



TACO BELL INTERNATIONAL

SPAIN

California Cool meets Mexican Flavor. Taco Bell is an inherently different brand than typical fast food. It has an attitude of youth and vibrancy. With that built into the brand, we used color, texture and graphics to create an interior space that utilized clean lines, exciting angles and bold graphics. Every international location fits into an existing space, giving each location an authenticity and brand history to the customer.





TACO BELL INTERNATIONAL SPAIN

The graphic palette of Taco Bell International incorporates a much more urban use of color and texture. The interesting part of this project is how it has been received internationally. Each grand opening has created queing lines that wrap city blocks. I blame it on the graphics and architecture, but I'm told it might be the "Americana" aspect of brand. We'll just agree to disagree.





CINCINNATI ZOO SAFARI GRILL

CINCINNATI, OHIO

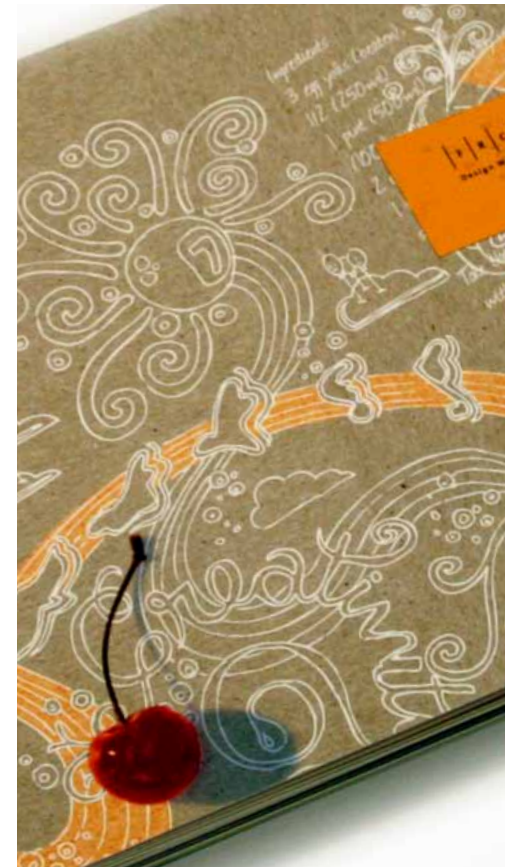
The Safari Grill project was a re-skinning of an existing Burger King restaurant within the Cincinnati Zoo. We added the custom trellis work and roof mounted graphic panels to coordinate with the surrounding area. But used a brighter palette. The scope included a full naming and logo creation phase. I developed all of the graphic elements, and provided all of the architectural documentation.



BEN & JERRY'S PITCH BOOK

CINCINNATI, OHIO

We created this pitchbook as a promotional tool to illustrate our team's capabilities. At the time Ben & Jerry's were exploring a more organic and natural presentation of their product. For this reason we used all recycled products and a natural color palette. This was used along side bright, fruity, colors and a very organic illustration style. I was in charge of all creative direction and illustration.



GIULIO'S ITALIAN TRATTORIA

NORTHVILLE, MICHIGAN

Giulio's asked for a logo that illustrated their contemporary but family-friendly restaurant. I used the many beautiful elements of an Italian meal as a building block. They decided to use the logo that best illustrated their kitchen's authentic brick oven.





GRAND OLE OPRY ORIGINALS

NASHVILLE, TENNESSEE

This was the Opry's first step back into downtown Nashville since they moved their theater. The store had to be a grand statement. We used authentic materials and textures to make the space look like it had been used for years. A big part of the solution was the signature wallcovering patterns that I developed. Each one had to have a branded Opry element. I used everything from Rhinestones to roses.





GRAND OLE OPRY ORIGINALS

NASHVILLE, TENNESSEE

Actual crystal encrusted wallcovering brought bling to the grand portal entrance. Along with the typical tourist trinkets, they decided to use the Opry's excellent location to add a dessert & pastry area, to bring in those leaving nearby restaurants. They also brought in an artist spotlight area, for late night signings. We were lucky enough to find the actual microphone stand from their old theater.



HAMPTON INN INTERNATIONAL

This was an illustrative exercise to communicate the idea that Hampton International was connected throughout the international world. No matter where you were, your experience at Hampton would be similar to your last one. Which resulted in the compression of the distance between all of the world's wonders. From Ireland to Japan. This idea was to be used to wrap Hampton's international lobbies.





