



AppliedArtsExtra

July 2009

THE MONTHLY NEWSLETTER FOR VISUAL COMMUNICATIONS PROFESSIONALS

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Pursuit of Happiness

"'Pursuit of Happiness' [2008] was done for *Canadian Business* magazine. It's an illustration corresponding to research that claims people who spend their work bonuses on others reap more happiness than if they were to spend it on themselves. . . . I love the challenge of combining unusual things and concepts into one functional image. When it comes to illustration, I like to keep it fun, witty and practical."—*Thornhill, Ont. illustrator Christina Ung, a Young Blood profile in the July/August 2009 issue of APPLIED ARTS MAGAZINE.*

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One Life

Bristol-Myers Squibb Canada is launching the second phase of One Life, an awareness campaign and call to action designed to encourage everyone – gay and straight, male and female – to get tested for HIV. In addition to targeting gay and bisexual men, the campaign, created by bleublancrouge of Montreal, also addresses the heterosexual community, particularly women, who account for 20 per cent of those infected. The campaign kickoff coincides with Gay Pride festivities in Toronto, Vancouver and Montreal in June, July and August. It includes posters,

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print ads, Web banners and a [Website](#), with a wide range of valuable information, including the location of HIV testing centres across Canada and a list of community organizations that provide HIV/AIDS education, prevention and support services.

**Prouk's Picks**

Five sites deemed worth a surf by legendary adman Gary Prouk of Sebastian Consultancy.

Wallpaper Sex Issue: Tart Cards: "Tart cards" are "the means by which many London prostitutes advertise their services." In conjunction with St Bride Library and Type, *Wallpaper* magazine asked designers "to find the tart hiding in every type" and create their own cards.

Ample Sample Winners: Winning entries from a contest that challenges designers to create a product using . . . carpet samples. Work ranges from a hammock to a shoe holder. Many of the products look, ahem, very rugged.

Mad Avenue Blues: Sung to the tune of Don Mclean's "American Pie," this 16-stanza music video pays tongue-in-cheek tribute to the forces that have laid low Madison Avenue. ("But something touched me deep inside/The year the media died.")

Oscar Mayer Wiernermobile Patent: Here's a poster for the patent design for one of five Wiernermobiles introduced in the 1950s. Like it? Then you can buy it.

The Worst Magazine: Issue one of this online publication lives up to its name by celebrating the worst in arts, fashion, music and more. As the editorial warns about its hunt for the horrible, "Join or cover your eyes."

**New at APPLIED ARTS**

The July/August 2009 issue of **APPLIED ARTS** is on the newsstand early this month. Issue highlights include a feature on what it takes to become a green designer, a profile of Calgary's Wax Partnership, the portfolio of Dentsu Canada, Hans Kleefeld on what makes a good logo design, a look at how the George Partnership created a communications campaign for the MacLaren Art Centre in Barrie, the photography of Sandy Pereira, wood type and much more.

Thank you to everyone who entered our Printing and Design & Advertising Awards. Winners have now been notified. Watch for the winning work in the Nov/Dec 2009 **APPLIED ARTS Design & Advertising Awards Annual** and Jan/Feb 2010 **Printing Awards** issue.

To Former Magazine Subscribers

You loved us once. Love us again. If you subscribe now to **APPLIED ARTS MAGAZINE**, not only will you receive six beautiful issues a year (including two standalone awards issues), you'll be entered into our draw to win a **Nikon D40 Digital Camera Kit with AF-S 18-55mm Nikkor Zoom Lens*** (retail value up to \$600), sponsored by Vistek Ltd. This is a limited-time offer and only renewals received by August 21, 2009 will be eligible. It's fast, easy and affordable to renew your [subscription online](#).

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Free Eye Candy

As part of its recently primped up Website design, stock photo agency **Masterfile** is offering registered clients free-for-personal-use e-wallpaper sets (they can download three per month). The whimsical collages are composed of Masterfile images and are available in five sizes, including one tailor-made for handheld devices.



Expecting the Unexpected

It was not the first time the lowly beach towel became a vehicle for branding. But instead of beer cans or hibiscus flowers, installations of towels, complete with flip-flops, beach bags and sunglasses, greeted visitors to Vancouver public beaches with the ominous message, "You're probably not expecting to drown today." The towels were part of a multifaceted campaign, created by Vancouver agency **Wasserman + Partners** for the Community Against Preventable Injuries, which includes TV spots, newspaper ads and outdoor placements on bike racks and transit shelters, all bearing messages about expecting the unexpected. Viewers are directed to the organization's Website, preventable.ca. The campaign runs for 14 weeks, wrapping up on Labour Day.



No Nonsense

Times have always been tough for arts organizations and the current economic woes are making it even harder to bring in audiences. Subscribers to the Vancouver Recital Society have responded favourably, however, to two previous seasons of brochures and targeted advertising created by **Subplot Design**, setting above-anticipated attendance. This year's Subplot campaign features the theme "All Performance, No Nonsense." Bold typography promises "no gratuitous hyperbole" and "not a single reason to stay home," and minimal production values and streamlined design enabled Subplot to save 50 percent on printing and finishing costs.



