TO THE

Best

of

Cover Design

Books,

Magazines,

Catalogs,

and More
THE Best of Cover Design
THE Best of Cover Design

Altitude

Books, Magazines, Catalogs, and More
Company Collateral 91

Magazines 145

Non-Fiction (text based) 179

Agency Directory 220
About Altitude 224
You can’t judge a book by its cover, or so the saying goes. We beg to differ.
Of course, people shouldn't judge things by their appearance, but it happens just the same.

We're exposed to several thousand messages a day, creating an environment where the sheer mass of information can overwhelm us. After a while, it all looks the same. Between advertising, guerilla campaigns, product placement, and social media, it's become extremely difficult to get noticed, much less remembered. To be successful, covers not only have to stand out amongst all the clutter, but they also need to make a connection with us. In just a few seconds, they need to communicate what they are, pique our curiosity, or simply make us smile. They need to engage us through inspiration.

Designing covers isn't an easy task. It's a minefield of requirements, constraints, and subjective opinions, oftentimes resulting in what we like to call the "design-by-committee pit of despair." The CEO's daughter doesn't like orange, change it. Make the logo bigger. The sales team begins art directing. Welcome to the land of mediocrity. We've all been there, and it requires ninja-like skills to traverse and emerge in one piece. Despite the challenges, some covers clearly rise to the top. You can't help but pick up the magazine, open the brochure, or buy the book. They draw you in through their cleverness, simplicity, or boldness. These are the covers contained herein.

While judging the entries from around the world, the team at Altitude Associates saw everything from furniture catalogs to poetry books, annual reports to textbooks. In each instance, consideration was given to the intended audience, the competition, and the environment in which the piece had to stand out. A crowded magazine rack is a completely different situation than a sales meeting. A children's book has different readership than a brochure about a luxury hotel. Even with these variables, there was still one common goal of all covers: inspire us to pick it up.

I once sat in a meeting where several annual reports were being discussed. One in particular was designed by Cahan & Associates, our competitor at the time. The head of marketing said she didn't like Cahan's work, and others nodded in agreement. As I watched, they picked up, flipped through, and discarded various annuals. Many were left on the table untouched, but every single person picked up the report Cahan designed and spent time with it. The cover was captivating, it stood out from the pack, and had an easy-to-understand message. It was the most successful annual of the bunch. I considered pointing this out to the CEO, but kept my mouth shut.

It's not hard to question the future of print, given the rise of the digital. The next generation is adapting to new technologies at an astounding pace, making the rest of us feel prematurely old. Who can argue with interactive magazines, or a device that holds 1,500 books at your fingertips? Still, as more things go digital, people begin to yearn for the tangible, the physical. Just look to the rise of the DIY and craft movements for your answer. And remember, when everything is digital, printed pieces will have a much greater importance and impact.

I have tremendous respect for the firms and designers included in this book. Cover design can be a difficult, and sometimes heart-breaking endeavor. These folks not only had amazing concepts and designs, but were able to carry them through to final production. I hope the selection inspires you as much as it inspired us.

If you're reading this, then we've done our job.
212-BIG-BOLT
3group
Alexander Egger
Bob Delevante | STUDIO
Boccalette
Communication Bureau Proekt
Company
Concrete Design

Design Ranch
DWR Design
graphische formgebung
Liedgren Design
MDM Design
Pentagram Design, Ltd.
Sensus Design Factory Zagreb
Werner Design Werks, Inc.
Catalogs
The Best of Cover Design

DESIGN FIRM / Pentagram Design, Ltd
ART DIRECTOR / Angus Hyland
DESIGNER / Charlie Smith
CLIENT / Crafts Council

DESIGN FIRM / Alexander Egger
ART DIRECTOR / Alexander Egger
DESIGNER / Alexander Egger
CLIENT / Self-initiated
DESIGN FIRM / Design Ranch
CLIENT / Buckle

The Best of Cover Design
DESIGN FIRM / Werner Design Werks, Inc.
ART DIRECTOR / Sharon Werner
DESIGNERS / Sharon Werner, Sarah Nelson
CLIENT / The Caryn Agency
DESIGN FIRM / Communication Bureau Proekt
ART DIRECTOR / Roman Krikheli
DESIGNERS / Andrey Koodenko, Andrey Ilyaskin, Dmitry Fedorov
CLIENT / Parad boutique
The Best of Cover Design

No. 03 HOME AUTUMN 2009

No. 04 HOME WINTER 2009
5. hrvatski trijenačne grafike

DESIGN FIRM / Sensus Design Factory Zagreb
ART DIRECTOR / Nedjeljko Spoljar
DESIGNERS / Nedjeljko Spoljar, Kristina Spoljar
CLIENT / HAZU - Croatian Academy of Sciences and Arts

DESIGN FIRM / Bob Delevante | STUDIO
ART DIRECTOR / Bob Delevante
DESIGNER / Bob Delevante
CLIENT / Local Table magazine
ATHENS by SOUND

11th INTERNATIONAL ARCHITECTURE EXHIBITION
LA BIENNALE DI VENEZIA
The Best of Cover Design
DESIGN FIRM / Liedgren Design
ART DIRECTOR / Peter Herrmann
DESIGNER / Peter Herrmann
CLIENT / Lukas Göthman

DESIGN FIRM / Boccalatte
ART DIRECTOR / Suzanne Boccalatte
DESIGNER / Suzanne Boccalatte
CLIENT / Campbelltown Arts Centre

The Best of Cover Design
3group
Alexander Egger
Altitude
Auffuldisch + Warinner
BAJ Design
Boccalette
Chen Design Associates
Chronicle Books
Compass360
Crucial Detail LLC
Design Army
Fauxami
Godfrey Design
Headcase Design
Hybrid Design
Integral Lars Müller
Kato
McSweeney's
Paper Plane Studio
Pentagram
Ph. D, A Design Office
Sandu Publishers
Splash Productions Pte, Ltd.
Steven Brower Design
Studio Hinrichs
Studio8 Design
Subplot Design, Inc.
Think Studio, NYC
Tom Varisco Designs
Traffic Design Consultants
UnderConsideration
Volume, Inc.
Werner Design Werks, Inc.
2
Non-Fiction
(image based)
The Best of Cover Design

Chen Design Associates
ART DIRECTOR: Joshua Chen
DESIGNER: Max Spector
CLIENT: Perre DiCarlo

Fauxami Exhibitions
ART DIRECTOR: Jürgen Blümlein
DESIGNER: Daniel Schmid
CLIENT: Gingko Press

Kick Litter
NINE-STEP PROGRAM FOR RECOVERING LITTER ADDICTS
PERRE DICARLO

Made for Skate
DESIGN FIRM / BAJ Design
ART DIRECTOR / Brian Jacobson
DESIGNER / Mitch O'Connell
CLIENT / Grit City, Inc.
Non-Fiction (image based)
DESIGN FIRM / Headcase Design
ART DIRECTOR / Bryn Ashburn, Doogie Horner (Quirk Books)
DESIGNERS / Paul Kipple, Scotty Raiffsnyder, Jude Buffum
CLIENT / Quirk Books
The Best of Cover Design

DESIGN FIRM / Paper Plane Studio
DESIGNER / Jennifer Bostic
CLIENT / Chronicle Books

DESIGN FIRM / Headcase Design
CLIENT / Melcher Media / Simon Spotlight Entertainment
DESIGN FIRM  / Design Army
DESIGNER  / Design Army
CLIENT  / Rockport Publishers

DESIGN FIRM  / Pentagram
ART DIRECTOR  / DJ Stout
DESIGNER  / Erin Mayer
CLIENT  / City of Austin, Texas

DESIGN FIRM  / UnderConsideration
ART DIRECTOR  / Armin Vit, Bryony Gomez-Palacio
DESIGNER  / Armin Vit, Bryony Gomez-Palacio
CLIENT  / UnderConsideration

LETTERHEAD & LOGO DESIGN 11

DESIGN ARMY

Flaunt: Designing effective, compelling and memorable portfolios of creative work.

