

speaking of paper

If paper is an afterthought in your work, you should think again. Here, seven designers prove how good paper choices lead to great design.

BY MEGAN LANE PATRICK
PHOTOGRAPHY BY RANDY HOOVER

the art of sound

Chicago artist Nick Cave worked with designer Bob Faust to create a physical document of the largest solo show of Cave's career. Much more than a catalog, the Boxfolio is meant to evoke the experience of Cave's Soundsuits: full body armatures made largely from scavenged materials that create an array of sounds when worn.

To capture that sense of random sound, the box includes several loose pieces that rattle when it's shaken, including a refrigerator magnet, light wand and postcard book. "Paper selection was critical for this project," Faust says. "We needed papers that were tactile combined with ones that could flawlessly reproduce the complexity of his work."

All the details of Cave's suits are captured on Appleton Coated's Utopia One X for the exhibition catalog. But when all the elements are joined together in a self-closing box covered in Curious Touch paper, the real experience of the work comes to life.

PROJECT
Nick Cave Soundsuits
Boxfolio

DESIGN FIRM
Faust, Riverside, IL;
www.faustltd.com

CREATIVE TEAM
Bob Faust, creative director/
designer; James Prinz,
photographer; James
Sanders, writer

PAPER
Box Wrap: Curious Touch
Cream
Catalog: Utopia One X
Satin 100lb. Text, U1X
Gloss 100lb. Cover
Poster: U1X Gloss 100lb.
Text
Postcard Book: U1X Gloss
100lb. Cover
Black Book: Neenah
Cosmos Black 80lb. Text
and Cover

PRINTER
Creative Graphics
Management

CLIENT
Nick Cave



a night out

"My favorite part of the invitation is the paper," says Katie Nicely, director of development for Stanford Lively Arts. Chen Design created this piece for the opening night dinner with Philip Glass and the performance of his new work "Book of Longing."

The outer card cover is printed on a wood-grain embossed, metallic veneer paper to reference the location of the outdoor dinner, while the interior evokes an artist's primed canvas. "I have produced many special events in my career and this is the most fabulous invitation I've ever seen," Nicely says.

PROJECT
Stanford Lively Arts' 2007-08
Season Opening Night
Invitation

DESIGN FIRM
Chen Design Associates,
San Francisco;
www.chendesign.com

CREATIVE TEAM
Joshua C. Chen, creative
director/art director; Max
Spector, designer

PAPER
Cover: Gmund Savannah
Interior: Neenah Eames
Painted Canvas
Envelopes/Reply Card:
Gilbert Esse Pearlized
Cocoa

PRINTER
Oscar Printing Co.

CLIENT
Stanford Lively Arts



all it's cracked up to be

Hatch Design got such a good response to its promotional mobile mailing, that it's planning to start selling them online. The charming birds, screen printed on egg carton material, reference the firm's name and are intended to be hung in the recipient's office as a friendly reminder of Hatch's services.

"The overall design stands for what we stand for: that the best design is hands-on and human," explains creative director Katie Jain. "We really like the mix of thick and thin, gloss and uncoated, to create an interesting hands-on, personal and tactile experience with the piece."

