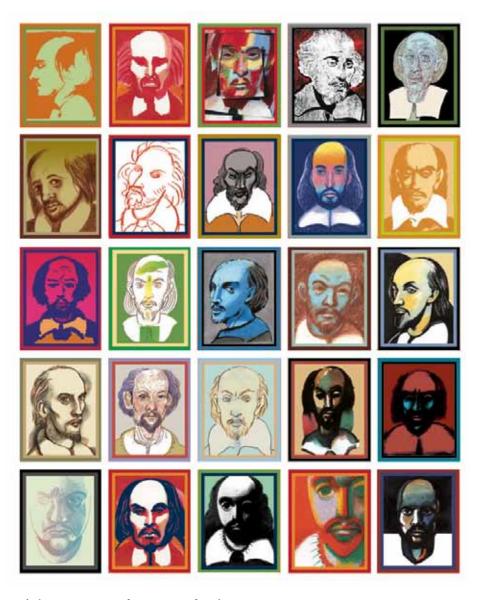
DOUBLE NICKEL

Theatre for a New Audience

Identity, communication, and signage



Identity



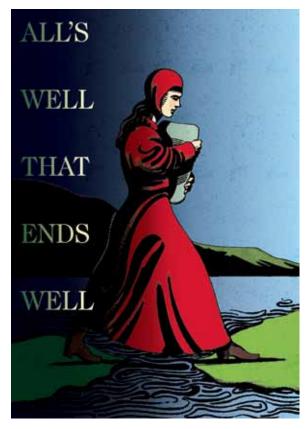
Shakespeare portraits for a variety of applications



Theatre for a New Audience Award Statue

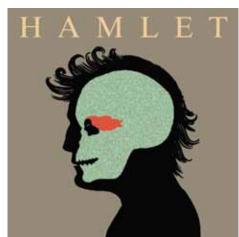


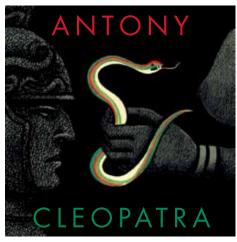






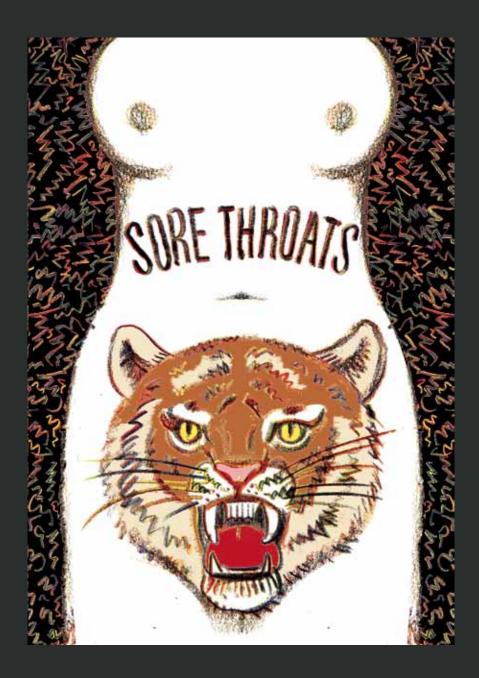












THEATRE FOR A NEW AUDIENCE

SORE THROATS

BY HOWARD BRENTON THE DUKE ON 42ND STREET APRIL 22 - MAY 21, 2006

DIRECTOR Evan Yionoulis SCENIC DESIGNER Adam Stockhausen COSTUME DESIGNER Katherine Roth LIGHTING DESIGNER Donald Holder **COMPOSER & SOUND DESIGNER Mike** DIALECT CONSULTANT Elizabeth Smith FIGHT DIRECTOR J. David Brimmer

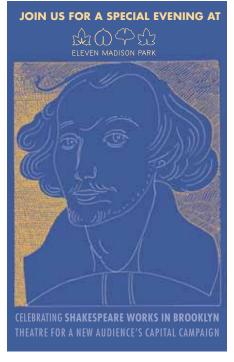
Bill Camp, Laila Robins, Meredith Zinner

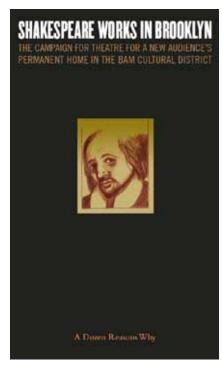
Theatre for a New Audience's Capital Campaign materials