A BOOK BY Bryony Gomez-Palacio and Armin Vit

41 CASE STUDIES
823 SURVEY RESPONSES
2,856 PHOTOGRAPHED TITLES
$70 PHOTOGRAPHY USED

817 PROFESSIONALS INTERVIEWED

GAUGE PIE CHARTS

$1,000+ SPENT ON SHOOTING PORTFOLIOS ACROSS THE U.S.
SIGNs OF NEW ORLEANS

DESIGN FIRM / Paper Plane Studio
DESIGNER / Jennifer Bostic
CLIENT / Chronicle Books

DESIGN FIRM / Pentagram
ART DIRECTOR / DJ Stout
DESIGNER / Erin Mayer
CLIENT / Yale University Press/Museum of Fine Arts, Houston

THE HISTORY OF JAPANESE PHOTOGRAPHY

The Life & Art of Wayne Thiebaud
DELICIOUS
BY SUSAN GOLDMAN RUBIN

DESIGN FIRM / Paper Plane Studio
DESIGNER / Jennifer Bostic
CLIENT / Chronicle Books

DESIGN FIRM / Pentagram
ART DIRECTOR / DJ Stout
DESIGNER / Erin Mayer
CLIENT / Yale University Press/Museum of Fine Arts, Houston
DESIGN FIRM / Compass360
ART DIRECTORS / Mark Buchner, Karl Thomson, John Cook
DESIGNER / Mark Buchner
ILLUSTRATOR / Ben Weeks
CLIENT / Advertising and Design Club of Canada

DESIGN FIRM / McSweeney’s
ART DIRECTOR / Brooke Johnson
DESIGNER / Brian McMullen
CLIENT / Chronicle Books

DESIGN FIRM / Ph.D, A Design Office
ART DIRECTORS / Michael Hodgson, Lyn Bradley, Julie Markell
DESIGNERS / Michael Hodgson, Derrick Schultz
CLIENT / Twentieth Century Fox, Home Entertainment
THE LOST FILM
OF F.W. MURNAU
DESIGN FIRM / Alexander Egger
ART DIRECTORS / Alexander Egger, Isolde Fitzel
DESIGNERS / Alexander Egger, Isolde Fitzel
CLIENT / Designforum Wien
The Best of Cover Design
Non-Fiction (image based)
The Best of Cover Design

DESIGN FIRM / Godfrey Design
DESIGNER / Jason Godfrey
CLIENT / Rockport Publishers

DESIGN FIRM / Think Studio, NYC
DESIGNER / John Clifford, Herb Thornby
CLIENT / Abrams Image

DESIGN FIRM / Boccalatte
ART DIRECTOR / Suzanne Boccalatte
DESIGNER / Alex De Bonis
CLIENT / Powerhouse Museum
DETAILED CREDITS

Crucial Detail LLC
Designers: Martin Kastner, Kirk Richard Smith
Client: Achatz LLC / Tenspeed Press

Kato
Designers: Marco Aurélio Kato
Client: Editora Scipione

Volume, Inc.
Art Directors: Adam Brodsley, Eric Heiman
Designers: Adam Brodsley, Iran Narges
Client: SF MOMA
The Best of Cover Design

DESIGN FIRM: Subplot Design, Inc.
ART DIRECTORS: Matthew Clark, Roy White
DESIGNER: Matthew Clark
CLIENT: Hiking Camping

Hiking is a conversation with the soul.

Hike through the mountains, breathe deep, and lose yourself in the beauty of nature. The mountains are calling, and you must go.

Imagine waking up to the sound of birds chirping and the smell of fresh mountain dew on the leaves.

The mountains are calling, and you must go.

The Best of Cover Design

DESIGN FIRM: Subplot Design, Inc.
ART DIRECTORS: Matthew Clark, Roy White
DESIGNER: Matthew Clark
CLIENT: Hiking Camping
TOO
BASEBALL
ICONS

FROM THE NATIONAL BASEBALL HALL OF FAME AND MUSEUM ARCHIVES
TERRY HEFFERNAN, KIT HINRICHGS & DELPHINE HIRASUNA
PETER J. WOLF

A VISUAL DIRECTORY OF TERMS FOR GLOBAL DESIGN

GRAPHIC DESIGN TRANSLATED

LE LANGAGE DU GRAPHISME

GRAFIK DESIGN ÜBERSETZT

IL LINGUAGGIO DELLA GRAFICA

EL LENGUAJE DEL DISEÑO GRÁFICO
by

SOME GUY

foreword by

KEVIN KELLY

the

1000 JOURNALS PROJECT

LOOK

Non-Fiction (image based)
Appetite Engineers/
  Martin Venezky
Base Art Co.
Casa Rex
Carol Devine Garson
de Vicq design
Headcase Design
JENS MAGNUsson
  DESIGN
John Gall
McSweeney's
Michael Bierut
Mucca Design
Pentagram
Picador
pikkov.com
Paul Sahre
Rodrigo Corral Design
Stephen Doyle
Tamaye Perry
Tomato Košir, s. p.
Vintage Books
Wallzo
Yentus & Booher
THE STALIN EPIGRAM
ROBERT LITTELL
A NOVEL

UNDER THE POPPY
KATHE KOJA
PAULINE WOLFF

SWEDEN

Albert Bonniers Forlag
HELEN GRANT
A NOVEL
THE VANISHING OF
KATHARINA LINDEN

“Both a wonderful first novel and a strange, haunting modern fairy tale.”
— JOHN CONNOLLY

THOMAS PYNCHON
V.
CHRISTOPHER MOORE,
JAGNE: EVANGELIJ PO FOCNU,
KRISTUSOVEM PRIJATELJU
IZ OTROŠTVA
The Children of Men

P.D. James

"The Children of Men has extraordinary power and visionary passion." Observer

Tittaren
Mattias Ronge

Fiction
WICKED

POP-UP COMPELLIANUM

ASTOUNDING DIMENSIONAL REPLICAS TO AMAZE & DELIGHT!

MARVEL AS ELPHABA DEFIES GRAVITY!

TOUR THE GILDED STREETS OF THE WORLD-FAVORITED EMERALD CITY!

LEARN FROM THE POPULAR FRINGE GALINDA HERSELF!

