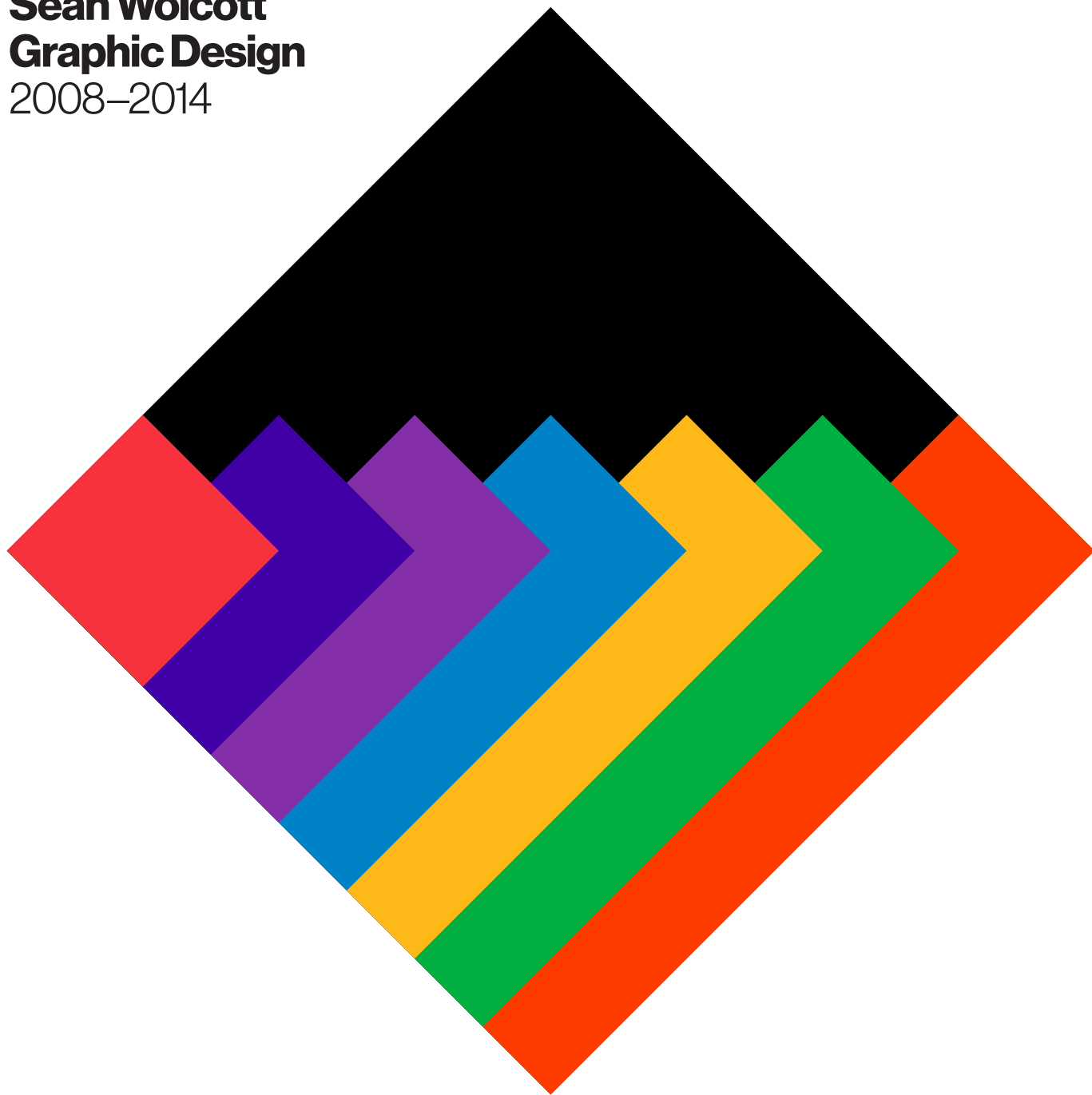


**Sean Wolcott**  
**Graphic Design**  
2008–2014



**Sean Wolcott**  
**Graphic Design**  
2008–2014





About this book

This book represents a large portion of the body of design work I have produced over the last seven years. While I have been practicing in the design field much longer, any such works preceding this period were focused on my primary task at the time of production versus creation or are otherwise “pre-enlightenment,” meaning that they were made before my own personal illumination on the power, purity, and clarity of design. The projects included here mostly represent my own design agency, Rationale. Many other projects created in collaboration with teams of past employers during this time have been omitted, not for lack of quality, but to maintain a focus on the Rationale work, which represents my beliefs and the ongoing refinement of my personal design language. I hope you enjoy.

Sean Wolcott, December 2014  
rationale-design.com

Book design: Sean Wolcott  
Project photography: Casey Broadwater  
Bio photography: April Brimer  
Bio text: Michael Gagliano  
Copy editing: Erik Wirsing

Contents

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“More than proud, I am honored to know such a talent.” – Massimo Vignelli



**Sean Wolcott is a Seattle-based graphic designer, currently working as a Creative Director at Microsoft. Besides creating user interfaces and experiences for products used by millions, Mr. Wolcott runs his own practice, Rationale, where he designs identities, packaging, signage, publications, websites, and user interfaces for a wide range of clients.**

**His work reflects a holistic philosophy of design and a visual language, which aims at rational, objective expression that can appropriately convey client values. For Mr. Wolcott, design is not a matter of style, but rather a logical, problem-solving process that leads to timeless solutions.**

**Mr. Wolcott had the privilege of studying under Massimo Vignelli, whose teachings continue to inform his philosophy and propel his craft to higher standards of excellence. His work is often featured in printed and online publications, and he has been selected by Mr. Vignelli as one of the top five American**

**graphic designers today under the age of 50. His works will be exhibited in the USA and Italy in 2017.**

**Mr. Wolcott has also taught at the School of Visual Concepts in Seattle, Washington, where he instructed corporate identity and user interface design courses. His efforts to inform and promote a better design culture are also reflected in his activity as an international speaker, having lectured several times in the United States, as well as in European countries.**

**Identity**

Latitudex, an identity system for IT services company, provides a unique and vibrant visual language that clearly differentiates the company from competitors.

Just as latitudinal lines wrap the globe, a continuous line wraps all Latitudex communications. This unbroken element, represents a direct line to the solution, as well as a promise to the customer. The primary system of yellow-orange color provides a bright and optimistic accent to all pieces.