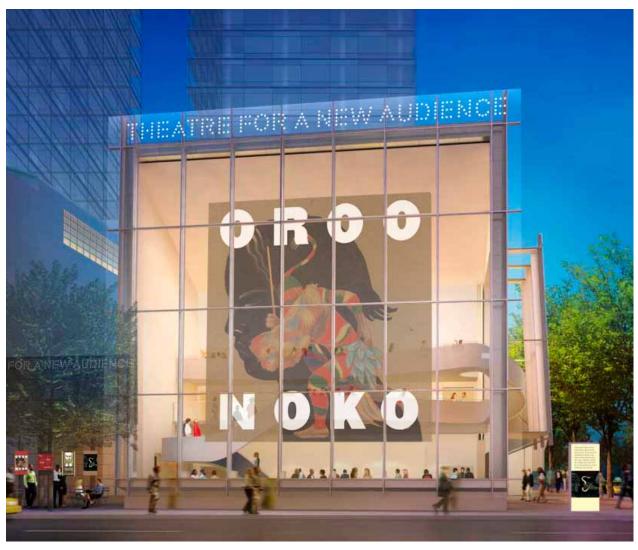
Website







Brochures



Facade study



Signage study



Interior signage studies

Louis Armstrong House Museum and Archive

Identity, signage, and interior elements for a newly constructed museum

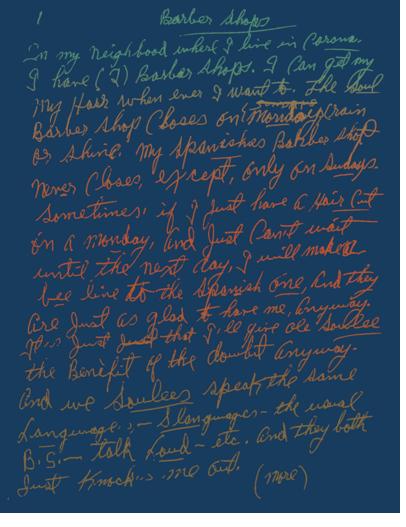




Portrait (print proposal)



Exterior signage

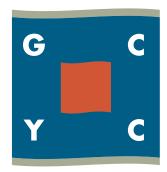


Backlit large-scale letter from Louis with a shifting color background



Gary Comer Youth Center

Identity, wayfinding and all other signage, communications, and wall murals



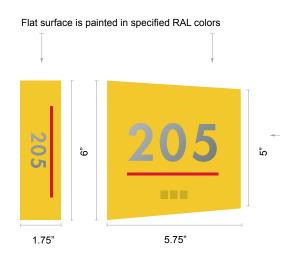
GARY COMER YOUTH CENTER HOME OF THE SOUTH SHORE DRILL TEAM

Identity





7.75"



3-dimmensional signage specifications

1.75"

Cast scuplture with glass base for inscription of graduate names

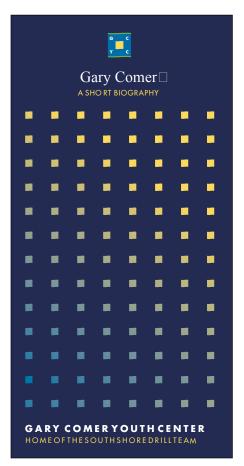


Decorative wall





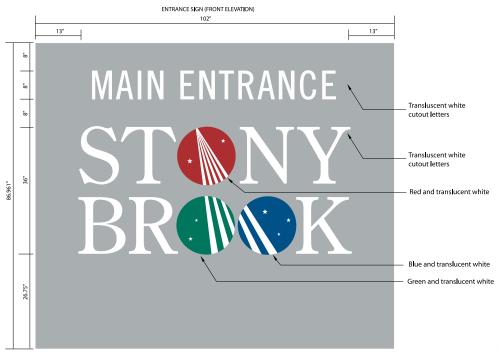
3-dimmensional accordian wall; reads Spring Summer in one direction, Autumn Winter in the other



Brochure

Stony Brook University

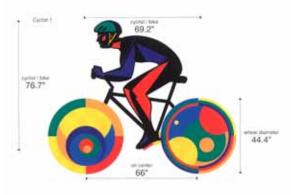
Identity, communication, advertising, signage, and sculptural elements



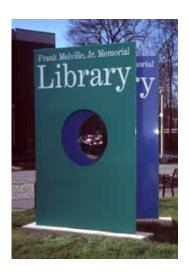


Entry Sign

Identity (signage specification)



Kinetic bicycle study (see opposite)