OF SPLENDIFEROUS DELIGHT & THRILLIFYING INTRIGUE

Based on the Hit Broadway Musical!
DESIGN FIRM / Vintage Books
ART DIRECTOR / John Gall
CLIENT / Vintage Books
DESIGNERS:
1. John Gall
2. Paul Sahre
3. Appel & Associates / Martin Venezky
4. Carol DeWine Carson
5. Yentus & Booher
6. Stephen Doyle
7. Rodrigo Corral
8. Michael Bierut
DESIGN FIRM / Vintage Books
ART DIRECTOR / John Gall
CLIENT / Vintage Books

DESIGNERS:
1. John Gall
2. Paul Sahre
3. Appetite Engineers / Martin Venezky
4. Carol Devine Carson
5. Yentus & Booher
6. Stephen Doyle
7. Rodrigo Corral
8. Michael Bierut

Fiction
DESIGN FIRM / Pentagram Design
ART DIRECTOR / Angus Hyland
DESIGNER / Fabian Herrmann
CLIENT / Penguin
CHUCK PALAHNIUK
PYGMY

Nathanael WEST

a MISS Lonelyhearts

The Day of the LOCUST

Introduction by Jonathan Lethem
A NOVEL

THE

WAY

THROUGH

DOORS

JESSE BALL

THROUGH

WAY

THE
Temperature sensitive ink. Cold (left), warm (right)
The Best of Cover Design

DESIGN FIRM / Casa Rex
CREATIVE DIRECTOR / Gustavo Piqueira
DESIGNER / Gustavo Piqueira
ILLUSTRATOR / Samia Jacintho
CLIENT / Editora Biruta
PURPLE HEARTS
A NOVEL
CW SMITH

HIM HER HIM Again
THE END OF HIM
PATRICIA MARX

“*I laughed at its audacity, and cursed that I didn’t write it.*”
—STEVE MARTIN, AUTHOR OF AMERICAN

Fiction
DESIGN FIRM / Tomato Košir, s. p.
ART DIRECTOR / Tomato Košir
DESIGNER / Tomato Košir
CLIENT / Didakta, editor: Andreja Rauch
160over90
3group
AdamsMorika, Inc.
Altitude
Aufuldish + Warinner
Bruketa&Zinic OM
CCRZ S.A.
Chen Design Associates
Communication Bureau Proekt
Cossette / Identica
Creative Page
D*MNGOOD ®
Design Army
Design Ranch
FkDesign Srl
Foundry Creative
Greteman Group
Hybrid Design
Intro
Manual
MDM Design
Metro Design Studio
Michael Osborne Design
MMR Studio
Monnet Design
Mucca Design
MVP Creative Group
Paper Plane Studio
Pentagram Design, Ltd.
Pinkochio Pte, Ltd.
PLAZM
Poulin + Morris, Inc.
Proud Creative
RH Design
Sagmeister, Inc.
SamataMason
Sensus Design Factory Zagreb
Soapbox Design Communications, Inc.
Splash Productions Pte, Ltd.
Studio EMMI
Studio Hinrichs
SVP Partners
The White Room, Inc. Design/Art Direction
Trine Design Associates Pte, Ltd.
UMS Design
WORKS.


Piece Meal Diversity
By Anand Rajaram, p.23.
Mainly Archipelagos
Intent within the collaborative process
By Maiko Bae Yamamoto, p.23.
DESIGN FIRM / Splash Productions Pte, Ltd.
DESIGNERS / Norman Lai, Li Shijin
COPYWRITER / Low Jat Leng
CLIENT / SingHealth Foundation
DESIGN FIRM / Intro
ART DIRECTOR / Adrian Talbot
DESIGNER / Adrian Talbot
CLIENT / Arts Council England

DESIGN FIRM / Trine Design Associates Pte Ltd.
ART DIRECTOR / Victor Lim
ILLUSTRATORS / Adeline Tan, Arlene Rieneke, Cherie Tan, Drewscape, Eshahun, Mindflyer, Neo Ann Gee, Ralph Samson, Xin
CLIENT / Antalis (Singapore) Pte Ltd.

DESIGN FIRM / Foundry Creative
ART DIRECTOR / Zahra Al-Harazi
DESIGNER / Kyle Henry
CLIENT / Immigrant Services Calgary

108 The Best of Cover Design
THE STRONG ONE. THE BRAVE ONE. THE COLLECTIVE ONE. THE INSPIRING
ONE. THE DETERMINED ONE. THE ONE WHO OFFERS A SHOULDER. THE ONE WHO
GIVES HIS HEART. THE ONE WHO CREATES. THE ONE WHO LENDS
AN EAR. THE ONE WHO MAKES SURE THAT NO ONE GOES WITHOUT.

We are Immigrant Services Calgary
and we are committed to making sure that everyone in the community has
access to the things they need. Every
volunteer, immigrant and dedicated
staff member has a unique and powerful
voice. It’s when we put them together that we can really be heard.
The Best of Cover Design

DESIGN FIRM / UMS Design
ART DIRECTOR / Ulhas Moses
DESIGNER / Ulhas Moses
CLIENT / British Council

DESIGN FIRM / Metro Design Studio
CLIENT / LA County Metropolitan Transportation Authority
I trust him completely at our board-of-directors meetings. These are the CEOs who lead some of the largest energy companies in the world. What’s great about Amos is that he has a beautiful, quiet, thoughtful way about him, and in this high-powered, high-charged environment, he puts everyone completely at ease.

It was February. Amos was working on a natural gas facility in a small town near an industrial landscape. But he turned it into something so beautiful, serene composition, with the tiny red dot of the light in the middle. It was almost...
Roman Klonek, Damien Poulain, Anthony Burrill, Typographica, Geneviève Gauckler, Hvass & Hannibal,
Kemistry Gallery.

Two Thousand
—Nine.
Two Thousand
—Ten.
THE WASHINGTON BALLET

WONDERLAND

DESIGN FIRM / Design Army
ART DIRECTORS / Pum Lefebure, Jake Lefebure
DESIGNER / Lucas Badger
PHOTOGRAPHER / Cade Martin
CLIENT / The Washington Ballet
DESIGN FIRM / MVP Creative Group
ART DIRECTOR / Haines Wilkerson
DESIGNER / Jane Frey
CLIENT / W Hotel

DESIGN FIRM / Studio EMMI
ILLUSTRATION / Lucy Vigrass
CLIENT / The Prince's Foundation for Children & the Arts
The Best of Cover Design
DESIGN FIRM / MMR Studio
ART DIRECTOR / Dean Teniswood
DESIGNER / Dean Teniswood
CLIENT / Cricket Australia

CRICKET AUSTRALIA
ANNUAL REPORT 0809

CRICKET AUSTRALIA

FLETCHER
DESIGN FIRM: D*MNGOOD
DESIGNER: Daniel Adler, D*MNGOOD
CLIENT: Well Seasoned Events and Catering by Ridgewells

DESIGN FIRM: Soapbox Design Communications, Inc.
ART DIRECTOR: Gary Beelik
DESIGNER: Jim Ryce
CLIENT: Greater Toronto Airports Authority

WELL SEASONED
EVENTS AND CATERING BY RIDGEWELLS
A REPORT ON CANADIAN CUISINE WITH CLASS

Minutes from the Airport

Greater Toronto Airports Authority and Annual Report
DESIGN FIRM / Michael Osborne Design
ART DIRECTOR / Michael Osborne
DESIGNER / Cody Dingla
CLIENT / Crane & Co.

