

Communication Arts



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2 National Building Museum invitation
“The National Building Museum teamed with us to express the vision for their 2007 Honor Award, which needed to reflect the values and aesthetic sensibilities of this year’s honoree, Related, a real estate development firm,” said creative director Allyson Lack. “The invitation was architecturally inspired, utilizing an accordion fold with tipped-on, die-cut covers to frame the identity. Embracing the modern use of glass and metal in Related’s buildings, we combined metallic stock and inks with subtle line drawings to strike the right tone for this elegant event, which raised over \$1.5 million in contributions, exceeding the museum’s goal by 20%.”

Allyson Lack/Jennifer Sukis/Pamela Zuccker, designers; Principle (Houston, TX), design firm.

3 Shu Uemura packaging
“We were commissioned to design two new product lines for the Tokyo-based Shu Uemura brand (known for its cosmetics and skincare products), comprising the brand’s first haircare products,” creative director Robert Bergman said. “We created the Shu Uemura lines to be as close to fine art as a consumer product can be, from the seamless way the typography wraps around the bottles, to the morphing, reflecting and refracting of the typography as the translucent bottles are turned.”

Bergman Associates (New York, NY), design firm.