

Interactive Annual 9

# Communication Arts



September/October 2003  
Sixteen Dollars  
[www.commarts.com](http://www.commarts.com)

## Exhibit

**This page: The Paint Depot Inc.** newspaper ads.

“People won’t look at paint retailer ads unless they are literally on the verge of painting,” said writer Michael Perron. “Since I don’t know when they will be on the ‘verge,’ I needed to advertise 52 weeks a year. So, a different ad is written every week. Customers regularly comment on the ads saying they look forward to reading them, much like a weekly installment of their favorite comic strip. Out of over 2,000 independent Martin-Senour paint dealers in the United States, this one store on the island of St. Thomas ranked in the top five in each of the eight years it has been open.”

**Michael Perron, designer; Michael Perron, The Paint Depot Inc. (St. Thomas, VI), client.**

**Applied Materials tradeshow graphics** “Applied Materials SEMICON/West tradeshow attracts silicon engineers from around the world. Our ‘magic of innovation’ theme invites attendees to imagine, discover and explore from the fresh perspective of a child, rekindling the inspiration that first led engineers to be captivated by science,” said creative director Earl Gee. “The massive 100’ x 100’ exhibit utilizes 20’ high images to create a powerful impression on the viewer. To connect the theme with Applied Materials’s products, motorized window displays use silicon wafers as flowers for growth, globes for worldwide reach, gears for productivity and discs for momentum. Cloud backgrounds symbolize the unlimited potential for innovation. As a metaphor for entering the world of semiconductors, attendees enter the back of the booth through a giant 24’ diameter wafer opening.”

**Fani Chung/Earl Gee, designers; Kevin Ng, photographer; Contempo Design West, exhibition developer; Gee + Chung Design (San Francisco, CA), design firm.**

**Right: Lightspeed magazine ad.** “Living in a cycling town like Boulder, where almost as many men as women shave their legs, this idea was sent to the client pretty quickly,” said creative director Jonathan Schoenberg. “The titanium tricycle in the ad retails for \$850, but between Marin and Boulder County it may sell out fairly quickly. The goal of this ad was to not only draw attention to the tricycle, but have people visit the Web site and start to embrace a high-end bike company that was not taking itself too seriously.”

**Thomas Dooley, art director; Jonathan Schoenberg, writer; Brooks Freehill, photographer; TDA Advertising (Boulder, CO), ad agency.**

## PREPARATION “H”

It's that time of year *again* when we prepare for hurricane season, the dreaded “H” word. Very heavy rains are common which means if you have a leaky roof now, you know it's not going to get any better. Prepare it with the finest, most waterproof coating available for flat roofs, the Vulkem Roofing System. Got a pitched roof? Use our ToughKote water-based roof coating. And if you do it now before the rainy season gets worse, it won't be a pain in the you-know-what.

## THE PAINT DEPOT

COATINGS FOR EVERY SURFACE FROM THE MOST KNOWLEDGEABLE AND SERVICE ORIENTED PAINT PEOPLE.  
AL COHEN PLAZA, ST. THOMAS, VIRGIN ISLANDS. 775-1466

## “SHAKEN, NOT STIRRED.”

(James Bond's response when asked how he wanted his Martin-Senour custom paint mixed.)

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