

NEW YORK CITY

INSIDE

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new york city goodness

NEW YORK CITY MUSEUM IDEAS

1 Museum Showing : “National Design Triennial: Why Design Now?” - Cooper-Hewitt National Design Museum

This installment of the Design Triennial will present individuals whose works solve basic human problems in the 21st century.

<http://www.cooperhewitt.org/>

2 Museum Showing : “Action! Design Over Time” - Museum of Modern Art (MoMA)

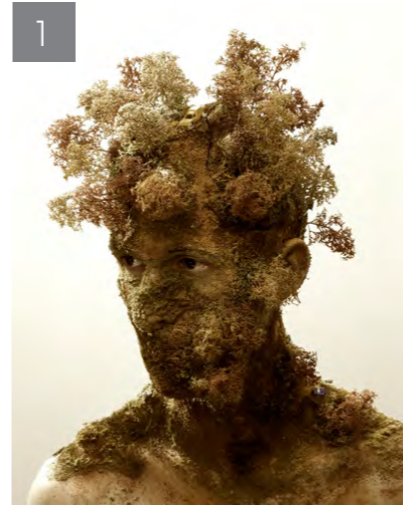
This show of dynamic design highlights the potential for static objects to have kinetic visual punch.

<http://www.moma.org>

3 Museum Showing : “Dead or Alive” - Museum of Arts & Design (MAD)

Artists from all over the world—Nick Cave, Tim Hawkinson and Damien Hirst, among many others—are included in this show of work that highlights the use of living (or once-living) organisms.

<http://www.madmuseum.org>



Museum Showings

1. “Dead or Alive” MAD 2. “Dead or Alive” MAD 3. “Why Design Now?” CooperHewitt
4. “Dead or Alive” MAD 5. “Why Design Now?” CooperHewitt 6. “Action! Design Over Time” MoMA

NEW YORK CITY AGENCY IDEAS

1 Creative Agency : The Apartment - Stefan Boubllil

NYC-based creative agency offering fully integrated branding, marketing, architecture, interior design services as well as conceptual development and bad-ass ideas.

<http://www.theapt.com/>

2 Interactive Agency : Kounterattack Design - Katherine Marsh - Marc Clapham

Kounterattack Design is a multidisciplinary design and digital production studio. From music videos to online and technical corporate content, we can add value and insight at any stage of the design and production process.

<http://www.kounterattack.com/>

3 Illustration/Motion Graphics/Animation Agency : Hornet Inc - Gabe Askew

Ranging from live action, animation, mixed media, stop-motion, 2D, 3D and film; Hornet seeks great talent to develop and support their vision.

www.hornetinc.com

4 Web Design : Behavior Design - Chris Fahey

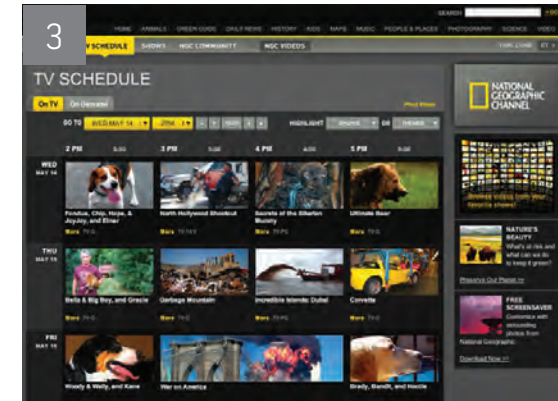
From strategic design consulting to the hands-on implementation of web and mobile design solutions, Behavior's team brings experience, leadership, craftsmanship, and commitment to every project and client.

www.behaviordesign.com

5 Packaging Agency : Multi Packaging Solutions - Marc Shore

We are committed to sound but aggressive growth while providing the best in design, printing, and packaging solutions for our customers.

www.multipkg.com



Design Studios

1.The Apartment 2. Kounterattack Design 3. Behavior Design 4. Multi Packaging Solutions
5. Kounterattack Design 6. Multi Packaging Solutions 7. Hornet Inc. 8. Hornet Inc.

NEW YORK CITY AGENCY IDEAS cont.

6 Motion Graphics : Adolescent - unkown *

Responsible for producing innovative creative work for a variety of projects for entertainment, government and environmental organizations alike.

www.adolescent.tv

7 Interactive/Motion Graphics Agency : 1st Avenue Machine - Randi Wilens *

New York City based 1st Avenue Machine is a design company with strong capabilities in live action and 3D animation integration. Broadcast, music video, feature film and advertising.

www.1stavemachine.com

8 Product and Branding Design (industrial) : Smart Design - unkown

Creating products and services that achieve relevance with consumer needs and desires has led to some enduring design philosophies which inform our work.

