



Editorial: Peter Giffen Jane Giffen

Advertising: Rosetta Heckhausen Charlotte Beckett

Circulation: Natalie Szpiro

Events/Contests: Carrie Martin

Tel: 416.510.0909

Subscriptions

AppliedArtsExtra

THE MONTHLY NEWSLETTER FOR VISUAL COMMUNICATIONS PROFESSIONALS

October 2009

LOOKING FOR GREAT COMMERCIAL TALENT? Introducing appliedartsportfolios.com AppliedArtsPortfolios.com



The Master Provocateur

"Today's graphic design is results-oriented. We hire companies to find out that most people will always gravitate toward things that are safe. New things don't stand a chance. I always say that if we had asked Marie Antoinette which dress she wanted, today's women would still be wearing crinolines. [British designer] Mary Quant never asked anyone if they wanted to wear miniskirts; she just did it. People who don't ask for everyone's opinion make huge mistakes, but they also do great things." — Frédéric Metz, a Montreal design educator and controversial design critic, profiled in the September/October 2009 issue of APPLIED ARTS MAGAZINE.

WINNERS OF NUMEROUS 2009 PHOTOGRAPHY & ILLUSTRATION AWARDS



New Identity Takes Flight

Ove Design of Toronto, a Publicis company, recently did a soft launch of the new Air Miles brand identity, as part of a BMO Air Miles campaign. Ove president Michel Viau points out that the project required evolving the well-recognized Air Miles logo. "One of Canada's most recognizable retail icons, the Air Miles brand evolution has been an exciting challenge for our design team," he says. "As you would appreciate, one does easily tamper with marks that have such equity and recognition. To that extent, Ove aimed at modernizing the mark and the inherent design elements, such as the airplane, while retaining much of the original essence of the mark. The clouds have gone in favour of a globe." The program will be deployed progressively, starting with cards and in-store signage. Ove is also working on the Air Miles' new My Planet Program, in support of environmentally friendly products.



Prouk's Picks

Five sites deemed worth a surf by legendary adman Gary Prouk of Sebastian Consultancy.

Cut and Paste: Gallery KG52, in Sweden, presents an international exhibit of collage and assemblage. The site includes pictures of work, links to artists and an essay by Edvard Derkert, "Collage – The Artform That Conquered the World."

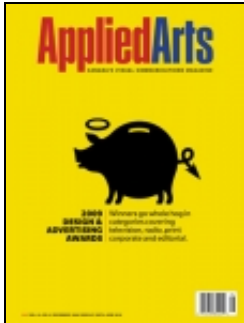
Graphic Designer vs. Client 2: Imagined as an animated interaction between robots, this hilarious YouTube video captures the hostility between

designer and client in a way that we can all relate to.

Photoshop Disasters: Just because Photoshop lets us do anything we want with pictures, doesn't mean we should. This site documents Photoshop fuck-ups, from models with necks that are too long to reflected images that just don't get it right.

Significant Objects . . . and How They Got That Way: In the Significant Objects project, one of the site's curators buys a curious object for a couple of dollars from a thrift store or garage sale and then gives it to a creative writer, who invents a story for it.

Soda Unused Cork: A massive collection of bottle caps, ranging from AAA Root Beer to Zippy Chocolate. The bottle caps are available for sale or trade.



New at APPLIED ARTS

In early November, the 2009 **APPLIED ARTS DESIGN & ADVERTISING ANNUAL** will be mailed out and appear on the newsstand. Enjoy more than 240 pages of the most inspiring corporate design, editorial design, TV spots, radio commercials, and print and outdoor ads produced in the previous year, as judged by a panel of top creative talents. It's a beautiful reference that you will keep on your shelves for years to come.

The 2009 **APPLIED ARTS** Winners Exhibit to be held at **Studio1**, in Toronto, on November 6, 2009. Displaying the winners from our Design & Advertising, Photography & Illustration, Interactive, Printing and Student Awards, the exhibit is open to the public from 10:00 a.m. to 3:00 p.m.

The Call for Entry for the **APPLIED ARTS Interactive Awards** has gone out. The deadline for entries is October 16. Winners will be published the March/April 2010 issue of **APPLIED ARTS MAGAZINE**.

