

To inform & delight

Allyson Lack and Pamela Zuccker of

PRINCIPLE

Who says long-distant relationships never work? Allyson Lack of Houston, Texas, and Pamela Zuccker recently of the Philadelphia area, have proven otherwise. In fact, until just a few months ago, Pamela did not even live in the United States—she lived in Québec—and even that did not slow this duo down. They were born apart but think alike. And that's what makes this long-distance relationship keep on keeping on.

by Matthew Porter

When I met Allyson and Pamela for the first time, I was struck instantly by how much they were alike—smart, eloquent, knowledgeable, striking—and how they finish each other's sentences. Since forming Principle in 2005 they've been cooking, winning national recognition, tons of kudos, lots of ink and ample opportunities for clients such as Paddywax, Nordstrom, Chronicle Books, Larson-Juhl, National Building Museum and Texas Children's Hospital.

How did they arrive at this enviable position? What's their magic juice? How do they keep it together living so far apart? Well, it all started long ago at a great little school in a humble building at the end of a dead-end street: Portfolio Center (PC) in Atlanta.

Pamela's path

Pamela's interest in design began at the University of Michigan where she pursued a fine arts degree in painting. During a summer internship at a Detroit

agency, she met two writers who attended PC and inspired her to enroll there. It is not accreditations that lure people to PC, it's the connections and contacts it offers and the top-notch portfolios produced there.

Says Pamela, "Nearly every week for two years I crossed paths with art directors, designers and photographers of great caliber. We were instructed by talented *working* professionals and shown how the industry works in real life. Because PC is a consortium of writers, photographers, illustrators and designers, we were expected to collaborate—just as you do after you walk out PC'S door. Also, having Hank at the helm is a powerful draw." You cannot talk about the school without mentioning the ubiquitous Hank Richardson, PC'S president and chief cheerleader—he is PC'S magic juice.

PC may open the doors, but it is the students who must walk through them. Pamela and Allyson did just that. Hank opened the door for Pamela to an internship at EAI Atlanta with fellow PC alumni Todd Simmons (now with Wolff Olins) and Matt Rollins (now with Iconologic). Next, Hank introduced Lana Rigsby to Pamela at a portfolio review, and Pamela packed her bags for Houston. Two years later, Pamela met Allyson on a recruitment trip, wooing her to the great state of Texas.

Pamela joined Rigsby in Houston in 1998 where she would remain for four years. It was tough but rewarding. "Lana was the kind of first boss any young designer would want: exacting, hard working, brilliant and willing to throw you right into the fray. I had to manage all aspects of my projects from strategic planning to conceptual development, as well as design implementation and press checks. At times it was tough, but I am grateful for the opportunity to have learned *fast!*"

Allyson Lack and Pamela Zuccker supplied the caption information.

Right: "MICA comes to us for various poster designs. This poster was distributed nationally for admission recruiting, promoting their program offerings and raising brand awareness. The kismet moment occurred when we stumbled upon a student's rendering of the human heart. Embedded in the etching was a monogram of the letter M for MICA. **MICA** also wanted to rethink the way it communicated with high school prospects applying to its annual summer Pre-College program. We were asked to redesign the entire communications package including identity, poster, catalog and application. The goal was to convey the sophistication of MICA's program and showcase the work of the high school-aged attendees. Because the program is offered during the summer, we brought in the sun! The bright orange spot color was used throughout. Typography and student art elevated this package from a once ordinary system into a bright, modern one that resonates with young audiences." Allyson Lack/Pamela Zuccker, designers; Allyson Lack, creative director; Maryland Institute College of Art (MICA), client.



MICA 05.06

MARYLAND INSTITUTE COLLEGE OF ART
 MICA is a pre-college program for students who are interested in pursuing a career in the visual arts. The program is designed to provide students with a rigorous, college-level experience in a supportive and collaborative environment. Students will have the opportunity to work with professional artists and faculty members who are committed to their growth and development. The program includes a variety of courses, including studio art, art history, and critical thinking. Students will also have the chance to participate in exhibitions and other artistic activities. For more information, visit www.mica.edu.

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"The pre-college program gave me a chance to get out of my daily life and put all of my concentration and energy into art. I was being art, surprised to find out how hard it was. The courses are challenging and you have to buckle down, work hard, and you'll learn a lot in and out of class—but the results are what you learn are worth the effort."