The Website Beautiful

Gracing countless coffee tables across the country, **Canadian House & Home** magazine is as beautifully designed as the interiors it features. A revamp of the H & H Website by **Hambly & Woolley** in Toronto, lives up to the magazine's design reputation. Working with the magazine's in-house Web design team, Hambly & Woolley had a mandate to combine seamless navigation that mirrors the magazine experience with support of new online content. The result includes a locked-down modular grid and breadcrumb navigational devices that guide viewers with the ease and aesthetic appeal of sinking into a Corbusier chair. Crisp photography and a palette of flinty greys and designer-influenced colours add to the experience.

Transitions

LXB in Montreal has been chosen by Baxter Global's Chicago head office to ensure the development of global branding and promotion of product lines for divisions in Europe, Asia and Latin America.

Fuse Marketing Group in Toronto has hired **Ken Blakeley** as group account director. In his role, Blakeley will assume leadership of the agency's consumer packaged goods/retail team and lead the Tetley and Canadian Tire accounts. Prior to joining Fuse, Blakely held senior roles as director at OSL Marketing and account director at Onyx Marketing Group, as well as operating his own consulting business.

Lisa Chen-Wing has joined DDB Canada's Vancouver agency as art director. Chen-Wing has been paired with copywriter Jarrod Banadyga to develop creative business solutions for BC Hydro, the Canadian Tourism Commission and other clients. In addition to a freelance career in Vancouver and Toronto, Chen-Wing was an art director at Rethink Communications.

Jacques Labelle, formerly creative director at Cossette and founder of Ricochet Branded Content, has joined Alfred Communications Agency, Montreal, as a partner and general manager.



3D Milk Campaign

The Dairy Farmers of Canada claims that it has launched Canada's first 3D advertising campaign, in Cineplex theatres throughout Ontario and the Maritimes. An extension of the Dot Spot Milk campaign, the spots were created by Due North Communications and animated by Head Gear Animation, both of Toronto. "Always striving to break new ground and surprise teens, we followed up on Milk's five-second campaign launch with spots specifically designed for teens' mobile phones last fall," says Rob Nadler, group account director at Due North. "With the upcoming wave of 3D movies, we saw this as an ideal opportunity to shatter the teens' expectations." The spots each communicate one single benefit for Milk, including growth, energy and refreshment.



Sustainable Annual Report

Hamilton, Ontario-based **kitestring creative marketing + communications** is flying high with the publication of the Sustainability Annual Report for Horizon Industries', an electricity distribution company. Kitestring claims the report, released **online** in early June, is the first of its kind for an Ontario utility company. It has a clean, fresh look, featuring deft use of photography of local subjects and a palette of gold, blue and aubergine. The cover image reflects a "lightbulb" moment of synergy – compact fluorescents superimposed with a family, a plant and a nickel connect to Horizon's mandate to balance social, environmental and economic considerations.

Designers in the House

Being an in-house designer has its own unique challenges. Perhaps the most pressing is how to educate and impress upon colleagues the validity of design within a corporate culture. This issue and others (including how to complete projects with inadequate resources) will be addressed at an upcoming forum hosted by **RGD Ontario**, on July 9, at the Drake Hotel in Toronto. Panelists include Tammy Barret R.G.D., senior manager, Marketing and Trade Development, Carlton Cards; Noemi Chellew R.G.D., art director, Graphic Design Services, John Hancock Retirement Plan Services; Natalie Coombs R.G.D., senior graphic designer, Creative Services, Ernst & Young; and Michael MacVicar, creative director, Brand & Marketing, Capital One. The forum will be moderated by creative director Lionel Gadoury R.G.D.

To-Do List**June 30 - August 26**

Process through Prototype: Highlights from the Fred Moffett Collection, Design Exchange, Toronto.

June 30 - October 4

Québec Design: 75 years of works from the collection of the Musée des beaux-arts du Québec, Design Exchange, Toronto.

July 11 - 12

Whistler Children's Art Festival, Whistler, B.C.

July 13-23

Photo Life Arctic Cruise Workshop.

July 14-19

TypeCon2009, Atlanta.

August 3-7

Siggraph 2009, New Orleans.

September 10 - October 11

Le Mois de la Photo à Montréal .

September 16

GDC Design Talk - Intellectual Property: What's in it for you? Moncton, N.B.

September 16 - 17

Cusp Conference, Chicago.

October 8 - 11

Make/Think: AIGA Design Conference, Memphis, TN.

November 3-4

DesignThinkers 2009, Toronto.

November 5

Zag Workshop, with Marty Neumeier, Toronto.

December 11

Deadline for Appelton Coated U360 ("Print with Purpose") Competition for 2010.

Contributions to APPLIED ARTS EXTRA

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