

Contact: Mark Schwartz
Phone: 216.791.7721
Email: Info@NSIdeas.com

FOR IMMEDIATE RELEASE

Four Horsemen Sighted, Nesnadny + Schwartz Finishes Their Web Site, and Other Signs of the Apocalypse.

Cleveland, Ohio – November 22, 2010 To quote Charlton Heston from Planet of the Apes, “We finally really did it.” Only Charlie was talking about World War III. We’re talking about finally finishing our web site.

It’s been six long years in the making, which translates to 37 dog years, 5.996021286686 solar years, 156.4285714286 fortnights, and 189,216,000,000,000 nanoseconds. In other words, that’s a whole bunch of time.

Why so long? It’s a little thing called too much work, too little time, and never being able to find a crow bar to jam more hours into the day. We were busy doing real work, for real clients. Really.

But we think the new site is worth the wait. I mean, check it out. We show our print projects, web projects, case studies, logos, plus we tell you *what* we do, *how* we do it, *where* we do it, and even some philosophical gobbledygook about *why* we do it. And a lot of pretty colors too.

Some may say we went a bit overboard, showing absolutely everything we ever designed for anybody, anywhere, at anytime. But that’s simply not true. There was a really cool three-dimensional composite bar graph we designed for a trout farm back in 1986. We’re not showing that. Or our “Ain’t that Cleveland?” kielbasa and pierogi wallpaper pattern. We’re not showing that either.

It’s been hard folks. Creating this new site has taken a toll on our collective psyches. It’s led to divorces, neighborhood brawls, rashes, theft, gangland slayings, bowling, and other social maladies too numerous to name. We’re tired and done with it already. Don’t look for anymore shameless self-promotion from us. No way. Don’t even look for updates. Nope. Expect this site to remain unchanged until the next time we redo it, which will be a time we call “Never-ever-ever.”

So go ahead visit, relax, have a refreshment, and enjoy the fruits of our labor. We won’t bite you. (Yet).

###

Oh. We almost forgot to give you the address to our new site. Duh! It’s www.NSIdeas.com.

(See what we did there? We took the “N” from Nesnadny, the “S” from Schwartz and threw on “ideas,” since that’s what we do...think and stuff.)

Contact: Mark Schwartz
Phone: 216.791.7721
Email: Info@NSideas.com

FOR IMMEDIATE RELEASE

Wilhelm Joins Nesnadny + Schwartz as Senior Designer

Cleveland, Ohio – November 1, 2010 Jamie Wilhelm has joined the design consultancy of Nesnadny + Schwartz as Senior Designer, where he'll play a lead role in the management, conceptualization, art direction, and implementation of print, web, packaging, multimedia, and environmental design programs.

“Jamie is an experienced creative who brings a wealth of expertise in multiple design mediums, and is also a disciplined thinker,” said Mark Schwartz, President and Creative Director of Nesnadny + Schwartz. “That’s very important to us since we value innovative and intelligent design above superficial ornamentation. On any assignment, we feel it’s critical to listen hard, then work smart. Jamie understands that.”

Wilhelm holds a BFA in Industrial Design from Rhode Island School of Design, and an MFA in Graphic Design from Kent State University. He brings with him over ten years of experience in the visual communications field. Prior to joining Nesnadny + Schwartz, Wilhelm was Senior Designer at Studio Graphique, a branding, place-making, and wayfinding design firm headquartered in Cleveland. He has held past designer positions at the Cleveland-based Flourish design and advertising firm and Red Leaf marketing firm in Boston. During his extensive career, Wilhelm has worked with a wide variety of high profile clients including Allied Domecq, American Express, Arhaus Furniture, Charles Schwab, The Coral Company, Cuyahoga Community College, Dunkin’ Donuts, Heinen’s, The Ratner School, and SkyVision Centers.

“Nesnadny + Schwartz has long been considered the preeminent design firm in Northeast Ohio,” said Wilhelm. “I’m really excited to be part of this creative team.”

A native Clevelander, Wilhelm is active in the AIGA, the professional association for design. He has been a design instructor at Kent State University, and currently teaches part time at The Cleveland Institute of Art. Wilhelm lives in Richmond Heights with his wife, Christy and daughter, Audrey.

Nesnadny + Schwartz’s standing as one of the most influential and innovative design consultancies in the country has fueled the extraordinary growth of the firm. Over the last decade, their work has been hailed internationally as “ground breaking.” Their clients’ projects have been honored with more than 1,700 international, national, and regional awards in the areas of marketing communications, public relations, college recruiting, investor communications, development, graphic identity and brand development, interactive electronic design, illustration, and graphic design. Additionally, their work has been featured in virtually every national and international journal devoted to the field of visual communications. N+S began in 1980 and currently includes a staff of fourteen professionals. The firm maintains studios in Cleveland, New York, and Toronto.

###