MICA

PRE-COLLEGE STUDIO RESIDENCY PROGRAM

JUNE 24 - JULY 22, 2016

06

STUDENT EXHIBITION
 The MICA pre-college studio residency program is a unique opportunity for students to work with professional artists and faculty members. The program is designed to provide students with a rigorous, college-level experience in a supportive and collaborative environment. Students will have the opportunity to work with professional artists and faculty members who are committed to their growth and development. The program includes a variety of courses, including studio art, art history, and critical thinking. Students will also have the chance to participate in exhibitions and other artistic activities. For more information, visit www.mica.edu.

FACULTY
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PREPARATION FOR COLLEGE
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COLLABORATIVE AND LIBERAL ARTS EXPERIENCES
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June 24

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Maryland Institute College of Art
 PRE-COLLEGE STUDIO RESIDENCY
 JUNE 24 - JULY 22 @ MICA SUMMER

EXPANDING YOUR CREATIVE VISION

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Curriculum:
 1. Foundations of Visual Thinking
 2. Art History
 3. Studio Art
 4. Critical Thinking




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Allyson's way

Allyson's path to design was similar to Pamela's. The daughter of a practical-minded and successful accountant, Allyson graduated in 1998 from the University of Maryland with a bachelor's degree in business. Her father told her that if she stayed in state for her undergraduate work, he would help her

with grad school tuition. He did not expect his talented daughter to pick design over an MBA. "A deal's a deal," says Allyson, with her characteristic sense of irony.



"I had no inkling that 'design' could be a career," recalls Allyson. "Maryland had a solid fine arts department, but not a notable design program. So I took some art classes." She credits art professor Jim Thorpe for steering her towards design. Thorpe told her to "get on the computer" and experiment with design software. With newly acquired computer design skills, she "begged" for a job in the Office of University Design Services producing all kinds of things, from banners to book jackets.

"It was an unusual job for a business school student," she remembers, "but it demonstrated to me that I had the capacity to be a designer. I was hooked." In 1998, the year Pamela left PC, Allyson entered. In her final year, 2000, Allyson met Pamela and joined her at Rigsby in Houston where she was thrown into the deep end. "After about a year, I took a step back and decided what I wanted next. I sent my portfolio out to firms in the DC/Baltimore area and landed a job in my hometown."

In Baltimore, Allyson joined the husband and wife firm of Tony Rutka and Joan Weadock. "Tony is an intense, energetic person who works at a deliberate pace. He is well known in the DC/Baltimore area for his work in education and the arts. He is a good teacher and, most importantly, *he let me do everything.*"

This page: (from left) Allyson Lack and Pamela Zuccker.

Right: "In 2007, the **National Building Museum** invited us to express the vision for its annual Honor Award. The design had to convey the values and aesthetic sensibilities of the honoree. Related, a real estate developer that had made significant contributions, such as Time Warner Center in New York and the Icon Brickell in Miami. Our solution was an architectural accordion-style invite with tipped-on, die-cut cover to reinforce the notion that form follows function. The window cutout frames the honoree's identity. To suggest building glass and metal, we incorporated a mixture of metallic stock and inks with subtle, modern line drawings to strike a tone of elegance. The event raised more than \$1 million for the museum, exceeding its goal by 20 percent." Allyson Lack/Pamela Zuccker, designers; Allyson Lack, creative director.

"Chandos Dodson of **Chandos Interiors** has quickly made a name for herself as a premier interior designer in Houston. She came seeking an image that reflected her modern, yet richly-detailed aesthetic. The identity needed to capture her signature sense of style and her passion for quality materials. Our solution mixes a traditional monogram with classic type and a refined color palette that defies trends and expectations. The suite includes letterpress stationery on Neenah's Eames Furniture Weave (she loved the nod back to furniture design), die-cut envelope closures and custom matchboxes." Allyson Lack/Pamela Zuccker, designers; Allyson Lack, creative director.

In 2001 at Rutka Weadock Design, Allyson found her voice. Tony Rutka liked her, trusted her and ultimately her confidence soared. She was invited to participate in new business pitches and client presentations, a challenge she attacked with relish. She was briefly married in 2003, ending in an amicable divorce. In 2004, she left Rutka Weadock to open her own studio. A year later, she started dating her childhood friend Randy Lack and began her partnership with Principle. Randy Lack had attended Allyson's first wedding, all the while fuming silently at the opportunity he realized he had missed when living next door to Allyson during her brief tenure in Houston. In 2006, she moved back to Houston and married Randy in 2007. Time flies when you're a woman on a mission.