NREACH KIOSK

DETROIT, MICHIGAN

The client was looking for a functional design solution to apply to his idea of a interactive display kiosk that allowed customers to customize their cell phone experience. Aimed at a young mall audience the graphics used a very youthful language. The 3D model comp gave me the opportunity to show the client the simplicity of setup and breakdown of the unit. Not to mention the capability of unlimited views.





ROCHE BROS MARKET BOSTON, MASSACHUSETTS

Roche Bros has a long history in the Boston area. They called on us as soon as they became aware of a new Walmart encroaching their area. We decided to center around their history of community service as a differentiator. The graphics had a hand made feel and all of the architectural elements used authentic materials and finishes. Store sales have increased significantly.





ROCHE BROS MARKET

BOSTON, MASSACHUSETTS

We were given a great amount of liberty to address every aspect of their brand image. Even to the extent of altering their long standing logo mark. The color palette was kept very neutral to allow the food to pop off of a clean, bright, canvas. All of the graphic elements were a part of my scope and were ultimately detailed into a complete production-ready document.



NOAH'S MARKET

DEARBORN, MICHIGAN

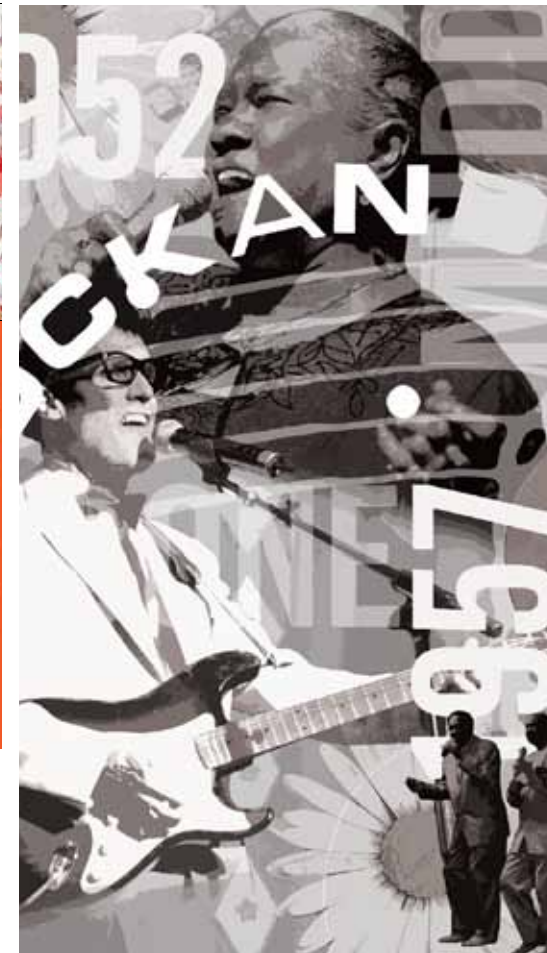
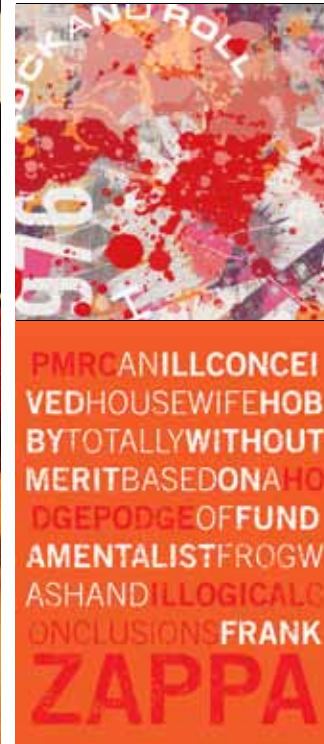
This project was for a local market that was looking to upscale their brand image. We worked with them to develop everything from the Logomark to the tagline.





ROCK & ROLL MUSEUM STORE CLEVELAND, OHIO

The layered black & white timeline image was used to skin the entire exterior of this airport gift shop. We used a metallic substrate so the image really glistened. This resulted in a very simple interior graphic program. We used standard case toppers with a subtle connection to the exterior. The other large graphic focal was used at the cashwrap. An LCD monitor was sunk into a wall of splattered graphics.





SENTRY FOODS

WAUWATOSA, WISCONSIN

Large illustrative graphics were used as department wall focals. Many of the in-store structures, including the checkout unit shown, used localized lighting and shadow as a key design element. This added the drama to an otherwise dark space.





