

A romantic couple in 1940s style. The man is wearing a white sailor's cap and a dark jacket with white stripes on the sleeve. The woman is wearing a white dress with a dark bow at the neck. They are kissing passionately. In the background, a crowd of people is visible, some wearing hats and coats, suggesting a public event or a busy street scene.

**GD
USA**
GRAPHIC DESIGN USA

DESIGNER FRIENDLY DIRECTORY

SAKS SHOPS FOR SHEPARD FAIREY
PEARLFISHER PACKAGE ADDS BUZZ
MANAGING A FIRM IN TOUGH TIMES

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LITTER ADDICTS ANONYMOUSE
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| SAKS HIRES OBAMA ARTIST FOR SPRING |

NEW YORK NY

Saks Fifth Avenue hired Shepard Fairey, the artist who created the iconic Hope poster of Barack Obama that became one of the best-known, though unofficial, images of the presidential campaign, to design catalog covers and shopping bags as part of its Spring marketing. The campaign is inspired by the bold graphic designs and propaganda spirit of Constructivist art — although of course it's meant to be tongue-in-cheek. Saks' slogan "Want It!" is printed in lettering similar to the graphic designs of Rodchenko, the Russian graphic designer who was one of the founders of Constructivism. The images, largely realized by Cleon Peterson of Studio Number One, Fairey's LA design company, depict the season's trends in black-and-white images with geometric slashes of red, some of them shown on models posing as if they're champions of workers' rights. The ads resemble those made in the 1920s for state-run department stores in the Soviet Union, which — given current economic woes facing workers and retailers— may not be such a stretch. Contact: www.saksfifthavenue.com



Getting Kitty to Kick Litter

SAN FRANCISCO CA

Chen Design Associates probably never imagined designing a book cover with a cat perched on a toilet seat. But that's exactly what it did for Perre DiCarlo's debut book *Kick Litter*, a so-called nine-step program for recovering cat litter addicts. The humorous gift book is the first by DiCarlo, the Hollywood motion designer behind the Harry Potter, Batman and Warner Bros. websites. A dog person by nature, DiCarlo said he had no idea it was possible to train his two new kittens until it was too late. Joshua Chen was Creative Director on the *Kick Litter* project, with Art Direction by Max Spector. Contact: www.chendesign.com, www.kicklitter.com