DESIGN FIRM / Creative Page
ART DIRECTOR / Mike Barker
DESIGNER / Mike Barker
CLIENT / Australian National Academy of Music
DESIGN FIRM / Chen Design Associates
ART DIRECTOR / Joshua Chen
DESIGNER / Max Spector
CLIENT / Stanford Lively Arts
DESIGN FIRM / Greteman Group
ART DIRECTOR / Sonia Greteman
DESIGNER / Craig Tomson
CLIENT / Woodside Health & Tennis Club

PT²
PRIVATE TRAINING

Control Your Destiny

JUNIOR TENNIS

Live Your Dream

HEALTH PROFESSIONALS

Life in Balance
**DESIGN FIRM** / Design Ranch

**CLIENT** / H&R Block

---

**partner**
It requires people to make the DREAM a reality. (walt disney)

**serve**
well done is BETTER than well said. (benjamin franklin)

**help**
there are two ways of spreading light: to be the candle or the mirror that REFLECTS it. (emil kahn)

**achieve**
doing the BEST at this moment puts you in the best place for the next moment. (oprah winfrey)
WHAT THE WORLD NEEDS NOW

TED 2010
The Best of Cover Design

STANFORD LIVELY ARTS 09-10
PERFORMING ARTS SEASON

DESIGN FIRM / Chen Design Associates
ART DIRECTOR / Joshua Chen
DESIGNERS / Max Spector, Jure Gavran
CLIENT / Stanford Lively Arts

DESIGN FIRM / Studio Hinrichs
ART DIRECTOR / Kit Hinrichs
DESIGNER / Belle How
CLIENT / Sappi Fine Paper
**Gallery Programs**

Fall 2009

- Dutch New York Between East and West: The World of Margrieta van Varick
  
  September 16, June–January 2, 2010

- Resources for Schools and Educators
  
  Fall 2009
142 The Best of Cover Design
ARTAID15 ROCK
TO BENEFIT POSITIVE DIRECTIONS
344 Design, LLC
Alexander Egger
COLLINS:
David Lehrer
Design Army
design center
eetcorporate Design
frog design, inc.
Hexanine
Hively Design
Homework
Kokokuhiyao
Lanky Design
Lizza's Room
Martin Venezky's Appetite Engineers
Metro Design Studio
Michael Freimuth
MINE™
Mucca Design
Number 17
Pentagram
Pentagram Design, Ltd.
Spindle Studios
Studio 32 North
Studio8 Design
Thonik
DESIGN FIRM / Studio 32 North
ART DIRECTOR / Sallie Reynolds Allen
DESIGNER / Sallie Reynolds Allen
ILLUSTRATOR / 1. Christopher Silas Neal; 2. Tatsuro Kiuchi
CLIENT / The Scripps Research Institute

The Best of Cover Design

FALL 2008

THE SCRIPPS RESEARCH INSTITUTE

ENDEAVOR

VOLUME ELEVEN / NUMBER TWO

SPRING 2009

THE SCRIPPS RESEARCH INSTITUTE

ENDEAVOR

Issues in MOOD DISORDERS

Celebrating Scripps Florida

146 The Best of Cover Design
IDEAS • TECHNOLOGY • BUSINESS

WIRED

THE FUTURE UK MAGAZINE OF THE YEAR

THE GREAT TRUST EXPERIMENT

1. LEND MONEY TO STRANGER 2. CROSS FINGERS 3. WAIT

JUN 10 £3.99 wired.co.uk

DO NOT REMOVE

TESLA TESTED: FERRARI POWER, ZERO P.148

THE TEEN FIGHTING CYBER WAR P.156

WORLD CUP WINNER REVEALED: P.74

DESIGN FIRM / Studio8 Design
ART DIRECTOR / Matt Willey, Studio8 Design
DESIGNER / Matt Willey
CLIENT / Wired Magazine
Design Firm: Hexanine

Designer: Jason Adam

Client: Overamerica Media Group

Design Firm: Alexander Egger

Art Director: Alexander Egger

Designers: Isolde Fitzel, Alexander Egger

Client: designforum
DESIGN FIRM / Thonik
CLIENT / Van Ooijschot Publishers

150 The Best of Cover Design
2wice

HOW TO PASS KICK FALL AND RUN

START AND FINISH
DESIGN FIRM / Design Army
ART DIRECTORS / Pum Lefebure, Jake Lefebure
DESIGNER / Taylor Buckholz
CLIENT / American Institute of Architects Students (AIAS)
Choosing a Transit Future
Imagine the possibilities.
IT'S WHAT YOUR RIGHT ARM'S FOR
WE KEEP YOUR PROMISES
WE'RE NUMBER TWO. WE TRY HARDER
FINGER-LICKIN' GOOD
WHILE IN EUROPE, PICK UP AN
A LITTLE DAB'LA ZA
CLEANS ROUND THE BEND
JUST IMAGINE
STOPS HALITOSIS!
TASTE AS GOOD AS IT SMELLS
WE SELL MORE CARS THAN FORD, CHRYSLER, CHEVROLET, AND BUICK COMBINED
LIMITED EDITION OF UNLIMITED IDEAS
PURE GENIUS
SOFT, STRONG AND VERY LONG
IT'S SO BIG, YOU'VE GOTTA GRIN TO GET IT IN
HELLO BOYS
THE GENUINE ARTICLE
WE DO IT YOUR WAY
HEAD FOR THE BORDER
ONE LEG AT A TIME
VERY, VERY, VERY

IT IS. ARE YOU?
PREPARE TO WANT ONE
THINK DIFFERENT
BLOW SOME MY WAY
COME TO WHERE THE FLAVORS IS

FUTU Magazine
DESIGN FIRM / etcorporate Design
ART DIRECTOR / Anton Huber
DESIGNER / Anton Huber
CLIENT / Ortner Concept
DESIGN FIRM / Kokokuhiyo
ART DIRECTOR / groovisions
DESIGNER / groovisions
CLIENT / Madra publishing
DESIGN FIRM / David Lehrer
ART DIRECTOR / David Lehrer
DESIGNER / David Lehrer
CLIENT / Center for the Built Environment

DESIGN FIRM / MINE™
ART DIRECTOR / Christopher Simmons
DESIGNER / Christopher Simmons
CLIENT / STEP Magazine / Jupiter Media
DESIGN FIRM / 344 Design, LLC
ART DIRECTOR / Paul Pensom for Creative Review
DESIGNER / Stefan G. Bucher
CLIENT / Creative Review Magazine

DESIGN FIRM / COLLINS:
DESIGNER / John Fulbrook III
CLIENT / Metropolis Magazine
CREATIVE DIRECTORS / Criswell Lappin, Brian Collins
The Best of Cover Design

Overview: The stars are out, and everyone’s talking about “hope” and “change.” So, in this, our third issue, Proximity looks at what our neighbors and peers are doing in unexpected, creative, and revolutionary ways. We peek at online and offline publishing worlds, interview practices, celebrate, concept houses, and more. Welcome to the new era! It’s good to see you.

Please enjoy:

How to Build a Healthy Collaboration During an Economic Meltdown, by Auri Bass and Salem Galle, July 2009
An Empty Artist, by Nadia Lawford, page 64. The Discovery of America, by Bob Hechler, starts on page 99.


—

The Chicago Issue: Mapping and Reading Contemporary Culture in the City

Welcome to Proximity. Our first issue focuses on cultural networks and artist maps, in addition to essays and features related to local projects, arts and spaces. With contributions from all over the world and a wide range of subject matter, we’ve created a brief survey of why we love this city.

Highlights include:

- The Chicago Issue: Mapping and Reading Contemporary Culture in the City
- Welcome to Proximity
- Cultural Networks
- Artist Maps
- Local Projects
- Arts and Spaces
- Contributions from all over the world
- A wide range of subject matter
- A brief survey of why we love this city
Overview: The Photography Issue: *(Choose Your Own Adventure)*

Proximity tries to find out what makes a good photograph by asking our readers to tell us what's best. In addition to photography by and interviews with our light-sensitive friends, we feature our usual installment of reports, assessments, declarations and discoveries from the contemporary art worlds. Highlights include:

- Dispatch from the Vault (of MOCF) *By Karsten Lund* page 034
- A Conversation With Red Selmonia page 060
- Our Super Interview With Photo España's Claudia Rosales page 056
- Where Possible Possibilities Are Possible By Robby Pearl page 038
- Artist Portfolios page 078
- Artist Studios page 114
- Reviews page 138

Fall 2009 / Cover by James P. Moore
TEN YEARS A COLLECTION

CHURCH PLANTING AND MONEY
The Best of Cover Design
MATÉRIEL

The Inaugural Issue

Please enjoy a story of some lesser-known, yet captivating, artists and artisans. Our issue features star-studded photographers, from New York to London. Our covers feature styles from the 1980s to the present. Whether you're a fan of the latest trends or prefer something more classic, we've got you covered. Each issue is packed with original content, and every detail is part of our bold and brilliant vision.