3-dimmensional campus signage



Stadium signage







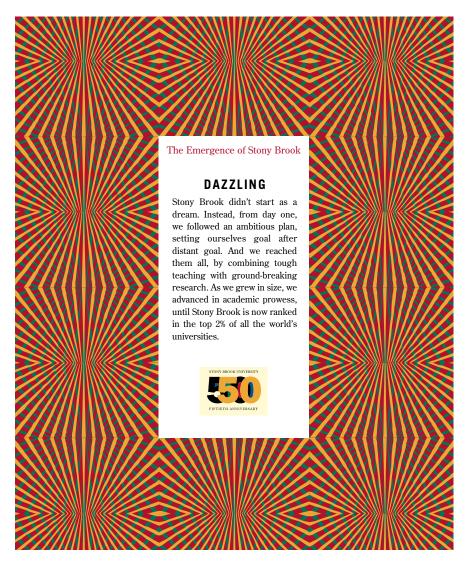
Stadium signage details



Kinetic bicycle sculpture based on Duchamp's rotoscopes. Wheels rotate every 15 minutes



Photographic mural outside the Jasmine restaurant

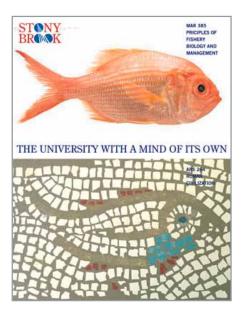


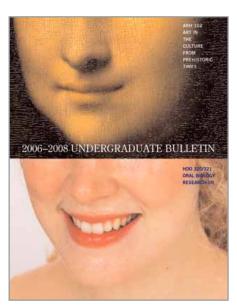
New York Times Ad



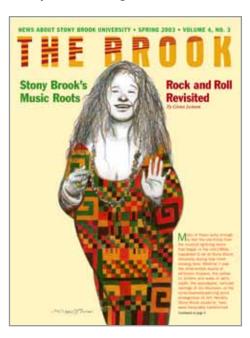
FIFTIETH ANNIVERSARY

Identity for the 50th Anniversary





Covers for course catalogs



The alumni magazine

How Money Affects the Brain

These days, so many are sharing the same financial boat.

All of us struggling to do the job, while beset by ever-shrinking budgets. In education, cutbacks are affecting schools from the East to the West. Just when other nations are turning out more brainpower, the United States may be falling behind.

Only yesterday, the world was clamoring to get into America's schools. We're probably still the 'gold standard', but the luster is dimmed. The world is catching up, and in some cases, passing us by.

At Stony Brook University, we feel the pinch that everyone else is feeling, maybe even more. Because to us, there is no larger issue than education. What else can turn out the brains to master the burgeoning technology, than use it to create more and better jobs.

For each generations future, for the nation's future, nothing comes close to the benefits of enhanced brainpower.

But can we help shape those brains for the long haul, if we short-change our schools today?





Education is our best investment.

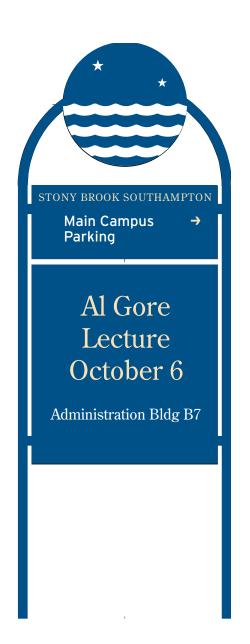
Stony Brook University Southampton

Identity, communication, advertising, signage



STONY BROOK SOUTHAMPTON

Identity





The Bigness of Small Things

Stony Brook Southampton is a brand-new college, smart, small, and utterly revolutionary. That's why every professor we hire, every student we accept must share our obsession with Planet Earth and its fragile environment. We're galvanized by the hope of cures waiting to be found in 'small things'. So let's do it. Let's change the world together. Join your new home on the Atlantic shore. You're in for a life-long ride.

The Second Most Important Decision You'll Ever Make.

And this brand-new college on the Atlantic Ocean can help. We're Stony Brook Southampton and we change all the rules. And since we're worried about Planet Earth, we're looking for young people who share our doubts and dreams.

So we erased the line separating student and faculty. Instead, you'll be partners in inventing the Environmental Studies, diagnosing the land's troubled harvest, and the ocean's declining health, and seeking local (and world-wide) cures. Oddly, while working as a team, you'll start thinking for yourself. A priceless habit.

But we never forget why the world's worth saving. Well, neither will you. Without even trying, you're caught up in the sheer joy of literature at our Writer's Conference, the thrill of timeless music, the wonder of certain paintings. And it sticks. Pleasure for the rest of your life.

And as if that's not enough, we try to this the "greenest" campus possible.



VISIT STONYBROOK UNIVERSITY AT WWW.STONYBROOK.EDU Story Brack University/SUNY is an affirmative action, equal opportunity educator and employe

New York Times Magazine advertising

How to Save the Bees.