# Latitudex

Directly to  
the solution

IT Solutions  
[latitudex-it.com](http://latitudex-it.com)

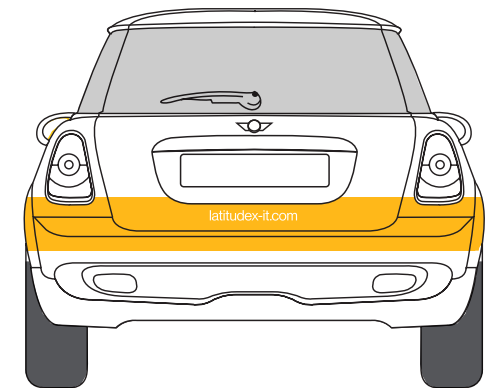
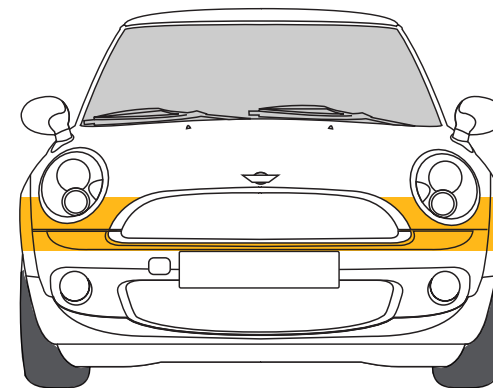
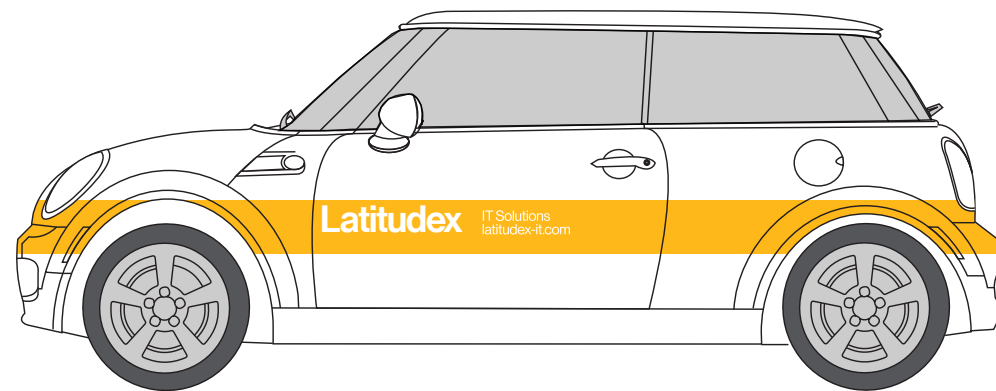


Latitudex

Latitudex

Latitudex

Latitudex





Directly to  
the solution

Latitudex

## We believe

in every situation there's always a way to improve. A holistic view to any situation is key in reaching a resolution.

This is the way we approach IT.

Sure, there are a million ways to do one thing, but what matters most to us, is what you want. We will help you based on your specific needs. It's hard not to think about what works "now", but how you'll use it, maintain it, and need it in the future of your home or business.

There are no limits to how we can help you in any IT situation or need.

Contact us if you'd like to discuss more about your project.

**Networks** We offers proven solutions to help build, support and monitor your network and IT infrastructure.

**Installations** Network installation and migration, installation of hardware is our specialty.

**Consultations** We are available for a wide variety of technology consulting.

**Severs** Efficiently onto fewer servers, reducing energy usage, hardware maintenance and IT costs.

**Security** Stop security breaches and other threats that can seriously disrupt your business.

**Let's Talk** 425/877 9661  
hello@latitudex-it.com





Mr. James Smith  
800 96th Ave NE  
Lake Stevens, WA 98258

December 21st, 2013

Latitudex

IT Solutions

latitudex-it.com  
425/877 9661  
632 Willows Ave  
Lynwood, WA 98037

Dear Mr. Smith,

The following copy is for placeholder example only. These statements are some of our favorite musings regarding design. Design is simple. It's about simplifying. Bad design makes it more complex. Remove the non-essential in order to bring out the essential. The ability to simplify means to eliminate the unnecessary so that the necessary may speak. Design is so simple, that's why it is so complicated.

Make it as simple as possible. But no simpler. Any intelligent fool can make things bigger and more complex. It takes a touch of genius—and a lot of courage to move in the opposite direction. Perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away.

An aesthetically balanced and harmonious design based on a rule, on some kind of formal grammar, also gives the product a special usability. The function of design is not fulfilled merely by indulging in change for change's sake, by pursuing the whims of fashion, or by endlessly increasing its vocabulary. What we designers must do is discover a grammar of graphic design.

Modern businessmen have come to recognize that design can and should be used to express the character and identity of business organizations. Design is a function of management, both within and industry and the world outside it. Industry is the institution that reaches further into our civilization than government and therefore has a greater opportunity and responsibility to influence the quality of life.

Sincerely yours,



Sean Wolcott

IT Solutions

latitudex-it.com  
632 Willows Ave  
Lynwood, WA 98037

Latitudex



IT Solutions

latitudex-it.com  
632 Willows Ave  
Lynwood, WA 98037

John Woll  
425/877 9661  
john@latitudex-it.com

Latitudex



# Lighting Fires

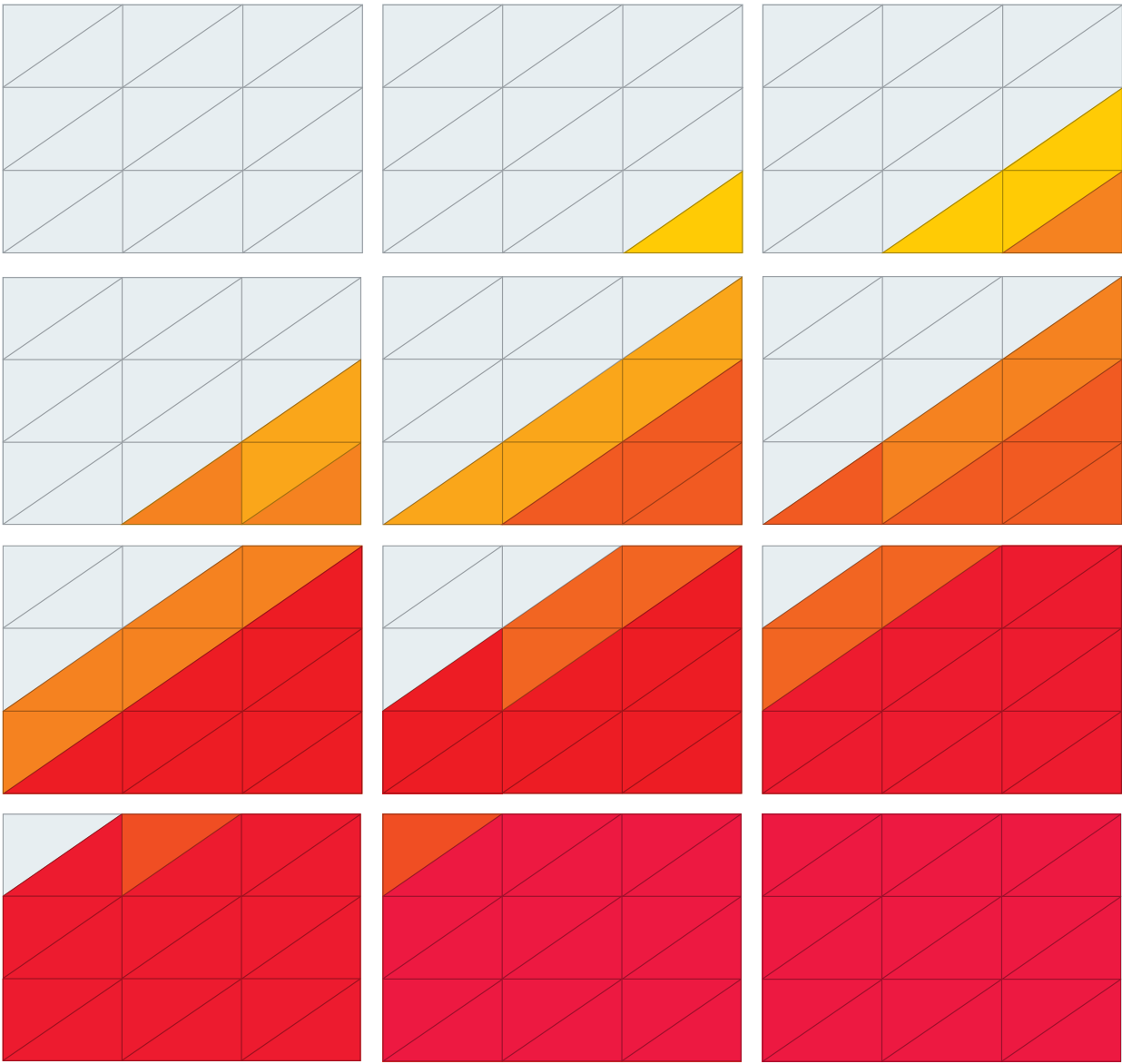
*Integrated social  
media campaign  
planning over time*