A simple plan

Meanwhile Pamela had left Rigsby in 2002 and started a shop called Pomme (French for apple) in Houston. Having met her future husband Michel Lacroix there in 2000, Pamela developed an interest in *la langue Française*. In 2003 when his visa to practice neurosurgical oncology expired, she relocated with Michel to Quebec City.

She lived among a sea of francophones while continuing to serve clients stateside. Her work flourished but she missed collaborating so she turned to trusted design friends back in the USA. During this time, she, Allyson and Jennifer Sukis of Cleveland began serious conversations about a partnership.

Their new design "studio" would exist in three separate locations: Baltimore, Cleveland and Quebec City. On January 1, 2005, the women launched Principle in the United States. From the outset, the combined firepower of these three talented designers attracted attention and new business. Jennifer left the partnership at the end of 2007 to join frog design in Austin and remains friends with her former partners.

Our story arrives at the present: Principle, 2009. Allyson is happy in Houston. Pamela recently relocated to the Philadelphia area with her husband. Many wonder how these two are able to accomplish so much as a pair working long distance. Here's how it works: First, there is total trust—in

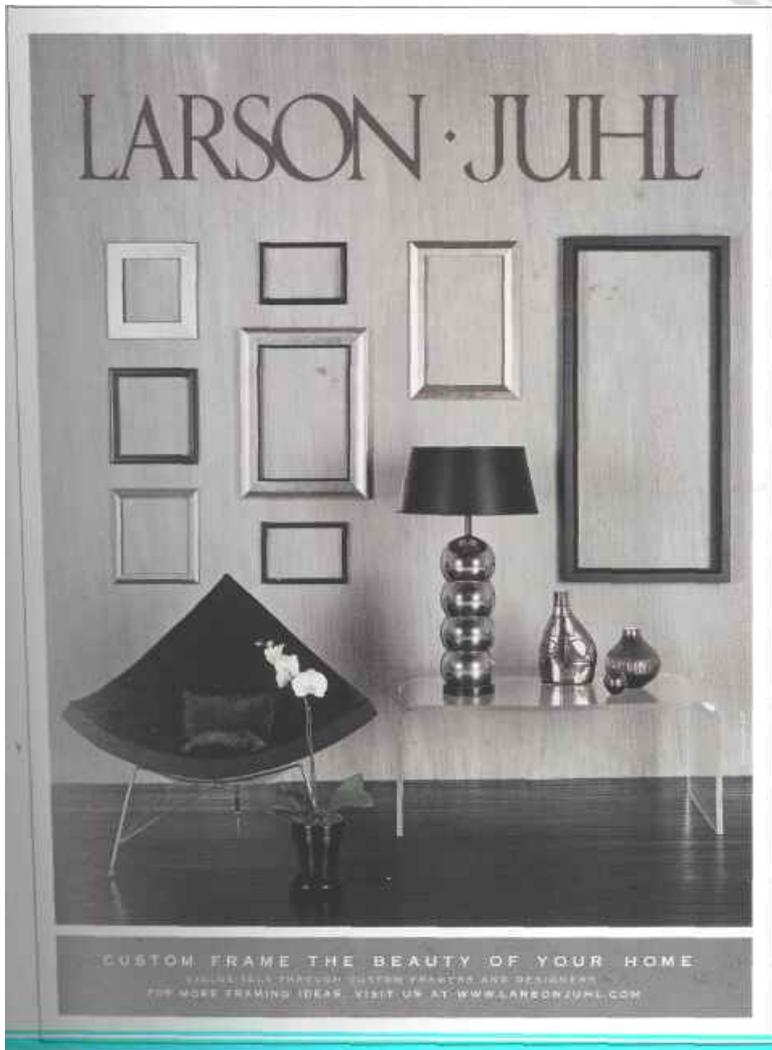


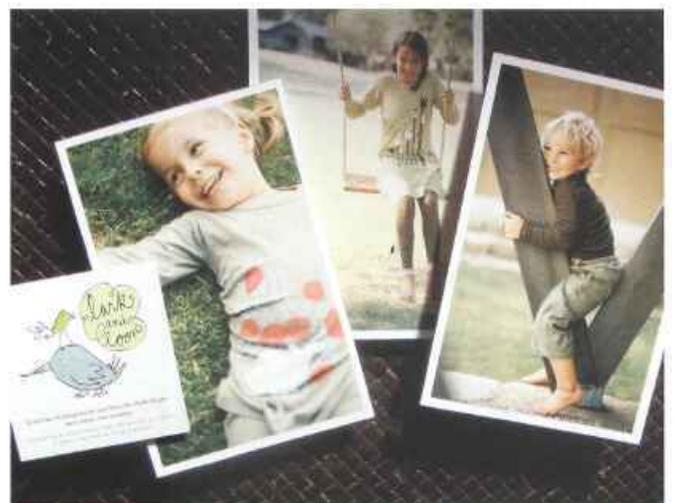
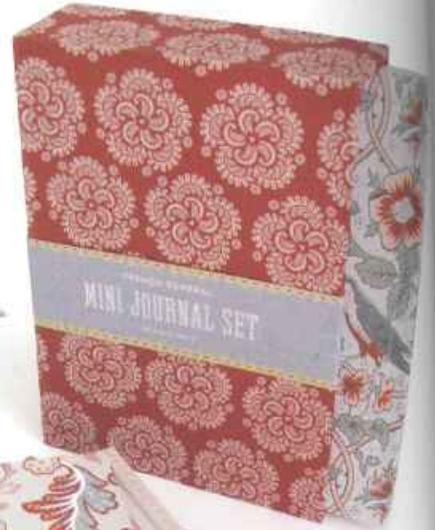
Principle

work ethic, in numbers, in excellence. Both partners are engaged in all the work; clients get to know both Pamela and Allyson, while one takes the day-to-day lead in any assignment. In most cases, both originate two distinct solutions to the preliminary conceptual development, then work together to edit choices to one or two of the best directions. And they fly; travel to client presentations is essential. While each keep separate offices and studio expenses, they share accounting, financial planning and business development. They also spend time together face-to-face at conferences, educational forums and talks or seminars as much as they can. They do not nit-pick hours, ever. The magic is integrity and mutual respect.

