

ADCNJ

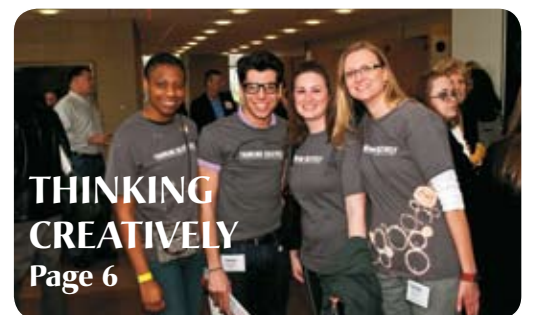
Summer 2009

NEW DIRECTIONS

THE OFFICIAL PUBLICATION OF THE ART DIRECTORS CLUB OF NEW JERSEY



SEE PAGE 10 FOR MORE DETAILS ON 2009 ADCNJ AWARDS SHOW!



Creativity, The Indefinable Ingredient

A Message from Robert Ryan, ADCNJ President

As many of you may know, I'm in a rather enviable position. And by that, I mean that I am able, on an almost daily basis, to see creativity in advertising. In addition to being the President of the ADCNJ, I'm involved in several other organizations, and I've owned and operated a printing company in New York City and Northern New Jersey for many years. As a result, many pieces of advertising and marketing efforts cross my desk as a matter of course.

I see concepts that I consider brilliant, others that are great, and yet others that are, speaking honestly, only mediocre. In other words, I literally see it all. And it gets me to wondering, sometimes, just what creativity is, where it comes from, and how one defines it. It's that elusive quality that no one seems to be able to explain, yet everyone recognizes when they see it.

I was speaking with a good friend of mine recently, Bob Schneider of Schneider Creative. Bob came out from the West Coast some 10 years ago, and was the Creative Director at Net2Phone, a subsidiary of IDT in Newark, a global

telecommunications company. He runs his own successful advertising and marketing company these days, and he has some interesting perspectives on the issue of creativity.

"First of all, the work has to answer several questions," he said. "One, is your concept/positioning true? Many times, it isn't. Second, is your concept adequately descriptive of your product or service? Third, is your 'promise' or 'claim' of interest to the reader? Lastly, and most importantly, is your concept memorable? If you can answer 'yes' to all of those, you probably have a creative solution. Then, if you can make that concept work seamlessly between copy and art direction, it's most likely going to be a creative success as well."

I've also seen people with average concepts try and overcome the lack of creativity with physical additions. Take the issue of brochures, for example. If your concept is below par, no addition of expensive stock, onion skin pages, die cuts, embossing, or special, expensive inks is going to improve it. You'll end up with a very costly, physically imposing

piece with only a pedestrian conceptual quality. And it's probably destined for obscurity. In any case, it's never going to be considered 'creative,' despite the money spent on it.

Another associate summed up creativity quite succinctly. Rich Albeen also came out from the West Coast, from the advertising community in Los Angeles along Wilshire Boulevard. He's a creative director who has worked with the best, and he produces some outstanding work. "Ray Bradbury, and others, put it best," he said. "Creativity is that strange faculty which can be learned, but cannot be taught."

I think he's right. Creativity is, and always will be, something that defies definition. And maybe that's the way it should be.



Robert Ryan
ADCNJ President

Photo by Mike Tesi

UPCOMING EVENTS

Monday, July 13, 2009

NJ MarCom Joint Summer Networking Event
6:00 PM to 9:00 PM
Hamilton Park Hotel and Conference Center
174 Park Avenue
Florham Park, New Jersey
(register at www.adcnj.org today)

Thursday, September 24, 2009

Variable Data: One-To-One Marketing
Xerox Corporation
19 Gloria Lane
Fairfield, New Jersey
No charge for ADCNJ members
(more details will be posted at www.adcnj.org)

Thursday, November 12, 2009

ADCNJ Rock-PAPER-Scissors PAPER Show
The Park Avenue Club
184 Park Avenue
Florham Park, New Jersey
(for sponsorship details, contact Susan Raphael at 201-458-1300 ext 236 or suzu@cmykprinting.com)

Friday and Saturday

April 2-3, 2010

"Thinking Creatively" Design Conference
Kean University
Union, New Jersey

Mark your calendars now. More details on these events and other events will be posted at www.adcnj.org. Make it a habit to visit our Web site often! Also – be sure to check out the ADCNJ blog at www.adcnj.blogspot.com (also linked to the Home page of www.adcnj.org).

Member News

Design Work for Charity Is Ready for Tee Off, Thanks to Ana Paula Rodrigues



Photo by Ana Paula Rodrigues

When the Diabetes Foundation, Inc., contacted ADCNJ to request the volunteer services of a professional to design a full color brochure for their 20th Annual Diabetes Foundation Golf Classic, ADCNJ Member Ana Paula Rodrigues came forward and met their need. The results: A visually appealing invitation that certainly will grab the attention of anyone with a passion for golf.