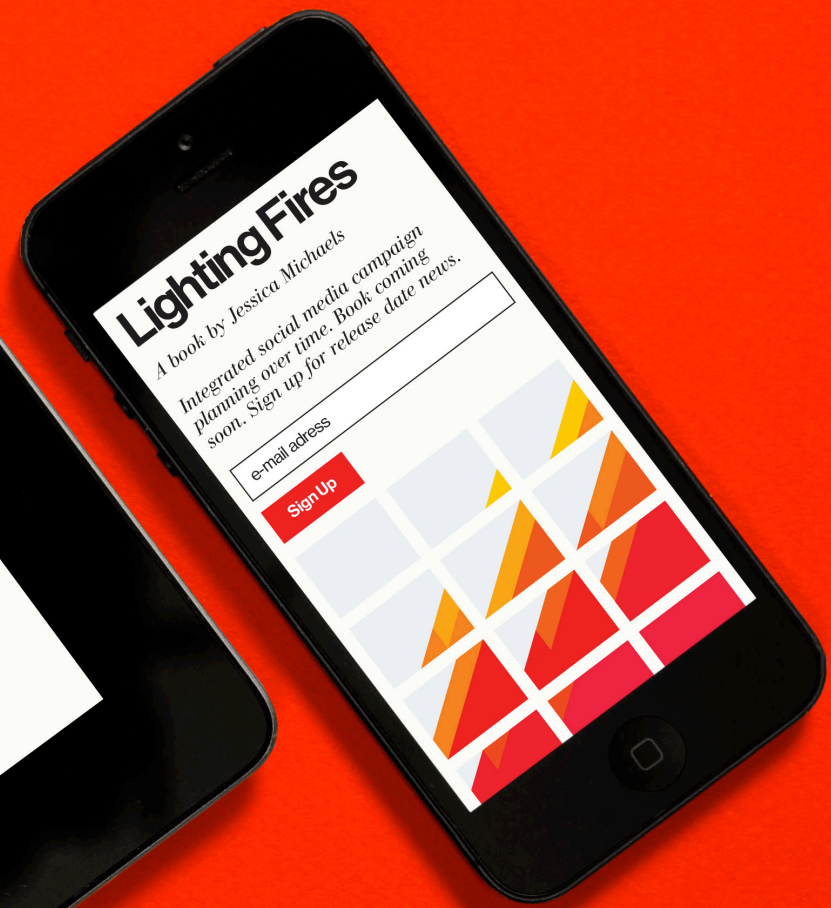
The Lighting Fires identity book cover format, interior pages, data visualizations, promotional materials, and website visuals address the notion of a growth of ideas and movements over time via sequential geometry, showing fire as digital abstraction.