Left: "As NapaStyle prepared to open its first store in Berkeley, it wanted people to find themselves surrounded by old-world traditions and family recipes—the lifestyle for which Napa Valley and Michael Chiarello, famed chef, author and founder of NapaStyle, have become famous. We also wanted Chiarello's voice to be strongly heard, emphasizing his award-winning creativity in entertaining and his personal stories: 'Serve a Panini for Dessert' and 'Make it Twice and the Recipe is Yours.' His recipes appear on the gussets and become a gratifying 'extra' with any purchase. We created a World Salt Expedition Map for custom tissue paper, inspired by Michael's own search for distinctive salts around the world. It traces Michael's voyage through the salt regions of Peru, Sicily, Brittany and Hawaii. We wanted sustainable attributes in the store's architecture to be mirrored in our own design, incorporating cork, jute and repurposed materials." Allyson Lack/Jennifer Sukis/Pamela Zuccker, designers; Pamela Zuccker, creative director; James Noel Smith, illustrator.

This page: "For Larson-Juhl's new ad campaign, we recommended that the client showcase the stylish partnership between frame and decor by putting the frame in the context of our everyday lives. Our approach was to develop style-defining vignettes that included furnishings and a standout signature color palette. The solution intentionally excluded framed artwork, making the frames themselves the statement of personal expression—transforming a room in a way that is unmatched in the world of home furnishings. We developed and executed a series of ten distinct settings that became the client's core message to the wholesale market and, ultimately, to the end user. We extended design elements from the ad campaign to sales materials, direct mail, presentation tools and tradeshow design. Small launch books were created to help educate retailers and get them to embrace this new selling strategy." Allyson Lack/Pamela Zuccker, designers; Pamela Zuccker, creative director; IMichole Sloan, photographer.