Ana is employed as an Art Director for an award-winning magazine at Nielsen Business Media. She has also taken the initiative to jumpstart a blog for the ADCNJ community (visit <http://adcnj.blogspot.com> or link to this blog from the Home page of www.adcnj.org), provides ongoing attention to post content on the ADCNJ blog, and serves on the ADCNJ Board of Trustees. She walks her talk about the satisfaction of doing pro bono work (check out her "Recession Guide for Designers" article posted at www.talentzoo.com/news.php?articleID=2091).

For this project, Ana understood that what makes this particular Golf Classic compelling is that people who love golf can also show their support for the work of this nonprofit organization at the same time – it's a win-win situation no matter what a golfer scores during this tournament.

"Helping to improve the care and quality of life for people with diabetes" is the focus of this nonprofit organization, which is dedicated to the needs of people with diabetes in the New Jersey/New York metropolitan area. Established in 1990 and based in Paramus, New Jersey, the Diabetes Foundation, Inc., offers programs and services to individuals and families who live day-to-day with this serious chronic disease.

This year's Golf Classic is one of the major fundraising events for this nonprofit organization. Proceeds from this event help support camp sponsorships for children with diabetes; public and professional education on diabetes; and assistance with medications and supplies for people with diabetes who have difficult financial circumstances. For more information on this event to be held at the Ridgewood Country Club on Monday, September 14, 2009, visit their Web site at www.diabetesinnj.org or call 201-444-0337.

Ana, we applaud your volunteer spirit in applying your talents to charitable causes!

Paul Kiesche Draws A Crowd at County College of Morris

The work of ADCNJ Member Paul Kiesche – including his oil paintings of

landscapes – was the focus of attention for dozens of people who gathered at the opening reception of his collection on display for one week at the County College of Morris Gallery in Randolph, New Jersey on May 29, 2009. Several ADCNJ members attended to see his work.

"The show featured realistic landscapes fueled by my memories of growing up in New Jersey," explained Paul. "They are scenes from New Jersey, Manhattan, and Philadelphia. This exhibit was an introduction to the full collection of my new paintings, before they get broken up into different galleries and exhibits."

Paul, who has experience working as Creative Lead, Art Director, Designer, and Illustrator for several design firms in New York, Pennsylvania, and New Jersey, started his own business – Paul Kiesche Design, LLC – in 2005. His formal education includes earning an Associate degree in Graphic Design at County College of Morris and a Bachelor of Fine Arts in Illustration degree at The University of Arts of Philadelphia. He teaches at the County College of Morris as an adjunct instructor.

With a studio based in Flanders, New Jersey, Paul is focused on his "undying passion and energy for his art" and wants to continue "to grow as an artist, teacher, and business owner." Visit his Web sites at www.paulkiesche.com and www.paulkieschefineart.com today.

Paul, congratulations on the success of this one-man show!



Photo by Robert Krekel

Member News – Continued

Smith Design Gives Chocolate A Design Boost

The creative team at Smith Design recently worked closely with the



leadership of Antoine Amrani Chocolates to develop every aspect of this brand – from the design and shapes of each chocolate's custom mold to the brand's identity, packaging, and Web site (visit AAchocolates.com). After taking a look

at these images on the Home page, who can possibly resist the desire to taste these exquisite chocolates?

ADCNJ Member Martha Seidner reports that "not only is the packaging beautiful, it is environmentally friendly." She notes that Smith Design researches and recommends environmentally sustainable solutions to their clients because "it's important to us, our client, and consumers who purchase natural, organic, and premium brands."

So the next time you cross paths with the staff of Smith Design, feel free to indulge in some chocolate talk. Until then, visit smithdesign.com for more information on Smith Design, which is based in Glen Ridge, New Jersey, and Carmel, California.

Chris Christie Kicks Off the Next Round of his NJ Gubernatorial Campaign at CMYK Printing

On June 3, 2009, the day after New Jersey voters cast their ballots for their choice of candidates for New Jersey Governor, CMYK Printing opened its doors to welcome Chris Christie, the Republican challenger to the current New Jersey Governor, Jon Corzine.

This visit to CMYK Printing served as the venue to hold a live press conference, with plenty of TV cameras (including News 12 TV) and news reporters having their first glimpse of life inside of one of New Jersey's full-service printing businesses.

With only 152 days between June 3, 2009, and Election Day in November 2009, life on the campaign trail will be full of speeches and debates and political buzz, as well as mailers and signage to spread the word about the candidates. CMYK Printing is pleased to take care

of the printing needs of Chris Christie during this campaign.

