

DMI Members— The Latest Projects, People, and Awards

Projects and Programs

Kendall Ross won *Package Design Magazine's* Design Makeover Challenge, a re-examination challenge for a product line. The challenge was for Fresh Body Market, a vegan-certified line of skin products. Teams were given just over four weeks for their re-designs.



Members of the DMI community have been included in the **red dot competitions**. **Insight Product Development LLC** was included in the red dot: 2006 design concept award for their Verdi Lawnscape System, a modular landscaping alternative that transforms an outdoor space into an eco-sensitive environment.

LPK (Libby Perszyk Kathman) the Cincinnati-based design agency, has created the brand expression for Olay Body's Age Transform Anti-Aging Body lotion, a new sub line of three skin products. The design communicates the distinct difference between the sub line and the other products in the Olay line up,



and the packaging leverages the premium Olay landmark in gold and purple.

Hanson Associates was awarded the contract to re-brand and re-position AAMCO. Hanson developed a modern interpretation of AAMCO's classic red, white and blue hexagon logo, as well as the redesign of signs, storefronts and interior merchandising for the car care experts.

Hanson Associates was also hired by **KCBA Architects** (formally DWKCB Architects) to modernize and upgrade KCBA's position as a regional leader in design and architecture.

Herbst LaZar Bell Inc. (HLB) announced that it has collaborated with **Unilever's internal design team** and **Dove Global Design Director Richard Seymour** to develop a new initiative for Dove's "Campaign for Real Beauty." Through its unique "Meaningful Design™" process, HLB assisted Unilever in implementing a branding campaign around the idea of a droplet that helps emphasize the classic Dove soap bar shape and the cohesiveness of the "Real Beauty" product line.

Branding and design studio **Corey McPherson Nash (CMN)** has been selected by several companies to provide creative services. CMN will work with two BBN Technologies businesses: AVOKE Call Center Analytics, and PodZinger. CMN also recently designed and developed a new website for HeyLetsGo, a local events and community website based in Boston.

CMN was also selected by the Boston Museum Project (BMP) for campaign communication and messaging services. CMN will provide the tools to reach its campaign goals, communicate its vision and attract a broad audience to the Boston area.

Kendall Ross, a strategic brand development and design firm based in Seattle, created a new branding and packaging for "Roasted in Seattle," a new line of coffee for the store chain Made in Washington. Kendall Ross fused a unique combination of illustrations and hand-written fonts on a sophisticated silver bag to achieve the design goals.



Teams from **Radius Product Development** have designed new home and office products. **Staples** and Radius teamed up to design the first in a line of shredding products: the **MailMate™**—a compact mail shredder that fits on a kitchen countertop. Radius Product Development in Chicago designed the **DampRid Super Absorbing System**, a spillproof, refillable product that prevents mold and mildew in excessively damp rooms.



Product development and packaging design firm **Group 4** recently completed construction of their new state-of-the-art research facility in Avon, CT. The new space is outfitted with the latest audio and video technologies and space for client on-site and remote viewing.

Smith Design, the NJ/CA-based brand design firm specializing in strategy-based