PROJECT

Hatch Design Self-Promotional Mobile

DESIGN FIRM/CLIENT

Hatch Design, San Francisco; www.hatchsf.com

CREATIVE TEAM

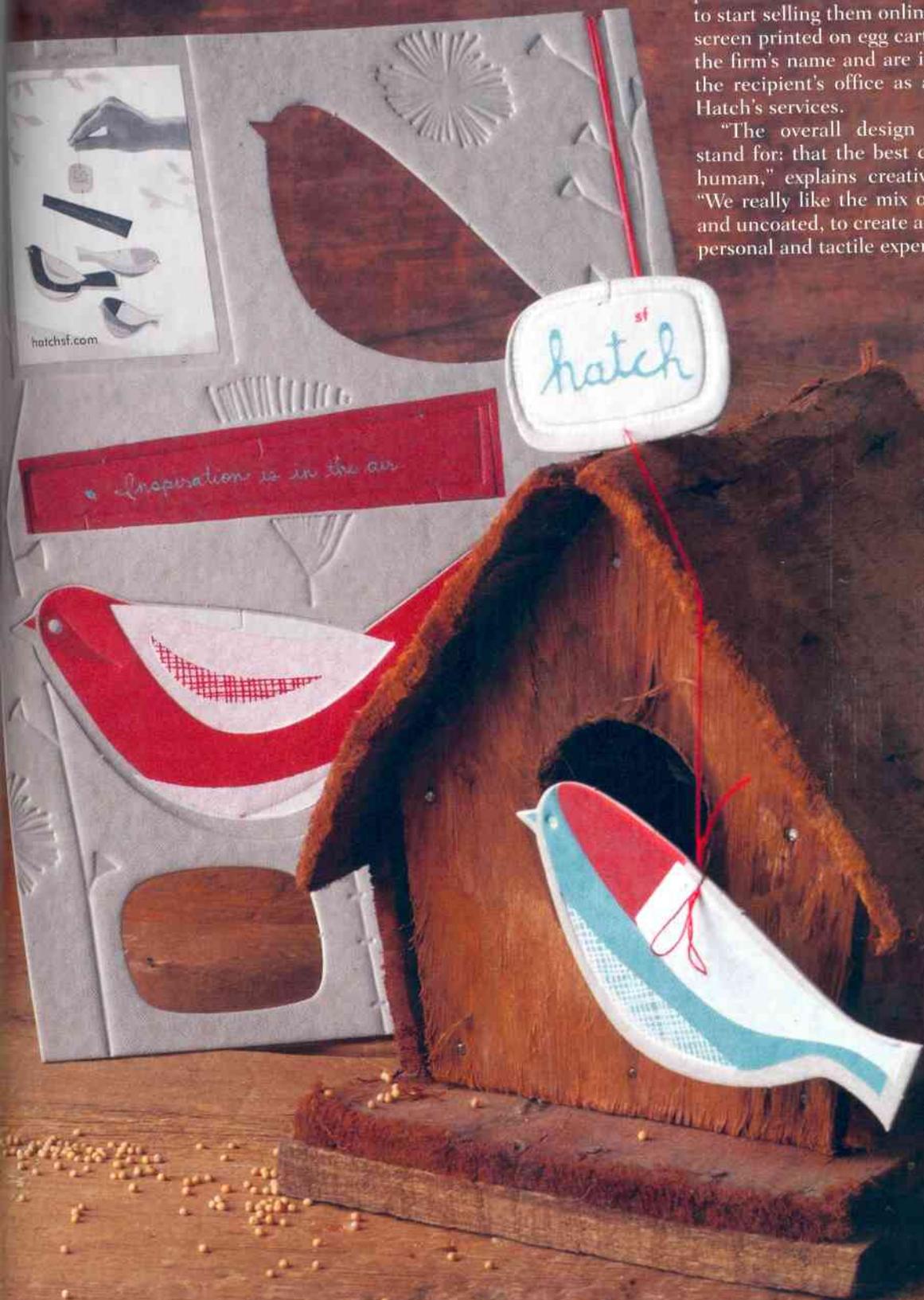
Katie Jain, Joel Templin, creative directors/art directors; Eszter Clark, designer

PAPER

Mobile: Molded Fiber paper (egg carton material)
Folder: French Construction
Directions: Domtar Schooner Gloss

PRINTERS

Art Real (screen printing), KEA (die-cutting and debossing)



a little treasure

Creating a baby-shower invitation for first-time parents who are also designers, letterpress-studio owners and bookmakers is no easy task. The format for the card was inspired by the clients' attention to detail. "They make beautiful print pieces that are thoughtfully designed and produced with great care and skill," says designer Linda Doherty. "We suspect those traits will carry over into their parenting practices, including diaper folding."

Paper choice was crucial to the success of this piece. Doherty explains, "Both the form and function of the project called for a soft, pliable paper that wouldn't crease or become damaged as the recipient pulls open the glued tabs to reveal the invitation." She says that shower attendees were delighted by the tactile sensation of the fabric-like paper.

