

Communication Arts



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Exhibit

The Exhibit section appears in the January/February, March/April, May/June and September/October issues of Communication Arts and features a selection of innovative work in the various fields of creative communication.

We're looking for new, outstanding, high-quality, original work. Please send samples of your most recent collateral, packaging, print ads, television and radio commercials, direct mail, shopping bags, CD covers, books, trade and museum exhibits to Jean Coyne, Exhibit, Communication Arts, 110 Constitution, Menlo Park, California 94025. Describe the purpose, background and include creative credits. Send TV commercials on ¾" videotape cassettes NTSC. Send radio commercials on individual audio cassettes. Pieces to be returned must be accompanied by a self-addressed stamped envelope or your Federal Express number.

Left: Matteo, manufacturer of luxury bed linens, first approached Los Angeles, California-based graphic design firm Chase Design Group (formerly Margo Chase Design) in the fall of 1997 because their brand needed an update. President Matt Lenoci explained, "I went to Chase Design Group with a shadow of a company composed of relatively little sales and even less good design." The redesigned identity, packaging and marketing collateral engendered new confidence in the company and resulted in a corresponding doubling of sales. As Chase Design Group's involvement expanded to include textile and exhibit design, sales have continued to increase steadily each year.

Margo Chase, art director/designer.

This page: California Missions Foundation posters, from a series of four, produced to increase awareness of restoration needs due to the current dire condition of the missions. "The California Missions Foundation was formed in October 1999," said creative director Sakol Mongkolkasetarin. "Their goal is to raise \$50 million to preserve and maintain the 21 original Spanish missions across the state. We wanted to tell as much of the story as possible, so long copy and multiple images seemed like the natural solution."

Sakol Mongkolkasetarin/Tim Koomsorn, art directors; **Tim Koomsorn**, designer; **Andy Sohn**, writer; **Terry Ruscin**, California Historical Society, photography; **Acme Advertising (San Francisco, CA)**, ad agency.

FRAY JUNIPERO SERRA, THE FOUNDER OF THE MISSIONS, WAS A MAN OF VAST KNOWLEDGE. APPARENTLY, IT DID NOT INCLUDE SEISMOLOGY.

A SMALL BATHY OF SEA, SERVING FROM HERBY'S BED SOLUTIONS AS INSPIRATION FOR A BOLDLY UNCONVENTIONAL DESIGN, A WOMAN OF HER TIME WITH A HEAD FOR A WHIP, AND BENCH & CROSS, AIDS WITH THAT THE TENDERS OF HER DREAMING AS A LADY, THE FIRST PIONEERING SETTLEMENT IN CALIFORNIA WAS BORN ON JULY 16, 1776.

Earlier that year, Fray Junipero Serra had been supervising the Spanish missions in Baja California when he received orders to establish settlements further north, before Mission San Juan Capistrano. As a dedicated missionary, Fray Serra welcomed the chance to bring Christianity to the unchristianized. He recruited a class of well-educated students that would build churches, grow crops and ultimately become the centers of communities.

Pushed by Fray Junipero Serra's faith and unwavering faith — as well as the timely arrival of a supply ship — the mission began to take shape and flourish. An account of Fray Serra's vision, the 21 missions were eventually mapped the landscape of California.

Remarkably, Fray Serra's insights had no limitations. In 1873 the Mission of San Diego de Alcalá was destroyed by a massive earthquake. And one century of earthquakes later, very few of the original mission buildings across the state remain intact, although some repairs have been made.

Structural repairs and seismic retrofitting, say the list of the mission's needs, but earthquakes are hardly the only threat they face after years of neglect, vandalism, flooding and high-bill electricity costs. To compound the problem, an earthquake center near the National Empire has looked after the interests of the California missions. That is, not here.

The California Missions Foundation is a non-profit organization created to preserve and maintain the missions. Your contribution helps ensure that these historical sites will stand for generations. Otherwise, the rolling mission bells, symbolizing more harmonious and colorful worlds will be nothing more than a remnant of a long-ago world.

CALIFORNIA MISSIONS FOUNDATION
675 14th St. • San Francisco, CA 94103
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WHEN YOU'RE BUILDING AN OUTPOST IN REMOTE AREAS, ARCHITECTS IN BOLD EXPERIMENTAL STYLES DON'T HAVE TO BE THE DESIGNER WHO BUILT THE HOUSES BEING FORCED TO KEEP THE ARCHITECTURE SIMPLE. In 1776 the first permanent settlements in California began to rise up from empty fields. Lovers. The few skilled artisans and workmen available used earth, stone, brick and other local materials to the construction.

The poster designed the buildings based on three elements of churches in Spain and Mexico: the tower, the dome and the arch. But the poster also added some practical details, like the clay roofing tiles that replace the mission walls. They were used to protect the missions from flooding waters, which isn't a major consideration in California either.

All told, the missionaries built a total of 21 settlements across California in their efforts to claim the land for the Spanish Empire. With the centuries' elapse of abandoned lands, several half destroyed or in ruins, we look wonder that the 18th-century missions are still standing — one two centuries later.

But if today's mission-site buildings were to be truly authentic, they would include cracked adobe walls, cracked tiles and plastered corners. Most of the original missions have fallen into disrepair after years of neglect, vandalism, flooding and high, and variable costs, about the Spanish Empire has looked after their needs. Until now.

The California Missions Foundation is a non-profit organization created to preserve, protect and maintain the missions and their historical legacy. Your contribution helps ensure that these historic settlements will be able to experience the missions and learn about their influence in architecture, art, agriculture and, well, wine.

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THE MISSION STYLE OF ARCHITECTURE STILL INFLUENCES LIBRARIES, SCHOOLS, COURTHOUSES, FAST-FOOD TACO RESTAURANTS.

Regency **Mercury Chapel**