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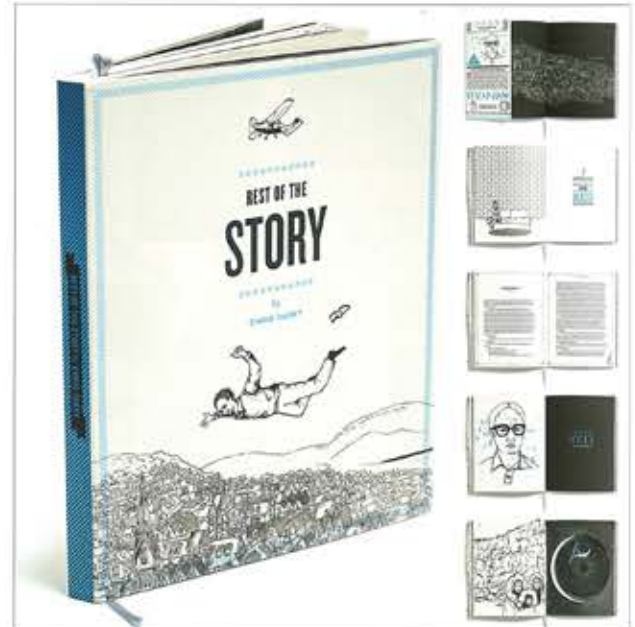




1



2



3

1 Environmental/Signage Design | Single

Design Studio: Reich+Petch Design International, Toronto, Ont. **t:** 416-480-2020 **e:** nreich@reich-petch.com **w:** www.reich-petch.com

Principal: Tony Reich **Art Direction:** Edmund Li **Design:** Michelle Parrish, Vivien Chow **Senior Technologist:** Mark Catchpole

The Donor Recognition and History Wall is a series of graphic panels within the museum's new lantern glass structure. The panels recognize the generous donors who made this expansion a reality, and who continue to allow for the museum's ongoing growth. It also tells the story of the 100-year-old historic building, from its beginning through to its recent transformation. The design objective was to create a "graphic forest," which also reinforces the museum's nature theme.

2 CD, DVD, Video Sleeve Design | Single

Design Studio: Backyard Design, Toronto, Ont. **e:** studio@backyarddesign.ca **w:** www.backyarddesign.ca

Design: Yesim Tosuner **Illustration:** Yesim Tosuner **Photography:** Michael Davidson **Manufacturer:** Manufacturing Services (Toronto)

View is the new album by the Canadian jazz musician and composer Tara Davidson. Inspired by the sophisticated simplicity of Tara's music, the design concept provides a reflective view of the artist looking out, as opposed to the listener looking in. The palette is rich and earthy but limited to only a few distinct colours, and the package is printed on the matte side of the stock, which enhances the tactile experience.

3 CD, DVD, Video Sleeve Design | Single

Agency: Rethink, Vancouver, B.C. **t:** 416-583-2178 **e:** cory@rethinkcanada.com **w:** www.rethinkcanada.com

Creative Direction: Chris Staples, Ian Grais **Design:** Jeff Harrison **Producer:** Kerry Bhangu **Account Managers:** Daylan Wong, Jennifer Newsted

Illustration: Kim Ridgewell **Printing Company:** Metropolitan Fine Printers

Chris Torry is both an accomplished author and a distinguished jazz musician, so we turned the package for his latest CD into a book of his short stories. The illustrations set the stage for the fiction, while the musical album provides the Rest of the Story. As an extra twist, the CD lies at the bottom of a large die-cut hole in the book, mirroring a fall taken by one of its characters.



Over 25 years, we have evolved our viewpoint about design to create extraordinary moments and opportunities for people to have experiences that change their understanding and perspective of the world they live in.

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