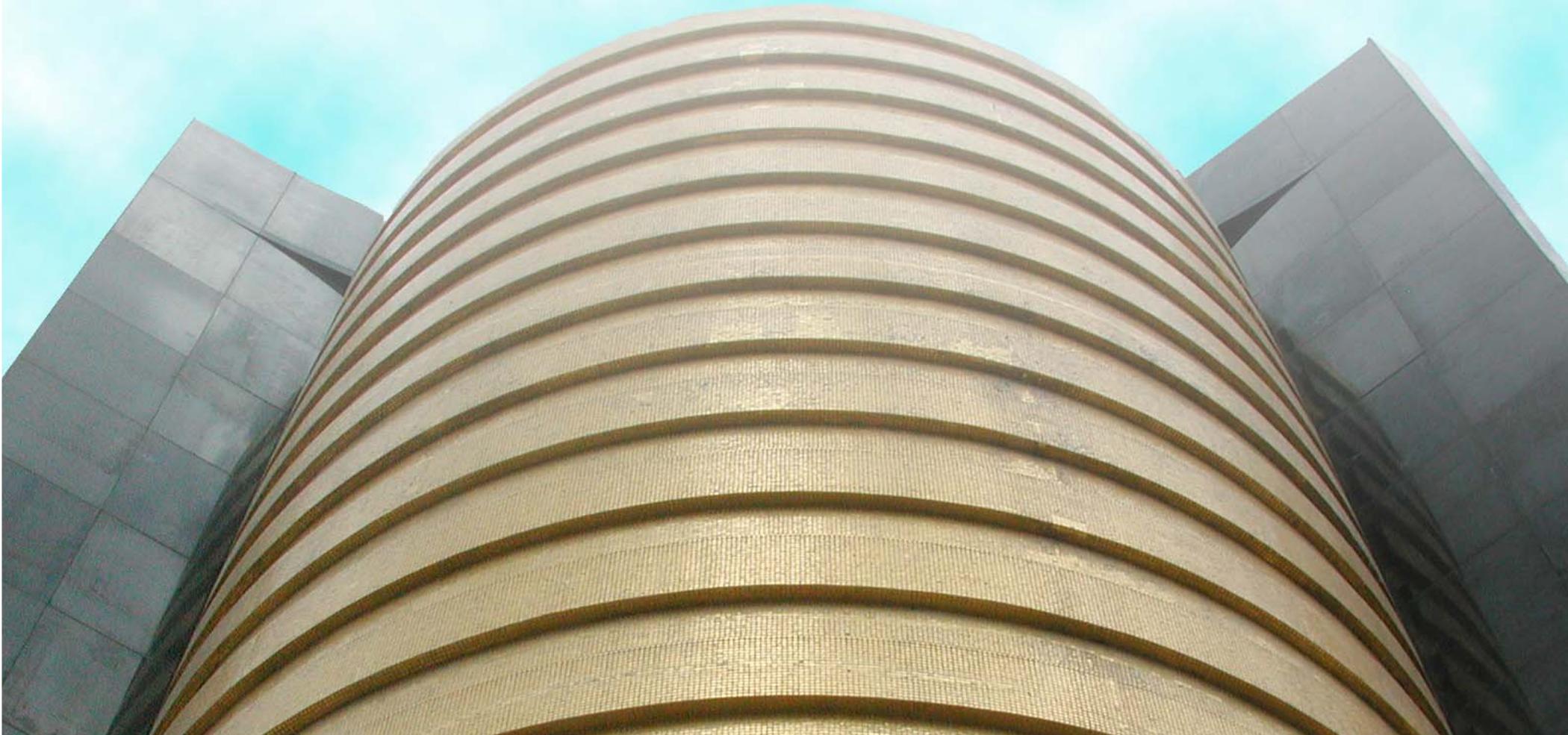


The Center for New Media

L A C M A

PRELIMINARY CONCEPTS



Wow! What an idea . . . New Media . . . what a concept! When reading the draft my thoughts went to colors—primarily bright, representing energy or technology, but also black—representing that void or nothingness where all things begin.

