

STEP

INSIDE DESIGN

20|20

TWENTY DESIGN LEGENDS
AIGA'S 2004 MEDALISTS
TWENTY AD CAMPAIGNS
WITH PERFECT VISION

ADAMSMORIOKA:

looking back on 10 years

SEEING BEYOND GRAPHICS:

breathing rooms: architectural visions
reinventing wheels: car makeovers
sense of place: lorenc + yoo

DESIGN FROM THE INSIDE OUT

SEPTEMBER | OCTOBER 2004 | \$12.95 US \$18.13 CAN

GEE + CHUNG DESIGN

STORA ENSO — CENTURA MATTE

"DCM-Doll Capital Management values quality, and requested a paper stock for their Memorandum which would produce the sharpest image clarity and detail," says Earl Gee of Gee + Chung Design. "Our printer, Fong & Fong Printers and Lithographers, recommended Stora Enso Centura as the premium coated sheet that would meet our client's high expectations. As designers, we also preferred Centura's balanced white cast, which provides a warmer feeling to the piece, as opposed to the blue-white appearance of other premium sheets."

"Centura performed with excellent ink holdout and superb detail, which was especially important for the executive portraits, allowing us to match the detail of our proofs very easily. The plastic cover stock [polypropylene, matte two sides] required an overall aqueous coating on both sides to prevent curling. The transparent plastic cover interactively reveals the 'clear difference' of the fund's attributes."

The coated text stock provided a crisp, high-quality, professional appearance while the matte finish enhanced the subtle, sophisticated color palette. The French-fold format [text] provided the heft and weight commensurate with a document of substance and importance. For DCM's many Asian investors, the traditional Japanese-sewn binding [cover] symbolized the firm's dedication to old-world due diligence in making new technology investments. In contrast to traditional memorandums, the book's large size reflects DCM's confidence in the fund's performance and commitment to its investors."

(Portrait photographer: Geoffrey Nelson)

Gee + Chung Design, www.geechungdesign.com; Stora Enso, www.storaenso.com



GRIFFIN CREATIVE

FIBERMARK — SUEDETEX

Designer Dale Ragland capitalized on SuedeTex's western look yet elegant feel for the program book cover for the 2003 Cattle Baron's Ball, which is held annually to benefit the American Cancer Society. Ragland, of Griffin Creative in Texas, said the paper complemented the big bull logo. "Every year the bull is used and treated differently," she said. "This year's theme was 'Rhinstone Cowboy.' The cover was a textural experience of soft and hard. The paper was soft, and a real jewel was glued on the cover, giving it a 3D effect."

Using 14-point ivory SuedeTex, a soft, textured cover stock that offers both visual and tactile appeal with its simulated suede look, Ragland had the piece printed with four-color process and full bleed. It was also register-embossed and spiral-bound. Ragland said the paper printed like a champ. "It was the most fabulous paper for embossing that I have ever used," she said. "Even the guys in the print shop asked, 'What is this paper? It's the best we've ever embossed.' The client was incredibly happy—they received lots of positive feedback."

Griffin Creative, www.griffincreative.com;
FiberMark, www.design.fibermark.com

