

Critique[®]

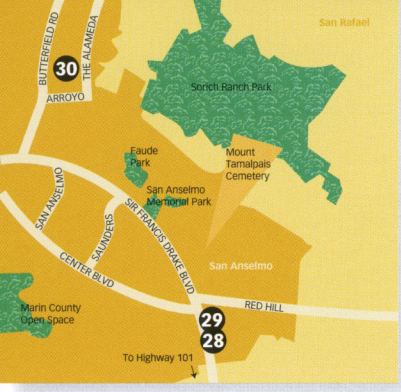
THE
MAGAZINE
OF
GRAPHIC
DESIGN
THINKING

\$18



MENTORING
WINTER 1999

San



Francisco

Studio

Tour



San Francisco Design Studios

1. Michael Osborne Design
2. Ingalls + Associates
3. Deutsch Design Works
4. Primo Angeli Inc.
5. Studio Archetype Inc.
6. Sterling Design
7. Cahan & Associates
8. Cronan Design
9. Post Tool Design
10. Tamotsu Yagi Design
11. Bielenberg Design
12. Pentagram Design Inc.
13. Morla Design
14. Mauk Design
15. Gee + Chung Design
16. Vanderbyl Design
17. Chronicle Books
18. Oh Boy, A Design Company
19. Michael Mabry Design
20. Goodby, Silverstein & Partners, Design Group
21. Akagi Remington
22. Tolleson Design
23. MetaDesign, San Francisco
24. Landor Associates
25. Elixir Design Inc.
26. SBG Enterprise
27. M.A.D.
28. BlackDog
29. The Office of Michael Manwaring
30. Aulfldish & Warinner

How We Choose the Studios

We don't. The studios in our tours are nominated and voted in by their peers. We asked San Franciscans to choose a representative cross-section of area firms—large and small, famous and obscure, conservative and experimental—that are respected for their commitment to design, fair practices, and mentoring younger graphic designers.

13 Morla Design

Year founded: 1984
Principal: Jennifer Morla
Studio size: 6 people
Type of design: Full service
Top clients: California College of Arts and Crafts, Capp Street Project, Chronicle Books, Levi Strauss & Co., Luna Textiles, The Mexican Museum, MTV Networks, San Francisco International Airport, and Swatch Watches



Contact info: Potential clients should call or e-mail Dan Stachurski; freelancers should send samples to Jennifer Morla; job applicants should fax résumé to the attention of Jennifer Morla

phone: 415-543-6548
fax: 415-543-7214
e-mail: dan@morladesign.com

Location: 463 Bryant Street, San Francisco, CA 94107

Favorite lunch spot: Café Destijl at One Union Street (next to Levi's)

Favorite recreation: Going to openings at Capp Street Project and New Langton Arts

14 Mauk Design

Year founded: 1986
Principal: Mitchell Mauk
Studio size: 6 people
Type of design: Exhibit design and collateral



Top clients: Sony, Volkswagen, Intel Corp., Duncan Aviation, Microsoft, Sun Microsystems, *Computerworld* magazine, Trimble Navigation, Artemide, Oral-B, BroadVision, and Meyer Sound

Contact info: Potential clients should call or e-mail Mitchell Mauk; freelancers should send samples to Adam Brodsley; job applicants should fax résumé to Laurence Raines

phone: 415-243-9277
fax: 415-243-9278
e-mail:

info@maukdesign.com

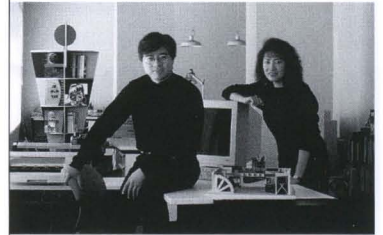
Location: 39 Stillman Street, San Francisco, CA 94107

Favorite lunch spot: Café Centro at South Park

Favorite recreation: Mountain biking in the Marin Headlands

15 Gee + Chung Design

Year founded: 1990
Principals: Earl Gee and Fani Chung
Studio size: 5 people
Type of design: Full service
Top clients: Apple Computer, Chronicle Books, Federal Reserve Bank, IBM Corp., Imaginarium, Lucasfilm, Ltd., Oracle Corp., Smithsonian Institution, Sony Electronics, and Sun Microsystems



Contact info: Potential clients should call or e-mail Earl Gee; freelancers should send samples to Earl Gee; job applicants should fax résumé to Fani Chung

phone: 415-543-1192
fax: 415-543-6088
e-mail:

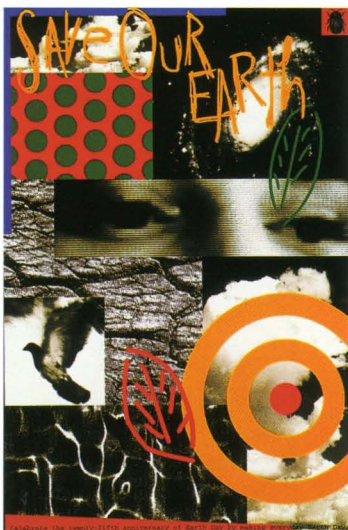
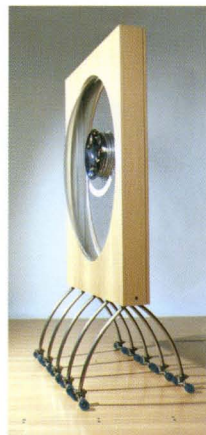
earl@geechungdesign.com

Location: 38 Bryant Street, Suite 100, San Francisco, CA 94105

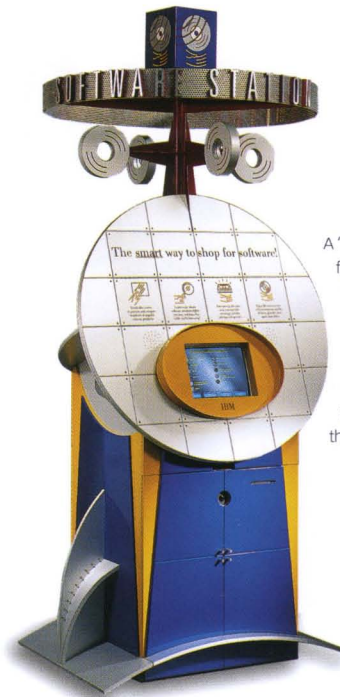
Favorite lunch spot: Dim sum at Yank Sing Restaurant at Battery Street between Clay and Washington Streets

Favorite recreation: Walking in North Beach

Mauk Design combines elite style with pop style in their New Beetle exhibit design. A minimal blonde housing turns an optional wheel design into conceptual art, while the skateboard wheels at the base add an element of "lifestyle hardware."



For Earth Day '95, Morla Design skipped the usual narrative illustration in favor of a black-and-white collage of natural structures. Notice the eyes: faces are usually focal points, but this one is a rest stop on a tense diagonal movement between two op-art graphics.



A "software vending machine" for IBM lets you download demos and software by satellite transmission. Gee + Chung's space-station concept engagingly humanizes an interaction that isn't generally thought of as fun.