A sophisticated, presentable campaign that is substantial enough to be taken seriously, and beautiful enough to fit within the environment of those being approached.

Within this proposal, I bring to a visual realm what the tools may become—the tools that are intended to bring to LACMA the resources in order to bring this concept into reality.

Remember, this is not a final presentation, only ideas to be considered, and responded to. Your initial responses will aid in the development of a final presentation.

Thought 1

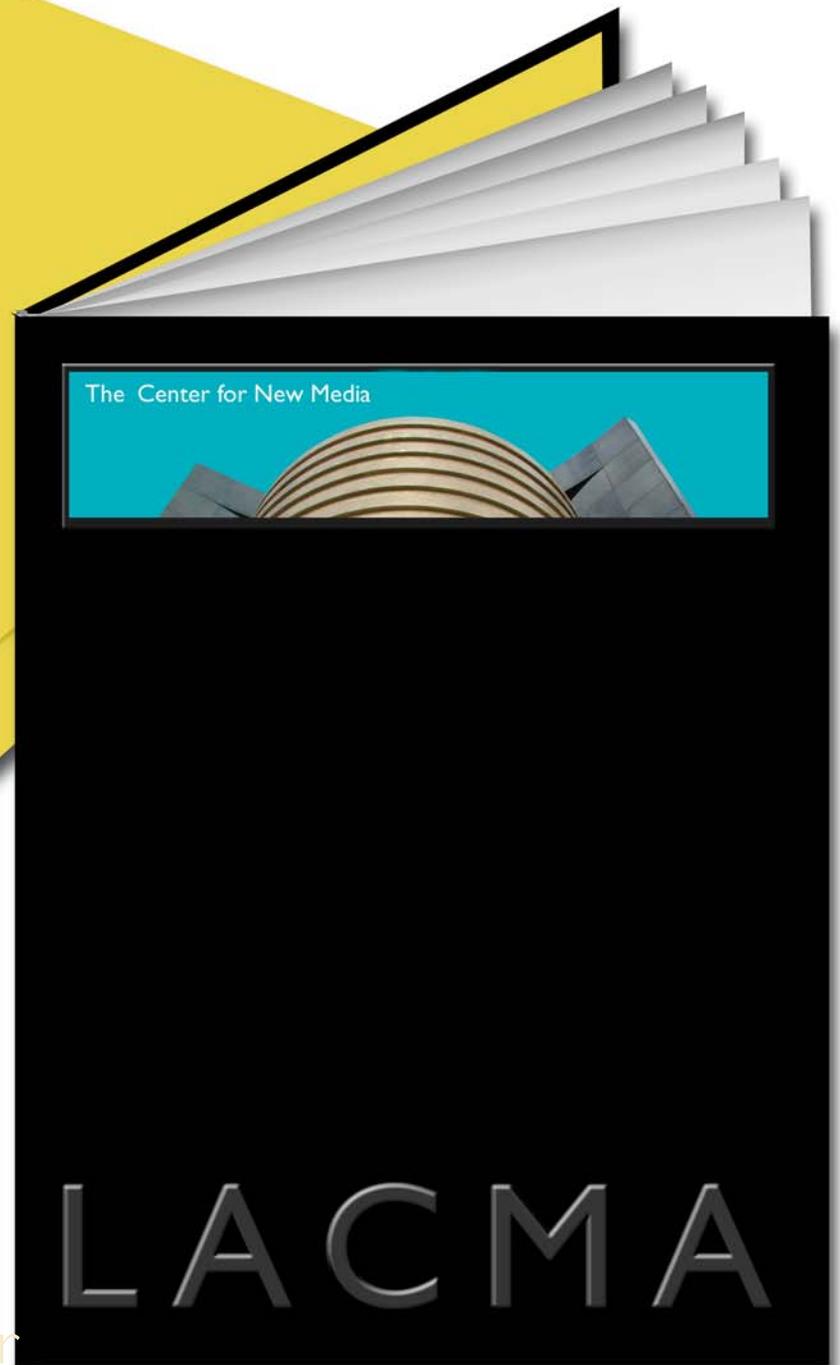
This thought is a two-piece, litho-wrapped box, completely blank on the outside and inside. This custom-designed box is wrapped with yellow Confetti paper. Confetti (by Fox River Paper Company) is a beautiful recycled sheet that has various colored flecks in the surface. It's fun, yet beautiful, and brings to mind the "sparks" of thought and of energy. The interior of the box could be black leather.

