

**BALANCE THE WORK YOU LOVE WITH THE LIFE YOU WANT**

*discover how 5 design firms have redefined success*

DESIGN IDEAS AT WORK

SPECIAL ISSUE

*Business*

TIME

WORK

10 ways to  
make clients  
**LOVE** you

**SALARY REPORT**  
how will current  
trends impact  
your paycheck?

**PERFECT 10**  
winners of HOW's  
most exclusive  
design awards

DECEMBER 2005 *display until 12/26/05*  
\$12.95 US \$19.95 CAN



COMPETITION WINNERS

# PERFECT 10 DESIGN AWARDS

## A Perfect Engagement

*"If there's a common theme of the winners in this show, it's that the work invites you in. Rather than talking at you or to you, it encourages you to engage with it."*

— JUDGE DAVID SCHIMMEL

As he sifted through roughly 100 finalists, in the task of choosing just 10 winners in HOW's Perfect 10 Design Awards, judge David Schimmel responded strongest to the most engaging projects. He found that quality in *The Summit Book*, a daily planner from German design firm Strichpunkt. And in the Croatian arts magazine *Frakcija*, which contains blank pages on which readers can scribble notes. And also in a promotional piece for illustrator Elvis Swift, where little glassine envelopes hold bits of Swift's art and invite user interaction.

Schimmel viewed his role in evaluating the Perfect 10 entries as more of a curator than a judge. He assembled a collection of gorgeous work—pieces that exhibit not only a strong design aesthetic, but also an ideal and appropriate marriage of concept, materials and production. Schimmel's final selections, the 10 winners on the following pages, virtually beg to be opened, touched and experienced.



Principal of the New York City firm And Partners, David Schimmel is no stranger to award-winning design, or to exquisite production values. Schimmel, who launched his firm at the tender age of 23, has scored numerous design awards. Most recently, his screen-printed *Punc't* poster series for Neenah Paper received an Outstanding Achievement award in HOW's 2005 International and Self-Promotion Design Awards; his beautiful annual report for the Ransom Everglades School won a merit award in our Self-Promo competition, as well. And Partners provides branding, identity and collateral design for upscale consumer-products and professional-service companies. [david@andpartnersny.com](mailto:david@andpartnersny.com)

WRITING BY TIFFANY MEYERS  
PHOTOGRAPHY BY HAL BARKAN

PERFECT 10 AWARDS

## WINNER



1

2

## Not So Stock

This image showcase from Veer, one in a series of five, certainly weighs less than your typical gargantuan stock sourcebook. By way of four themed sections, however, the diminutive booklet nonetheless illustrates the breadth of the image provider's collection. A "Power Skirt" section positions Veer as the go-to source for business imagery, while the hotties featured therein give the corporate category sex appeal. Another section devoted to poodles—displaying that breed in every iteration from pink to plastic—touts Veer's more idiosyncratic options. The book's use of Forest Stewardship Council-certified paper reflects Veer's dedication to sustainable design, while the uncoated stock distinguishes it from the blinding sheen of its competitors' materials. Veer's in-house art director Bryce Beresh explains that the perfect binding and 60 lb. paper give this book a longer shelf life than most flimsy image catalogs. "We want this book to sit on art directors' desks for years," he says.

**TITLE** Veer Image Showcase #1 | **FIRM/CLIENT** Veer, New York City; [www.veer.com](http://www.veer.com) | **CREATIVE DIRECTOR** Sheldon Popiel | **ART DIRECTOR** Bryce Beresh | **DESIGNERS** Drew Ng-How-Tseung, Jenelle Gartner | **EDITOR** Jon Parker | **COPYWRITERS** Berenice Gargus, Jon Parker | **PRINTER** Hemlock Printers Ltd., Burnaby, British Columbia; [www.hemlock.com](http://www.hemlock.com) | **PAPER** Neenah Environment Vellum White Text and Cover | **PRODUCTION** offset

**1** Four sections—"Poodle," "Power Skirt," "Junk Food" and "Kiss"—demonstrate the range of Veer's image collection. "Not a lot of people are going to be searching for poodle images," says art director Bryce Beresh. "But the idea was to get people to think, 'If they have that much on poodles, they must have a ton of everything else.'"

**2** Judge David Schimmel describes the quality of the four-color printing as "superb."

**3** While the covers of each subsequent book in this five-part series range from orange to turquoise, gray divider pages allow the images to pop.



3