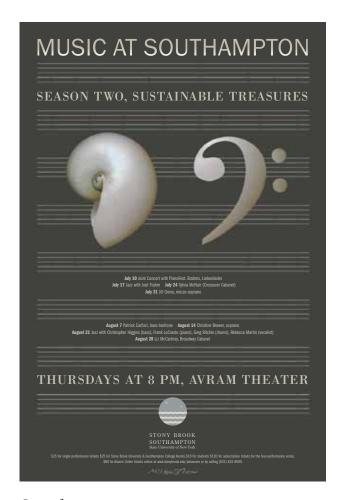
(And us.)

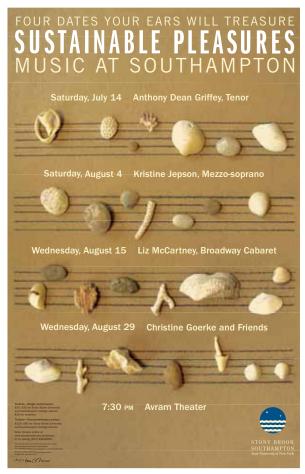


To change your life, our world, and even the planet: Enroll in Stony Brook Southampton. Visit stonybrook.edu/southampton.



Large scale advertising





The Brooklyn Brewery

Identity, communication, advertising, and packaging



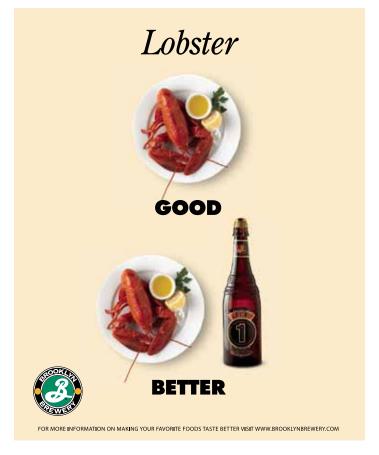
Logo



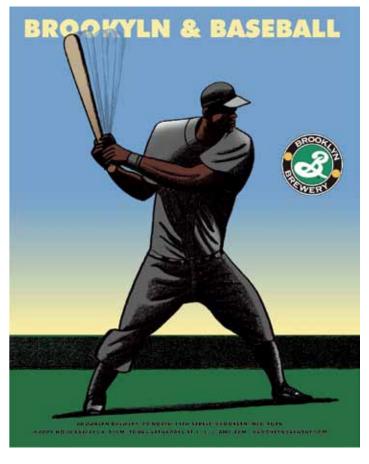
Different Identities



Truck Poster



Subway Ad campaign



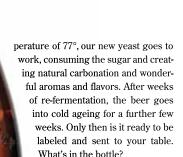
How this beer will change your mind about all beers ... forever.



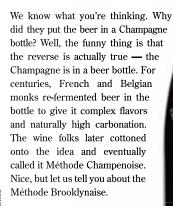


Packaging





A pop of the cork, a golden color, a fluffy white head, and a rush of pinpoint bubbles. Aromas of spices, oranges, apricots, earth and rum, all created by our special yeasts. A soft insistent effervescence on the palate. A quick burst of refreshing bitterness followed by sweet bready malts. A delicate interplay of flavors leading into a dry finish. A beer that is better with cheese than any wine. A beer which is a perfect accompaniment for seafood. Real beer made by an ancient method and a judicious hand. A beer that will change your view of all beers..... forever.



We brew Brooklyn Local 1 from Catskill water, German barley malt, Austrian hops and firstpressing raw sugar from Mauritius. We ferment it with a Belgian yeast strain and age it for several weeks. Now begins the Méthode Brooklynaise. The original yeast is filtered out and a new yeast is added, along with a dose of sugar. The flat beer is then bottled, corked, and carried across the street to our Re-Fermentation Rooms. Here, at a constant tem-

BROOKLYN BREWERY, 79 NORTH 11TH STREET, BROOKLYN, NEW YORK

HAPPY HOUR FRIDAYS 6-11PM; TOURS SATURDAYS AND SUNDAYS AT 1, 2, 3, AND 4PM BROOKLYNBREWERY.COM



Tap handle

Seed: Schlumberger Excellence in Educational Development *Identity, communication, web consultation, books, and animation*