The binder, personalized in the tipped-in image at top (which is placed in an embossed area, holds the color printed pages of the proposal, and is black leather on the outside with yellow Confetti paper inside. It will have a pocket on the inside back cover to hold inserts.

The printed pages will be produced digitally on 80# Tiara Starwhite Vicksburg Smooth Cover, a substantial stock with a wonderfully uncoated surface—rich and a great feeling stock—saddle-stitched and then held in the binder by a gold cord that runs from top to bottom in the spine. The inserts are simply slid under the cord.

box

binder



Thought 2



box

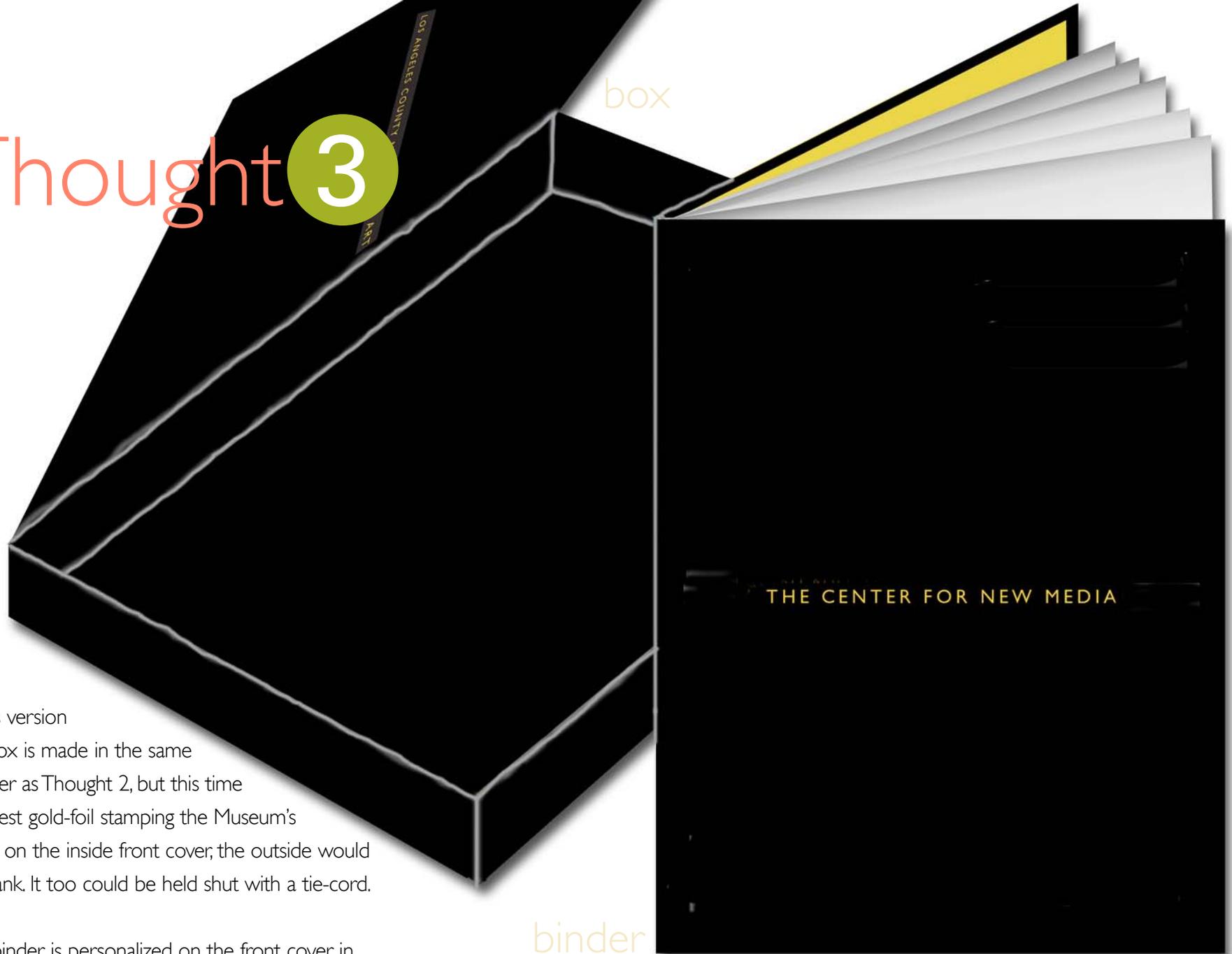
binder

In this version I suggest a black cloth-wrapped box with a “cigar box type” opening. The front cover could be stamped or blind embossed with “LACMA,” and tied shut with a gold tie-cord, or some type of unique fastener.

The binder is personalized on the front cover in gold, and a blind embossed logo could also be present. I would like to suggest a bright-colored, retro vinyl on the cover. The inside is black cloth

and also has a pocket. The printed pages are held in place as in Thought 1, and are produced in the same manner.

Thought 3



In this version the box is made in the same manner as Thought 2, but this time I suggest gold-foil stamping the Museum's name on the inside front cover; the outside would be blank. It too could be held shut with a tie-cord.

The binder is personalized on the front cover in gold, on the same horizontal as the Museum's name on the box. This cover would be wrapped in the same black cloth as the box. The inside is

