



Frank Gehry—extraordinary choice of an architect for a school of management. Not what you'd expect. Entirely appropriate for Case Western Reserve University's Weatherhead School of Management, where the motto is "manage by designing."

As the lead visual communications firm for the project, Nesnadny + Schwartz created all of the materials for the launch of the building from the ground breaking ceremony to the grand opening gala. We recommended "Risk, Learn, Grow" as the driving theme for the marketing communications effort. A quote from Peter B. Lewis, the naming donor, the phrase reflects both his business philosophy and Gehry's organic approach to building design.

We borrowed from Gehry's vocabulary in articulating the campaign, which included everything from the event website to invitations and programs to memorabilia. The invitation to the opening gala, for example, is an organically shaped die cut that folds into a paper evocation of the building. Nice touch, if we do say so ourselves.



**Top left:** Case Western Reserve's Weatherhead School of Management Peter B. Lewis Building grand opening website. **Top right:** Weatherhead Peter B. Lewis Building grand opening invitation. **Middle and bottom left:** Rack card and notecard for the Weatherhead Peter B. Lewis Building. **Bottom right:** Weatherhead Peter B. Lewis Building grand opening materials, including t-shirts, mouse pad, coasters, and puzzle.



Cover and selected spreads from Case Western Reserve's Weatherhead School of Management Peter B. Lewis Building grand opening brochure.