Principle

To inform and delight

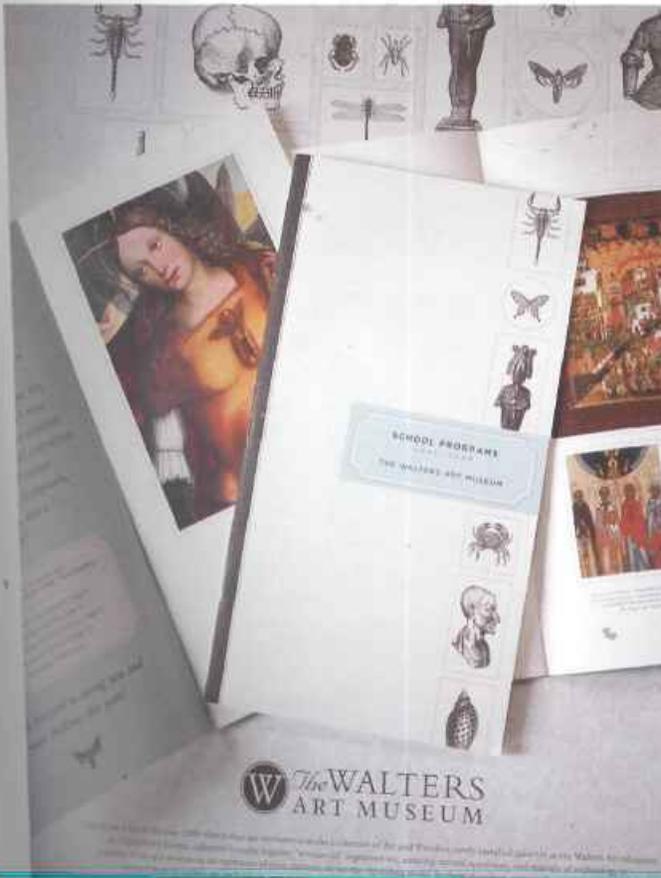
The work on these pages is exhilarating, beautiful and exquisite; it demonstrates good ideas and the love of craft. "Where" has little to do with it. It has been said that there is a charm in distance. This may or may not apply to Allyson and Pamela's business relationship. After all, one can easily erase distance with technology. They do. Sure, there may still be some neanderthal that needs a fancy design studio where he can "brainstorm" with "the agency" before turning attention to his afternoon tee time. Thankfully, those creatures are nearly extinct.

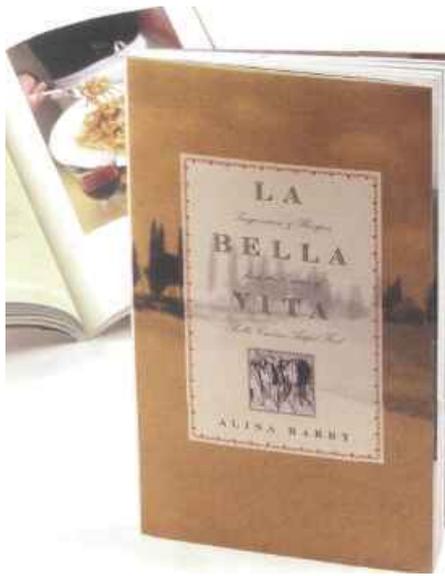
What matters is the work. Work that, in the words of Milton Glaser, "informs and delights." Allyson and Pamela's work does. It speaks for itself. The rest is privileged conversation—between consenting adults.

Left: "**Chronicle Books** came to us to dream up a nostalgic yet fresh interpretation of French aesthetics for a book and series of stationeries for retailer French General. Originating in the Hudson Valley, this charming specialty outlet sells vintage textiles and other sweet morsels from flea markets in France. For a person enamored by all things French (Pamela spent the last five years in Quebec), it was a natural collaboration. To layer the many patterns, classic tickings and embellishments, we spread the artwork all over our studios so we could explore color and fabric combinations; it was a very engaging process that took weeks. We think, perhaps, our own modern aesthetic allowed us to keep a clean slate while interpreting the endless ephemera, decorative trims and mix-and-match florals." Allyson Lack/Pamela Zuccker, designers; Kaari Meng, writer/illustrator; Pamela Zuccker, creative director; Jon Zabala, photographer; Jody Rice, illustrator.