"All of us as CMYK Printing appreciate the opportunity to see a campaign in action," said Robert Ryan. "We are proud to be based in New Jersey, which we believe is

a great state for people to find excellence in the printing industry." For more information about CMYK Printing, visit cmykprinting.com or call 201-458-1300.



FULL STEAM AHEAD: CMYK Printing in Saddle Brook, New Jersey, was the first stop for Chris Christie (center) after winning the New Jersey Republican Primary in June, posing here with Robert Ryan (President of CMYK Printing, on left) and Charles Ambrogio (Chief Financial Officer of CMYK Printing, on right).

Photo by Steven Schaub

All ADCNJ Members are encouraged to share news with their friends and colleagues through the ADCNJ newsletter and/or ADCNJ blog. Have you achieved a professional or personal goal? Have you landed a new job or important assignment? Do you need to hire staff or are you looking for work? Please submit your news items to Ana Paula Rodrigues via e-mail (ADCNJblog@hotmail.com) and/or Vivian Fransen via e-mail (vfransen@rcn.com) or by phone/fax at 908-232-9538.

Frank Peluso Receives The 2009 Lew Kraut Award

ADCNJ Salutes Frank's Outstanding Volunteer Work

Frank Peluso of Frank Peluso Photography was awarded The Lew Kraut Memorial Community Service Award during the ADCNJ 46th Annual Awards Show on May 1, 2009. This award celebrates the volunteer spirit of ADCNJ Lifetime Member Lew Kraut, who was generous with his time, his resources, and his expertise in the printing world until his death in 2005 after a valiant battle with cancer.

A self-employed photographer who lives and works in Branchburg, New Jersey, Frank Peluso has donated thousands of hours to support the work of ADCNJ since he became a member in 1976, including serving as ADCNJ President in 2000 and 2001. He specializes in commercial, corporate, and advertising photography (www.frankpelusophotography.com).

"Wow!" said Frank, taking time out from his volunteer work photographing this event to come to the podium to accept this award. "I had the privilege of knowing Lew Kraut for 30 years, and he was a tireless worker for the Club. It's a pleasure to be part of ADCNJ and to work with such talented and gifted people. And it's a lot of fun."

Frank started his career in newspaper photography, served in the US Navy, and then worked in the printing industry.

After graduating from the New York Institute of Photography, he became a staff photographer for RCA Corporation. He started his own business as a photographer in the early 1970s. In addition to his volunteer work with ADCNJ, he has served a leadership role with The Hunterdon County Chamber of Commerce, the New Jersey Communications Advertising and Marketing Association, the Network of Writers and Artists, and the Industrial Photographers of New Jersey – attending a wide range of community events with camera in hand to capture the highlights. He also currently teaches digital photography at Middlesex County College in Edison, NJ, and has won more than 50 awards and medals over the years for outstanding work in photography.

"We are happy to honor Frank Peluso with The Lew Kraut Award," said Robert Ryan, ADCNJ President. "We appreciate all Frank does for ADCNJ and other community organizations throughout New Jersey."

Scholarship Donations Welcomed Now!

Today's Design Students Are the Future of ADCNJ

Contributions can be made directly to the ADCNJ Student Scholarship Fund, which is administered by the Princeton Area Community Foundation (PACF) (a public charity with 501(c)(3) status as determined by the Internal Revenue Service). That means that 100% of each donation is distributed directly to students. Contributions to this fund are tax deductible to the fullest extent allowed by law. Your accountant will be glad to hear your charitable dollars are being given through PACF.

A contribution from you or your employer can help a talented student fulfill a dream or launch a career.

For more details, feel free to contact ADCNJ Members Christine Krus (telephone: 973-761-9654) or Nikki Pedersen (telephone: 973-584-8604), who volunteer their time working with the ADCNJ Education Council. Or simply make your donation with a check payable to the "ADCNJ Student Scholarship Fund/PACF" and mail it to the Princeton Area Community Foundation, 15 Princess Road, Lawrenceville, NJ 08648. Thank you in advance for your generous support!

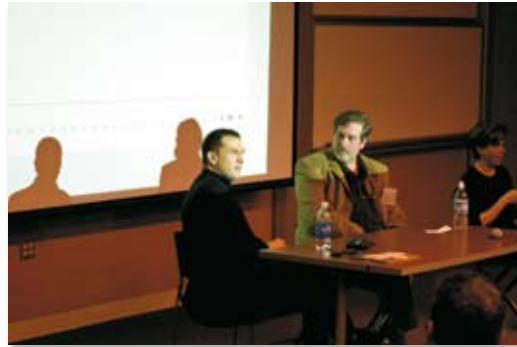


IN THE SPOTLIGHT: Frank Peluso (on left) was recently awarded The Lew Kraut Memorial Community Service Award in recognition of his many years of outstanding volunteer work, along with congratulations from ADCNJ President Robert Ryan.

