



FIFTY PEOPLE TO WATCH IN 2002

The best thing about 2001 is that it is over. This special report turns the page by visiting with some of the people in our talent-laden community who will influence the shape of graphic design as a business, a profession and an art in 2002. Given the circumstances, we also took their emotional temperature, asking for a forecast of the year ahead and a sense of their confidence in the future. Out of the crucible — recession, terror, war — emerge two distinct themes. One is that graphic design and clear communication are increasingly valued assets in commerce and culture. The other is that a revitalizing spring is just around the corner.



MARGO CHASE
PATH WITH A HEART

The terrorist attacks reminded me painfully that designers do not save the world, we only hope to make it more beautiful. Not much has changed in our business following the terrorist attacks. There is only the renewed question of whether design is an important thing to do in the world today. I hope it is, but I would certainly understand if a young designer wanted to quit her career to join the FBI, or study medicine, or become a journalist. For me, design is the path with a heart, so I will continue to try to make the world better visually, and hope that it matters to some of the people who are doing those other things.

Fortunately, human relationships continue to transcend political struggles. We have been working for some time on a large project in Saudi Arabia. It's a new clothing store where we have been responsible not only for naming the store, creating the identity, the collateral, hang tags, and other kinds of print — in Arabic! — but also for all of the interior design, display fixtures, furniture, mannequin design, and projector displays with custom video content and titles. It's been a great project because of our complete involvement from the store's inception. We were concerned that after the attacks the tone of the relationship might change for the worse, and I'm happy to say it hasn't. The client still likes our work and our methods, and we still like working for him. To me this is very encouraging and makes me optimistic about the future of the world.

Margo Chase, founder and creative director of Chase Design Group in Los Angeles, has been widely recognized as a rare creative talent. Trained in biology to be a veterinarian, Chase fell in love with graphic design. But with little training or experience, she could only find work doing paste-up, so she began to work freelance drawing logos. This was the beginning of the Chase Design Group studio. Chase is the recipient of numerous awards;

her work has been featured in countless design periodicals and books. Chase has been honored by many print design awards, as well as several prestigious Broadcast Design Association awards for motion graphics and web design. She was recently featured in the celebrated show "Women Designers in the USA, 1900-2000: Diversity and Difference" on exhibition at the Bard Graduate Center in New York City.