www.smartdesignworldwide.com

9 Architecture : Rafael Vinoly Architects - Rafael Vinoly

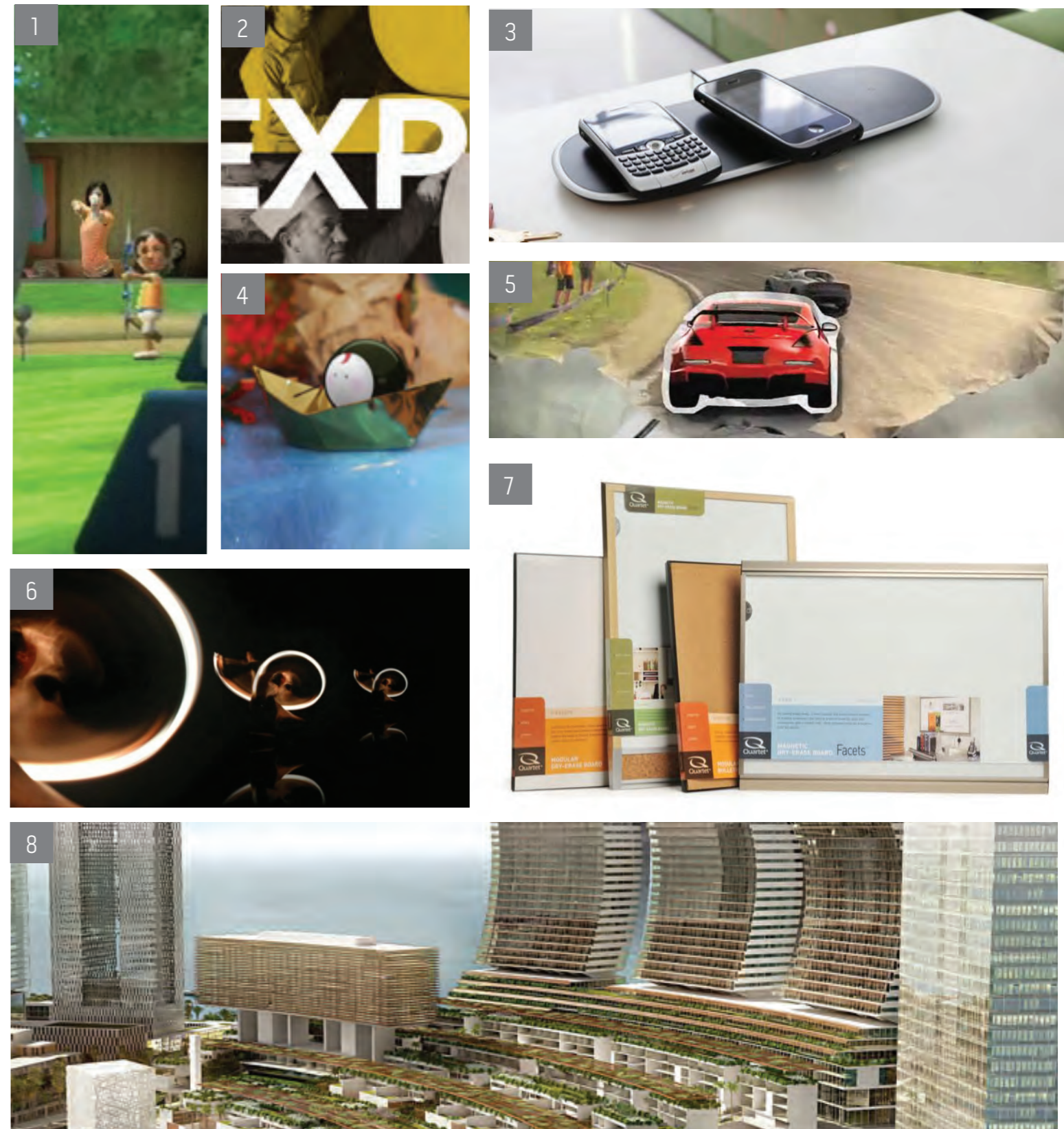
Rafael Vinoly Architects PC is a critically acclaimed international practice headquartered in New York, with offices in London and Los Angeles.

www.rvapc.com

10 Motion Graphics and Broadcasting : PSYOP - unkown

Inspiring culmination of creativity, collaboration and production focused on providing visual solutions in motion for the advertising & marketing, video gaming, broadcast and music video industries.

www.psyop.tv



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1.PSYOP 2. Adolescent 3. Smart Design 4. Adolescent 5. PSYOP 6. 1st Avenue Machine
7. Smart Design 8. Rafael Vinoly Architects

NEW YORK CITY AGENCY IDEAS cont.

