

Good design will prevail.



TODD M. LeMIEUX
GRAPHIC DESIGN
ART DIRECTION

413 747 9321

www.toddlemieux.com

Available to agencies & clients directly.

A M Y
I N K

FRESH THINKING EFFECTIVE WRITING

Amy Binder
610.891.0806

amy@amyink.com
www.amyink.com

annual reports • marketing collateral
corporate publications • speeches • web content



3D • ANIMATION • EFFECTS

commercials • film • web

FLATBOY
PRODUCTIONS



WWW.FLATBOY.COM

the market for printed materials. ■ **Zoa Martinez**, president/creative director of **ZONA Design Inc.**, the New York-based, full service design agency, presented the "Design Made to Move" seminar at the fourth annual **Thinking Creatively Conference**, co-sponsored by The Office of University Relations and the Design Center at Kean University (Union, NJ) and the **Art Directors Club of New Jersey**. The Thinking Creatively Conference was held in March. ■ **Monadnock Paper Mills Inc.** announced the second installment of its **Masters of Design** series. Masters Volume II showcases the work of **TBWA / Worldwide** and features an interview with advertising and design legend, **Lee Clow**. The full interview is in both podcast and streaming audio formats on the Monadnock Web site. ■ **Dever Designs**, a strategic design studio, has teamed with Melwood for an eighth consecutive year to design a compelling "Report to the Community" emphasizing the partnership and inclusion of Melwood consumers into the community. ■ **MVD Entertainment Group** will begin digitally releasing the audio portions from many of its live DVDs. Some of the first to be released include Devo "Live 1980," Michael Franti and Spearhead "Live in Sydney," and Morgan Heritage "Live at London Astoria" In addition, MVD began positioning as an aggregator of audio/visual digital content for resale through **Digital Music Stores**. ■ The new year has brought a new age to **1st Team**, an East Coast Cable advertising agency. "After much research into locating the right opportunity for our continued business growth, we've merged with **The Creative Lab**, an award-winning West Coast advertising agency," stated **Scott Muscarella**, vice president for the former 1st Team. The alliance expands former 1st Team's depth of services, size of the agency, as well as having multiple locations in both Southern California and Philadelphia. Under the name **Agency 51**, the new entity will focus on the Financial, Tourism and Cable industries. ■ **NPES The Association for Suppliers of Printing, Publishing and Converting Technologies** launched its new **2007 Industry Summit** in March. ■ Mid-size and smaller advertising agencies are surrendering agency control of print production to their clients, according to **Second Wind's 2006 Annual Agency Survey**. Second Wind surveys its members annually on topics including financial/accounting, payroll/employee benefits, operations, technology, new

business and planning. A quarter of the membership responded to this year's survey. ■ Tourism media relations specialist **Andrew Campanella** officially announced the launch of **Campanella Communications Group LLC**. With a focus on "more coverage, less consulting," CCG offers strategic communications planning, direct media outreach, media tour planning and advertising counsel to tourism promotion organizations and individual attractions. ■ **Beholder Productions** has moved to an upgraded 10,000 square foot facility in Horsham. It is sharing space with **Samsung/Dynatech Technology**. The Horsham office offers a full in-house studio that opens to a large warehouse. ■ **On Demand Imaging** of Portsmouth, NH has created a new Web site to compliment its current traditional printing operation. **IDoPrint.com** was born of the idea that purchasing off-set printing from traditional brick and mortar printing companies is far too hard, takes way too long and is much too expensive. Gone are the frustrations associated with waiting three days for a quote, two days for a schedule and two weeks for your printing. **IDoPrint.com** provides quotes and schedules instantly online. ■ **Felix Design** moved to new offices in the Northern Liberties neighborhood of Philadelphia. ■ **Avenue A | Razorfish** announced the election of search strategist **Chris Boggs** to the **Search Engine Marketing Professional Organization (SEMPO)** Board for 2007. Boggs joins eight of the 13 returning Board members from 2006. Board members will serve a one-year term. ■

>> **NEW YORK** ■ **MMG Mardiks**, the New York-based public relations division of **MMG Worldwide**, announced the addition of Kennedy Space Center Visitor Complex to its client roster. DNC Parks & Resorts at KSC Inc., manager of Kennedy Space Center Visitor Complex, has retained MMG Mardiks to support media relations for the new \$60 million attraction, the Shuttle Launch Experience, set to open to Florida visitors in May 2007. ■ Without a review, **Stand Advertising** has been named as the first advertising agency of record for Aurora MediSpa. An undisclosed budget will go to identity development and to print advertising, dimensional direct mail, collateral and Web site design. 2-1-1 New York has selected Stand as its first advertising agency of record. A state-funded budget will go to branding, print and broadcast advertising, public relations, and Web site design,