New Portfolio Site

We are proud to announce **APPLIED ARTS'** newest offering: AppliedArtsPortfolios.com, a source for designers, art directors and art buyers searching for great commercial talent. Available exclusively to photographers and illustrators, AppliedArtsPortfolios.com connects artists to potential clients. To register your portfolio, contact Charlotte Beckett at 416.510.0909, ext. 30, or e-mail her at charlotte@appliedartsmag.com.



Subscription Contest Winner

Who was the winner of the great **APPLIED ARTS** subscription contest? Erika Hille, a recent graduate from Humber College in Toronto, walked away with the Nikon D40 Digital Camera Kit with AF-S 18-55mm Nikkor Zoom Lens, graciously provided by **Vistek**. Erika says that **APPLIED ARTS** was always a valuable aid in her studies: "Apart from being a good resource, it showcases Canadian-based work that has made an impact locally, nationally and internationally. It inspires at all levels and reminds designers to always push our game." As she looks to get her "foot in the door" in the visual communications field, Erika will continue to rely on the magazine for information and inspiration: "It's good to stay current and informed within the industry. Plus I enjoy the pretty pictures and new magazine smell!"

APPLIED ARTS is pleased to announce a new contest for Student Subscribers. If you subscribe by December 1, 2009, you'll be automatically entered to win one of the following prizes: **QuarkXPress 8**, **Pitko gift certificates**, **Artograph Tracer Projectors** and **Artograph LightTracer Lights**. To subscribe and learn more about these great prizes, visit www.appliedartsmag.com/studentdiscount.

Note: You need a valid student ID to subscribe and receive the student discount rate.



A Reel Self-Promo

After noticing that many local and international design firms were launching self-promo reels online, Subplot Design of Vancouver decided to do the same, but with an ironic twist. "We just kept seeing the same old clichés out there," says Matthew Clark, "**Subplot** principal and CD. "Ridiculously fast, rock-and-roll videos; pretentious, arty, pseudo-philosophizing; and photography so abstract and blurry that you can't even make out the quality of the work itself. So when it came time to do our own video, we knew we had to poke fun and turn the paradigm on its head." The video takes a direct run at three very tired clichés in self-promotional videos, and then switches gears to give Subplot's point of view on the power of real ideas, the definition of great design, and the "power and scope of complete brand identity

creation."

See "[SubplotReel](#)" 

Transitions

After 40 years at the helm of Flash Reproductions, company president **Carl Pauptit** has retired. Taking over the company are his son Rich, the new president, and vice-president David Gallant.

St. John's agency Target has hired **Bruce Hamilton** as associate creative director. Originally from New Zealand, Bruce first came to Target in the 1990s, after starting his career at Ogilvy & Mather in Wellington and working at agencies in Scotland. After a couple of years, Bruce moved back to his homeland to take the job of creative director at the Bridge agency. Since then, he has worked as creative director of design at Clemenger BBDO and most recently as creative director at R+R.

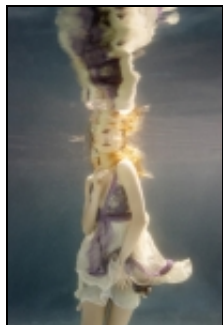
The **Phoenix Group** of Saskatoon won six Summit International Awards (SIA), including ones for Public Service/Advocacy, Recruitment/Employment/Training, Leisure and Entertainment and Government.

Invest in Kids, Canada's only national charity dedicated to improving the outcomes for children by supporting their parents, has recently awarded its assignment to **Quizative** of Toronto, to create an online Web community for First Nations and Inuit health professionals.



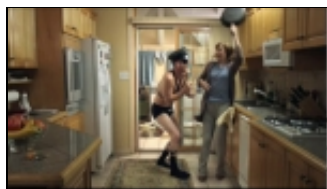
Common Thread

Held at Emily Carr University of Art and Design on Granville Island, from October 7 to 17, Common Thread will feature 20 posters created by respected contemporary designers, such as Namibia's Frauke Stegmann, Henrik Kubel of London's A2/SW/HK and Silnt from Singapore. (Six of the designers will be attend the Oct. 7 opening.) "We are thrilled to have so many people at the vanguard of the graphic design community worldwide contribute to this show – and their work is inspiring," says Isabelle Swiderski, the director of Vancouver-based Seven25, Design & Typography, which organized the event. "[Common Thread](#) aims to trigger discussion about international graphic design as well as the specific topic of identity and national belonging." The project was co-curated by Vancouver art director Xavier Encinas.