11 Logo and Branding : Siegel & Gale - Howard Belk

Siegel & Gale is a leading strategic branding and Internet consulting firm whose work enables organizations to invigorate their brands through communications and actions.

www.siegelgale.com

12 Architecture : Perkins Eastman - unkown

The firm has adopted a sustainable approach to its practices, both in the work we do for our clients and in our own office environment.

www.perkinseastman.com

13 Motion Graphics, Broadcasting, Branding : Blind - Chris Do - Jessie Do - Dave Kleinman *

Blind has been turning out award-winning design since 1995, reinventing itself a few times along the way. What remains constant at this bicoastal design/production powerhouse is an ability to engender surprise

www.blind.com

14 Communication Design : Outside Editorial - Jeff Feruzzo - Nick Sasso

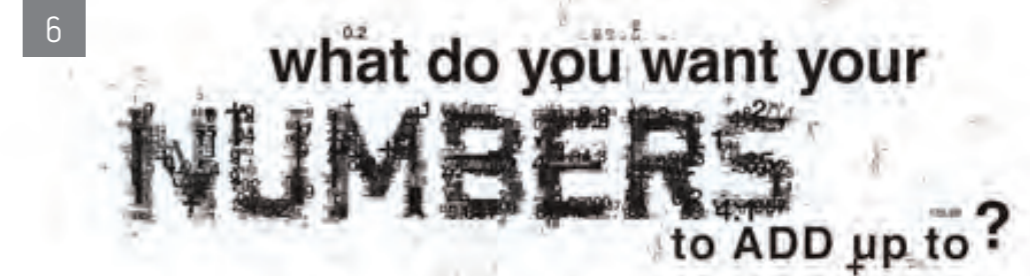
Editorial, design and visual effects boutique dedicated to providing advertising agencies with high-end, innovative solutions to their every-changing needs.

www.outsideedit.com

15 Motion Graphics, Animation, Illustration : UVphactory - unkown

We regularly rebrand TV networks, create motion branding for Fortune 500 companies, and direct commercials, music videos, short films, and pretty much anything else that moves.

www.uvphactory.com



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1. UVphactory 2. Blind 3. UVphactory 4. Siegel & Gale 5. Siegel & Gale
6. Blind 7. Outside Editorial

NEW YORK CITY AGENCY IDEAS cont.

16 Logo, Branding, Advertising, Packaging : Mucca Design - Matteo Bologna *

Mucca Design is an award-winning branding firm that transforms businesses through smart strategic thinking and uncommon creative solutions.

www.muccadesign.com

DEFINING THE CHALLENGE

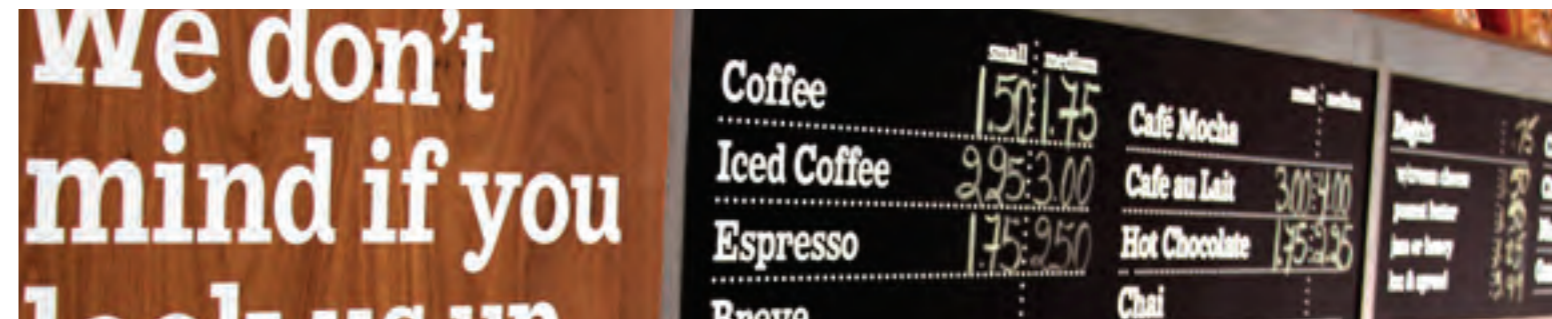
We understand that every organization faces unique challenges, so we tailor our approach to meet your individual needs. From defining the strategy for a start-up company, to evolving an existing identity, to launching a worldwide brand, we love a challenge, and we enjoy our work. It allows us, in partnership with you, to reshape people's experience of the world and make it an incrementally richer, more meaningful and inspiring place to be.

CONCEPTS WITH A BRAIN

Once we gain an understanding of your goals, we can create a strategy to reach them. From competitive analysis to customer surveys to positioning, our research and discovery phase is where the right side of our brain meets the left, as we gather the seeds of data that will germinate into creative solutions. And you, the client, are an important part of this process. But even more important are our clients' clients: your customers. By developing a broad understanding of who your customers are and what they value, we are able to help you reach them in a memorable, compelling way.

SOLUTIONS WITH A HEART

Analytics can help determine the voice of a brand but they won't make it sing, and Mucca's strength is our keen intuition and sensitivity to design, as well as its implementation. Big ideas are worthless without the details that make people stop and take notice, and our healthy obsession with the finer points of typography, form, and materials can make your message heard. Our approach is informed by our belief that brands are as complex and diverse as people, and should be treated as such. Expressing their unique stories and personalities with authenticity and a sense of joy is at the core of our work.



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1. ALL Mucca Design

Yeah, they are that good. Check out their site, you will be impressed.