Highlights From Thinking Creatively 6

Thinking Creatively 7 Is Coming in April 2010

by Rose Gonnella



Photos by Joe Zugic

Thank goes to all who supported, presented, and attended Thinking Creatively Six – making it an out of the box experience for all. Some thought the downdraft in the economy would flatten the enthusiasm, but not at all – there were again great ideas, lively activity, full scale presentations, personal conversations, and "good buzz" all about.

Thinking Creatively 2009 kicked off on Friday with Ron Elowitz (In-Store Innovation Director at Johnson & Johnson), who brought an all-business perspective from inside J&J with insider innovative ideas at the retail level; Ron was followed by an eclectic and exciting mix of discussion, presentation, and interactivity until the end of the day when Ed Leida, creative director of W Magazine, gave lots of personal contact both visually and in discussion.

Pantone graciously ordered up good food and wine to end the day on Friday, and we are most grateful for the chance to chat with each other. Thank you Pantone! And thank you to all our supporters, Revsystems, Xtreme Coated, and CMYK Printing for communicating the news of the conference through the web and in print; thanks to Adobe and Essex Computers for their workshops and generous information distribution, and thanks to Brilliant Graphics, Hoefler & Frere-Jones, Ricoh, Neenah Paper, Mohawk @ Issue, Smith Design, House Industries, The Design Center at Kean, and The One Club, and Luke Design for packing our nifty conference tote bags with all sorts of informative and useful gifts. Much thanks also to the Yee Family for the donation of the messenger style bags (much appreciated!).

Not so fast to finish, Saturday brought us another full day of conference activity that started with a full scale blast from the Gruskin Group. The design team actually (re)built their Verizon Store Experience comprehensive mockup (at full size) on stage at the conference! The giant size Gruskin interactive presentation was followed by many more wonderful sessions that ended with an intimate view of creativity presented by the unusual designer-filmmaker, Benita Raphan.

We thank all the presenters, each and every one, for so generously sharing their expertise at Thinking Creatively. To read about the individual speakers, the 2009 conference website is still live at www.thinkingcreatively.org.

The Thinking Creatively Design Conference will be seven years old in April 2010! Join the ADCNJ at Kean University for another local, professional, stellar conferencing, learning and networking event. Join us next April to conference with the best and brightest designers and all sorts of experimental, innovative thinkers – for the purpose of providing an enriching, exceptional, and accessible multi-level experience that includes: presentations, exhibits, workshops, and networking.

Thinking Creatively is co-sponsored by Kean University as an event of The Design Center at Kean University and the Art Directors Club of New Jersey. Both the ADCNJ and The Design Center at Kean University are nonprofit organizations.



The Inside Scoop on Color

ADCNJ Members Tour Pantone Headquarters



Dozens of ADCNJ Members accepted the invitation from Pantone to take a behind-the-scenes tour of Pantone manufacturing and quality control processes on April 16, 2009, at Pantone World Headquarters in Carlstadt, New Jersey.

All attendees were given an up-close-and-personal introduction to the Pantone® Goe™ system, which is gaining momentum among designers, printers, and paper manufacturers and goes way beyond the well-known Pantone Matching System (PMS). The Pantone® Goe™ system offers an extended range of 2,058 chromatically-arranged solid colors – all easy to locate and specify using guide, chip, and digital formats. For more details, visit www.pantone.com/goe today (and don't forget to click on the "piano keys" of the Pantone Home page – it's fun!)

"Not only are the colors cleaner and more abundant, but the swatch books (for Pantone® Goe™) are designed to be 'smart,'" said ADCNJ Member Debra Rizzi, who was inspired

to write about her candid impressions of this new resource for designers for an online article called "Pantone Allows for Brands to Take on New Color" (posted at www.rizcodesign.com/resource/?p=209).

Everyone who attended this ADCNJ event came away more informed and enthusiastic about the world of color. Also – please note that Pantone provides a 20% discount to ADCNJ members on most products when ordered directly by telephone at 1-866-Pantone. Simply mention you are a current ADCNJ member (which will be verified by the ADCNJ office), and enjoy the friendly greeting you will receive from the Pantone sales staff.

Many thanks to the entire staff of Pantone for their insights and gracious hospitality extended to ADCNJ!



"Color Is A Designer's Best Friend"

Pantone® Gives a Sneak Preview of the Spring/Summer 2010 Color Forecast

by Laurie Pressman and ADCNJ Board Member Giovanni ("Gio") Marra

Creating excitement is key for designers. Now is the time to think about new avenues to take, new ways of doing things, and, most importantly, innovative approaches to design. As we all know, using color is a vital design element.

Consumers at every level are evaluating their purchasing choices more carefully. And what we do buy has to offer a real intrinsic sense of value. We all want to feel good about how we are spending our money. So, whether we are reaching for something that simply needs replacing or buying something new, a product's perceived value to us is dictating many of these purchasing decisions. Consumers are reaching for things that will make them feel good – that is, things that will make them smile, feel stronger and more powerful, or feel calm and comforted.