DESIGN FIRM / Homework
ART DIRECTOR / Jack Dahl
DESIGNER / Jack Dahl
CLIENT / HE Magazine
(Ma + Chr)
Alexander Egger
Alfred A. Knopf
Boccalette
Brad Noll Design (BND)
Casa Rex
Catekk Ribca
CCRZ S.A.
Chronicle Books
Coup
de Vicq design
Did Graphics, Inc.
ECCO/HarperCollins
Eric Hanson Illustration
Form
Hatch Design
Henry Sene Yee Design
Hizam Design
Integral Ruedi Baur Paris, Berlin, Zürich
JENS MAGNUSSON DESIGN
Juicebox Designs
kuna zlatica
Liska + Associates
MINE™
Mirko Ilić Corp.
Number 17
Oliver Munday Design
Paprika
Parham Santana
Pentagram Design, Ltd.
Picador
pikkov.com
Rodrigo Corral Design
Sensus Design Factory Zagreb
Studio EMMI
Think Studio, NYC
Tomato Košir, s.p.
Tracy Sunrize Johnson Design
Vintage Books
Visual Asylum
Wallzo
Werner Design Werks, Inc.
Winterhouse
6

Non-Fiction

(text based)
What difference you can make, you should try to make. To me, a good idea not implemented is no idea at all. When you have nothing, why not take a risk? I don’t feel comfortable with “anything goes.” Why limit the dream to what your life expectancy is? I would hate to think we are the final authority.

John Kluge  Stories
DESIGN FIRM / pikkov.com
DESIGNER / Anne Pikkow
CLIENT / Tänapäev Publisher

DESIGN FIRM / Wallzo
ART DIRECTOR / Darren Wall
DESIGNER / Darren Wall
CLIENT / Faber + Faber

Non-Fiction (text-based) 181
UNCOMPLICATED & HARDWORKING TIPS FOR A CLEAN & HAPPY HOME

Mrs. MAYER'S
C Lenovo HOME

No-nonsense advice that will inspire you to CLEAN like the DICKENS

by Mrs. Helena A. Meyer
DESIGN FIRM / Did Graphics, Inc.
ART DIRECTOR / Majid Abbasi
DESIGNER / Majid Abbasi
CLIENT / Cheshmeh Publications
DESIGN FIRM / Eric Hanson Illustration
ART DIRECTOR / Susan Mitchell
ILLUSTRATOR / Eric Hanson
CLIENT / Farrar Straus and Giroux

The Best of Cover Design

John Waters
Role Models
Ending Aging

Written by the students of Cardozo & Woodrow Wilson High Schools

Get Used To The Seats
A Complete Survival Guide For Freshmen

With a special feature by Spike Jonze

Aubrey de Grey, Ph.D., with Michael Rae
THE UNDERACHIEVER’S MANIFESTO

The Guide to Accomplishing Little and Feeling Great

Ray Bennett, M.D.
TIME
EVA HOFFMAN

THE AGE
OF
ENTANGLEMENT
WHEN QUANTUM PHYSICS WAS REBORN

LOUISA GILDER

- DESIGN FIRM / Picador
  ART DIRECTOR / Henry Sene Yee
  DESIGNER / Henry Sene Yee
  CLIENT / A Picador Paperback Original

- DESIGN FIRM / Alfred A. Knopf
  ART DIRECTOR / Carol Devine Carson
  DESIGNER / Jason Booher
  CLIENT / Alfred A. Knopf

Non-Fiction (text-based)
192 The Best of Cover Design

DESIGN FIRM / Tracy Sunrize Johnson Design
DESIGNER / Tracy Sunrize Johnson
CLIENT / Chronicle Books
TEEN ANGST?

NAAAH...

A QUASI-AUTOBIOGRAPHY BY

NED VIZZINI

RAPE NEW YORK

JANA LEO

DESIGN FIRM: Think Studio, NYC
ART DIRECTOR: Emily Oberman, Bonnie Siglack
DESIGNER: Beate Pietrek
CLIENT: The Feminist press at CUNY

DESIGN FIRM: Number 17
ART DIRECTOR: Emily Oberman, Bonnie Siegler
DESIGNER: Beate Pietrek
CLIENT: Random House

CRIME SCENE UNIT
Run # 01/51 01/29/01
Pot 26 Photo # 5
Investigator DET. HAGGERTY
This book is just fun to read. Marvelous and funny anecdotes... Dip in and out of it at your pleasure.

— The New York Times
A 32DDD REPORTS FROM THE FRONT

stacked
susan seligson
THE BEST CREATIVE NONFICTION

VOL. 1

EDITED BY

LEE GUTKIND
Folens

geography@work

By Dawn Price

Series editor
Jacqueline Humphries & Peter Humphries

WHY ARE SOME COUNTRIES DRY Whilst others flood?

Folens

geography@work

By David L. White

Series editor
Jacqueline Humphries & Peter Humphries

HOW EXTREME IS OUR PLANET?
COLUMBINE

YOU ARE NOT A GADGET

JARON LANIER

A MANIFESTO
THE BIG SUR BAKERY COOKBOOK
A YEAR IN THE LIFE OF A RESTAURANT

by Michelle and Philip Wojtowicz and Michael Gilson with Catherine Price
DESIGN FIRM / Kuna Zlatica
ART DIRECTORS / Ana Kunej, Zlatka Salopek
DESIGNERS / Ana Kunej, Zlatka Salopek
CLIENT / Celeber, small and independent publishing company
Thinking: Objects
Contemporary approaches to product design

Tim Parsons
The woman on staff at the zoo told some interesting facts about the Impala. She said that the African Impala has the ability to jump 13 feet high into the air, something that can't be done by any primate. This allows the Impala to escape predators that try to sneak up on it from behind. When the Impala moves, it has the ability to leap 13 feet high, which makes it 40 feet far. The back of the Impala is not for show, believe it or not, it is able to hold a whole. This map is the impala spring. Impalas can also reach maximum running speeds of close to 70 miles per hour. Amazing! The natural ability of the Impala is what makes it possible to escape other trends that are trying to target it. Even the vegetation in her environment to bring something that really caught the writer's attention is that the Impala can jump 13 feet high and 30 feet out that the African Impalas are initially contained here at the Zoo by a 3-foot wall. The wall is said to …

The Christian life is so many ways about a series of steps that can be taken to height and distance that we are able to go on our own. When I think of jumping higher from a Christian perspective I have to think about a life of intimacy with and identity in Christ. The Christian life includes, but is not limited to church attendance and owning a Bible. The Christian life is understanding, the love relationship that God rose to give us in that we become in the image of God. For many to pursue this kind of relationship with God as a jumping off point is not only to be loved by God but also by others. God is not only able to give us the kind of life He desires for us and to live in the liberating, Spirit-filled life of a believer. Such a life can only be achieved because of the nature of the life we live in Christ. They believe that Christianity is a bunch of rules and if you don't follow the rules God doesn't love you. Some of these rules may not even be based on Scripture, but because a spiritual leader says so, it must be true. I say this to say that it's possible to be a Christian and not be free. It's possible to not live in the liberating intimacy that is the Beloved Life.
Friedrich Glauser
*Outsider*

