Work
Original campaign button for I Love New York
Daily News cover after 9-11
Identity for Tony Kushner's play Angels in America
Theatre for a New Audience

Identity, communication, and signage

Identity

Shakespeare portraits for a variety of applications

Theatre for a New Audience Award Statue
The Ohio State Murders

Antony Cleopatra

Chair

Hamlet

Othello

All's Well That Ends Well

The Grand Inquisitor

The Ohio State Murders

Play Identities
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 Ruth
LIGHTING DESIGNER Donald Holder
COMPOSER & SOUND DESIGNER Mike Yionoulis
DIALECT CONSULTANT Elizabeth Smith
FIGHT DIRECTOR J. David Brimmer

CAST
Bill Camp, Laila Robins, Meredith Zinner

Posters for Theater Hall
Theatre for a New Audience’s Capital Campaign materials

Website

Brochures
Louis Armstrong House Museum and Archive

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

Exterior signage

Identity Portrait (print proposal)

Portrait (print proposal)

Backlit large-scale letter from Louis with a shifting color background
3-dimensional mural for the front entry
Gary Comer Youth Center
Identity, wayfinding and all other signage, communications, and wall murals

Identity

3-dimensional signage specifications

Cast sculpture with glass base for inscription of graduate names
Decorative wall

3-dimensioanal accordion wall; reads Spring Summer in one direction, Autumn Winter in the other
Stony Brook University
Identity, communication, advertising, signage, and sculptural elements

Entry Sign

Identity (signage specification)

Kinetic bicycle study (see opposite)

3-dimensional campus signage
Kinetic bicycle sculpture based on Duchamp's rotoscopes. Wheels rotate every 15 minutes.

Photographic mural outside the Jasmine restaurant.
Stony Brook didn’t start as a dream. Instead, from day one, we followed an ambitious plan, setting ourselves goal after distant goal. And we reached them all, by combining tough teaching with ground-breaking research. As we grew in size, we advanced in academic prowess, until Stony Brook is now ranked in the top 2% of all the world’s universities.
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.*

*New York Times and Wall Street Journal advertising*
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. You’re not 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 make this the “greenest” campus possible.

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

Posters for music events
The Brooklyn Brewery

Identity, communication, advertising, and packaging

Logo

Different Identities

Subway Ad campaign

Truck

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

We know what you're thinking. Why did they put the beer in a Champagne bottle? Well, the funny thing is that the reverse is actually true — the Champagne is in a beer bottle. For centuries, French and Belgian monks re-fermented beer in the bottle to give it complex flavors and naturally high carbonation. The wine folks later cottoned onto the idea and eventually called it Méthode Champenoise. Nice, but let us tell you about the Méthode Brooklynaise.

We brew Brooklyn Local 1 from Catskill water, German barley malt, Austrian hops and first-pressing 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 temperature of 77°, our new yeast goes to work, consuming the sugar and creating natural carbonation and wonderful aromas and flavors. After weeks of re-fermentation, the beer goes into cold ageing for a further few weeks. Only then is it ready to be labeled and sent to your table. What's in the bottle?

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.

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

Identity

Icons

Children's science book

Practical Science: Remarkable Stories of Youth Meeting 21st Century Water Challenges

THE WATER BOOK

LIVING STORIES ABOUT LIVING SYSTEMS

Connected Wisdom

by Linda Booth Sweeney, Ed.D.
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

Close up of the deconstructed logo showing the three planes.

Cloud wall detail
Outdoor advertising campaign

Silkscreen print series commissioned by the RMA

Patterns for printed materials

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

MIA

Add back horizontals

Add color

Kiosk advertising proposal

New Identity

Identity applied to the facade
Windows on the World

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

Identity

Menus

Dishes

Branded wine

Glass beaded wall
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 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

The green room with giant lips

The Italian sushi bar

Art studio interior with faux skylight
To the contrary.

I am not saying systems have improved. It is for me to talk about the free market's success, the importance of the many instances of good behavior. The free market is not a system, and I am not an economist. I am talking about the need for the kind of basic social behavior and the kind of economic systems that can lead to these kinds of outcomes. I am not saying that the free market is perfect. I am not saying that it works. I am saying that it matters.

Yes, but... other systems are better. Better points, better products, better results. Better outcomes. But the free market is better. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. It is better because it is better. It is better because it works. It is better because it is different. 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In 1995, Big Picture Learning burst upon America’s languishing public education system. This brainchild of two daring educators, Dennis Littky and Elliot Washor, has grabbed the hearts, hands and minds of young people, inspiring them to become: Lifelong learners. Productive workers. Engaged human beings.

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.
Hala, a Baghdad Teenager

I was first in my class and headed for college when my street became a war zone. My cousin was killed, my father was threatened. We left everything and fled. Now we are refugees. We’re not allowed to work. We’ve run out of money. How will we survive?

To Help: theIRC.org

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

School of Visual Arts
Communication, posters, and advertising
The Visual Arts Theater

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

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

Identity

Rug

Exterior mural which changes twice a year
Decorative interior ceiling panels and curved fiberglass wall

Steel paneled wall