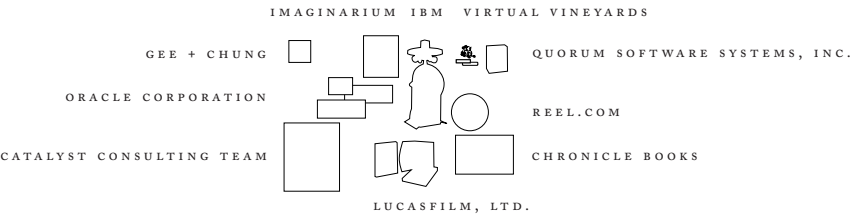


GEE + CHUNG DESIGN

{ 6 of 16 }

Crossing cultural and conceptual boundaries, Gee + Chung Design provides exceptional value for their clients. With extensive experience building global brands including IBM and Duty Free Shopping, they target client goals to achieve product distinction and marketplace success. Their expertise in two and three dimensional design covers all aspects of their client’s needs, whether it be corporate identity, marketing literature, packaging or tradeshow. The firm’s groundbreaking work has been honored with hundreds of awards and been exhibited internationally.

{ SFGD }





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Package for Imaginarium, Walnut Creek, CA. For a retail toy chain's own brand of hoppity-hop ball, the concept of fun is expressed by integrating the child and product into the logotype itself. The brightly-colored box panels offer a multitude of in-store display possibilities.



G E E + C H U N G D E S I G N

Year Founded: 1990
Key Clients:
Alliance Healthcare Foundation
Apple Computer
Chronicle Books
Duty Free Shopping
Federal Reserve Bank
IBM Corporation
Imaginarium
Lucasfilm Ltd.
Oracle Corporation
The Smithsonian Institution
Stanford University
Sun Microsystems

Capabilities brochure for Oracle Corporation, Redwood Shores, CA. An overview of the information highway for the leading database software company features an engaging approach to highly technical information.

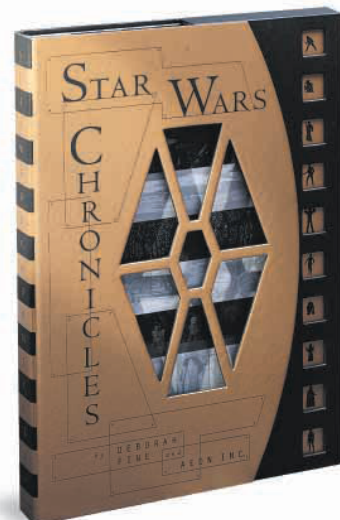


Interactive kiosk for IBM Corporation, Boulder, CO. This "software vending machine" utilizes satellite transmission technology to enable customers to demo, place order and take delivery of software directly from the kiosk. Space station and satellite metaphors were used to create a striking, sculptural, in-store presence.



Brochure and insert sheets for Catalyst Consulting Team, Santa Cruz, CA. To allow this organizational development firm to customize presentations for prospective clients, core information is bound into the brochure while interchangeable insert sheets are viewable through the die-cut cover.

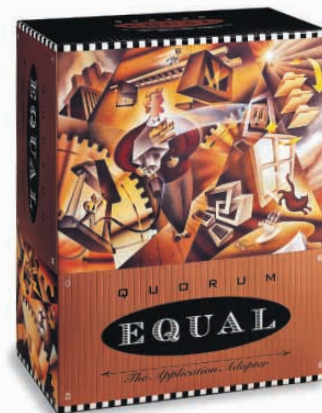
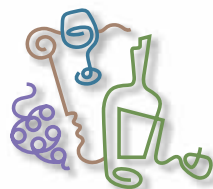
Slipcase and book design for Chronicle Books, San Francisco, CA and Lucasfilm, Ltd., San Rafael, CA. This "coffee-table" book of photographs, props and sketches from the Lucasfilm archives utilizes a die-cut derived from a TIE Fighter wing as a "window" into the world of *Star Wars*. Silhouettes of the movie's characters were showcased through die-cut squares symbolizing film sprocket holes.





VIRTUAL VINEYARDS

Logo for Virtual Vineyards, Palo Alto, CA. For a firm who markets wine over the internet, the elements of wine are represented "on-line," accessible with the click of a mouse.



Software package for Quorum Software Systems, Inc., Menlo Park, CA. Metallic copper and embossed ribbing were used to project an upscale image for a program that enables Macintosh software to run on high-powered RISC workstations.



Press kit for Reel.com, Berkeley, CA. This unique promotion for a movie selection web site is housed in an actual film can, featuring a brochure, movie popcorn and movie "matchbook" listing popular movies and similar films to choose from.



Tradeshow exhibit and retail display for Chronicle Books GiftWorks, San Francisco, CA. To display greeting cards, appointment books and stationery items, units were designed to resemble roll-top desks. A four-headed "man for all seasons" displays calendars for viewers in all directions.



(top)

MARKET STREET ART IN TRANSIT, San Francisco, CA
A program of public artworks and performances to enhance the use of the transit system on San Francisco's Market Street.

(center)

PARTECH INTERNATIONAL, Paris, France
A venture capital firm specializing in creating global technology partnerships.

(bottom)

SYMANTEC NORTON SECRET STUFF, Cupertino, CA
Brand identity for encryption software which allows users to encode and decode private messages.

(top)

TRAFALGAR SQUARE PROPERTIES, London, U.K.
A letterform chiseled into a building cornerstone provides a distinctive mark for a property management company.

(center)

HERMAN MILLER, INC., Zeeland, MI
A promotional dealership at the company's headquarters depicts a late 1940's era service-oriented theme.

(bottom)

THE WALT DISNEY COMPANY, Orlando, FL
A promotional logotype used on shopping bags evokes elements of Disney's Magic Kingdom.

(top)

CARTER HAWLEY HALE, New York, NY
A private label for a brand of high quality men's shirts incorporates the silhouettes of the three founders.

(center)

VITRIA TECHNOLOGY, INC., Palo Alto, CA
A consulting firm specializing in a problem-solving approach to information systems management.

(bottom)

3-D MOTION, San Francisco, CA
A firm who specializes in computer generated animation and architectural models.

1998

SAN FRANCISCO DESIGN SOLUTIONS

SOLUTIONS