Spring/Summer 2010 is forecasted to be a season of gentle contrasts. Surface and texture are important to create subtle differences in tone, including the use of color abstracted from nature and how it contrasts with urban aesthetics. Light and luminous hi-tech surfaces sit alongside naturally organic surfaces. Hazy, blurred, and chalky color contrasts with reflective, sharply minimal overexposed tones. Grainy matt surfaces are also important to create the impression of absorbed color.

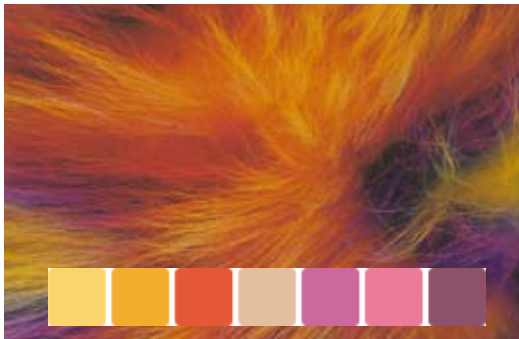
Looking ahead, our forecast at Pantone includes the following highlights:

> Black will play a smaller role in Summer 2010. However, when it is used, whether appearing as a liquid solid or in patterns with special textures, a very strong black will create an area of intense darkness in its purest form. This potent shade is complemented by a more grayed out, shadowy, and muted shade of black.

> Blue is the color of constancy. With the world in turmoil, we can count on blue to bring us a more calming effect. Ranging from the whimsical blues to those that are more tranquil, blue in all its shades and variations takes on increased importance for Summer 2010.

> Green, influenced by the environmental green movement, can be used for multiple markets and applications. Many dimensions of green – ranging from grass and lime greens that are more vibrant to the more yellowed and subdued shades of green – are desirable.

> Purple, the most enigmatic of all colors that combines the excitement of red and the tranquility of blue, is used in tonal



combinations to make a dramatic and impactful statement.

> Brown represents all of the nurturing, life-sustaining, down-to-earth qualities we find in our world. Just as in the sturdy oak tree, brown represents roots and a steady, stable source of security, comfort, and normalcy.

> Moving from the more tamed and toned down shade used in Winter 2009, orange will re-emerge in Summer 2010 as a color that is once again looking to be radiant and vibrant.

> White takes on a more immaterial feeling with texture playing a key role in the application of white.

One of the key color palettes for Spring/Summer 2010 is called Alchemy. Alchemy gives us the spirit of life and light, the energy of the sun, and the tantalizing flames of a dancing fire. This color frenzy is balanced by the essential neutral beige, which sits in a pivotal spot between the stimulating and enlightening bursts of orange and yellow and the creativity and spirituality of the pinks and purples.

The role of designers is critical – always keeping in mind the power and magic of color!

For more inspiration on color, check out the May 2009 issue of GDUSA, available at www.gdusa.com, with its 16-page feature that showcases 2009 color trends, courtesy of Pantone. Or visit the Pantone Web site at www.pantone.com. Better yet, share your insights on color directly with Gio Marra (Director - Direct Sales and Marketing) via e-mail at gmarra@pantone.com or Laurie Pressman (Vice President Fashion, Home & Interiors) via e-mail at lpressman@pantone.com today.

Editor's Note: Given the enthusiasm generated among ADCNJ members during the ADCNJ tour of Pantone headquarters in April 2009, New Directions reaches out to two Pantone colleagues to offer their perspective on what designers can look forward to in 2010.

New Directions is a publication of the Art Directors Club of New Jersey
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An "Extremely Satisfied" Client

...With Thanks to Ramapo College of NJ Design Students



This brochure and logo created by the Ramapo College of NJ 2008 ADCNJ Design Derby Team has received applause by many of the Museum's key audiences.

When a team of design students from Ramapo College of New Jersey was selected as creators of the top designs for the 2008 ADCNJ Design Derby last November, the celebration of being the winning team in this statewide competition was just the beginning. These students have been working many hours, side by side with the leadership of their client – the Morris Plains Museum – for full implementation of their design concepts.

The Morris Plains Museum – a nonprofit organization that preserves the history of Morris Plains, New Jersey, with a collection of artifacts, records, documents, and various exhibits – requested design work for their logo, poster, and brochure. And the Ramapo College of NJ 2008 ADCNJ Design Derby team came through for this client in a big way.

"We are extremely pleased with the work of these students," declared Daniel Meyers of the Morris Plains Museum during a recent visit to learn about the impact of their work. "Their dedication to meeting our design needs is greatly appreciated."

Brochures have been distributed to the local library, the Morris County Historical Society, and the Morris County Heritage Commission, as well as presented to the Mayor and Town Council of Morris Plains who are "delighted" with the results.