SENTRY FOODS

WAUWATOSA, WISCONSIN

Sentry Foods was experimental. Instead of locating stock imagery, I developed a quick 3D model of each item (in the dairy image below), and used PhotoShop to blend them together. This ended up being a very cost effective solution for a cost conscious client. I also broke away from using standard hardware solutions. One example was using large thumb clips attached to leather straps for hanging brackets.





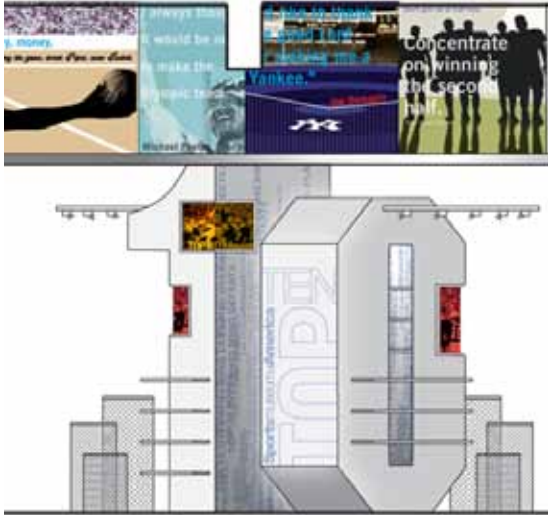
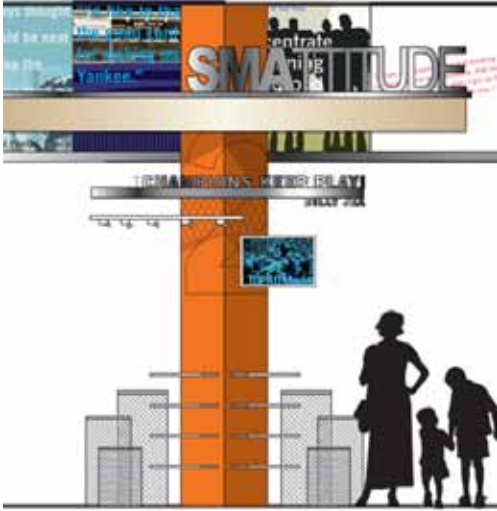
SPORTS MUSEUM OF AMERICA LOGO

NEW YORK, NEW YORK

The Sports Museum of a America Logo design was kind of a coup. A New York Museum that actually went outside the New York design scene, to find a different graphic voice. We developed hundreds of conceptual themes, based on an extensive brand review and strategy session. Each logo was applied to various elements contained in the space to make sure the language fit the developing personality of the space.