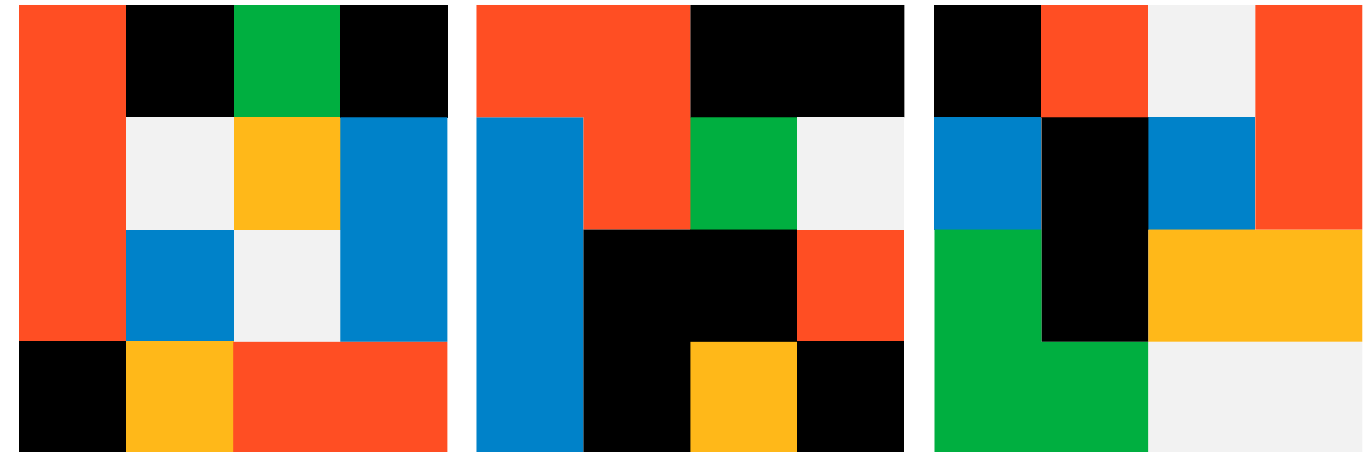




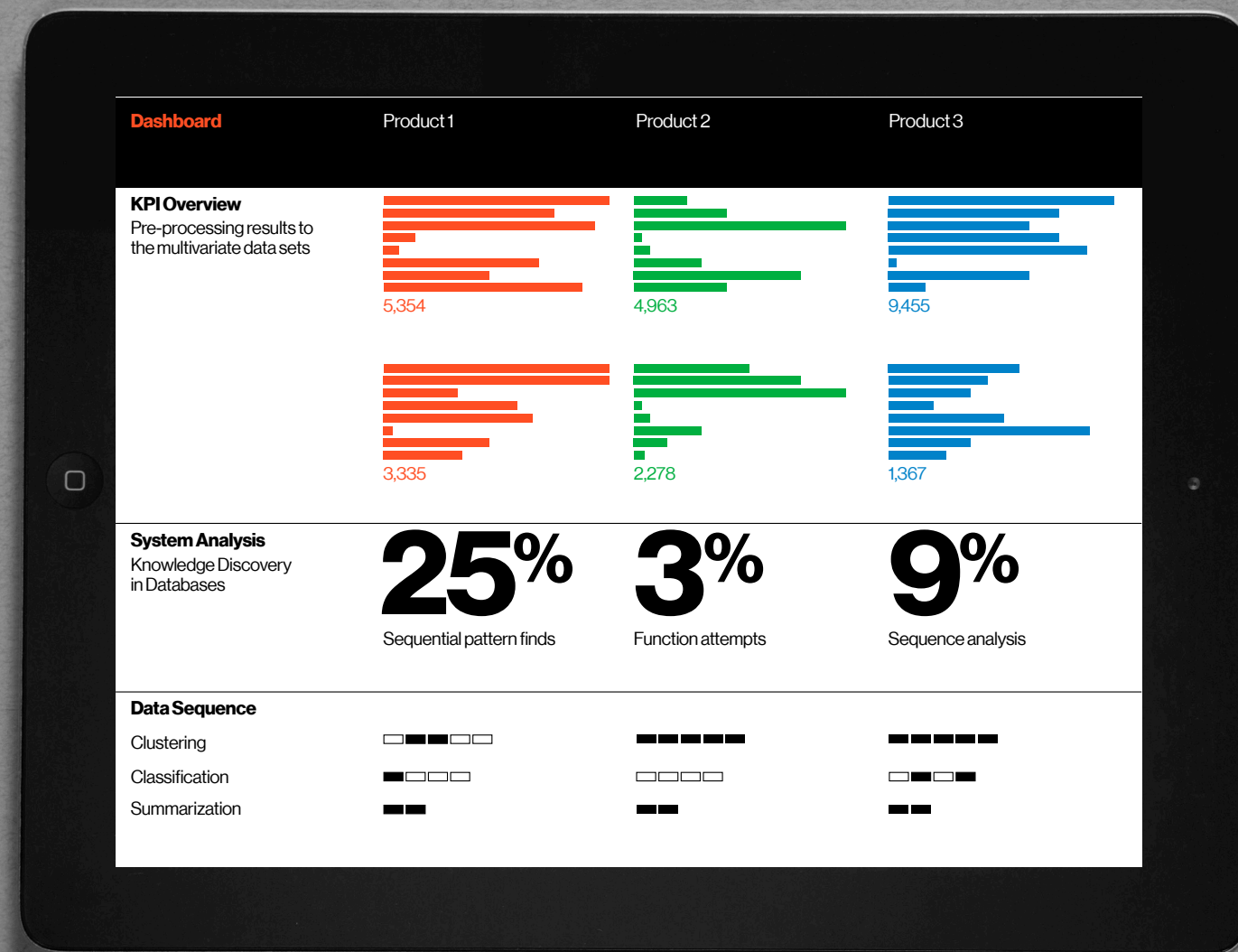
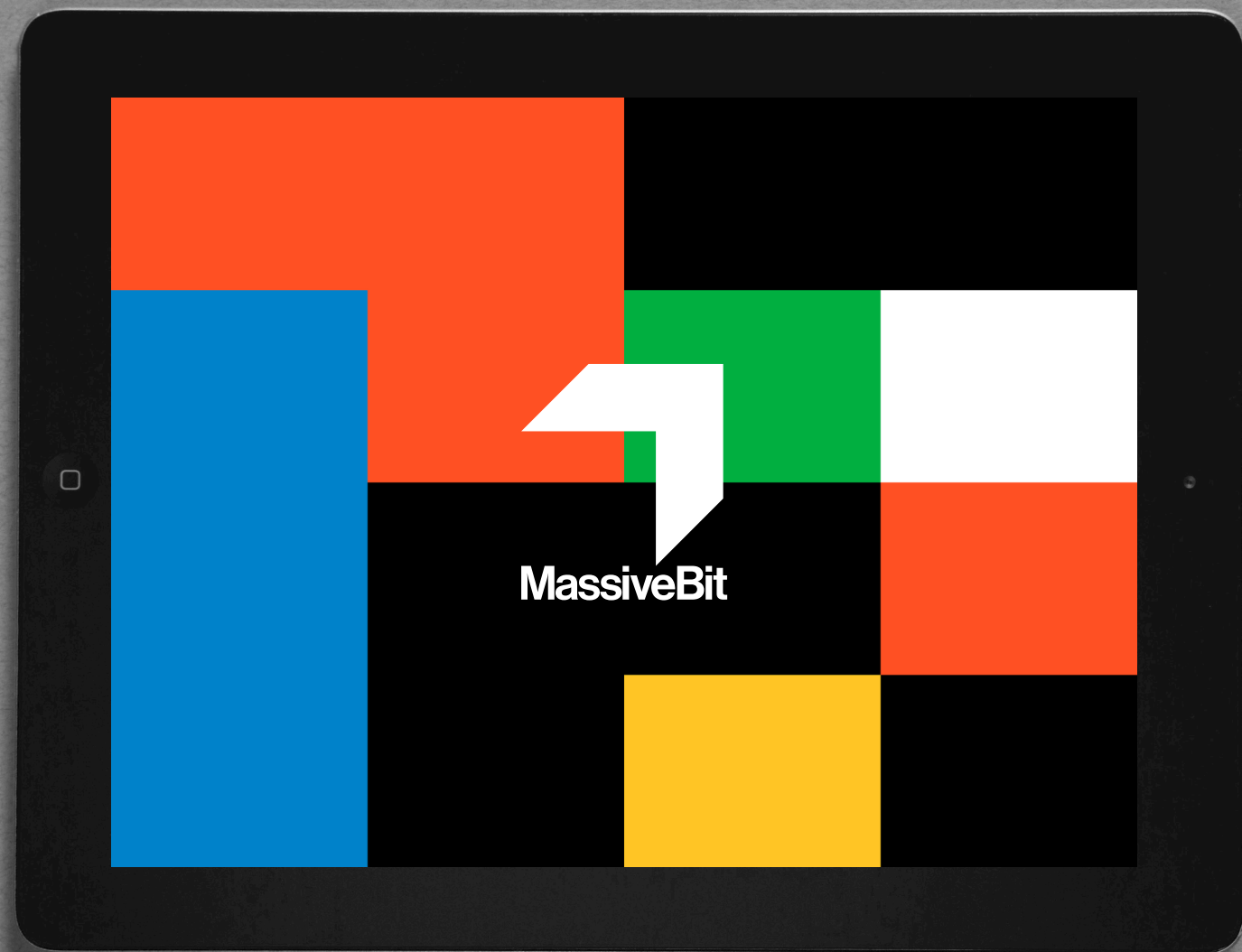


Massive Bit offers a unique service to technology companies by distilling big data down to the most relevant information to help make multi-million dollar decisions.