Identity

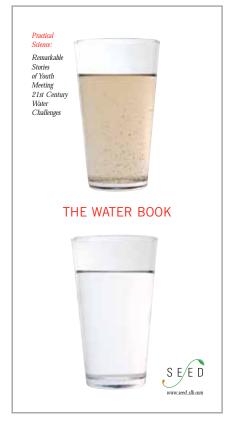




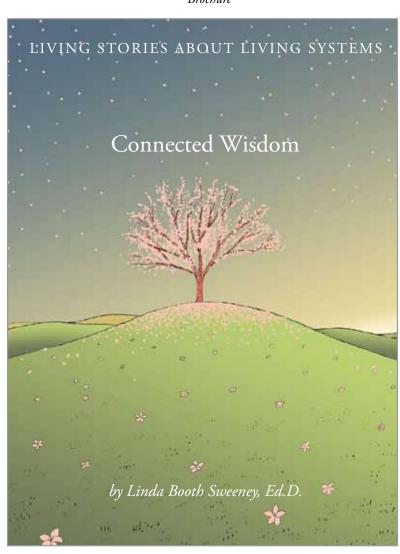








Brochure



Children's science book



Limited edition giclee print



Animation Web consultation

The Rubin Museum of Tibetan Art

Identity, communication, signage, windows, sculptural elements, and advertising



Identity



Metamorphic window



Exterior flags



A 17-foot copper-gilt illuminated wall based upon Tibetan cloud imagery



Facade



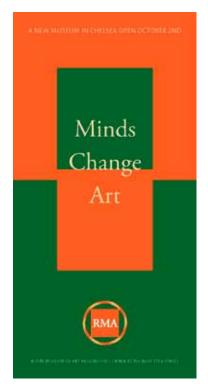
Cloud wall detail



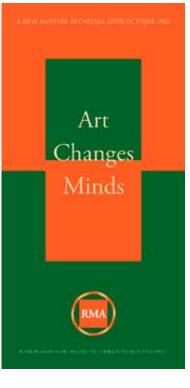
Close up of the deconstructed logo showing the three planes.



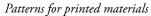




Outdoor advertising campaign









Brochure



Landing graphics for each floor



Stantions



Copper leafed laser cut signage



Detail

The Minneapolis Institute of Arts

Identity, communication, graphic guidelines and advertising templates



Original logo



Remove horizontals



Add back horizontals



Add color



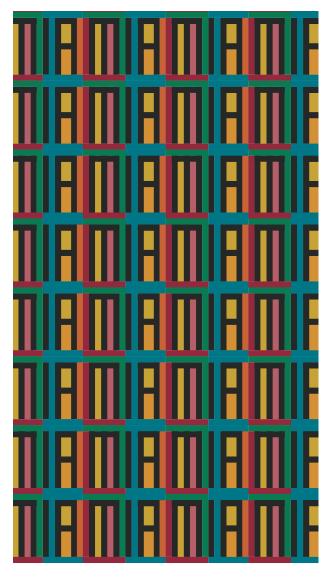
New Identity



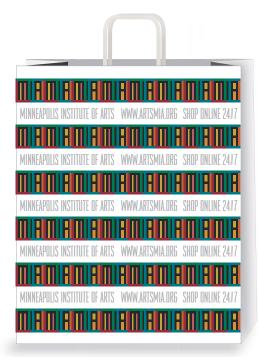
Kiosk advertising proposal



Identity applied to the facade



Identity Pattern



William Sediff Director Of Marketing

William Sediff Director Of Marketing

JERUS Total Arrange South Minneapolity, MY 52011 4723 5723-575-5124

JERUS Total Arrange South Minneapolity, MY 52011

JERUS Total Arrange South Minneapolity, MY 52014

J

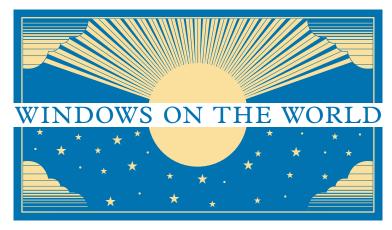
Stationery system



Shopping bag variations

Windows on the World

Identity, communication, signage, menus, dishes, and sculptural interior elements









Menus



Glass beaded wall



Branded wine

The Rainbow Room

Identity, communication, signage, menus, dishes, and sculptural interior elements



Identity



Oversized umbrella



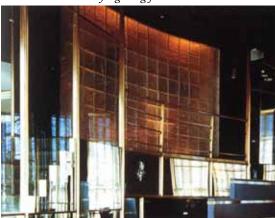
Menus



LED Rainbow wall



Rainbow Room entry lighting fixture



Dan Daily glass wall



Dale Chihuly's glass installation

The Aurora Restaurant

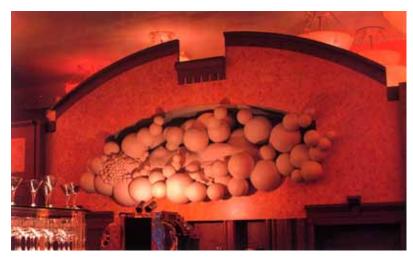
Identity, communication, signage, menus, dishes, lighting, interiors and sculptural interior elements