Cole Wins at IPA

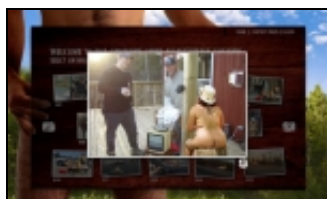
Toronto commercial and art photographer **Barbara Cole** won third place in the Advertising – Fashion category of the 2009 International Photography Awards (IPA). This year's awards received nearly 18,000 submissions from 104 countries across the globe. L.A.-based **IPA** is run by the Lucie Foundation, whose mission is to honour master photographers, to discover new and emerging talent, and to promote the appreciation of photography.



No Surprises

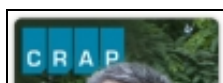
A new Mr. Sub campaign promises Canadians that, when it comes to the quality of its sandwiches, you'll never get an unfortunate surprise. In the first TV campaign from **Bos, Toronto**, directed by OPC's Brian Lee Hughes, Mr. Sub is being touted as a Canadian Classic, for over 40 years, that can always be counted on. The campaign consists of three commercials, featuring a groom who finds his father making out with his bride-to-be; a leather-clad husband trying to spice up his marriage only to shock his wife who happens to be wielding a cast iron pan; and a father of eight who decides to announce his change in sexual preference during an intimate family dinner.

See "[Hot Stuff](#)" 



Get Naked Online

Want to make your digital snaps more spicy? You can "nudify" them simply by submitting the images to the site for **Growers Cider**. Created by Toronto agency **HQvB**, with help from **Lollipop Digital**, the site also has a gallery where you can enjoy the naked efforts of others. We assume the strategy is something along the lines of underlining the natural wholesomeness of the cider with the natural, uh, beauty of the pictures.



Crap is Offered

A new creative agency, **Crate**, launched in Oakville, Ont. with a Website promoting the **Crate Recession Allowance**



Program. CRAP takes aim at the incentive schemes employed by many agencies in 2009 to win new business. Marketers can leave a message to have it posted to Twitter in real time. Founded by copywriter/art director partners Jeff Roach and Matthew Hollingshead, [Crate](#) is a creative communications agency with a marketing technology focus. CRAP features chairman Yuri Murin, asking marketers to leave a voice message for Yuri at 1.800.515.7937 for a chance to be named a CRAP recipient.

Hear [message from Yuri](#) 

To-Do List

September 10 - October 11

[Le Mois de la Photo à Montréal](#) .

October 7 & 20

[RGD Ottawa Talks and Member Evening in Graphics in Bloom](#) networking events, Ottawa, Toronto.

October 7 - 17

[Common Thread](#), Vancouver.

October 8

[Print In the Mix Conference and Trade Show](#), Toronto.

October 8 - 11

[Make/Think: AIGA Design Conference](#), Memphis, TN.

October 15

[Drawn to Develop](#) fundraiser for street kids, Toronto.

October 16

Deadline [Applied Arts Interactive Awards](#).

October 16 - 18

[Blue Sky 09 IN/OUT](#), Winnipeg, presented by GDC Manitoba.

October 18-20

[Design, Complexity, Change: DMI Design/Management Annual 09](#).

October 18-November 1

[Illustrative 09](#), Berlin. Includes Young Illustrators Awards 09.

October 24

[6th Annual Design Exchange Black & White Fundraiser](#), Toronto.

October 24 - 30

[Xin: Icograda World Design Congress 2009](#), Beijing, China.

October 27

[Partnering for Printing Success Webinar](#).

October 28

[AIIQ Soirée Portfolios](#), Quebec City.

November 3-4

[DesignThinkers 2009](#), Toronto.

November 5

[Zag Workshop](#), with Marty Neumeier, Toronto.

November 6

Applied Arts Winners Exhibit, held from 10 a.m. to 3 p.m. at [Studio1](#), in Toronto.

November 11 -12

[CMA 2009](#).

November 28

[FITC Tokyo 2009](#).

December 11

Deadline for [Appelton Coated U360 \("Print with Purpose"\) Competition for 2010](#).

Contributions to APPLIED ARTS EXTRA

How do you submit material to the **APPLIED ARTS** monthly online newsletter? Easy. Just send us an e-mail with your upcoming event, product release, new work of note, news . . . whatever. The e-mail is newsletter@appliedartsmag.com. We look forward to hearing from you.



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