



PRESS RELEASE FOR IMMEDIATE RELEASE

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Studio Graphique Partners with the Gordon Square Arts District on Streetscape Signage

Cleveland, Ohio - Cleveland-based design firm Studio Graphique recently completed phase one of the signage and wayfinding program on behalf of the Gordon Square Arts District. The Gordon Square Arts District is a geographical subset of the Detroit Shoreway neighborhood, with the West 65th Street and Detroit Avenue intersection at its heart. It is also the economic cornerstone of Cleveland's West Side, helping to infuse more than \$500 million in economic development in the surrounding community.



With the grand re-opening of The Capitol Theatre and development of the Detroit Avenue Streetscape, the District's Public Art Committee had identified a variety of public right-of-way projects needed to enhance and accompany the Streetscape. The Committee also prioritized those projects based on timeliness and urgency. Because the Capitol's opening would significantly increase traffic and parking demand within the District, wayfinding signage was identified as a first priority project.

Wayfinding is the discipline of designing systems to help people find their way, whether by car, by foot or other transportation. Studio Graphique creates functional wayfinding programs that are connected through a cohesive and distinctive look and feel.

Studio Graphique worked to create a phase one sign program that would communicate identity and information by bringing people into the district and to locate public parking. The graphics were used to enrich the quality of life and visual environment, creating visitor experiences that are meaningful and relevant through conceptual themes and thoughtful implementation.

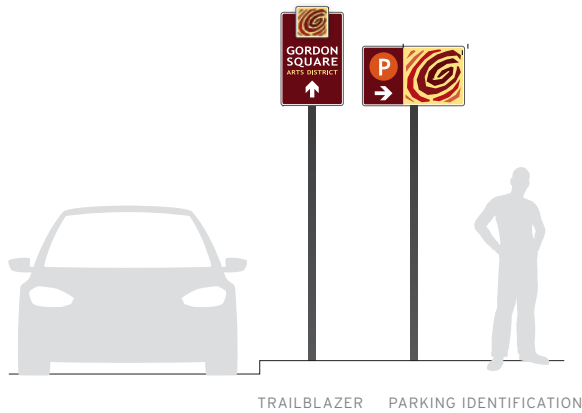
The new signage and wayfinding program has greatly enhanced Gordon Square Arts District's visitor and commuter experience. "At its most basic level, it has provided clear, concise information and direction that makes navigation easy and enjoyable," said Rachel Downey, Founder + Principal of Studio Graphique. "We look forward to implementing phase two of the program which will bring an artful sign program to the district, serving the pedestrian level." Studio Graphique also looked at the programming and design efforts as an opportunity to create and maintain an image for the district and bring a sense of place and pride for the people of Cleveland and throughout Northeast Ohio.

With phase one complete Studio Graphique is now moving into phase two signage and wayfinding - a program that will enhance the pedestrian experience.

For more information on the Gordon Square Arts District's exciting renovations read the feature article in *Properties Magazine*, October 2009 Issue.

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*Gordon Square Arts District logo design by Susie Frazier Mueller
(susiefrazierart.com)*



Background

About Studio Graphique

Based at Shaker Square in Cleveland, Ohio, Studio Graphique creates branding, placemaking and wayfinding programs. The firm's designers are moved by color, form and function. *Design with Direction™* is the distinct, comprehensive approach to business and provides the overall foundation for Studio Graphique's internal culture. *Design with Direction* is design that has purpose and moves toward goals.

Studio Graphique's specialization in branding consultation and environmental graphic design offers comprehensive solutions that are more than just logos and signs. The firm defines brands as holistic images representative of an organization, product or place.

A female owned and operated business led by Founder + Principal Rachel Downey, Studio Graphique creates functional wayfinding programs that are connected through a cohesive and distinctive look and feel. The firm's consultants and designers strive to balance right and left brain, creativity and practicality, message and medium to create solutions that look smart and make business sense.

Current and recent local projects include:

University Circle Signage and Wayfinding System, University Circle, Inc., Cleveland, Ohio

New In-Store Brand Identity and Signage System for Eight Area Heinen's Stores, Heinen's Fine Foods, Cleveland, Ohio

Shaker Square Brand Identity, Environmental Graphics and Wayfinding Systems, The Coral Company, Cleveland, Ohio

Steelyard Commons Environmental Graphics and Wayfinding Systems, First Interstate Properties, Lyndhurst, Ohio

Eastlake Minor League Ballpark Signage and Wayfinding System, City of Eastlake/DLR Group, Eastlake, Ohio

Westhampton Housing Development at Crocker Park Signage and Wayfinding System, The Coral Company, Westlake, Ohio

www.designwithdirection.com

About Gordon Square Arts District

The Gordon Square Arts District is the economic cornerstone of Cleveland's West Side where a powerful combination of housing, new businesses, the arts and neighborhood beautification are sparking the development of new jobs for residents.

The driving force for the arts district is a triad of established and successful arts and non-profit organizations that will provide unique entertainment, attracting audiences from throughout the region a collaboration that can serve as a model for funding the arts.

www.gordonsquare.org