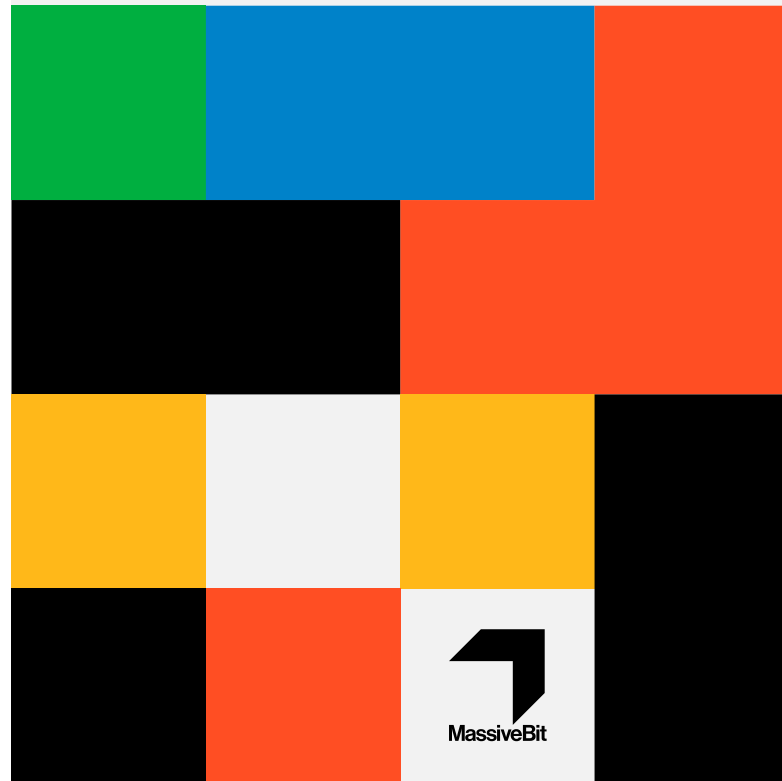
All pieces carry a clear, structured, varied, and vibrant visual language that is reflective of the diverse data analysis and insights the company provides.







Finding the needles in  
your digital haystack









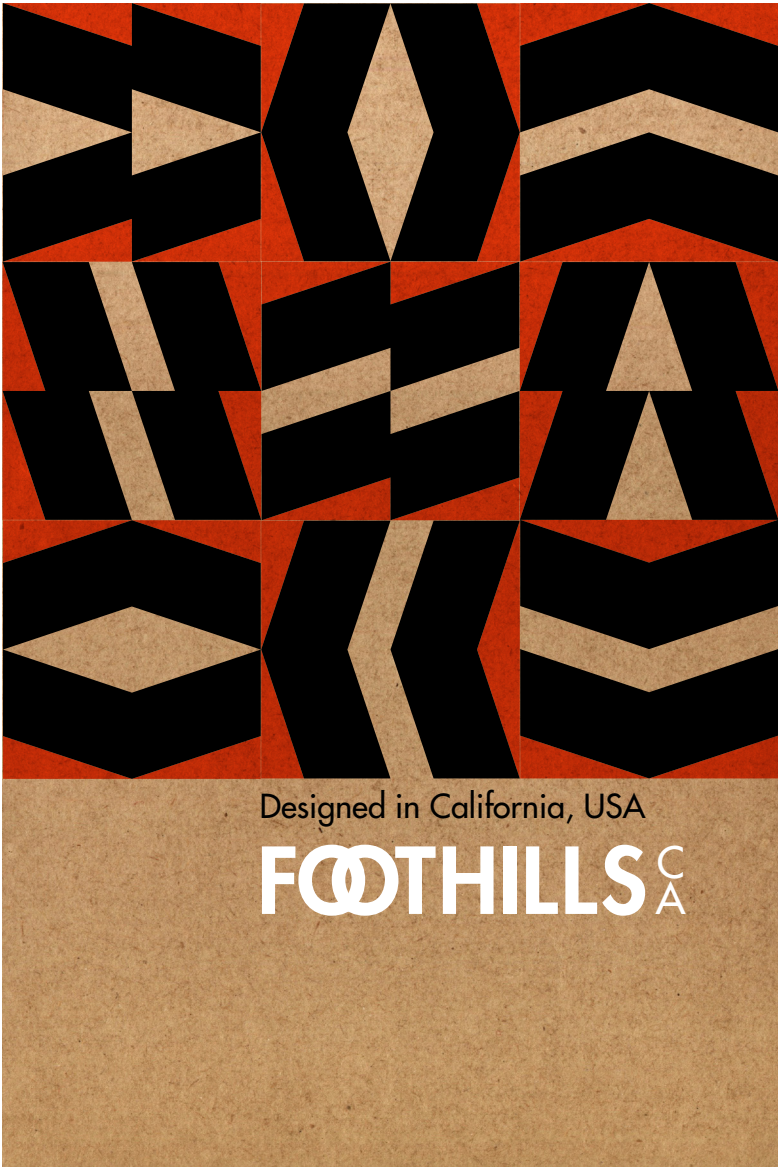
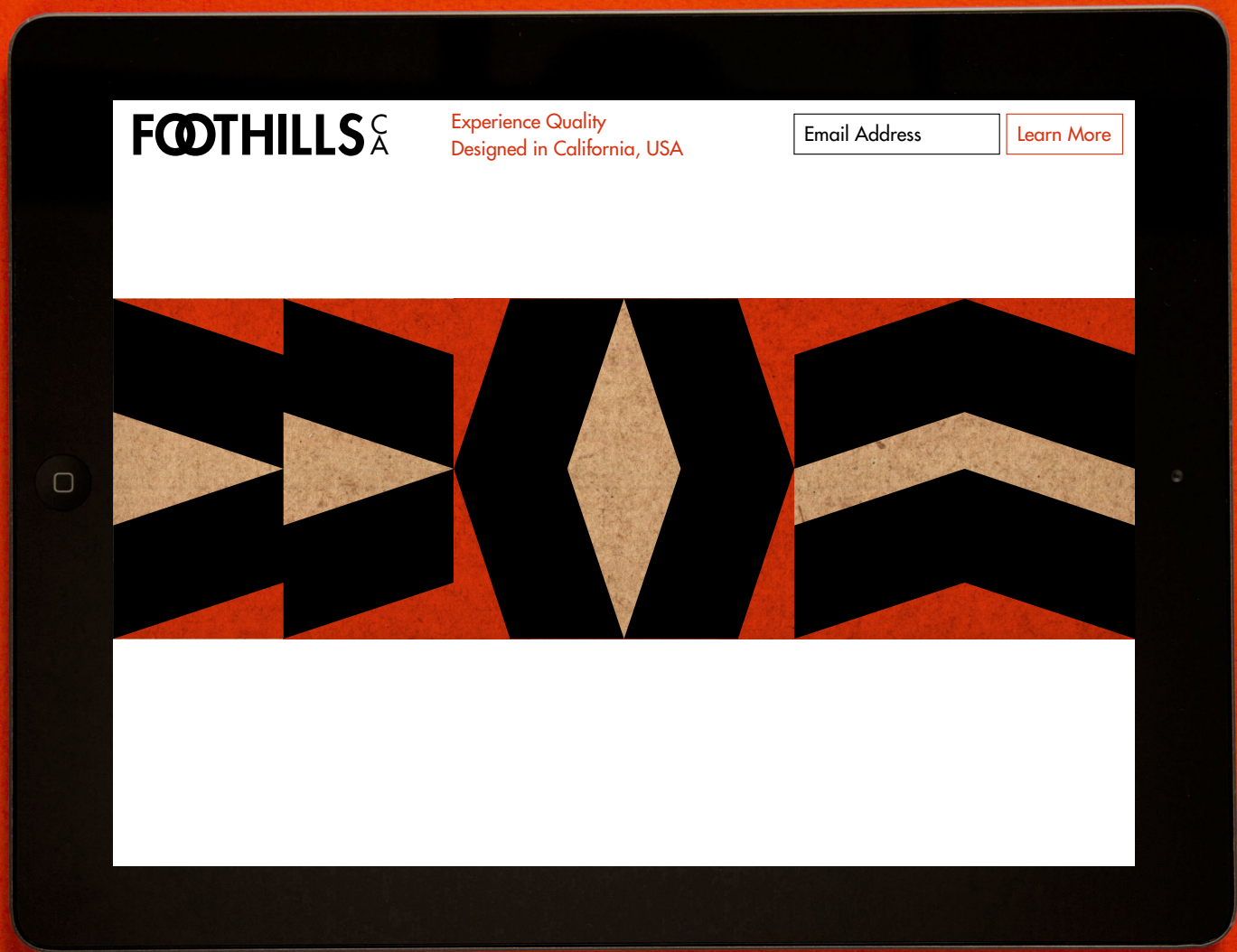
# FOOTHILLS<sup>C</sup><sub>A</sub>

