

# HOW

DESIGN IDEAS AT WORK

2004  
INTERNATIONAL  
DESIGN  
ANNUAL

244  
WINNING  
DESIGNS  
FROM AROUND  
THE WORLD

DISCOVER  
5 FIRMS  
WORTH  
CELEBRATING

# toasting design



APRIL 2004  
\$12.95 U.S. \$19.95 CAN



MISCELLANEOUSWINNERS



28 MERIT

**TITLE**  
Polly Pocket  
Spring/Summer  
2004 Style Guide

**FIRMS**  
Mattel Inc. Brand  
Image Group,  
El Segundo, CA  
(310)252-2000;  
Chase Design Group,  
Los Angeles  
(310)668-1055

**VP CREATIVE**  
Cynthia Rapp/Mattel

**CREATIVE DIRECTOR**  
Margo Chase/Chase  
Design Group

**DESIGNERS**  
Jonathan Sample,  
Patricia Guerra/  
Chase Design Group

**ILLUSTRATOR**  
Patricia Guerra

**COPYWRITER**  
Chris Lowery/Chase  
Design Group

**CLIENT**  
Mattel Inc./Mattel  
Brands Consumer  
Products

29 MERIT

**TITLE**  
Wrapping Paper  
Collection

**DESIGN FIRM/CLIENT**  
Knock Knock,  
Venice, CA  
(310)396-4132

**ART DIRECTOR**  
Jen Bilik

**DESIGNERS**  
Jen Bilik,  
Eric Giovanola

28



29

