



Progressive's Annual Report Bares All

Cleveland design firm Nesnadny + Schwartz used photographs by John Coplans to illustrate the "transparency theme" of the Progressive Corporation's 2002 annual report. "The idea of being open, transparent and self-examining in their business is something [the Progressive Corporation] takes seriously," says Nesnadny + Schwartz president Mark Schwartz. "John's work has been about self-examination in a brutally honest way." Still, not everyone was sold on the idea of seeing a naked 82-year-old man

alongside consolidated statements of income and shareholder equity. One incredulous person asked Schwartz why they couldn't use nude portraits of model Christy Turlington instead. But jokes aside, Schwartz says Coplan's photographs are compelling and relevant without looking like the "typical corporate BS." "These are honest pictures of an 85-year-old man with no clothes on," Schwartz says. "But at the same time, many are quite beautiful."