Foothills California, a Claremont-based lifestyle brand, was in need of a refined and timeless identity system.

In the area of fashion, perhaps more than any other, the need to stand out is as relevant for the design of an identity as it is for the design of the products themselves.

The solution is a straightforward, visually powerful nod to the Native American heritage from which their products are inspired.

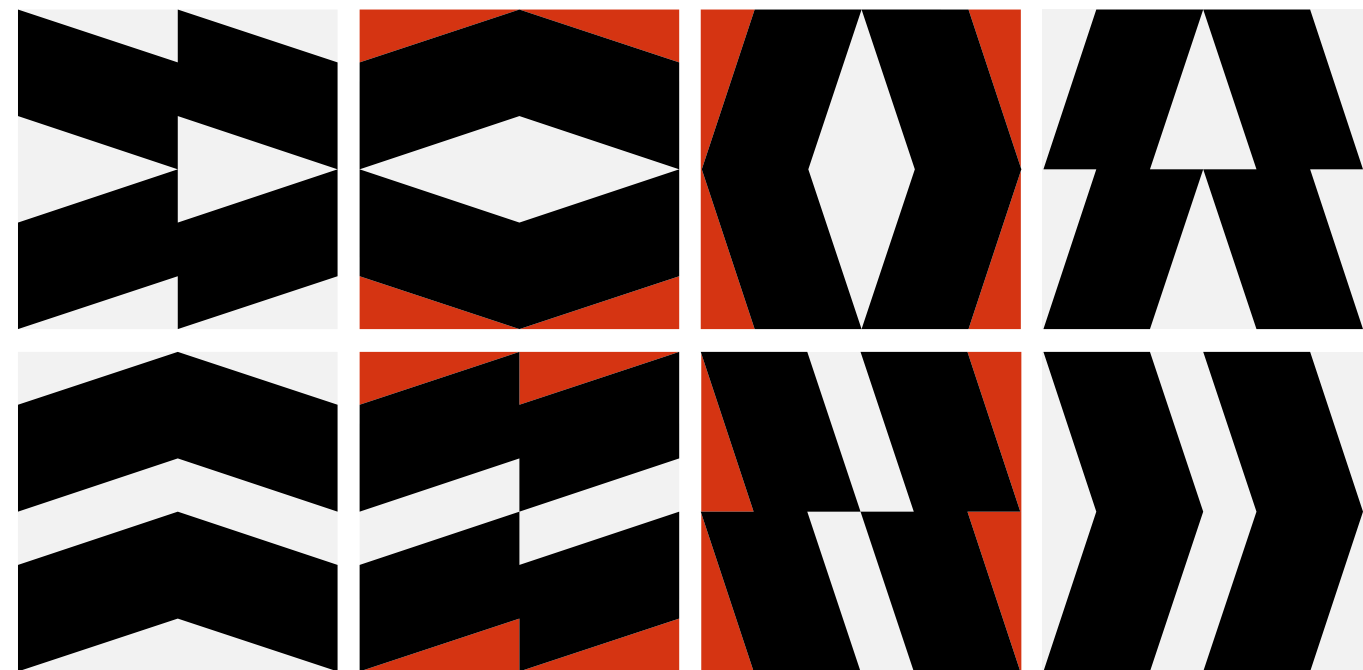












A

*April Brimer Photography*

B

April Brimer is an editorial fashion and product photographer in Seattle, USA.

Photography and fashion are both inseparable forms with elevated precedent. Design brings these together with equally high requirements.

