

date 18 April 2006

press release for immediate release

contact Rachel Downey,
Principal + Creative Director
Studio Graphique, Inc.
440-918-0750

rachel@studiographique.com



STUDIO GRAPHIQUE ■ *design with direction*

STUDIO GRAPHIQUE ON THE MOVE

Cleveland, OH, April 18, 2006 - Studio Graphique, Inc., a communications consultancy and design studio, is a firm on the move in more ways than one. The firm announced the relocation of its office in Willoughby to 13110 Shaker Square, Suite 101, Cleveland, OH 44120 effective Monday 1 May 2006. Simultaneously the firm is launching its new brand identity and website at www.designwithdirection.com.

Founded in 1996 by Rachel Downey, Studio Graphique has matured into a significant visual communications firm in Northeast Ohio with a client list including Cleveland organizations Bialosky + Partners, STERIS Corporation, John Carroll University, SchmidtCopelandParkerStevens, Cuyahoga County Planning Department, and the Cleveland Metroparks.

"Studio Graphique has really found its groove," said Rachel Downey, Principal + Creative Director. "We've been growing steadily for the past several years and had outgrown the century home we'd occupied. The move to Shaker Square is a natural progression for us since we've been working there intensively for a while."

PASSION FOR SHAKER SQUARE MOVES THE FIRM

Studio Graphique has been gravitating toward Shaker Square since 2004 when the firm was engaged by The Coral Company to design the new Shaker Square brand identity. Since the logo was unveiled in November 2005, Studio Graphique has been incorporating the new identity into an integrated environmental graphic design system for Shaker Square that includes signage, wayfinding and an innovative sculptural banner program. The first elements of the program will be implemented this summer.

"We love Shaker Square, its history, the sense of place that is re-emerging," said Downey. "We've been working with Peter Rubin—President of The Coral Company, developers of Shaker Square—and share his passion for bringing this special place in Cleveland back to life again. When we discovered that the space above the Shaker Square Cinemas was available, we jumped at the chance to relocate."

Studio Graphique will continue to contribute to the redevelopment of Shaker Square. In collaboration with The Coral Company, ParkWorks and Cleveland Public Art, the firm will participate in the development of gathering spaces, public art, environmental enhancements, an amphitheater, as well as a complete signage and wayfinding program in and around the Square.

"Living our daily work lives on the Square will clearly influence the designs we create to translate the sense of place into our environmental graphic solutions," said Catherine Fromet, lead designer for the Shaker Square signage and wayfinding program. "Our goal is to create a truly communicative places that helps orient visitors on every level from banners to signage, from colors to patterns, to creating meaningful forms that give people an emotional reaction to where they are. The right visual cues can make visitors feel comfortable and welcomed. We want our designs to encourage them to stay, or to come back again."

- more -

THE SPACE

Located above Shaker Square Cinemas, Studio Graphique will occupy approximately 1650 square feet. A very modern renovation to the space sharply contrasts the Georgian-style architecture. The office features an angled wall that leads your eye back through the design studio to the lounge beyond. The color palette is exceedingly bold with red, brown and aqua blue walls and variegated red carpet tiles complimenting more neutral perimeter walls.



The space is bathed in natural light thanks to the use of notches and divisor walls that do not reach the ceiling, allowing sunlight to spill into the inner spaces. There is also a total absence of doors creating an open, collaborative environment where ideas can be shared by a simple holler across the room. Furnishings are sleek and modern, yet comfortable.

Architectural build-out was designed by architect Jason Downey, and Studio Graphique provided interior design. “We wanted our space to reflect the firm’s identity of today,” said Gina Gerken, one of Studio Graphique’s key contributors to the new office interiors. “We’ve grown, we’re broader in what we do, our clients are sophisticated. We felt we’d outgrown our quaint century home and feel the new offices better reflect who we are today.”

“Selecting the interior finishes ourselves gave us the opportunity to apply our design sense to another dimension and ensure that it was a place we could all call home. It incorporates our passion for color, form and function into a beautiful work space that meets our growing needs,” said Gerken.

A FIRM ON A MISSION

To further define its purpose, Studio Graphique recently engaged in a process from which a new mission statement emerged capturing the essence of the firm’s *raison d’être*:

Studio Graphique is a passionate team of designers moved by color, form and function. We balance right and left brain, creativity and practicality, message and medium to create solutions that look smart and make business sense. Design that has purpose, that moves toward goals...that’s design with direction.

Downey explained, “As we approached our 10-year anniversary, we felt collectively that a clarification of, and commitment to, our target market and core business services made sense. In the past, we felt we could do anything for anyone. As we’ve grown, we’ve chosen to focus our energy on providing strategic visual communications for the building and development industry and land conservancy agencies.”

DESIGN WITH DIRECTION™: A PROCESS DEFINED

Turning its expertise toward itself, Studio Graphique created a new corporate identity. In defining the firm’s design process, a new tagline evolved: *design with direction*. The firm’s describes its approach to design in a three-step process:

1. Dig Down

Studio Graphique *Digs Down* to get to know a client’s unique culture, personality, and marketable differences. They perform a 360° evaluation of a company’s current brand image perception and future goals, then help to develop a foundation from which design solutions are formed.

2. Build Up

Once a solid foundation is laid, Studio Graphique begins to *Build*. They identify and prioritize clients’ marketing needs. Then they develop visual concepts that represent the client’s identity and relate to the company’s audience. They create a system of materials and messages that identify unique, marketable characteristics in a consistent voice.

3. Move Forward

Studio Graphique creates branding systems that are self-supporting and constantly evolving. They provide the tools a client needs so that the company’s identity can managed by in house on an on-going basis. Studio Graphique then performs follow up assessments to make sure communications solutions are working and producing tangible returns on investment.

Design with Direction™ is the foundation from which effective visual communications can be achieved. It gives our solutions uniqueness, purpose, and meaning... in essence, it makes them work.

THE FACTS



New Address: 13110 Shaker Square, Suite 101
Cleveland, OH 44120

216.921.0750 telephone
216.921.0751 fax

www.designwithdirection.com
email@studiographique.com

Prior Address: 37848 Euclid Avenue
Willoughby, OH 44094

440.918.0750 telephone
440.918.0751 fax

Effective: Monday 1 May 2006

PHOTOGRAPHY

High resolution photography of the interiors of the office will be available upon construction completion.

ABOUT STUDIO GRAPHIQUE

Studio Graphique is a strategic visual communications firm dedicated to the building and development industries. The firm designs tools such as brand identity systems, marketing collateral, websites, and environmental graphic design including exhibits, signage and wayfinding programs. Studio Graphique is committed to sustainable practices in design.

#