Located at 51 Jim Fear Drive in Morris Plains, this Museum is open on Saturdays from 10 AM to 2 PM or by appointment. For more information, call 973-683-1089.

Better yet, visit the Morris Plains Museum soon and feast your eyes on their current collection on display, including the work of Homer C. Davenport (who created "the greatest vote-getting cartoon in American history" that depicts Uncle Sam standing behind Presidential candidate Theodore Roosevelt with an arm on Roosevelt's shoulder and the caption: "He's good enough for me."). Of special note, you can also see a special display through September 2009 of the Pedersen Sisters Fashion Exhibit, featuring highlights of the modeling careers of Joan and Barbara Pedersen (sisters of ADCNJ Member Nikki Pedersen).

ADCNJ salutes the work of this talented team of students from Ramapo College of New Jersey, which includes Jessica Feldman, Melissa Feldman, Samantha DeAngelis, James Howell, Courtney Lang, Glen Rosenthal, Jacob Stephens, and Mollie Stern! A special thanks to their faculty advisor, Bonnie Blake, Associate Professor of Design and Interactive Media, for her encouragement and support of these students and ADCNJ.

Mike Tesi
Mike Tesi Photography

PAC Board Representative
James C Smith
Smith Design

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Oh, What a Night!

Highlights From the 46th Annual ADCNJ Awards Show

By Debra Rizzi

While it might have been pouring outside, the stars were shining brightly within the walls of The Stone House on Friday, May 1, 2009, as 200 of New Jersey's top designers and art directors joined together to celebrate the 46th Annual ADCNJ Awards Show in Stirling, New Jersey. This year's show celebrated the award-winning work from 392 entries in more than 170 categories, which included advertising, editorial design, design, photography, illustration, electronic/interactive design, and pharmaceutical categories.



Handmade crystal stars with a black crystal base were etched with each winner's information. This year 143 awards were presented, which included 11 Gold, 29 Silver, 41 Bronze, and 62 certificates that span across 67 firms, with the help of presenters Brett Russo (President of Capital Printing Corporation), Scott Walode (President of ExhibitCraft), and Giovanni Marra (Director Sales and Marketing at Pantone).

Highlights of the evening included a moving presentation of The Lew Kraut Award to Photographer Frank Peluso for his long-standing commitment to the ADCNJ, and the Best in Show Award was presented to Art Director Erin Smith of Kean University for her work on the publication, *The Kean Review*.

Other winners, along with the number of awards received, included: ICC (7), Millmar Paper (4), Tritonic (4), Cline Davis & Mann Princeton (3), CommonHealth (3), Fiore Associates (3), Habitat Visual Communications (3), Rienzi + Rienzi Communications (3), The Design Consortium (3), Torre Lazur McCann (3), Brian J. Ganton & Associates (2) EvoLogue, part of CommonHealth (2), Graphic D-Signs (2), J. Weber Design (2), Medco Health Solutions, Inc. (2), Nickel Fish Design (2), Parker and Partners (2), Pershing LLC (2), Rizco Design (2), Erin Smith (2), Smith Design (2), Coyne Public Relations (1), echo Torre Lazur (1), Ensign Graphics (1), ExhibitCraft (1), Fifth Room Creative (1), Fusion Medical (1), Graytor Printing Company (1), IMA/

Strategic Finance Magazine (1), Marilyn Jones (1), Michael Roznowski (1), NeuStudio (1), PNY (1), Prescott Perez-Fox (1), Science First, LLC (1), SGW Integrated Marketing Communications (1), Studio 325 (1), The Hal Lewis Group (1), Allison Thomas (1), Up Design LLC (1), John VanCleaf (1), Vantage Apparel (1), White Communications (1), and William Paterson University (1).

THE JUDGING

Nancy Fischer, who has been organizing the ADCNJ judging for over 15 years, once again solicited top creative talent from the New York City area to oversee the confidential judging for these awards. ADCNJ thanks Nancy and the following judges for their participation: Jose Andrade of 'nition; Scott Ballum, founder of Sheepless Co.; Norman Cherubino, cofounder of Langton Cherubino Group; Brian Chojnowski, independent owner; Casey Coyle, independent owner; Frank Cusack of Centron; Sagi Haviv of Chermayeff & Geismar; David Langton, cofounder of Langton Cherubino Group; Nina Mettler of Worldstudio; Pete Novello from Liljeqvist & Wargo; Kai Rader from Continuity; Javier Romero of JRDG Brand Design & Communications; Felicia Soto from And Partners; Ben Thoma of Euro RSCG in New York; Russell Wakelin from Sudler & Hennessey; and Cagan Yuksel, founder of STUDIOP.