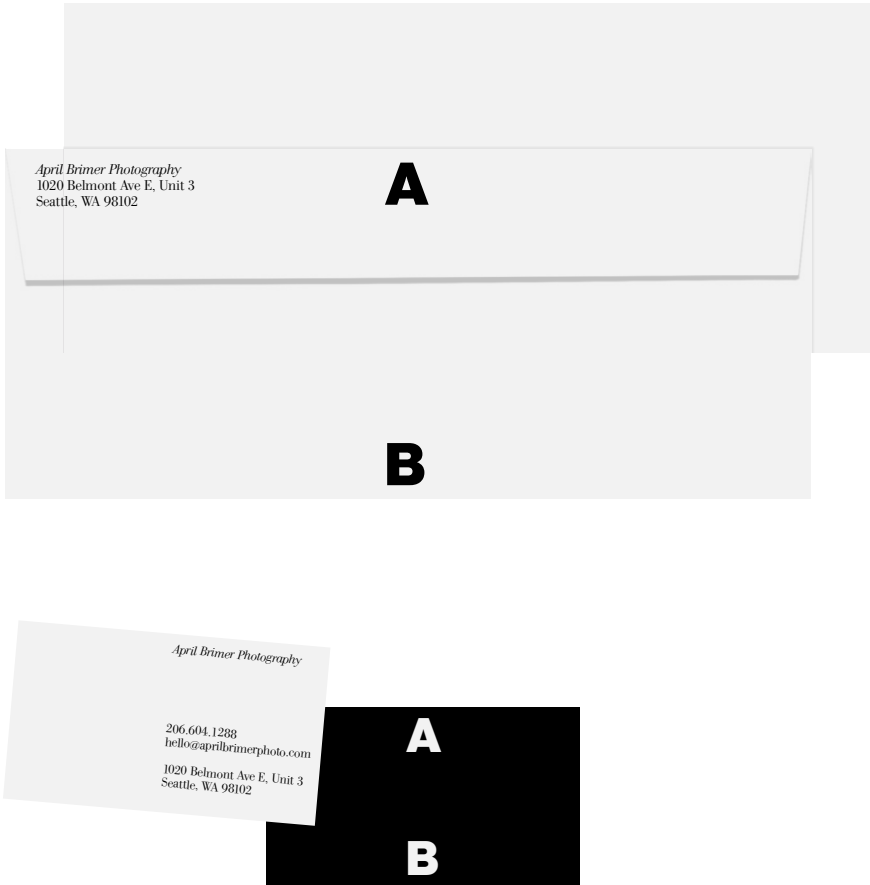
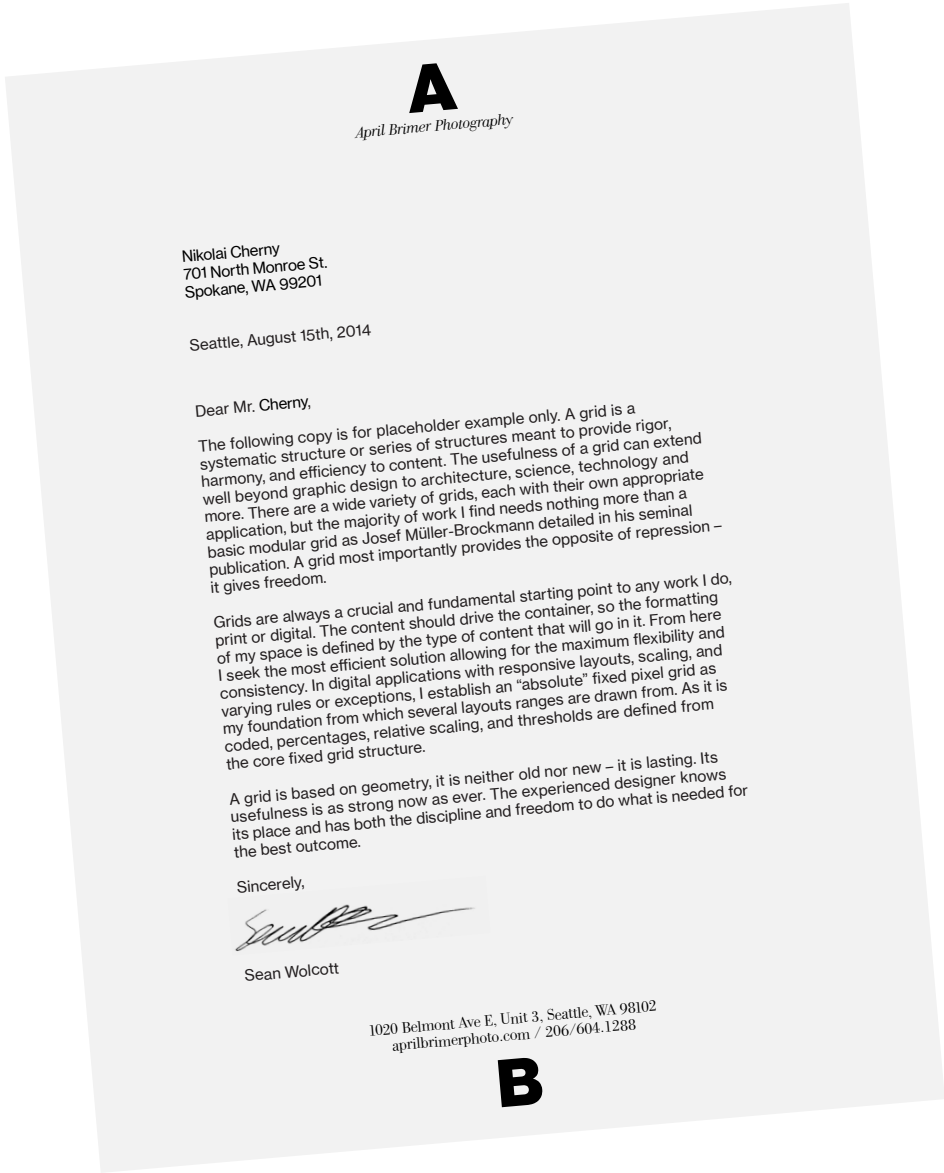
As such, the positioning of the identity preserves a timeless focus on the images themselves.