Italo Svevo
*Vino generoso
Prefazione di Giovanni Orelli*

Lev Tolstoj
*T. A. Kuzminskaja
Memorie di una contadina*
DESIGN FIRM / Paprika
ART DIRECTOR / Louis Gagnon
DESIGNER / Françoise Lessard
CLIENT / Les Allusifs
ILLUSTRATOR / Alain Pilon

SVETISLAV BASARA

PERDU DANS UN SUPERMARCHÉ

Les Allusifs

ARTIST /我們

LOBLONOA

Les Orelles du Loup

 TEXT BY WARHOL

WERNER
DESIGN FIRM / Hizam Design
DESIGNER / Hizam Haror
CREATIVE DIRECTOR / Hizam Haror
CLIENT / Da Young

DESIGN FIRM / (Ma + Chr)
ART DIRECTOR / Mathilde Aubier
DESIGNER / Mathilde Aubier
CLIENT / Les éditions Syros
DESIGN FIRM / Sensus Design Factory Zagreb
ART DIRECTOR / Nedjeljko Spoljar
DESIGNERS / Nedjeljko Spoljar, Kristina Spoljar
CLIENT / Fraktura Publishers
News is important. Make sure your investments are spot on. Check the school story clearly. News is important, calling what’s what. Fact is easy.

— Maria Barrutino
Non-Fiction (text-based) 217

John Baldessari  Beethoven's Trumpet: In One Ear

Takako Hamano  Mirrored Memories
DENMARK
Estonia
FRANCE
GERMANY
India
Iran
Italy
Japan
The Netherlands
The Philippines
Poland
Russia
Singapore
Slovenia
Sweden
Switzerland
United Kingdom
United States

AUSTRIA
BRAZIL
Canada
Croatia
Denmark
Estonia
France
Germany
India
Iran
Italy
Japan
The Netherlands
The Philippines
Poland
Russia
Singapore
Slovenia
Sweden
Switzerland
United Kingdom
United States

AUSTRALIA

40 rue Léo Delibes
72000 Le Mans
France
06 83 11 56 12
www.mathildeaubier.com
www.ma-ch.com
a.mathilde@gmail.com
214

1600OVER90
One South Broad Street
Philadelphia, PA 19107
USA
215 732 1664
www.1600over90.com
pkeent@1600over90.com
121

212-BIG-BOLT
523 Sixth Ave., #2
New York, NY 10011
USA
212.244.2658
www.pieterwoudt.com
pieter@bigbolt.com
12, 13

344 DESIGN, LLC
USA
323.638.4344
www.344design.com
stefan@344design.com
169, 173

3GROUP
ul. Stabileswzkiego 33/9
Poznan / WKP / 60-223
Poland
48 608 594 999
www.3-group.eu
11, 17, 42, 124

ADAMS/MORIKA, INC.
846 W Wilshire Blvd., Suite 600
Beverly Hills, CA 90211
USA
323-966-5990
www.adamsmorioka.com
monica@adamsmorioka.com
107

ALEXANDER EGGER
Homecgasse 8/6
1170 Vienna
Austria
www.satellitessimistakenforstars.com
alex@satellitessimistakenforstars.com
10, 65, 149, 216

ALEXANDER EGGER, ISOLDE FITZEL
Homecgasse 8/6
1170 Vienna
Austria
www.satellitessimistakenforstars.com
alex@satellitessimistakenforstars.com
52

ALFRED A. KNAPP
1745 Broadway, 19-3
New York, NY 10019
USA
212.572.8705
www.jasonboehrer.com
jboehrer@randomhouse.com
191, 202

ALTITUDE
590 York Street, Suite 5
San Francisco, CA 94110
USA
415-369-9644
www.altitudesf.com
brian@altitudesf.com
39, 63, 104, 105

AUFULDISCH & WARNER
183 The Alameda
San Anselmo, CA 94960
USA
415-727-7921
www.aufwarc.com
bobaufwarc@com
50, 122

BAJ DESIGN
One Penn Center, Suite 1665
Philadelphia, PA 19103
USA
267.479.2222
www.bajdesign.com
brian@bajdesign.com
33

BASE ART CO.
17 Brickel St., Ste. D
Columbus, OH 43215
USA
614 244 4635
www.baseartco.com
trohbach@baseartco.com
56

BOB DELEVANTE/STUDIO
2503 Fairfax Avenue
Nashville, TN 37212
USA
615.400.0296
www.bobdelevante.com
bob@bobdelevante.com
23

BOCCALATTE
Studio 507, 55 Holt St.
Surry Hills, NSW 2010
Australia
61 2 9211 9411
www.boccalatte.com
info@boccalatte.com
29, 57, 218

BRAD NORR DESIGN (BND)
14152 Jardin Avenue North
Hugo, MN 55038
USA
612.298.7599
www.bradnorrdesign.com
brad@bradnorrdesign.com
182

BRUKETAZINIC GM
Zavtrnica 17
Zagreb, 10000
Croatia
385 1 6064 000
www.bruketa-zinic.com
bruksztina@bruksztina.com
jelena@bruksztina.com
141

CASA REX
Rúa Castões, 107 - Perdizes
São Paulo
Brazil
5511 3862 7770
www.casarex.com.br
karen@casarex.com.br
84, 189

CATELL RONCA
169A Camberwell Grove
SE5 8JR London
UK
020 7924 8469
www.cattellronca.co.uk
karen@catellronca.co.uk
184

CCRZ S.A.
Via Carlo Silva 5
6928 Balerna
Switzerland
004191 993 3808
www.ccrz.ch
studio@ccrz.ch
142, 210

CHEN DESIGN ASSOCIATES
632 Commercial St., 5th Floor
San Francisco, CA 94111
USA
415.896.5338
www.chendesign.com
info@chendesign.com
31, 131, 138

CHRISTOPHER BRAND / RODRIGO CORRAL DESIGN
42-06 47th Street, Apt. A32
Sunnyside, NY 11104
USA
646.257.0945
mail@christopher-brand.com
76

CHRONICLE BOOKS
680 Second St.
San Francisco, CA 94107
USA
415.537.4373
www.chroniclebooks.com
jenni@chroniclebooks.com
44, 54, 190

COLLINS
71 Fifth Avenue
New York, NY 10003
USA
216 470 0361
www.tgoddman.com
l.goodman@gmail.com
169

COMMUNICATION BUREAU PROJEKT
Granatnaya sidestreet, 5
Moscow
Russia
7 (985) 768 0098
www.proekt.co.uk
pop@proekt.co.uk
18, 101

COMPANY
208, 24-28 Hatton Wall
London
UK
44 0207 2094407
www.company-london.com
alex@company-london.com
14, 24, 26

COMPASS360
11 Davies Avenue, Suite 200
Toronto, Ontario
Canada
416.465.2299 x26
www.compass360.com
michelle@compass360.com
49

CONCRETE DESIGN
2 Silver Ave.
Toronto ON M4R3A9
Canada
416.534.3960
www.concrete.ca
mail@concrete.ca
14

CHRISTOPHER BRAND / RODRIGO CORRAL DESIGN
42-06 47th Street, Apt. A32
Sunnyside, NY 11104
USA
646.257.0945
mail@christopher-brand.com
76

CHRONICLE BOOKS
680 Second St.
San Francisco, CA 94107
USA
415.537.4373
www.chroniclebooks.com
jenni@chroniclebooks.com
44, 54, 190

COLLINS
71 Fifth Avenue
New York, NY 10003
USA
216 470 0361
www.tgoddman.com
l.goodman@gmail.com
169

