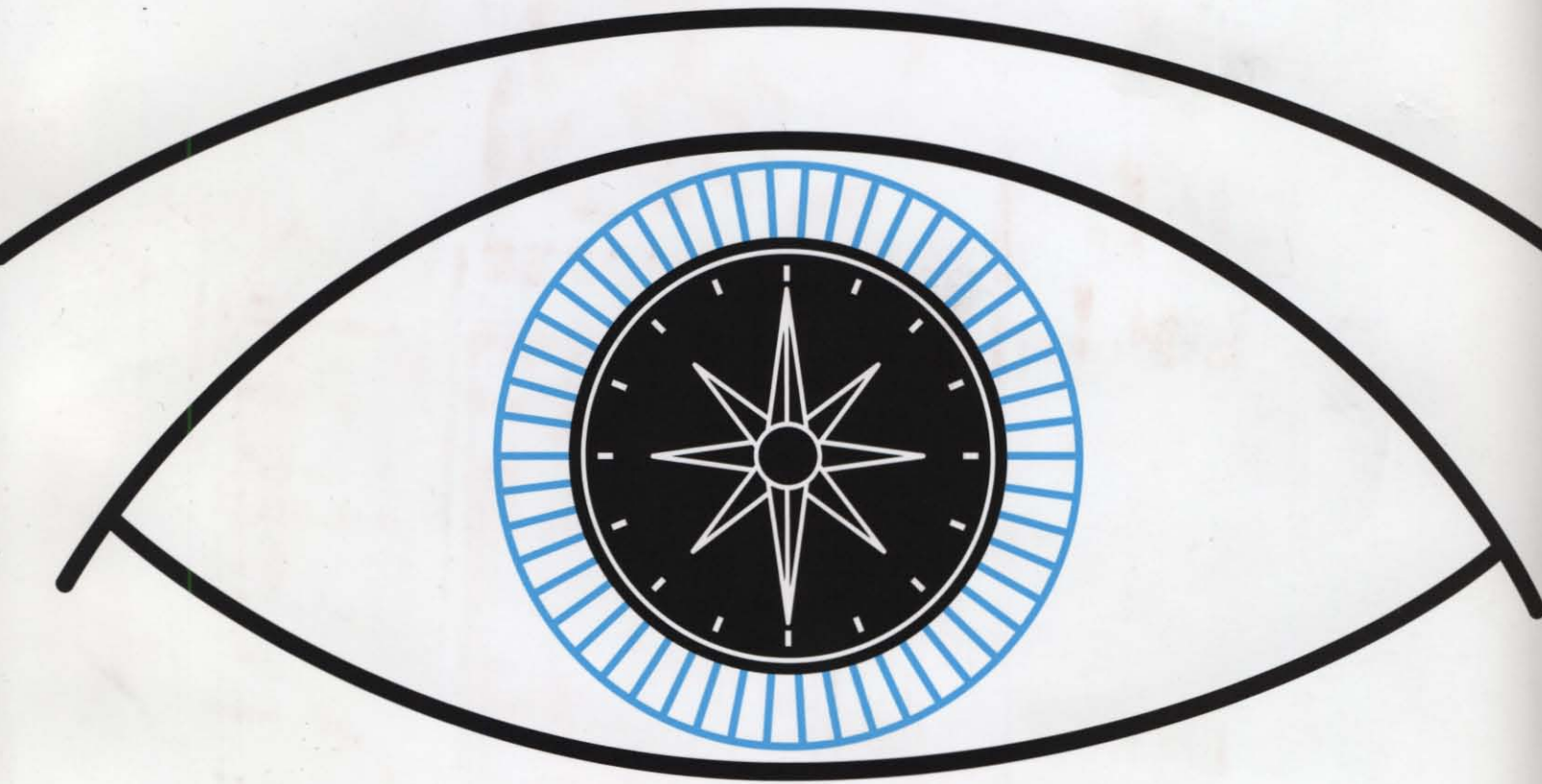


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# John Bielenberg

## “Thinking Wrong at the Edge of the Earth”

Monday, April 17, 4pm Brown 320  
Maryland Institute College of Art

John is founder and director of Project M, a summer program in Maine that inspires young designers, writers, photographers and filmmakers by proving that their work can have a positive and significant impact on the world by Thinking Wrong.

