

*date* 8 June, 2007

*release number* 2007-5

*contact* Allison Levine  
Marketing Director  
Studio Graphique, Inc.  
*phone* 216-921-0750  
*fax* 216-921-0751  
allison@studiographique.com



**STUDIO GRAPHIQUE** ■ *design with direction*

**NEWS RELEASE** *for immediate release*

## **STUDIO GRAPHIQUE CELEBRATES 10 YEAR ANNIVERSARY WITH "ART OF SPACE" EXHIBIT**

Cleveland, Ohio - 2007 marks the ten year anniversary of Studio Graphique, a brand consultancy and environmental graphic design firm. To celebrate, the firm has partnered with ten local artists, both established and emerging, to help communicate the process of thinking about space in the same way that environmental graphic designers do in an exhibit titled *Art of Space*.

*Environmental Graphic Design embraces many design disciplines including graphic, architectural, interior, landscape, and industrial design, all concerned with the visual aspects of wayfinding, communicating identity and information, and shaping the idea of place.* (from the Society of Environmental Graphic Design)

Keeping with the theme of tens, the ten artists were commissioned to think about their sense of space at ten different signature areas throughout the City of Cleveland. They were to ask themselves - how do they interpret directions? Identify where they are? Obtain information? Understand the part they play in the experience of a place? How do they feel?

Studio Graphique set up a list of "senses" that the firm uses to develop information, identification and wayfinding through a space: ENERGY, BOUNDARIES, ARRIVAL, TRAFFIC PATTERNS, MOOD, ILLUMINATION, MOVEMENT, DEPARTURE, SOUND, SHAPE. "As humans, we all take this information for granted when our experiences are easy and positive, and are frustrated when these type of 'senses' are lacking from our experience with a place" said Rachel Downey, President + Creative Director.

Each artist was asked to think about how they understand spaces and places and interpret them through their own medium, style and vision. Using the criteria established each artist was driven to follow their senses and think about space using the same process the firm uses, but through the artist's own eyes.

The pieces will be on public display and unveiled at the Ingenuity Fest a celebration of art and technology held in downtown Cleveland on July 19 - 22. Following Ingenuity Fest the works will be on display in a storefront space at Studio Graphique's home base, Shaker Square from August 1 - September 16. Each of the finished pieces will be sold at a live auction at the firm's private anniversary party in late September.

Fifty (50) percent of each piece sold will go back to the artist and the remaining funds will be given to the following arts organizations that have been vital in making this exhibit happen - Red Dot Project, Cleveland Public Art, and SPACES Gallery.

Those interested in purchasing one of the pieces may provide their maximum bid for the private auction by contacting Allison Levine at Studio Graphique, 216-921-0750 or allison@studiographique.com

(cont'd)



13110 **shaker square** suite 101 cleveland, ohio 44120 | *tel* **216 921 0750** | *fax* 216 921 0751 | *web* designwithdirection.com



ARTIST	LOCATION	SENSE	MEDIUM
Melissa Daubert	West Side Market	Energy	Mixed Media
Artemis Herber	The Flats	Boundaries	Painting
Laurel Herbold	Shaker Square	Arrival	Painting
Anne Kibbe	University Circle	Traffic Flow	Print
Tricia Lazuka	Lakefront	Mood	Painting
Sheila N. Markowitz	P. B. Lewis Bldg.	Illumination	Digital Montage
Susie Frazier Mueller	Erie Canal Corridor	Movement	Collage
Thomas Roeser	Public Square	Departure	Painting
Steven Sorin	Metroparks	Sound	Photography
Hector Vega	Rock N Roll HOF	Shapes	Painting

## Background

Studio Graphique is a brand development consultancy and environmental graphic design firm that provides strategic visual communication tools to organizations throughout Northeast Ohio and across the United States. These tools include: brand identity systems, marketing collateral, website design, and environmental graphic design (signage, wayfinding programs, exhibits, interpretive graphics). A female owned and operated business, Studio Graphique's consultants and designers strive to follow their mission to balance right and left-brain, creativity and practicality, message and medium to create solutions that look smart and make business sense. Design that has purpose, that moves towards goals, it's what we call .... design with direction.

*Current and recent local projects include:* **University Circle Signage and Wayfinding System**, University Circle, Inc., Cleveland, Ohio; **New In-Store Brand Identity and Signage System for Five Area Heinen's Stores**, Heinen's Fine Foods, Cleveland, Ohio; **Shaker Square Brand Identity, Environmental Graphics and Wayfinding Systems**, The Coral Company, Cleveland, Ohio; **Steelyard Commons Environmental Graphics and Wayfinding Systems**, First Interstate Properties, Cleveland, Ohio; **Eastlake Minor League Ballpark Signage and Wayfinding System**, City of Eastlake/DLR Group, Eastlake, Ohio; **Westhampton Housing Development at Crocker Park Signage and Wayfinding System**, Coral Company, Westlake, Ohio.  
[www.designwithdirection.com](http://www.designwithdirection.com)