COMMUNICATION BUREAU PROJEKT
Granatnaya sidestreet, 5
Moscow
Russia
7 (985) 768 0098
www.proekt.co.uk
pop@proekt.co.uk
18, 101

COMPANY
208, 24-28 Hatton Wall
London
UK
44 0207 2094407
www.company-london.com
alex@company-london.com
14, 24, 26

COMPASS360
11 Davies Avenue, Suite 200
Toronto, Ontario
Canada
416.465.2299 x26
www.compass360.com
michelle@compass360.com
49

CONCRETE DESIGN
2 Silver Ave.
Toronto ON M4R3A9
Canada
416.534.3960
www.concrete.ca
mail@concrete.ca
14
<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>City, State Zip</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUICEBOX DESIGNS</td>
<td>4709 Idaho Avenue</td>
<td>Nashville, TN 37209</td>
<td>615.287.1682</td>
<td><a href="http://www.juiceboxdesigns.com">www.juiceboxdesigns.com</a></td>
<td><a href="mailto:info@juiceboxdesigns.com">info@juiceboxdesigns.com</a> 207, 258</td>
</tr>
<tr>
<td>CATO</td>
<td>Avenida Pedroso de Morais 1619 - Room 108</td>
<td>Sao Paulo, Brazil</td>
<td>55 11 30321260</td>
<td><a href="http://kengrex.com.br/">http://kengrex.com.br/</a></td>
<td><a href="mailto:kate@kengrex.com.br">kate@kengrex.com.br</a> 58</td>
</tr>
<tr>
<td>KOKOKUNIYO</td>
<td>5-34-7, Shimbashi Setagaya-ku Tokyo 154-0002 Japan</td>
<td>03 8805 3280</td>
<td><a href="http://www.groovisions.com">www.groovisions.com</a></td>
<td><a href="mailto:grv@groovisions.com">grv@groovisions.com</a></td>
<td>166, 167</td>
</tr>
<tr>
<td>KUNA ZLATICA</td>
<td>Šensinska 34</td>
<td>Zagreb / 10000  Croatia</td>
<td>385 91 1516 779</td>
<td><a href="http://www.kunazlatica.com">www.kunazlatica.com</a></td>
<td><a href="mailto:zlatska.salspek@gmail.com">zlatska.salspek@gmail.com</a> 204, 205</td>
</tr>
<tr>
<td>LANKY DESIGN</td>
<td>Via Lazzaretto, 10</td>
<td>Trebaseleghe, Padova / Italy 1353470501</td>
<td>017 134, 100</td>
<td><a href="http://www.landydesign.com">www.landydesign.com</a></td>
<td><a href="mailto:info@landydesign.com">info@landydesign.com</a> 173</td>
</tr>
<tr>
<td>LIEGDREN DESIGN</td>
<td>Gamla Bregatan 9</td>
<td>SE-111 20 Stockholm / Sweden</td>
<td>46 8 640 14 10</td>
<td><a href="http://www.liegreddesignse">www.liegreddesignse</a></td>
<td>maria@liegdredesignse 20, 21, 28</td>
</tr>
<tr>
<td>LISKA &amp; ASSOCIATES</td>
<td>380 West Superior</td>
<td>Chicago, IL 60654</td>
<td>312-263-1004</td>
<td><a href="http://www.liska.com">www.liska.com</a></td>
<td><a href="mailto:kbuca@liska.com">kbuca@liska.com</a> 199, 217</td>
</tr>
<tr>
<td>LIZZA’S ROOM</td>
<td>12 Samar Avenue</td>
<td>Quezon City 1103 Philippines</td>
<td>632-8272778</td>
<td><a href="http://www.lizzasroom.com">www.lizzasroom.com</a></td>
<td><a href="mailto:design@lizzasroom.com">design@lizzasroom.com</a> 157</td>
</tr>
<tr>
<td>MANUAL</td>
<td>72 Tahama Street</td>
<td>San Francisco, CA 94105 USA</td>
<td>415.932.6369</td>
<td><a href="http://www.manualsecretive.com">www.manualsecretive.com</a></td>
<td><a href="mailto:tom@manualsecretive.com">tom@manualsecretive.com</a> 133</td>
</tr>
<tr>
<td>MARTIN VENEZKY’S APPETITE ENGINEERS</td>
<td>165 Jessie Street, 2nd Floor</td>
<td>San Francisco, CA 94105 USA</td>
<td>415.538.0059</td>
<td><a href="http://www.appetiteengineers.com">www.appetiteengineers.com</a></td>
<td><a href="http://www.facebook.com">www.facebook.com</a></td>
</tr>
<tr>
<td>MCVSWEENEY’S</td>
<td>849 Valencia St.</td>
<td>San Francisco, CA 94104 USA</td>
<td>415.642.5624</td>
<td><a href="http://www.mcvsweeney.net">www.mcvsweeney.net</a></td>
<td><a href="mailto:brian@mcvsweeney.net">brian@mcvsweeney.net</a> 48, 83</td>
</tr>
<tr>
<td>MOM DESIGN</td>
<td>Level 3, 121 Flinders Lane</td>
<td>Melbourne, VIC / Australia</td>
<td>03 9693 3399</td>
<td><a href="http://www.mdmdesign.com.au">www.mdmdesign.com.au</a></td>
<td><a href="mailto:jacinta@mdmdesign.com.au">jacinta@mdmdesign.com.au</a> 19, 123, 126</td>
</tr>
<tr>
<td>METRO DESIGN STUDIO</td>
<td>One Gateway Plaza</td>
<td>Los Angeles, CA 90012 USA</td>
<td>213.922.2347</td>
<td><a href="http://www.metro.net">www.metro.net</a></td>
<td><a href="mailto:lejeune@metro.net">lejeune@metro.net</a> 111, 162</td>
</tr>
<tr>
<td>MICHAEL FREEMUTH</td>
<td>49 East 7th Street, Suite 1</td>
<td>New York, NY 10003 USA</td>
<td>718.396.1620</td>
<td><a href="http://www.michaelfreemuth.com">www.michaelfreemuth.com</a></td>
<td><a href="mailto:michael@michaelfreemuth.com">michael@michaelfreemuth.com</a> 170, 171, 177</td>
</tr>
<tr>
<td>MICHAEL OSBORNE DESIGN</td>
<td>444 De Haro Street, Suite 207</td>
<td>San Francisco, CA 94107 USA</td>
<td>415.255.0125</td>
<td><a href="http://www.modsfl.com">www.modsfl.com</a></td>
<td><a href="mailto:sk@modsfl.com">sk@modsfl.com</a> 130</td>
</tr>
<tr>
<td>MINE™</td>
<td>190 Putnam Street</td>
<td>San Francisco, CA 94110 USA</td>
<td>415.847.MINE (6463)</td>
<td><a href="http://www.minesfl.com">www.minesfl.com</a></td>
<td><a href="mailto:cchs@minesfl.com">cchs@minesfl.com</a> 168, 187</td>
</tr>
<tr>
<td>MIRKO ILIC CORP.</td>
<td>207 East 32nd Street</td>
<td>New York, NY 10016 USA</td>
<td>212.481.3737</td>
<td><a href="http://www.mirkolicodesign.com">www.mirkolicodesign.com</a></td>
<td><a href="mailto:studio@mirkolic.com">studio@mirkolic.com</a> 182</td>
</tr>
<tr>
<td>MONNET DESIGN</td>
<td>28 Alma Avenue</td>
<td>Toronto, ON M6J 1N2 Canada</td>
<td>416.994.0636</td>
<td><a href="http://www.monnet.ca">www.monnet.ca</a></td>
<td><a href="mailto:info@monnet.ca">info@monnet.ca</a> 98, 99, 134</td>
</tr>
<tr>
<td>MUCCA DESIGN</td>
<td>568 Broadway Rm. 504</td>
<td>New York, NY 10012 USA</td>
<td>212.965.9821</td>
<td><a href="http://www.mucca.com">www.mucca.com</a></td>
<td><a href="mailto:holly.burns@muccadesign.com">holly.burns@muccadesign.com</a></td>
</tr>
<tr>
<td>MVP CREATIVE GROUP</td>
<td>21209 Erin St.</td>
<td>Woodland Hills, CA 91367 USA</td>
<td>818.716.7484 x358</td>
<td><a href="http://www.whostraveler.com">www.whostraveler.com</a></td>
<td><a href="mailto:jerry.hartman@morris.com">jerry.hartman@morris.com</a> 118</td>
</tr>
<tr>
<td>NUMBER 17</td>
<td>285 West Broadway</td>
<td>Room 650</td>
<td>New York, NY 10013 USA</td>
<td>212.866.9995</td>
<td><a href="http://www.number17.com">www.number17.com</a></td>
</tr>
<tr>
<td>OLIVER MUNDAY DESIGN</td>
<td>1117 Columbia Road NW</td>
<td>Washington, DC 20009 USA</td>
<td>202.294.4634</td>
<td><a href="http://www.olivermunday.com">www.olivermunday.com</a></td>
<td><a href="mailto:oliver.munday@gmail.com">oliver.munday@gmail.com</a> 187</td>
</tr>
<tr>
<td>PAPER PLANE STUDIO</td>
<td>29 King Street, 3H</td>
<td>New York, NY 10014 USA</td>
<td>415.350.9990</td>
<td><a href="http://www.paperplanelstudio.com">www.paperplanelstudio.com</a></td>
<td><a href="mailto:jennifer@paperplanelstudio.com">jennifer@paperplanelstudio.com</a></td>
</tr>
<tr>
<td>PAPRIKA</td>
<td>400 Laurier Ave. W. #10</td>
<td>Montreal, QC H2V 2K7 Canada</td>
<td>514.276.6000 x221</td>
<td><a href="http://www.paprika.com">www.paprika.com</a></td>
<td><a href="mailto:info@paprika.com">info@paprika.com</a> 212, 213</td>
</tr>
<tr>
<td>PARRHAM SANTANA</td>
<td>7 W. 18th St., Fl 7</td>
<td>New York, NY 10011 USA</td>
<td>212.645.7501 x29</td>
<td><a href="http://www.parrhamsantana.com">www.parrhamsantana.com</a></td>
<td><a href="mailto:rosemary@parrhamsantana.com">rosemary@parrhamsantana.com</a> 188</td>
</tr>
<tr>
<td>PENTAGRAM</td>
<td>1508 West Fifth Street</td>
<td>Austin, TX 78703 USA</td>
<td>512.476.3076</td>
<td><a href="http://www.pentagram.com">www.pentagram.com</a></td>
<td><a href="mailto:btry@texas.pentagram.com">btry@texas.pentagram.com</a> 43, 47, 85, 183</td>
</tr>
<tr>
<td>PENTAGRAM DESIGN</td>
<td>204 Fifth Avenue</td>
<td>New York, NY 10010 USA</td>
<td>212.683.7000</td>
<td><a href="http://www.pentagram.com">www.pentagram.com</a></td>
<td><a href="mailto:info@pentagram.com">info@pentagram.com</a> 140, 156, 209</td>
</tr>
<tr>
<td>PENTAGRAM DESIGN LTD</td>
<td>11 Needham Road, W11 2RP</td>
<td>London / UK 44 20 7229 3477</td>
<td><a href="http://www.pentagram.com">www.pentagram.com</a></td>
<td><a href="mailto:alicraft@pentagram.co.uk">alicraft@pentagram.co.uk</a> 10, 80, 194</td>
<td></td>
</tr>
<tr>
<td>PHD, A DESIGN OFFICE</td>
<td>15248 Cloverfield Blvd.</td>
<td>Santa Monica, CA 90404 USA</td>
<td>310.829.0900</td>
<td><a href="http://www.phdla.com">www.phdla.com</a></td>
<td><a href="mailto:phd@phdla.com">phd@phdla.com</a> 48</td>
</tr>
<tr>
<td>PICADOR</td>
<td>175 Fifth Avenue</td>
<td>Suite 401</td>
<td>New York, NY 10010 USA</td>
<td>646.307.9720</td>
<td><a href="http://www.picadorusa.com">www.picadorusa.com</a></td>
</tr>
<tr>
<td>PIKIKOV.COM</td>
<td>Retke tee 26-4</td>
<td>Tallinn 13419 Estonia</td>
<td>372 96 98 17 98</td>
<td><a href="http://www.pikkov.com">www.pikkov.com</a></td>
<td><a href="mailto:pikkov@gmail.com">pikkov@gmail.com</a> 76, 89, 181</td>
</tr>
<tr>
<td>PINKOCCHIO PTE LTD</td>
<td>SAA Zion Road</td>
<td>Singapore / Singapore</td>
<td>6567350503</td>
<td><a href="http://www.pinkocchios">www.pinkocchios</a></td>
<td><a href="mailto:sunne@pinkocchios.com">sunne@pinkocchios.com</a> 95, 142</td>
</tr>
<tr>
<td>PLAZM</td>
<td>P.O. Box 2863</td>
<td>Portland, OR 97208 USA</td>
<td>503.528.8000</td>
<td><a href="http://www.plazm.com">www.plazm.com</a></td>
<td><a href="mailto:josh@plazm.com">josh@plazm.com</a> 134</td>
</tr>
<tr>
<td>POULIN + MORRIS, INC.</td>
<td>286 Spring Street, 8th Floor</td>
<td>New York, NY 10113 USA</td>
<td>212.675.1332 x10</td>
<td><a href="http://www.poulinmorris.com">www.poulinmorris.com</a></td>
<td><a href="mailto:info@poulinmorris.com">info@poulinmorris.com</a> 120, 132</td>
</tr>
</tbody>
</table>
Clients are for chumps and people worried about profit margins. We don’t have any clients, but we collaborate with a lot of talented people.