PROJECT
Baby Shower Invitation

DESIGN FIRMS
Citizen Studio, Atlanta;
www.citizenstudio.com
Resonance Marketing,
Decatur, GA;
www.withresonance.com

CREATIVE TEAM
Linda Doherty, Kathleen
Turaski, designers

PAPER
Invitation/Thank You Card:
FiberMark SuedeTex
Cover Envelope: Neenah
Eames, Furniture finish

PRINTER
Praxium Press

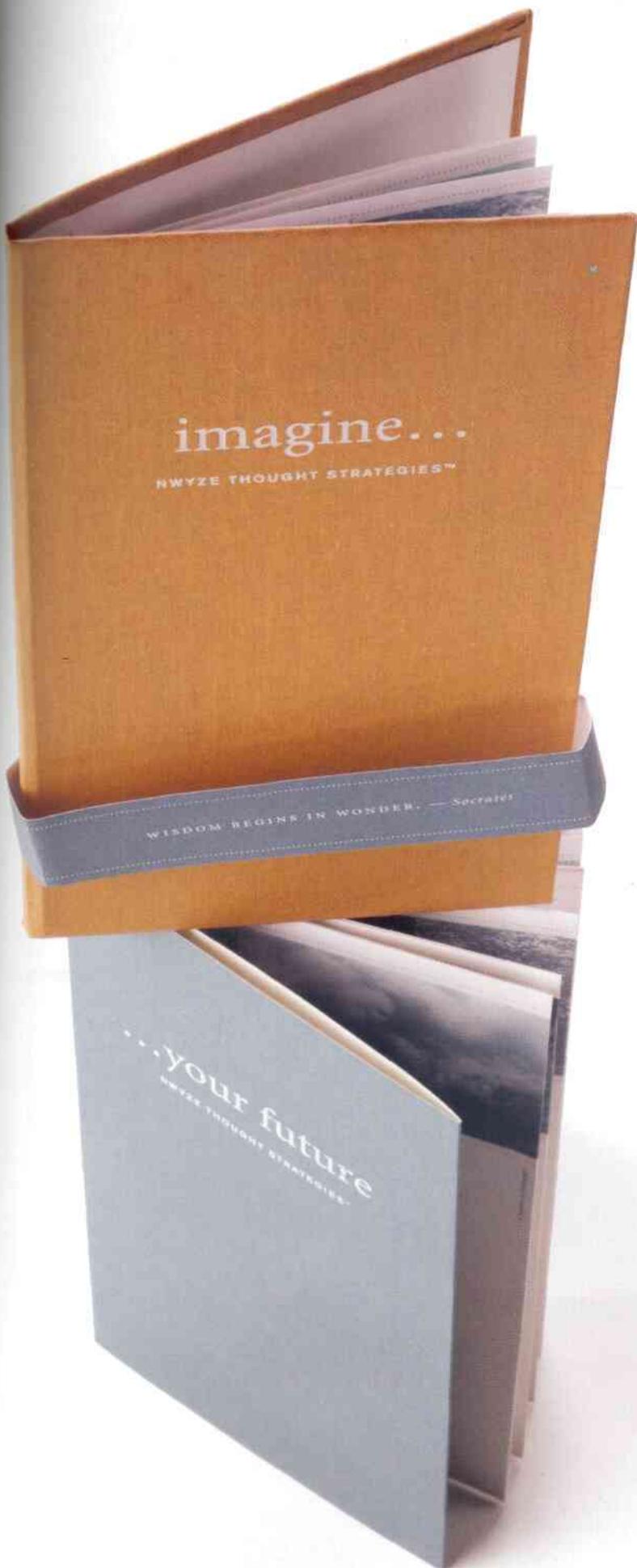
CLIENTS
Toni Jordan-Hung,
Berwyn Hung

3562 montreal way
hucker, ga 30084

many thanks

join us to celebrate the upcoming arrival of a
that will wear a beautiful...

it's time for a change



change explained

5x5 Design crafted a pair of brochures to promote the consulting and coaching services of Nwyz, which specializes in helping businesses and individuals achieve new dreams. The first brochure is hardbound and poetically presents the Nwyz philosophy, while the paperbound piece explains the firm's services and The Nwyz Way, a five-stage process for transformation.