Since 1991, John has produced an ongoing series of projects under the pseudonym Virtual Telematrix, Inc. that address issues related to the practice of graphic design and Corporate America. The San Francisco Museum of Modern Art has acquired 6 of the VT projects and staged a Virtual Telematrix exhibition and mock IPO in 2000.

In addition, John has won over 250 design awards, was recently nominated for 2 National Design Awards from the Cooper-Hewitt Museum, has served on the AIGA National Board of Directors, taught at California College of the Arts in San Francisco and has written articles on design for Communication Arts Magazine, Critique Magazine, “Looking Closer 2-Critical Writings on Graphic Design,” and “Design Issues-How Graphic Design Informs Society.” He is currently co-curating an issue of STEP magazine on Thinking Wrong.

John is a member of AGI (Alliance Graphique Internationale) and is Vice President, and on the Board of Directors, of the PopTech Institute in Camden, which explores the impact of technology on people.

Sponsored by the MICA undergraduate and graduate graphic design departments.



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## Washington/ Baltimore

in the country.” Clients, also, can be anywhere, and that means there are more of them to go around, too—nationally and locally. Rick Heffner, principal of Fuszion Collaborative in Alexandria, Virginia, says that his firm doesn’t court government work—a local staple—simply because it isn’t of interest. It’s one sign that there are enough projects for him to pick and choose. “We go after the brands we can relate to,” says Heffner.

Exit 10, a Baltimore-based firm, is hardly hurting for jobs either, working for a spectrum of clients that includes the transportation giant CSX and a local bookstore. Yet art director Scott Sugiuchi notes that budgets generally have become more conservative. “It’s not dire,” he says, “but there’s definitely a lot more double-checking of the bottom line.”

Still, any cost-cutting hasn’t caused D.C./Baltimore designers to start watching their backs. As Lefebure points out, if good work wins the day in a global market, there’s no need to worry about edging out other designers for that one big project.

1. **Poster for Maryland Institute College of Art, Baltimore.** Art directors: Bernard Canniffe, Mike Weikert, Oliver Munday; client: John Bielenberg/MICA.  
 2. **Cover and spreads from a commemorative book for the Signature Theatre.** Design firm: Design Army, Washington;

art directors: Pum Lefebure, Jake Lefebure; designer: Dan Adler; illustrator: Carol Pratt.  
 3. **Cover for a self-promotional holiday book.** Design firm: Lanfordesign, Silver Spring, MD; designer: David Lanford.

4. **Personal project.** Designer/illustrator/writer: Cecilia Cortes, Washington.  
 5. **Illustration for ASEE PRISM.** Design firm: American Society for Engineering Education, Washington; designer/illustrator: Lung-I Lo.

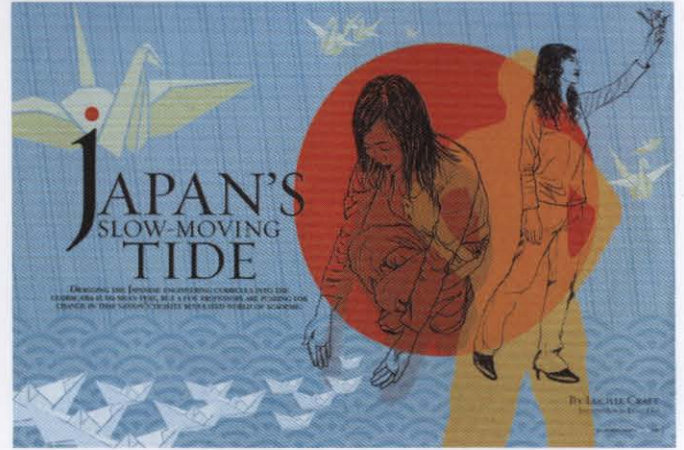
6. **CD package for East Ghost West Ghost.** Design firm: Fuszion Collaborative, Alexandria, VA; designer: John Foster.  
 7. **2005 annual report for Jos. A. Bank clothiers.** Design firm: Ashton Design, Baltimore; designer: Hwa Shin Lee.



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