Altitude Associates in San Francisco, CA, was founded by Brian Singer in 2004. Altitude is a creative agency that helps consumer brands engage people through inspiration, working on programs with companies such as Apple, Adidas, Stanford Lively Arts, and Chronicle Books, among others. Singer’s work has garnered recognition from Communication Arts, AIGA 365, Print, How, Graphis, Step, and AR100, and he has work in the permanent collection of the San Francisco Museum of Modern Art.

Singer is also the creator of The 1000 Journals Project, a global art experiment where journals are passed from hand to hand. The journals have traveled to 40 countries, and through every U.S. state. They have come to rest in hostels, cafes, and law offices; been the subject of treasure hunts; brought to remote mountaintops; abandoned at airports; and stolen at gunpoint.

The project has been covered in the New York Times, San Francisco Chronicle, Wall Street Journal, Entertainment Weekly, and Better Homes & Gardens. It is the subject of a book, a feature length documentary by Andrea Kreuzhage, and has been exhibited at the San Francisco Museum of Modern Art, the Skirball Cultural Center in Los Angeles, and the Museum in Gliwice, Poland.

Singer is the former President of the San Francisco chapter of AIGA, the professional association for design, and has taught in both the CCA Extension and Academy of Art University programs. He also serves on the Advisory Board for the San Francisco Arts Commission Gallery.