Identity



Interior graphics, rug, tile and lamps



Commissioned sculpture of Aurora by Jordan Steckel



Plaster cast ceiling sculpture



Original lamp study





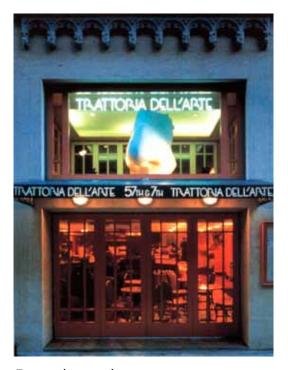
Three-tiered colored light system

Trattoria dell' Arte

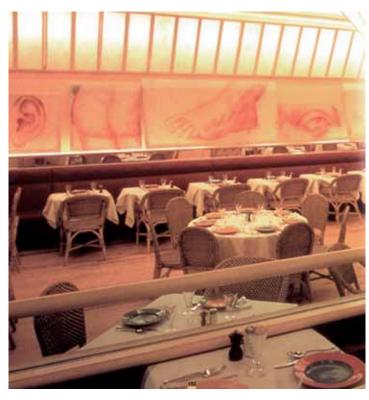
Identity, communication, signage, menus, interior design and sculptural interior elements



Identity



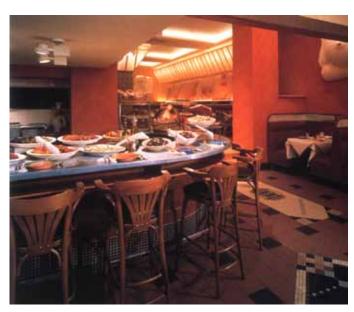
Entry with nose sculpture



Art studio interior with faux skylight



The green room with giant lips



The Italian sushi bar

John Templeton Foundation

Identity, communication, web consultation and advertising

JOHN TEMPLETON FOUNDATION

SUPPORTING SCIENCE~INVESTING IN THE BIG QUESTIONS

Identity

J cloes it: It is clear that the ferocious complete which the find of interests and personnel most continually improve their goods and moral vertices. Second, they stirr under concepts which the most powerful a related from off interests and personnel most continually improve their goods and moral vertices. Second, they stirr under comount of the second from stirred and moral vertices. Second, they stirred into of interests and personnel most powerful and moral vertices. Second, they stirred into off interests and personnel moral vertices and moral vertices. Second, they stirred into distuduid clear in ways that can easily supported to the second from stirred into the second from stirred from second from stirred into the second from stirred from stirred into the second from stirred into Does the free market corrode moral character?

To the contrary.

Con Ittaly.

Lan attest from personal experience that, if you try to talk about the free market on today's university campuses, you will be buried in an avalanche of criticism of globalization. The opposition of faculty and students to the expansion of international markets stems largely from a sense of altraism. It proceeds from their concern about social and moral issues. Simply put, they believe that globalization lacks a human face. It take an opposite view. Globalization, I would argue, leads not only to the creation and spread of wealth but to ethical outcomes and to better moral characteristics.



It depends. Free markets corrode some aspects of character while enhancing others. Whether the result is good, on balance

one believes other economic systems can do better. The question can only be answered by comparing realistic alternatives and by understanding how different systems promote divergent types of human character.

types of human character.

It is important to would thinkling in terms of ideal models. In recent years there has been a tendency to think that free markets emerge spontaneously when state interference in the concomy is removed.

But free markets are not markets are not simply the absence of government. Markets depend on systems of law to decide what can be traded as a commodity and what



law to decide what can be traded as a commodity and what cannot. Slavery is forbidden in modern market economies; so are blackmail and child pormography. Free markets advangation when the commodition of this sort, which are policed by governments. More generally, free markets rely on property rights, which are also enforced—and often created—by governments...

CONTINUED ONLINE.

John Cong. Intelligence at the Lands blands of the congression of th

Yes, but...

other systems are worse. The free marker is a crueible of competition where the competition is a crueible of competition in a free in an other in a competition is a free, and when survival is at take, there is no room for morality. But, to paraphrase Chunchill, for all in flaws, the free marker is still superior to all the other comomic arrangements that have been tried.