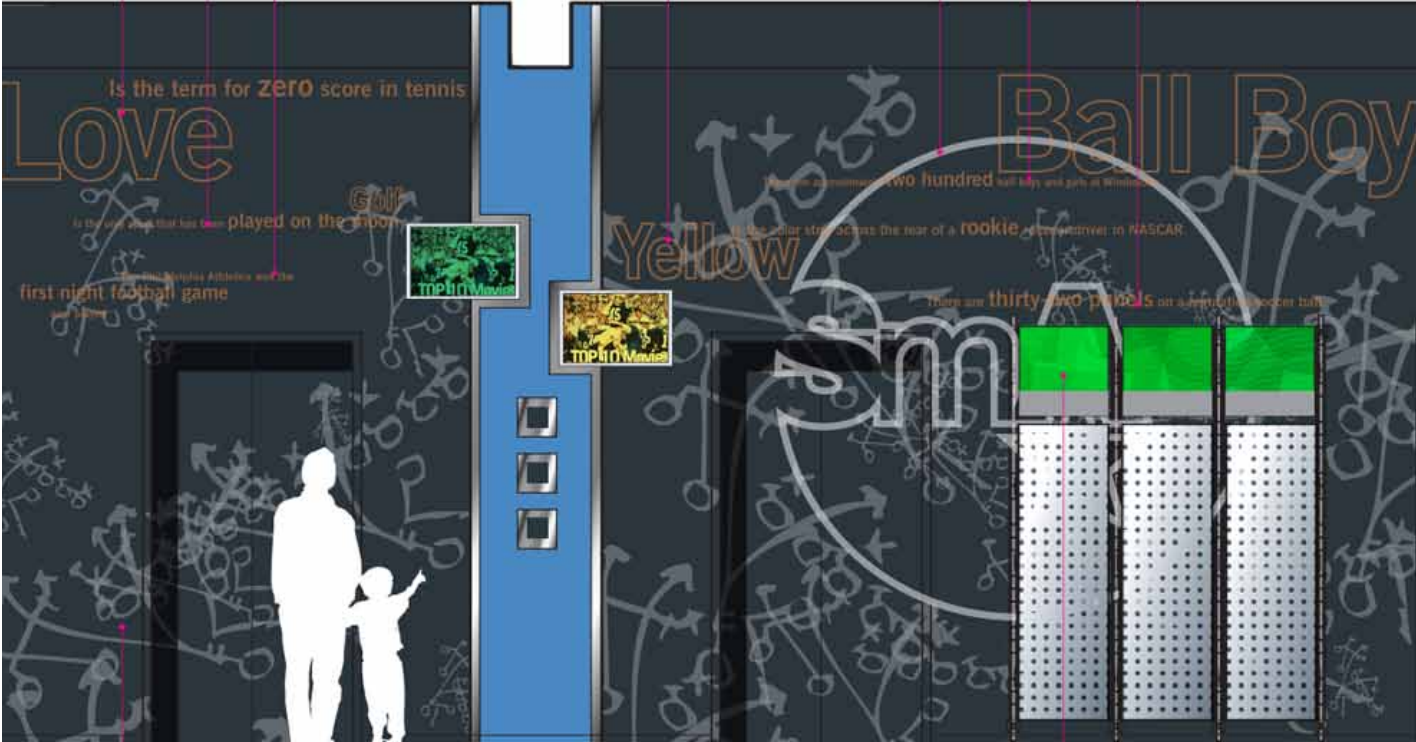
SportsmuseumofAmerica
NEW YORK

Sma
★



SPORTS MUSEUM OF AMERICA NEW YORK, NEW YORK

Sports Museum of America requested a retail experience to coordinate with their very interactive museum experience. This allowed the graphic elements to become much larger than life. Creating a full array of graphic elements and patterns and also uniquely branded fixturing elements was the design solution.





STEAK 'N SHAKE

INDIANAPOLIS, INDIANA

The interior was designed to be clean and contemporary with traditional diner materials and finishes. Strong focal graphics were created that had a heritage element to them but also had a contemporary twist. We landed on a plan with an island kitchen and service counter combination, that will give them a much more efficient plan than they previously had.



STEAK 'N SHAKE

INDIANAPOLIS, INDIANA

This project's goal was to bring Steak 'n Shake's brand into this millenium, while keeping it anchored in its past. Bridging the gap of a brand with a strong heritage that needed a more contemporary position. My solutions were to combine large scale screen prints and retro colors with a contemporary pattern. Their logo and menu design was also trimmed up to reflect the new "burger joint" attitude.





TEXAS CHICKEN

CINCINNATI, OHIO

This extremely detailed concept was created in a record breaking time. It included three optional interior designs, a full identity redesign, promotional graphic programming, patterns of all styles and all placed into an extremely eye-catching (and lengthy) document. All done within a week.

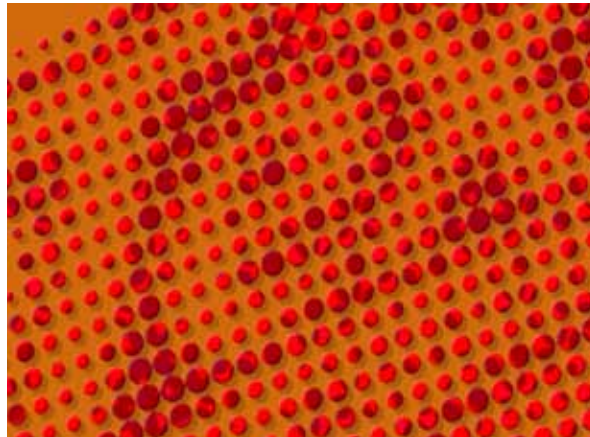




TEXAS CHICKEN

CINCINNATI, OHIO

Texas Chicken, the international “wing” of Church’s Chicken was looking for an urban connection for their product. They had a very narrow age and demographic range in mind to connect the brand to. Their idea was if they could get the aspirational crowd, the consumers outside their original range would follow. Similar to what happened with Ipod sales. Early adopters are becoming the influencers.