"Paper was a key element in creating a tactile experience for readers," explains 5x5 principal Diana Lillicrap. "These specific papers were chosen to create brochures that felt high-end and book-like in order to stand out from the competitors' typical slick or electronic materials." The classic, two-color design communicates the business's commitment to quality and attention to detail.

PROJECT

Nwyz Brochures

DESIGN FIRMS

5x5 Design, Minneapolis;
www.5by5design.com

CREATIVE TEAM

Wendy Ruyle, principal/
designer; Diana Lillicrap,
principal/account executive;
Anne Berg, writer/Vyway

PAPER

Yellow Book Interior: Neenah
Classic Crest Solar White
100lb. Cover

Yellow Book Cover: Arrestox
Tan Linen Fabric

Blue Book Interior: Neenah
Classic Crest Solar White
80lb. Text

Blue Book Cover: Mohawk
Textures Cool White 80 lb.
Cover

PRINTER

Diversified Graphics

CLIENT

Nwyz Thought Strategies

a singular solution

This invitation to a fund-raising event that helps build water wells in Africa is as simple as it is powerful. The illustration of a water bottle on the face of the card is made up of statistics about the problems of unclean water, including this fact: "1.1 billion people do not have access to safe drinking water."

The Valentine Group partnered with Mohawk Fine Papers and chose the Beckett line, which is made with 100% postconsumer waste fibers, produced with renewable wind energy and is carbon neutral.

The concept for the design is based on the number one: a one-night event, one hundred dollars per ticket, one country to receive the funds, 100% of the proceeds going to the charity—plus the idea that one person can truly make a difference. The designer says the event was an overwhelming success and raised more than \$100,000 to help build wells in Rwanda.

PROJECT
charity: water
Invitation

DESIGN FIRM
Valentine Group,
New York City;
www.valentinegroup.com

CREATIVE TEAM
Robert Valentine,
art director/designer

PAPER
Beckett Concept Vellum
Radiance 100lb. Cover
(triple-ply)