....cetty and students and state stems largely from a sense of altrusium. It proceeds from their concern about social and moral issues. Simply put, they believe that globalization and spread for exhibit to the creation of the special continuous and the spread for exhibit to the creation of the creation of the spread for exhibit to the creation of the spread for exhibit to the creation of the creation of the spread for exhibit to the creation of th

to practice and preach moral behavior. It may seem to make little sense for a company to donate a share of its profits to charity when that money could instead go to improving its competitive position. But we know that such giving can enhance a company is mage in ways that do improve its competitive position. In a free market, reputation in based on popular opinion, and that perception can become a material benefit.

Second, if a society of rat least a majority in a society of reaches what we might call state of society of the society of th



economies collapsed under their own contradictions, this utopian experiment has proved to be a systematic failure. Citizens who had endured long years of economic, moral, and political disaster were eager to get rid of them. Of course, the market economy is not a perfect system. But the market's flaws stem from the actions and morbistions of its human participants.



to meet the bottom line and still tell (which was a signal to the larger republic. A commercial society also would be far, far better for the poor, and it would have a marker. Think about the poor, and it would have a beneficient effect on public and personal morality. Through their competition from political governey to thouse the straight political power guite people under great pressure—to shout the straight political power guite people under great pressure—to shout the straight political power guite political power guite profits and political competition also produce cooperative political power guite. All this has to be defineded somehow, and moral character doesn't survive in tact. But these obvious flaw don't constitute an argument against democracy. The sure, economic and political competition also produce cooperative projects of many different sorts—part of the poor. As for land earlier should be far for the poor, and it would have been distinguished the poor, and it would have been defined to the poor, and it would have been distinguished the poor, and the would be far, far better for the poor, and it would have been distinguished the poor, and the would be far, far better for the poor, and the would have been distinguished the poor and the poor and the poor and personal morality. Through their some personal morality. Through their sources are straight of the form the poor and insuting this own child to give it to the child of another. Our giving, moral instincts exist, but they are secondary to the imperative to flourish Bounty makes charity feasible...

CONTINED ONLINE.

Them would the adoption it dealers in the standard proportion for positive in the standard proportion in the standard

the stakes are so high, participants in these activities also learn to watch and distrust one another, to conceal their plans, to betray their friends, and— know the rest, from Watergate to Enron. They become "characters" in smillar stories of corporate corruption political scandal, defrauded stockhold-ers, and deceived voters. Let the buyer beware! Let the voter beware!...

No! And, well, yes.

Well, yes.

At America's birth, most societies were organized on the foundation of seither alandholding aristocacy or a strong military establishment. The American founders rejected these models and agued stremously that a new society, built upon free commerce of virtues and prove safer for and more committed to, her ulse of law. Such a society would be dedicated not to the pursuit of power but to the creation of pelany. As Alexander Hamilton noted in Federalist #12.* The prosperity of commerce is now perceived and acknowledged by all enlightened statesmen to be the most useful as well as the most productive source of national wealth, and has accordingly become a primary object of their political cares. Commerce would distract men from profitical causes to would turn from political causes would turn from political causes to maket activity, and the spirit of cooperation necessary for free markets would gradually atrach their loyalities to the larger republic.

A commercial society also would be far, for better for the root would turn from the content of the productive to the larger republic.



by the poor.

As for landed aristocracies, their court
were too given to diversions, entertain
ments, seductions, and decadence.
Even though many chivalrous barons
and counts were good soldiers and
raised their own armies, their lives were idle on the whole...



the absolute.

It was also—and this should put us on alert—one of the main themes of many control of the main themes of the control of the co

too often.

Critics rightfully grasp that the free market undermines the traditional, local arrangements that people depend on to teach and sustain morality. Consider especially the experience of children. They first learn morality from their families, with whom they from their families, with whom they are most emotionally bonded. Love attaches children to moral conventions and arouses essential moral emotions like sympathy and guilt. In a preindustrial society, these moral habits are further reinforced by the tribe or the

In matters of morality, the free market functions like an amplifier. By placing more wealth and resources at our disposal, it tends to boost and accentuate whatever character tendencies we already possess. The net result is usually favorable. Most people want a good life for themelves and for their families and friends, and such desires form a part of positive moral character. Markets make it possible for vast numbers of people, at every level of society, to strive for and achieve these common human ends.

Other features of the free market also

achieve these common human ends. Other features of the free market also encourage the better angels of our nature and discourage our destructive competition of the state of the competition of the competi cooperation, the more our chara-move in a cooperative direction.

cooperation, the more currenteed of the control of





and the ideals to which we aspire.

For example, when the products we want can be made most cheaply overseas, the best deals we can get in the markertplace may come at the expense of our own neighbors jobs and wages. Great deals also frequently come at the expense of our Wain Streets—the hubs of our communities—because we can get lower prices at big-box retuilers on the outsikris of forward. As moral actors, we care about the well-being of our neighbors and our communities. But

Not at all.