THE SPONSORS



Sponsorships helped to bring this year's event to a whole new level. This year's two Star Sponsors included: Capital Printing Corporation (who donated a gang print run of the call for entries postcard, awards tag, awards brochure cover, and invitation) and ExhibitCraft (who supplied the displays for the night of the awards show). The main ballroom was transformed into a sea of white, thanks to sponsorship by Earth•Thebault, with centerpieces of white branches in tall, glass pillar vases adorned with wire-wrapped, star-shaped ornaments that hung from the branches. Pantone was the door prize sponsor and distributed valuable swatchbooks from the new Goe™ color system.

THE BOOK

Once again, the Awards Committee produced a full-color awards booklet that was distributed at the end of the night, which included a recap of The Lew Kraut Award, student scholarship recipients, the judges, photos of all of the medal winners and Best in Show, and a listing of certificate winners. Advertising sponsors included Aldine, Inc.; Anastasia Pleasant; Appleton Coated Papers; BlueClaws; Brian J. Ganton & Associates; Canto Del Mar; Capital Printing Corporation; CMYK Printing; Earth•Thebault; Ensign Graphics; ExhibitCraft; Fine Awards & Gifts; FunctionFox Systems Inc.; Graphic Lab; Kean University; Millmar Paper; Mohawk Fine Papers; Neenah Paper; OnTrac Audio Visual; Pantone; Precise Continental; and Smith Design.



SPECIAL THANKS

"The year's 'star-studded' event would not have been possible without the efforts of our sponsors and the individuals and organizations that made this year's show a success," said Debra Rizzi, 46th Annual ADCNJ Awards Program Chair. "On behalf of the ADCNJ Awards Committee, I thank you for your dedication, generosity, and volunteer efforts." Special thanks to Bob Campisi (Graphic Lab), Chris Clarke (Group RC); Brett Fiello (Web Specialist), Seth Fine (Fine Awards); Nancy Fischer (ADCNJ Judging Chair); Vivian Fransen (ADCNJ Public Relations Consultant); Rose Gonnella (Kean University), Pat Hanley (ADCNJ Executive Secretary), Christine Krus (Seton Hall University); Cheryl Marchese (Studio 325); Giovanni Marra (Pantone); Chris Navetta (Kean University), Nikki Orzel (Phoenix Studios LLC); Nikki Pedersen (ADCNJ Education Council), Susan Pedersen (Black-Eyed Susan Art); Frank Peluso (Frank Peluso Photography); Suzy Raphel (CMYK Printing); Jill Rizzi (Rizco Design); Joe Rizzi (Rizco Design); Robert Ryan (CMYK Printing); Brett Russo (Capital Printing Corporation); Scott Walode (ExhibitCraft); Christine Valerio (Student Scholarship Coordinator); and Ana Paula Rodrigues (Nielsen Business Media).

Photos by Frank Peluso

Top 10 Benefits of ADCNJ Membership

Attracting talented creatives to join the Art Directors Club of New Jersey (ADCNJ) is the key to building a stronger organization.

Here are some of the reasons why people choose to join our Club:

1. Finding Inspiration That Stimulates Creative Ideas in my Work

As a design industry professional, your creative resources are tapped continuously. You are called upon daily to generate new ideas, reinvigorate old concepts, and somehow come up with fresh approaches that dazzle your target audiences with visual communications to make key messages clear and memorable. ADCNJ provides a forum for creative directors to meet and exchange ideas on an informal basis and to develop ongoing relationships with others – including illustrators, photographers, and art educators – who share many of the same experiences and challenges.

2. Enhancing Professional Education

ADCNJ events are organized to provide featured speakers who have achieved remarkable success in the design industry to share their wisdom and lessons learned. As a result, you can be “in the know” and supplement your knowledge through continuous exposure to the world of design.

3. Building Relationships With Other Creatives

ADCNJ provides no-hassle, friendly opportunities to get to know other creative professionals in the design industry. Networking is part of every ADCNJ experience, which can lead to sharing tips

on new technologies, new clients, and new work experiences.

4. Achieving Recognition

Through its Annual Awards Show and Exhibition, ADCNJ celebrates the achievements of creative professionals who work or live in New Jersey. This competition is open to entries from people throughout the state. ADCNJ members receive substantial discounts on registration and entry fees. This showcase of talent is a great way to publicize your work to peers and existing (and future) clients.

5. Staying Informed

ADCNJ helps its members stay current on issues and information vital to design professionals. The ADCNJ Web site (www.adcnj.org), blog (<http://adcnj.blogspot.com/>) or use link from www.adcnj.org), and newsletter, called *New Directions*, are provided as handy resources for the latest information.

6. Reduced Fees for ADCNJ Events

ADCNJ members save money on all ADCNJ activities, which are structured to offer reduced rates to ADCNJ members compared with people who have yet to join ADCNJ. ADCNJ remains committed to offering easy access to affordable educational and networking events.