PRINTER
Datagraphic

CLIENT
charity: water

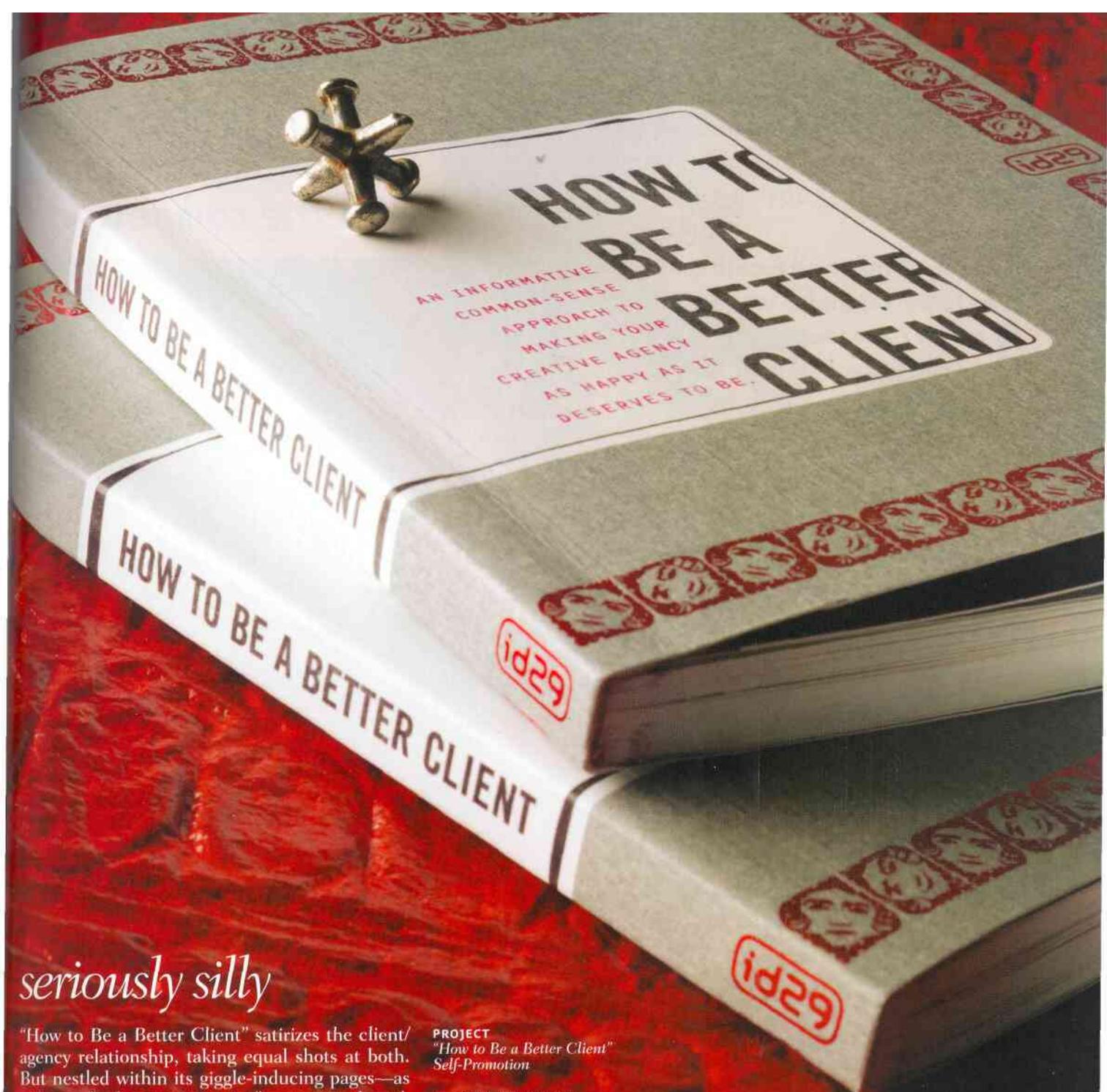
1.1 billion people do not have access to safe drinking water. The average American uses 176 gallons of water daily. A 5-minute shower can use up to 50 gallons of water. Watering your lawn uses 10 gallons a minute. Survival is possible for 3 weeks without food, but for only 3 days without water. Millions of women in developing nations walk 3 miles every day carrying 80 pounds of water. 42,000 people die this week from diseases related to poor drinking water. 90 percent of them will be children under age 5.

RWANDA

charity: water

EVENING

A child dies from rough water every 15 seconds. Unsafe water and lack of basic sanitation causes 80 percent of all sickness on the planet and kills 2.2 million people every year. That's more than all forms of violence, including war. 617 people can be sustained by the amount of water it takes to refine one barrel of crude oil. What do these facts mean? These numbers combine to create one enormous problem. Widespread education and awareness are essential for global change, but they are not enough. Action is paramount. Anything you can do is better than nothing. Even the smallest gift has an effect when spent wisely in the developing world. This is not about responsibility or guilt; it is about love and compassion for your fellow man. Start with one.



seriously silly

"How to Be a Better Client" satirizes the client/agency relationship, taking equal shots at both. But nestled within its giggle-inducing pages—as a "special advertising section"—are actual work samples that show off id29's design skills.

"Paper choice is often an afterthought for such projects, when it should be an integral part of the design from the inception," says creative director Michael Fallone. "The handbook nature of 'How to Be a Better Client' demanded an uncoated sheet that would give the look and feel of a textbook, but also limit the dot gain on the page so we could reproduce our portfolio work in a smaller format with sharp color and crisp detail."

Now clients can see a selection of successful website and logo designs while learning the truth about why creatives drink so much.

PROJECT
"How to Be a Better Client"
Self-Promotion

DESIGN FIRM/CLIENT
id29, Troy, NY; www.id29.com

CREATIVE TEAM
Dong Bartow, designer;
Bryan Kahrs, illustrator;
Michael Fallone, copywriter

PAPER
Cover: Finch Fine Bright
White Ultra Smooth
130lb. DTC
Interior: Finch Fine Bright
White Ultra Smooth
100lb. and 70lb. Text

PRINTER
Acme Printing Co.