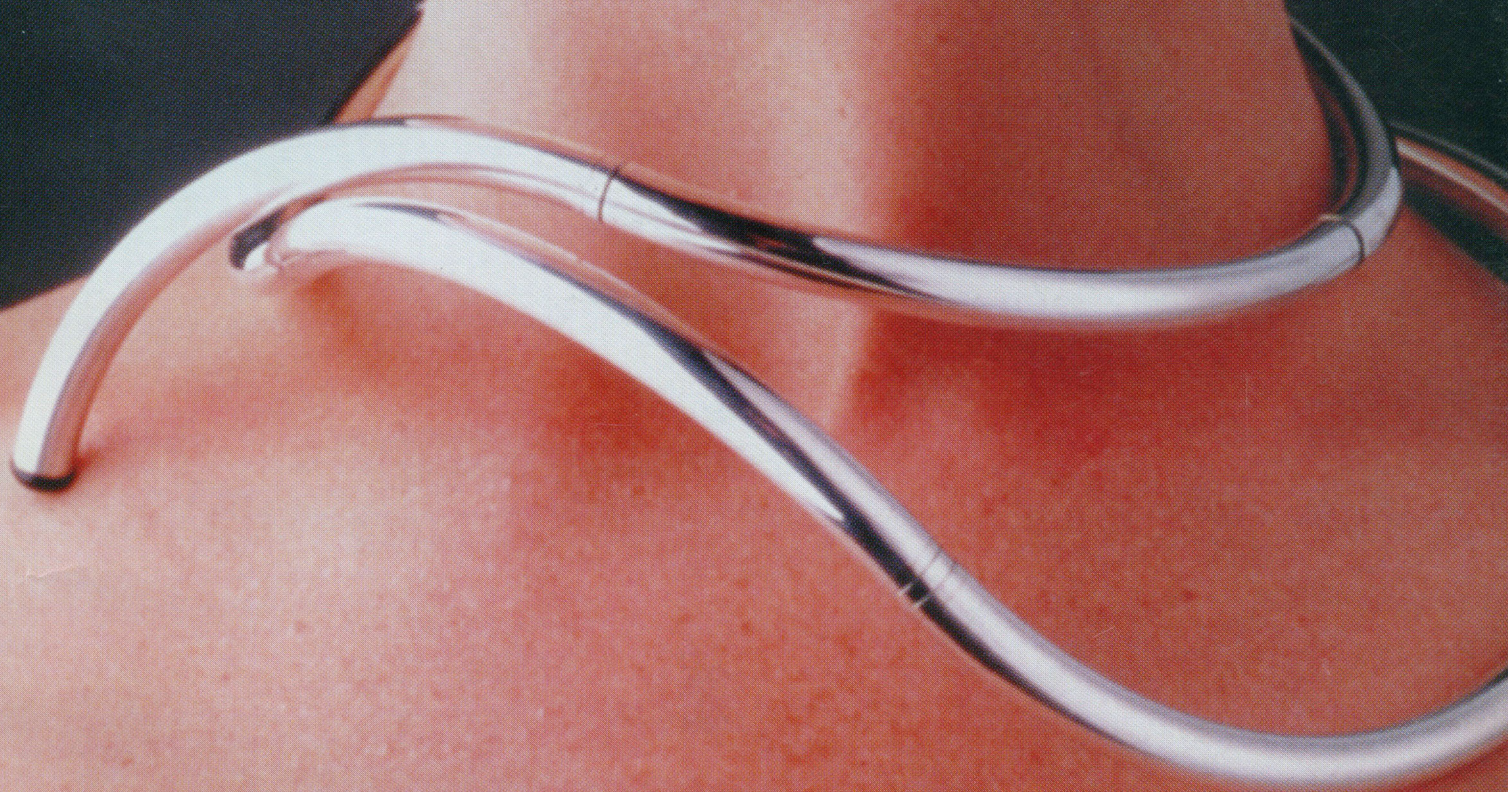


Graphic Design USA

NEWS PEOPLE TRENDS BUSINESS PRODUCTS

MONTHLY SINCE 1963



SEPTEMBER 2003

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ANNUAL REPORTS WORK HARD TO CONNECT
MOUDRY TAKES CREATIVE HELM AT MARTIN/WILLIAMS
ZIMMERMAN PITCHES FOR FLORIDA MARLINS
APPLE AND HP COMPUTERS PACE HOT HARDWARE

This iconic necklace is one of the many reasons that the Vignellis are the recipients of a Lifetime Achievement Award in this month's 'News'

PHOTOGRAPH: LUCA VIGNELLI

GEE + CHUNG FOUNDATION BIENNIAL EMPHASIZES RESULTS



Earl Gee and Fani Chung



Client: Alliance Healthcare Foundation
Design Firm: Gee + Chung Design, San Francisco CA
Art Director: Earl Gee
Designers: Earl Gee, Fani Chung

The Alliance Healthcare Foundation promotes quality healthcare for the medically underserved in San Diego County through grants, fundraising, advocacy and public health education. Their biennial report's "Making a Difference" theme demonstrates how the Alliance's Programs for Healthier Communities set goals and achieve results to improve lives. Designed by Gee + Chung Design, an award-winning multidisciplinary design consultancy founded in 1990 and based in San Francisco, it explores the difference made by the Alliance's programs in training, access to care, advocacy and education through case studies. Each study features a quote from a program participant, which opens to a gatefold with a statement from the program director, program goals and results. By emphasizing results, art director Earl Gee says that the report actually sparked a surge in donors, enabling the organization to increase funding and expand its operations.