7. Reaching Out to Students

The ADCNJ Education Council organizes college seminars, career days, and portfolio reviews to foster the advancement of the next generation of design professionals. The Art Directors Club of New Jersey Scholarship Fund awards scholarship dollars based on merit to New Jersey

students pursuing their studies in visual communications.

Contributions to this ADCNJ Student Scholarship program are welcomed throughout the year and are tax-deductible to the fullest extent allowed by law.

8. Opportunities to Volunteer

Leadership opportunities are available to ADCNJ members to serve on various Committees and on the Board of Trustees. ADCNJ offers a program called “Deeds 4 Needs” that matches volunteers with nonprofit organizations for specific design needs. ADCNJ members who participate in this program receive creative pieces to add to their portfolios, as well as the satisfaction of sharing their talents with others.

9. Advancing a Personal Commitment to Excellence

The ADCNJ is a statewide organization of art directors, graphic designers, illustrators, photographer, art educators, and other creative professionals dedicated to excellence in the communications arts. Its mission is to promote outstanding work in visual communications. By virtue of their alliance with ADCNJ, ADCNJ members declare their commitment to excellence in a public way.

10. Having Fun

ADCNJ is a group of friendly, robust creatives who know the value of positive interactions with others. We all know that being creative can be great fun. Being creative together can be an adventure that results in a ton of fun.

Membership Information and Application

You are invited to apply for ADCNJ membership today. If you already are part of ADCNJ, we invite you to share this information with others in your circle of friends and colleagues.

Types of ADCNJ Membership:

Professional Memberships – Open to art directors, graphic designers, design consultants, photographers, illustrators, copy writers, and art educators who live or conduct business in NJ.
 Annual dues for Professional Members:
 5+ years in industry.....\$150.00
 2-4 years in industry.....\$100.00
 0-2 years in industry.....\$ 50.00

Special rate for art educators (who work at the professor level):...\$125.00

ADCNJ Student Membership:.....\$25.00

Associate Memberships – Open to printing and paper vendors, as well as other service providers, who serve people in the design industry and live or conduct business in New Jersey. Annual dues for Associate Members:.....\$200.00

Corporate Memberships (for cost savings on annual dues for a minimum of 3 members from same company):
 3 members\$345.00 4 members\$440.00
 5 members\$525.00 6 members\$600.00
 7 members\$665.00 8 members\$720.00
 (an additional \$50 per person applies for each member over 8 people from the same company)

Anyone interested in ADCNJ membership is invited to submit an application form and the one-time-only initiation fee of \$25. Please answer all questions on the ADCNJ membership application on the next page:

Membership Information and Application

PERSONAL INFORMATION

Name _____
 Home Address _____
 City _____ State _____ Zip Code _____
 Telephone _____
 E-mail _____

WORKPLACE INFORMATION

Employer's Company Name _____
 Company Mailing Address _____
 City _____ State _____ Zip Code _____
 Telephone _____
 Workplace E-mail _____
 Current Job Title _____
 How many years have you been working in the design industry? _____

EDUCATION

Undergraduate School(s) _____
 Location of School(s) (City and State) _____
 Years Attended _____ Degree (Major/Minor) _____
 Graduate School _____
 Location of School (City and State) _____
 Years Attended _____ Degree (Major/Minor) _____

IF YOU ARE AN ART DIRECTOR/CREATIVE DIRECTOR (defined as an individual who has attended or graduated from an accredited art program and whose primary responsibility affects the outcome of a creative product through his or her design influence, as well as a person who acts in a management capacity to supervise art staff personnel, interfaces with clients, and directs vendors with regard to the outcome of visual products), PLEASE PROVIDE THE FOLLOWING:

1. If possible, please list contact information for 2 current members of ADCNJ who know you or your work.

2. List any scholarships or awards you have received.

3. Are you a member of any other design-related clubs or associations? If so, please list.

4. How would you describe your current employer (please circle):
 Agency Design Studio Corporate Communications
 Other: _____
5. What percentage of your time do you spend on creation, direction, and purchasing of art and design? _____
 What percentage of your time do you spend on customer and/or client contact and administration? _____
6. How many people do you currently supervise? _____
7. Please list 3 of your principal accounts.

8. Please list 3 other companies you have worked for, including their location and the length of time you worked for them.



Please mail or fax this completed application, along with a check payable to ADCNJ or credit card information (VISA, MasterCard, OR American Express), to:

ADCNJ
199 Prospect Ave.
North Arlington, NJ 07031-7250
tel: 201-997-1212
fax: 201-998-7839

Any questions regarding this application can be directed to the address above or Web site: www.adcnj.org

IF USING CREDIT CARD PAYMENT, PLEASE PROVIDE THE FOLLOWING:

Please circle: VISA MASTERCARD AMERICAN EXPRESS
 Account # _____ Exp. Date _____
 Signature _____