There is little consensus on what is moral, let alone on what corrodes morality. A man of faith measures moral character by one's ability. A man of faith measures of the condition of the condit

framework to which I subscribe.

According to this school of thought, freedom of the individual is the highest aim, and the ultimate test of a person's character is his ability to pursue his own chosen goals in life without infringing upon the freedom of others to pursue their own goals. From this perspective, free economic activity among individuals, corporations, and nations boosts such desired and provided the companion of t

No.

In fact, markets require moral character if they are to be truly free, and truly free markets, in turn, promote moral character. But free markets are no guarantor of moral character. As today's cultural environment shows, the free market tends to heighten certain moral risks.



JOHN TEMPLETON FOUNDATION

SUPPORTING SCIENCE~INVESTING IN THE BIG QUESTION:

THIS IS THE FOURTH IN A SERIES OF CONVERSATIONS AMONG LEADING SCIENTISTS, SCHOLARS, AND PUBLIC FIGURES ABOUT THE "BIG QUESTIONS."

To read these essays in their entirety, or to receive a printed version,

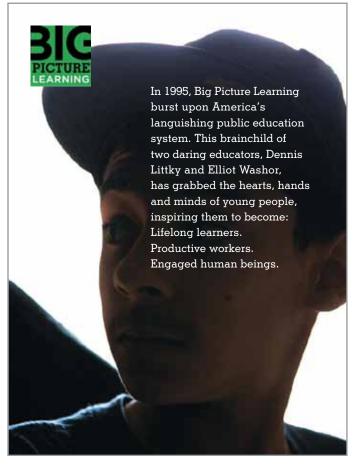
visit www.templeton.org/market

Big Picture Learning

Identity, communication, web consultation

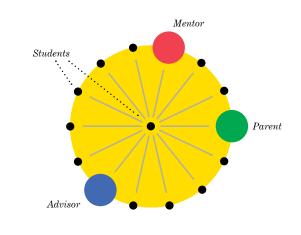


Identity



Brochure

The Big Picture Learning Method

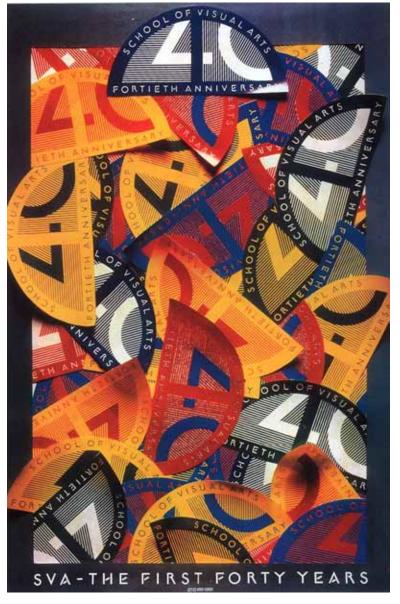


Here's why it works:

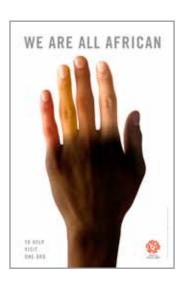
1) The Advisor works with the 15 member class to find what interests and motivates each student. 2) The Mentor, a lawyer, engineer, merchant, etc., guides each student's internship.
3) The Parent is actively enrolled as a resource to the Big Picture Learning community. 4) The Student (and his fellow students) interact to reinforce each other's passion for real work in the real world. The result is a self-teaching community of learners where no one feels left-out, and each helps motivate the other.

School of Visual Arts

Communication, posters, and advertising

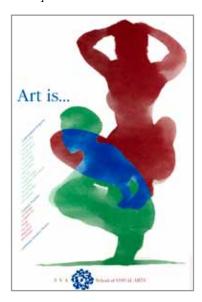


SVA's 40 Anniversary identity and poster





1965 poster



2000 poster

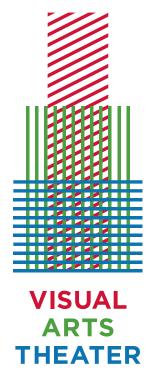


SVA sponsored campaigns encouraging aid in Africa, Darfur, and Iraq, benefitting the International Rescue Committe



The Visual Arts Theater

Identity, communication, interior and exterior elements, kinetic sculpture and signage



Identity



Rug



Above the marquee sits a kinetic sculpture which rotates on the hour. It is based on Tatlin's Homage to the Third International





 $Decorative \ interior \ ceiling \ panels \ \ and \ curved \ fiberglass \ wall$



Steel paneled wall