

Colorado Posters Kyoko Hamada Turner Duckworth Josh Cochran Bailey Lauerman Big Spaceship Exhibit

Communication Arts



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What makes you feel better? Studies show mental stimulation improves your mood. So how about a little entertainment while you wait? Get this: a cough can move at up to 60 mph. That train you're waiting for only goes 55 mph. Other interesting facts: married men change their underwear twice as often as single men. Slanging your head against a wall burns up to 750 calories an hour. And all porcupines float in water. Here's another little-known fact: research proves the things we associate with feeling good can help lower blood pressure and boost the immune system. At Swedish Covenant Hospital, everything we do is designed to help you feel better. So along with great doctors and the latest technology, you'll find your favorite cultural foods, friendly staff to visit, foot massages, and even a little mindless distraction when you're bored.

Tell us what's healing to you. Text "healing" and your answer to 30284.



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3



Exhibit

1 Swedish Covenant Hospital poster

"Remedy is doing its part to make health more fun and relevant to consumers," said Deanna Smith, executive creative director. "So when it came to helping Swedish Covenant Hospital build awareness, we put the hospital's message in the midst of its Chicago community—on "El" trains and city buses, bus stops and train stations, newspaper tag-a-longs, and in sunflowers handed out in nearby neighborhoods. Even visitors leaving the hospital parking lot got the message with a free branded air freshener. The mix also included whatmakesyoufeel better.com, a site where visitors could submit ideas and photos. At the heart of the campaign is the hospital's philosophy about embracing the things that make you feel good. The posters provided commuters with a little mental stimulation while they awaited the train."

John Bufalino, designer; Shawn Hazen, design director; Katie Williams, creative director; Jessica Beach, project director; Lisa Layher, manager of media services; Remedy (Chicago, IL), ad agency.

2 Puma magazine ad

"Tank Design's ad campaign for Puma®, titled 'I'm Going,' is about innovation and emotion," explained David Warren, creative director/partner. "Open a magazine and the ad literally jumps out at you. The photos are about bodies, products and colors, rather than pretty faces with expressions of movement, athleticism and progression, combined with explosions of neon color. Frozen in time, the color adds an intensity and power to the highly composed, sophisticated images."

Rob Alexander/David Warren, design directors; Adam Petrick, Puma, project director; Guzman, Creative Exchange Agency, photographer; The Bill T. Jones/Arnie Zane Dance Company, contributing artist; Stephen Pranica, Creative Exchange Agency, agency producer; Tank Design (Cambridge, MA), design firm.

3 Barclays TV spot

"In this humorous concept from Venables, Bell & Partners for Barclays Global Investors, a sticky note tiptoes across the wall to escape from a window in the office of a financial advisor, who is forced to skewer the note to the wall with a letter opener," said Radium creative director Dariush Derakhshani. "For the treatment of the notion, 'Don't let a good idea get away,' the onus is on MJZ's director Rocky Morton and digital studio Radium[Santa Monica to realize the idea without losing the spot's subtle personality. I worked with Rocky to film all the proper elements needed to stitch the story back together, without losing its quiet charm. The sticky note was puppeted on set, and augmented in Inferno to further articulate the note. Lead artist Federico Saccone worked diligently to piece together the visual narrative retaining the note's funny and humanized character."

"Sticky Note" :15

(Open on a young financial advisor at his desk in his office. He's talking on the phone, while opening letters. From behind him, the focal point of the frame, a sticky note with some figures on it, detaches itself from the others and starts to inch its way away from the other sticky notes on the bulletin board. The advisor seems oblivious, chatting on as the sticky note inches off)
 Advisor: Uh-huh. Uh-huh. Well as long as you shore that up, I'd say it's a home run.
 (Suddenly, and without looking, the advisor hurls his letter opener at the escaping note, like a knife thrower. The stabbed-through note and letter opener are in the foreground as the advisor continues his call)
 Advisor: Uh huh. Uh huh. Exactly.
 Anncr. (VO): Don't let a good idea get away.

Eric Liebhauser/Tom Scharpf, associate creative directors; Greg Bell, Venables, Bell & Partners/Dariush Derakhshani, Radium/Paul Venables, Venables, Bell & Partners, creative directors; Federico Saccone, Inferno artist; Tessa Davis, editor; Cosmo Street, editorial company; Rocky Morton, director; Kevin Clarke, visual effects artist; Helen Hollien, producer; Emily Moore, agency producer; Jeff Scruton/Dave Skaff, executive producers; Ian Unterreiner, visual effects producer; MJZ, production company; Radium (San Francisco/Santa Monica/Dallas), digital effects company; Venables, Bell & Partners, (San Francisco, CA), ad agency; Barclays Global Investor, iPath, client.