

Graphic Design USA



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NEWS

NEW SPY MUSEUM TAPS INTO GRAPHIC INTELLIGENCE

ANNUAL AND CORPORATE REPORTS

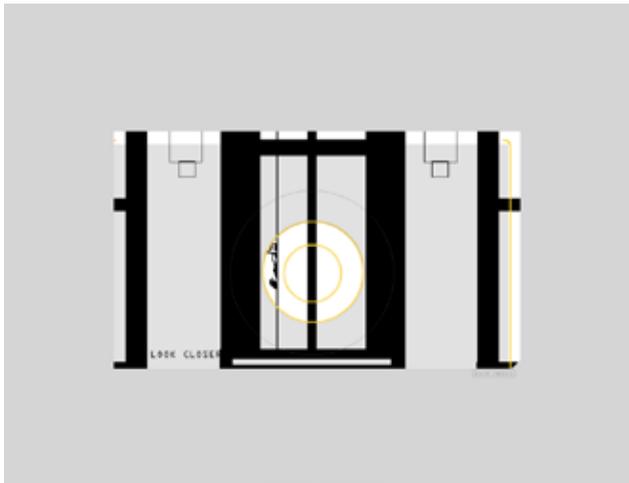
PROGRESSIVE REPORT CONCEPTUALIZES CUSTOMER SERVICE



NEW SPY MUSEUM TAPS INTO GRAPHIC DESIGN INTELLIGENCE

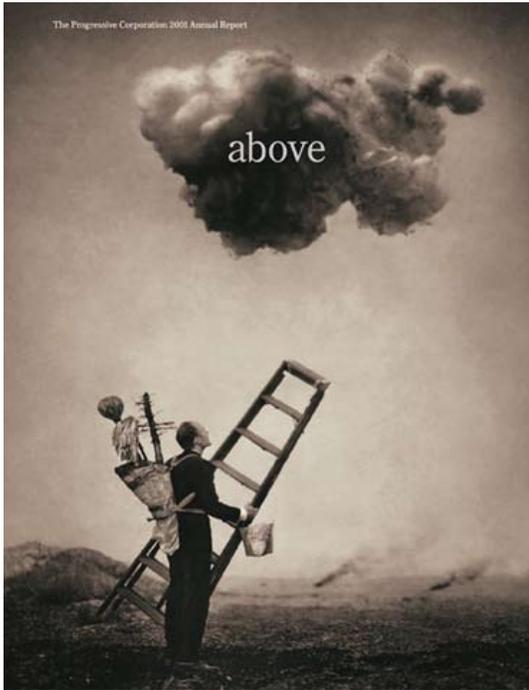
Washington DC: When the International Spy Museum, the newest tourist attraction in capital city, opened this summer in Washington DC, it displayed a major collection of espionage artifacts as well as a star-studded collection of graphic design talent to help put the project together. Creative firms at the head of the list include: Nesnadny +

Schwartz, Cleveland, responsible for the graphic identity of the overall complex, including the Spy Museum logo, collateral, web sites, event signage and retail merchandise graphics; FRCH Design Worldwide, the Cincinnati-based firm that created the museum's retail environment, extending the museum experience; and Gallagher & Associates, Bethesda, MD, responsible for overall master planning and design leadership including design of the Museum's exhibits and environments. Of the graphic identity system, the Nesnadny + Schwartz team emphasizes that the system had to be "flexible" and "graphical enough for application on every conceivable medium and material..." Identity project credits go to: creative director Mark Schwartz; art directors Gregory Oznowich and Mark Schwartz; designers Gregory Oznowich and Timothy Lachina; and illustrators Cindy Lowery, Joyce Nesnadny and Gregory Oznowich.

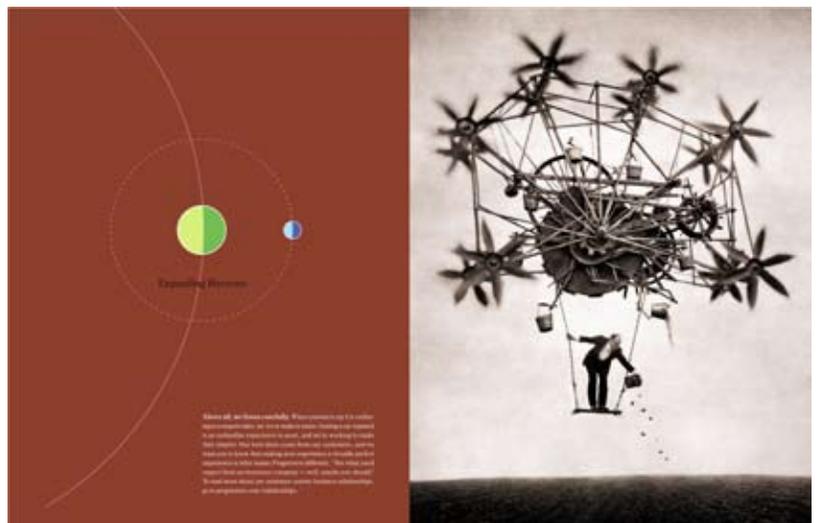


Counterclockwise from top right: signage and logo created by Nesnadny + Schwartz; Spy Museum merchandise designed by Nesnadny + Schwartz; Spy Museum web site designed by Nesnadny + Schwartz

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The Progressive Corporation has been a client of Nesnadny + Schwartz for two decades. Each year, the firm works closely with the corporate art curator to commission a fine artist to illustrate the book. The 2001 print and interactive annual reports feature the work of artist Robert Parke-Harrison who was asked to visually respond to the theme of “Service.” Parke-Harrison is the inventor, painter, set designer, producer and model of his photographic situations. The finished duotone photographs were contrasted with rich, densely-colored linear illustrations of planets and orbital paths, in order to conceptually represent Progressive’s “above and beyond” commitment to their consumers. This project, say founding partners Mark Schwartz and Joyce Nesnadny, exemplifies Nesnadny + Schwartz’s philosophy: think. Think ahead, think beyond, think smart. The 21-year-old firm has grown to over 15 creative professionals in three cities, and has collected nearly 1,000 national and international awards in marketing, illustration and graphic design.



LEFT TO RIGHT: Mark Schwartz and Joyce Nesnadny

CLIENT: THE PROGRESSIVE CORPORATION (PRINT ANNUAL REPORT)
 DESIGN FIRM: NESNADNY + SCHWARTZ, CLEVELAND OH
 ART DIRECTORS: JOYCE NESNADNY, MARK SCHWARTZ
 DESIGNERS: JOYCE NESNADNY, MICHELLE MOEHLER, KEITH PISHNERY
 ARTIST: ROBERT PARKEHARRISON
 WRITER: GLENN RENWICK, THE PROGRESSIVE CORPORATION

CLIENT: THE PROGRESSIVE CORPORATION (INTERACTIVE ANNUAL REPORT)
 DESIGN FIRM: NESNADNY + SCHWARTZ, CLEVELAND OH
 ART DIRECTORS: JOYCE NESNADNY, MARK SCHWARTZ, MICHELLE MOEHLER
 DESIGNERS: CINDY LOWERY, JOHN PAUL WALTON
 ARTIST: ROBERT PARKEHARRISON
 WRITER: GLENN RENWICK, THE PROGRESSIVE CORPORATION