TEXAS CHICKEN

CINCINNATI, OHIO

The graphic language was very youthful and energetic. We created a variety of unique and wacky packaging solutions to address known customer needs. Some were more wacky than others. The consumer group they were going after would be able to tell right away if Texas Chicken wasn't being genuine.

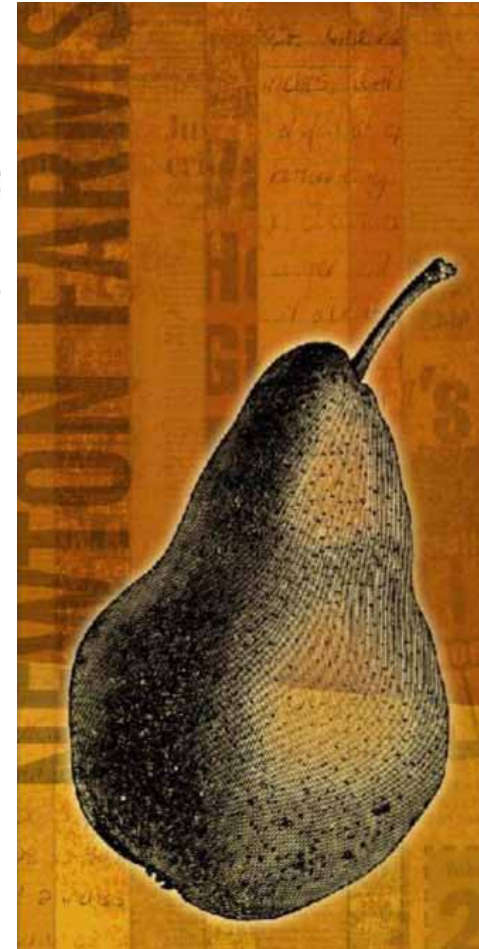




PIGGLY WIGGLY GROCERY

KIWAH ISLAND, SC

Many custom illustrations were created to build upon the warmth this space already had in its' interior design. The architecture was built to resemble an authentic generational barn. Therefore everything I developed had a worn quality. The graphics felt like they were found, not designed.



PIGGLY WIGGLY GROCERY

SUNSET BEACH, FLORIDA

These valance details, along with framed art were the only department ID in the space. Seperate, found metal art pieces were also brought together, along with distressed letter blocks to build on the folk art feel of the space. This gave the space almost a gallery feel.





2007 CAMPAIGN 9/17-9/21

\$1
feeds
a **family**
of **3**
for a
week.

Your investment in United Way is an affordable way to improve the lives of people throughout your community. Remember – your investment is magnified by the contributions of others like you and by United Way's expertise in putting it to work where it does the most good. The result – together we do more than any one of us could ever do alone!



2007 CAMPAIGN 9/17-9/21

\$3
sends **8**
families
to health
and
weight
classes
for **1**
week.

Your investment in United Way is an affordable way to improve the lives of people throughout your community. Remember – your investment is magnified by the contributions of others like you and by United Way's expertise in putting it to work where it does the most good. The result – together we do more than any one of us could ever do alone!

UNITED WAY CINCINNATI, OHIO

I developed these posters to coincide with a company wide effort to raise money for the United Way. The simple vertical posters were used throughout our company to inform people about their donations. I kept them bold and clean to get the best legibility. The week culminated in a rock concert in our parking lot. For this announcement I transitioned the clean style into a more distressed rock and roll feel.





My objective with this project was to create an art campaign that could be used throughout the space, from menus and coasters, to wall art and fabrics. Because the international brand of Pizza Hut has a much more upscale feel, we were able to use texture and color in a very unconventional way.



SOHI GRILL

COLUMBUS, OHIO

This Philly Sub Cafe is located in an urban college area. The goal was to create a cool hangout spot for the young, and the young at heart. Graphics were treated as part of the architectural palette. The combination of authenticity in hard materials and the boldness of the graphic colors help build a connection between the contemporary and the historical.





SOHI GRILL

COLUMBUS, OHIO

The SoHi Grill project was an exploration of texture and material. Since it was a small space, the graphic focals were limited in messaging. The perception of message was generated through the color and subject. The angles in the applied space followed contemporary lines, but utilized rustic material. The same was done with the graphics. Serif fonts, not typically a contemporary choice, were cropped in tightly to create the same play on contemporary line and rustic texture.