"Hatched by two Atlanta moms, **lark and loon** cotton knits are a wearable art collection suitable for all the hops, skips and jumps in a child's day. They commissioned 'artists-with-attitude' from across the country, including illustrators Alyson Fox and Alena Hennessey, to draw armadillos and unicorns for an assortment of hip tees and leggings. We were asked to craft the look and feel of the brand, capturing its fresh and original sensibility. An illustrative mark emphasizes the whimsical brand name and the label's imaginative mystique. Our quirky birds appear on hangtags, tees and clothing. We loved getting back to the drawing board—free as birds, with ink on paper." Allyson Lack/Pamela Zuccker, designers; Pamela Zuccker, creative director/illustrator; Nichole Sloan, photographer.

This page: "Anticipating its latest exhibit, **The Palace of Wonders**, The Walters Art Museum of Baltimore invited us to attract and communicate with children, parents and teachers. We created two pieces: First, for parents, a deck of sherbet-colored cards that are an easy-to-use tool that turns a mundane visit into an adventure in learning. Each card is an exhibit roadmap, bringing focus to individual pieces from the collection with fun facts and quizzes. A convenient thumb-notched sleeve houses the cards making them easy to stow away. Second, for teachers, we designed a School Programs guide that housed a center-stitched poster to display in their classrooms. The poster doubled as a teaching device, helping to engage their students in the museum's seventeenth-century collection of marvelous objects and art, including bugs, butterflies, beetles and a twelve-foot alligator." Allyson Lack/Pamela Zuccker, designers; Allyson Lack, creative director.





Principle

Left: "The Bella Cucina cookbook. *La Bella Vita*, was created to link chef and author Alisa Barry's insatiable love of cooking with journal-like entries reminiscing about her yearly trips to the Tuscan countryside. Each recipe highlights a product from the Bella Cucina pantry—introducing readers to new ways of using pestos, preserved fruits and olive oils. We printed the entire book in only 4-colors to pass along savings to the consumer; it produced a legion of purchases at many gourmet counters. The five-day press run (including 'round-the-clock checks) was a challenge as we tried to capture every imaginable hue in the zucchini blossoms and bursting seasonal vegetables. We were passed a 'love note' from one of the pressman during the last signature. He misinterpreted our flattery, not realizing our joy was the result of a delicious final form." Smith Hanes, art director; Katja Burkett/Louise Fili (cover designer/typographer)/Pamela Zuccker, designers; Alisa Barry, writer; Pamela Zuccker, creative director; Rob Brinson, photographer.

"Nordstrom approached us to help develop its 2007 gift card campaign. We had two weeks to dream up as many card designs, production and embellishment techniques as we could. Nordstrom chose three of our designs—Valentine's Day, Spring Fashion and Father's Day. The Valentine's Day design inspired an in-store campaign called 'Love It.' Cool feature of this card: using lenticular printing, we were able to achieve the effect of a beating heart. Also, since we never met the client face-to-face, she became a willing part of our long-distance work model." Allyson Lack/JenniferSukis/PamelaZuccker, designers.

"Texas Children's Hospital looked to us to design barricade graphics that would be the first visual expression of its new **Maternity Center**, due to be completed in 2011. Our strategy mixes mod, universal, maternity-inspired icons with the look and feel of construction graphics, and language to express pregnancy, delivery and motherhood. One challenge: Truck entrances will cause the barricades to shift over the course of the build-out. So graphics needed to feel cohesive without much overlapping *and* if reshuffled, still uphold a clear message. This project was intensely interesting and timely as we contemplate motherhood ourselves." Allyson Lack/Oliver Munday/Pamela Zuccker, designers; Allyson Lack/Pamela Zuccker, writers; Allyson Lack, creative director.

This page: "Principle has worked with **Paddywax** since 2004, helping to enhance their packaging presence and build a nationally recognizable brand. We began by consolidating their product mix with the design of three core collections poised as candle 'must-haves.' Our design of the Classic collection in 2005 established the entire brand's 'preppy chic' style. In a recent launch, Paddywax looked to reengineer their packaging for a new eco-sensitive collection.

- We examined sustainable materials for manufacturing and developed an affordable FSC-certified solution that incorporated hemp twine, soy inks and a 100% post-industrial, chlorine-free paper pulp box. The Journey of the Bee Collection was created as a tribute to the busy insect. Each fragrance reflects a stop that the bee would make along its journey. Boxes boast a honeycomb grid with gold-foiled flight pattern that is revealed when opened." Allyson Lack/Pamela Zuccker, designers; Pamela Zuccker, creative director.

