

MONTHLY SINCE 1963

# Graphic Design USA

NEWS PEOPLE TRENDS BUSINESS PRODUCTS

NOVEMBER 2004

# 11.04

DESIGNERS CELEBRATE THE HOLIDAY SPIRIT  
ELAINE TAJIMA NAMED BEST BOSS BY FORTUNE  
PERCEPTION TOSSES ESPN BACK A CENTURY  
OGILVY FOOTBALL HANDBOOK SCORES FOR MILLER

Vibrant patterned wrapping paper by BBK Studio in this month's "Designing For The Holidays"





## Gee + Chung

In contrast to the traditional venture capital firm holiday card, when Gee + Chung Design was tasked to create DCM-Doll Capital Management's holiday card, their goal was to create a promotion unique to the company with a format that recipients could keep and reuse. The firm created coasters, each of which uses the firm's initials to create playful holiday images. Holiday greetings on the front of each coaster are combined with company core values on the back of each coaster to create meaningful pairings for the audience: connect/relationships, engage/experience, envision/performance and reflect/opportunity.

Client: DCM-Doll Capital Management  
 Project: Holiday Coasters  
 Design Firm: Gee + Chung Design  
 Art Director: Earl Gee  
 Designer: Earl Gee  
 Illustrator: Earl Gee  
 Writer: Earl Gee

## Addis

Willis Electric is one of the leading holiday lighting manufacturers in the world. Based in Taiwan, with manufacturing facilities in China, Willis engaged Addis to create a vibrant, premium brand to add new life to the holiday efforts of mass retailers. The firm's brand idea leverages the nostalgic imagery of winter. The brand was named Red Toboggan to capture the positive emotions of heading down a snowy slope as a child. Typography, color and overall imagery continue the story across dozens of SKUs. Each product is depicted in photography placed into an ethereal illustration to give it context and a romantic sense of mystery. Addis helped Willis sell this new brand into Kmart, where it has achieved great success. Addis is an independent brand strategy and design firm based in Berkeley, California. Founded in 1984, Addis has applied its unique blending of strategy and creative work to such brands as Pepsi, Intel, Dole, Kashi and Pottery Barn Kids.

Project: Red Toboggan Packaging  
 Design Firm: Addis  
 Client: Willis Electric  
 Strategy: Steven Addis  
 Naming: Steven Addis, Bob Hullinger, Joanne Hom  
 Art Direction and Design: Bob Hullinger  
 Illustrator: Bob Hullinger  
 Photography: Steven Moder

