





a selection of work from the student portfolio of Maria Lee



identity

establish a personality for a freshly-baked business venture



promotion

invite art lovers to discover the genius of Charles and Roy Eames



layout

translate C. R. Mackintosh's ladder-back chair into a magazine spread



packaging

create a visual identity for a new brand of exclusive teas

identity

flour bakery


client Flour Bakery

project scope original logo; extension of concept to business system, packaging, advertising, and direct mail campaign.


concept wheat = basic ingredient for all baked goods; simplicity, refinement, and high quality.




Flour Bakery logo



grand opening
celebration



day breaks, awake with
sweet croissants, patisseries
with flour, warmth rises



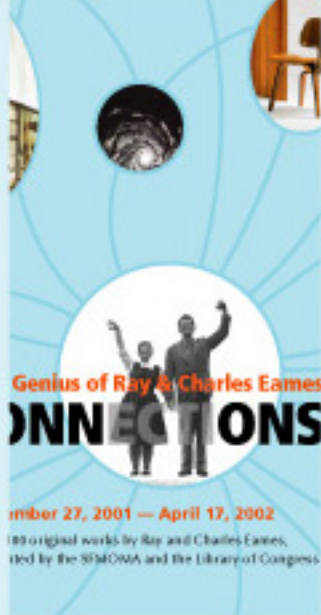
fresh, fragrant, and flavorful...
enter a new realm of baked perfection

promotion
eames exhibit

client San Francisco Museum of Modern Art

project scope poster advertising an exhibit of Charles and Ray Eames' body of work; direct mail piece inviting SFMOMA members to attend reception.

concept "Making Connections" between the wide variety of Eames media/materials/content/clients, and between SFMOMA and its members; the Eames philosophy of design=gift.



central image for poster and invitation



Insert your gift, 6x6 in the top,
and then bend out the D tabs.



MAKING CONNECTIONS

Ray and Charles EAMES

Considered by many to be the most important designers of the 20th century, Ray and Charles Eames created a legacy of furniture, film, architecture, graphics, exhibitions, and other works that continue to inspire designers around the world. In partnership with the Library of Congress, SIMOMA is proud to present over 180 of their original works.

Opening Night RECEPTION

Please join us on **Tuesday, November 27** 6 pm to 9 pm for a special reception. Complimentary cocktails and hors d'oeuvres will be served in the library and Aileen Buckley, Curator of Architecture and Design, will deliver a special lecture at 7 pm in the main gallery.



Design = GIFT

An essential element of the Eames design philosophy was the underlying notion of connectedness—that the best design solutions reflected the natural overlap between the interests of the individual, the designer, and wider society as a whole. Ray and Charles also viewed each new project as an opportunity to present a thoughtful, prepared solution.

layout

mackintosh spread

client Design Magazine

project scope 5-page magazine spread based on Charles Rennie Mackintosh's body of work, focusing on his ladder-back chair.

concept A blend of Arts & Crafts and Art Nouveau forms, reflecting the unique period during which Mackintosh actively worked; clean geometry and graphic elegance.



Title textblock from opening page

Mackintosh's work uncannily
anticipates the

purity and
structural
integrity

now identified with
Modernism



Mackintosh's name is popularly
identified with the pure graphic

MACKINTOSH STYLE

of his furniture, his architecture, his
interiors, his designs, with
their intersecting planes, gridded
forms, and geometric shapes,
in terms of modern design.

... narrow ladderback chair
... not to be decorative, not to
... be set on. Its delicacy
... its original function as a

Design Magazine

... furniture in the room for
... was designed. Furniture,
... se design and placement,
... gital to the way Mackin-



packaging

empire teas

client Lipton

project scope Original logo; product branding, defining three products in the line.

concept Tea as it was enjoyed when first introduced to Western Europe, as a rare and expensive personal indulgence; refinement, purity, and tradition.

EMPIRE



PREMIUM TEAS

Empire brand logo

Earl Grey Tea

Earl Grey tea is a blend of black tea leaves with the citrusy, aromatic flavor of bergamot oil. It was created in the 1830s by Earl Grey, a British statesman and politician. The tea is named after him and is one of the most popular flavored teas in the world.

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Pink Lemon Tea

Pink lemon tea is a blend of black tea leaves with the citrusy, aromatic flavor of bergamot oil and the sweet, tangy flavor of pink lemons. It was created in the 1980s by a British statesman and politician.

Tea notes

Tea, Earl Grey, Bergamot, Pink Lemon

EMPIRE PREMIUM TEAS

Early colonists introduced tea to the New World, but it was Sir Thomas J. Lipton who truly popularized the beverage in America in 1869. Lipton had already established a successful tea business in England, selling the finest, highest-quality tea leaves. To ensure a supply that met his uncompromising standard, Lipton bought his own tea in tea and transported the tea to America in clipper ships. Continuing this tradition of excellence, the Empire family of premium teas bring you distinctive flavors from around the globe, made with only the finest ingredients.



*a refreshing flavor with light,
savory notes and subtle floral aftertaste*

Empire brand logo

Pink Lemon Earl Grey Tea

EMPIRE



Earl Grey Tea

Empire brand logo

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Description

This tea is a blend of black tea leaves with the citrusy, aromatic flavor of bergamot oil and the sweet, tangy flavor of pink lemons.

Flavor

This tea has a light, refreshing flavor with a subtle floral aftertaste.

Tea notes

Tea, Earl Grey, Bergamot, Pink Lemon



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