

COMMUNICATION ARTS

MARCH/APRIL 1995 ■ SEVEN DOLLARS



COMMUNICATION ARTS

FEATURES

42 RIGSBY DESIGN

Elegance and clarity infuse the work of this Houston, Texas firm.
By Carol St. George

52 MAD DOGS & ENGLISHMEN

A New York agency whose work is as original as their name.
By Warren Berger

62 GREGORY MANCHESSE

This Ohio illustrator turned his back on realism for a more soulful expression.
By Michael Kaplan

72 HANS NELEMAN

A New York photographer (via Holland) who treats the camera frame like a canvas.
By Larry Francella

82 DESIGNING A NEW RUSSIA

A report on life and design in today's Moscow.
By Robert L. Peters

94 THE GOLDEN BEE BIENNALE

Moscow's second international poster competition.
By Robert L. Peters

98 BRNO INTERNATIONAL BIENNALE OF GRAPHIC DESIGN

Winning work from the Czech Republic's venerable biennial competition.
By András Fűrész

105 ĒCO

An update on the great chlorine debate plus a listing of chlorine-free papers.
Designed and edited by Eva Anderson

109 EXHIBIT

The latest and brightest work from here and abroad.

Volume 37, Number 1

March
April
1995

T E C H N O L O G Y

- 120 TECHNOLOGY *San Francisco's Clement Mok and his ground-breaking firm.*
- 130 DESIGN TECHNOLOGY *Wendy Richmond offers a matrix to unite the physical and virtual worlds.*
- 135 MACWORLD *Sam McMillan reports from the digital bazaar.*
- 138 TECHNOLOGY REVIEWS *Adobe System's Premiere 4.0.*
- 142 TECHNOLOGY RESOURCES *Books, magazines, newsletters, seminars and training.*

EDITOR AND DESIGNER
Patrick Coyne

EXECUTIVE EDITOR
Jean A. Coyne

CONSULTING
EDITOR AND DESIGNER
Stephanie Steyer-Coyne

MANAGING EDITOR
Anne Telford

ASSOCIATE DESIGNER
Mark Eastman

PRODUCTION MANAGER
Scott Perry

PRODUCTION
Ron Niewald

ADVERTISING AND
CIRCULATION DIRECTOR
Michael Krigel

ADMINISTRATIVE ASSISTANTS
Nancy Hagemann
Nina Kitching

EDITORIAL ASSISTANT
Sue Garibaldi

SUBSCRIPTION MANAGER
RETAIL SALES
Jason Jackson

SUBSCRIPTION
Gloria Rosario
Priscilla Brooks

ACCOUNTING
David Galuppo

TRAFFIC MANAGER
Lisa Marie Perez-Capella

FOUNDER
Richard Coyne

C O L U M N S

- 18 FREE-LANCE *Barbara Gordon discusses comping vs. copyright.*
- 21 DESIGN ISSUES *John Bielenberg thinks about communication.*
- 26 CONFERENCE REVIEW *Laurel Harper on the first Organization of Black Designers conference.*
- 30 OPINION/COMMENTARY *Hugh Dubberly explains complex design problem management.*
- 148 ADVERTISING *Tom Monahan tackles the issue of market position.*
- 152 LEGAL AFFAIRS *Lee Wilson gives tips for using existing trademarks without problems.*

D E P A R T M E N T S

- 8 EDITOR'S COLUMN
- 10 CONTRIBUTORS
- 12 LETTERS TO THE EDITOR
- 37 DESIGN AND ADVERTISING CALL FOR ENTRIES
- 160 MATERIALS, AVAILABLE LITERATURE
- 163 CLUBS, CONFERENCES, SEMINARS
- 164 DIRECTORY
- 156 BOOK REVIEWS

COVER: © 1995 Gregory Manchess. Painting used for display in a new Ralph Lauren store in New York. Alfredo Paredes, art director. 24 x 36; oil on linen.

Communication Arts (ISSN 0010-3519) is published eight times a year, January/February, March/April, May/June, July, August, September/October, November, December, by Coyne & Blanchard, Inc., 410 Sherman Avenue, Palo Alto, CA 94306.

Copyright 1995 by Coyne & Blanchard, Inc.

Second class postage paid at Palo Alto, CA and additional offices.

Postmaster: Send address changes to Communication Arts, P.O. Box 10300, 410 Sherman Ave., Palo Alto, CA 94303.

Editeur responsable (Belgique):
Christian Desmet
Vuurgatstraat 92, 3090 Overijse, Belgique

All pieces reproduced in this issue are under prior copyright by the creators or by contractual arrangements with their clients. Nothing shown may be reproduced in any form without obtaining the permission of the creators and any other person or company who may have copyright ownership.