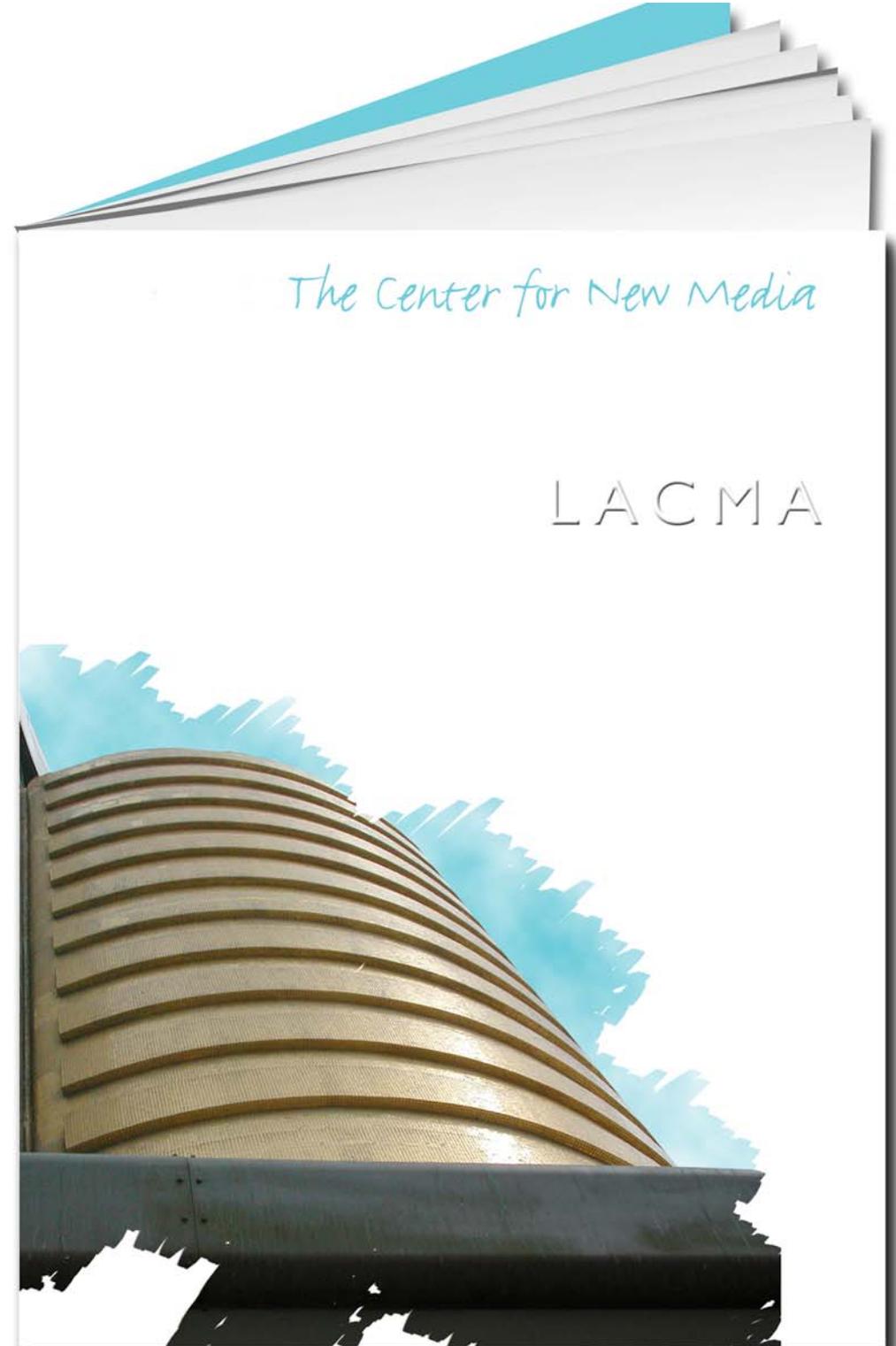
yellow Confetti paper; and has a pocket. The printed pages are held in place as in the previous versions and produced in the same manner:

Thought 4

Although this might seem to be the most simple, it is actually the most difficult to produce with our small quantity and time constraints.

This is a conventionally printed 9x12 brochure, personalized and having a glued pocket in the inside back cover.

I think the other versions are probably more appropriate, but should you envision this type brochure, it is also possible to produce.



General Comments

Any of the four presented version, as well as alternatives thereof are possible within the timeframe we have discussed. I am most excited about Thought 1, 2, or 3, and have discussed them with my local specialty binder who is extremely excited about producing something like this for LACMA.

If I could get comments on direction this week, I could go ahead and have a prototype produced with actual materials and stocks. This prototype could be FedEx by mid to end of next week, so you can see the actual materials and craftsmanship while we are designing the interior printed pages.

Budget-wise, Thoughts 1-3 would be between \$5,000 and \$6,000 for a quantity of 10. This includes my fee, as well as all production, and a prototype. Remove the exterior boxes and you can save about \$1,500.

Something like Thought 4 is about the same cost, but I feel, much less exciting.

Keep in mind, all the concepts provided here are only concepts and not final designs. The design of the interior printed pages will play a very important role in the overall impact of the piece. I will get that to you as soon as I receive the final draft. If timing works as I hope, I will also provide an actual printed version of the inside when I send the prototype. So basically, you would see the final quality of everything before we produce the actual final pieces. Let's hope schedules all jive, and this is in fact possible.

Due to the quick turn, Thoughts 1-3 need to remain at the 8.5 x 11 format. The digital press I plan to use, in order to maintain quality, can only bleed at this size, and can not accommodate a larger 9 x 12 format.

Anyway, hope you see something you like, and I look forward to comments and questions.