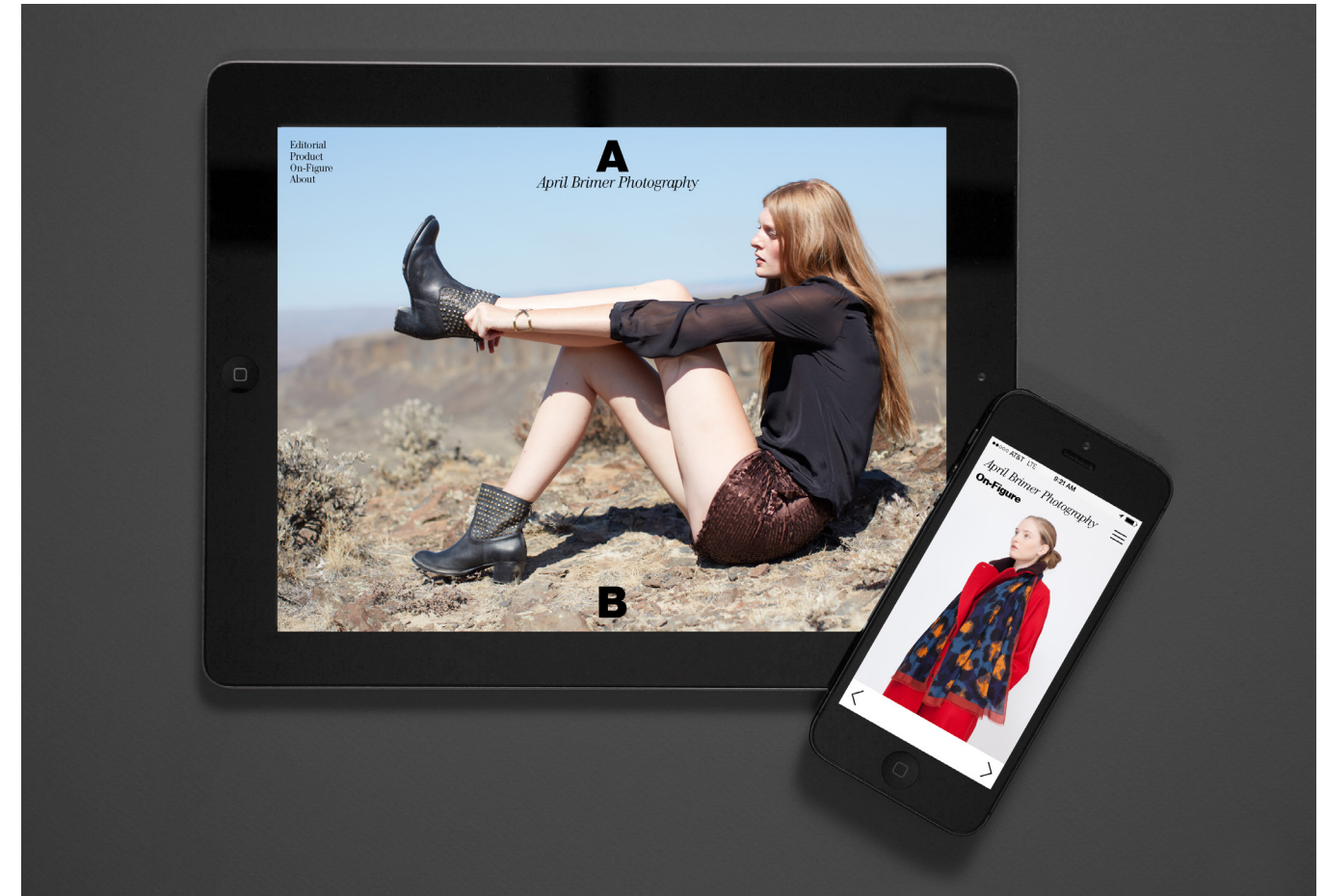














Smith Interiors is a floor covering business specializing in both residential and commercial sales and installation of hardwoods, carpet, tile, and more. The company has strong and well-developed small town roots, having been in business since 1975.

For the identity, the approach is centered around the modular blocks of the Smith Interiors mark. These blocks resemble the quality materials used by the company in conjunction with the precision of their craftsmanship honed by years of experience.



# Smith Interiors



## Smith Interiors

Mr. Jim Gaffney  
8105 Broadway  
Everett, WA 98203

October 27th, 2014

Dear Mr. Gaffney,

The following copy is for placeholder example only. A grid is a systematic structure or series of structures meant to provide rigor, harmony, and efficiency to content. The usefulness of a grid can extend well beyond graphic design to architecture, science, technology and more. There are a wide variety of grids, each with their own appropriate application, but the majority of work I find needs nothing more than a basic modular grid as Josef Müller-Brockmann detailed in his seminal publication. A grid most importantly provides the opposite of repression – it gives freedom.

Grids are always a crucial and fundamental starting point to any work I do, print or digital. The content should drive the container, so the formatting of my space is defined by the type of content that will go in it. From here I seek the most efficient solution allowing for the maximum flexibility and consistency. In digital applications with responsive layouts, scaling, and varying rules or exceptions, I establish an “absolute” fixed pixel grid as my foundation from which several layouts ranges are drawn from. As it is coded, percentages, relative scaling, and thresholds are defined from the core fixed grid structure.

A grid is based on geometry, it is neither old nor new – it is lasting. Its usefulness is as strong now as ever. The experienced designer knows its place and has both the discipline and freedom to do what is needed for the best outcome.

Sincerely,

Sean Wolcott

Residential & commercial floor covering since 1975  
112 Avenue D, Snohomish, WA 98290  
360/568 2116 smithinteriors.net



Smith Interiors  
112 Avenue D  
Snohomish, WA 98290



Smith Interiors

Bill Wolf, Owner  
bill@smithinteriors.net  
425/750 0856 (cell)  
360/568 2116  
112 Avenue D  
Snohomish, WA 98290





# Smith Interiors

Residential & commercial floor covering since 1975

**Your tile flooring experts**

Whether it's for flooring or countertops, our wide selection of ceramic, porcelain, and natural stone will ensure the right choice for your job. The durable high quality of tile makes it a cost efficient solution that is beautiful and easy to maintain.

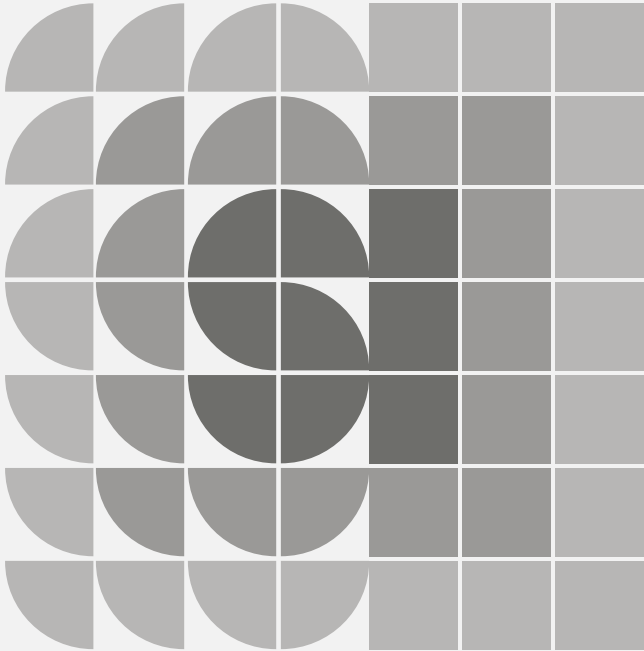
**Professional instillation**

Our local expert installers apply their years of careful experience in making your home look the best it can be. Our promptness, professionalism, and quality is best-in-class.

**Free estimates & design services**

Get in touch to learn more on ensuring the right decision for your home. Contact us at 360/568 2116, smithinteriors.net, or visit at 112 Avenue D, Snohomish (M-F 9-5, Saturday by appointment).

smithinteriors.net



# Smith Interiors

Residential & commercial floor covering since 1975

**Your hardwood flooring experts**

Our hardwood selections are ready to match any decor and fit your specific needs. Whether it be hand-scraped rustic woods, a domestic oak, or an exotic Brazilian cherry, we have hardwoods suitable for any area of the home and ready for a lifetime of use.

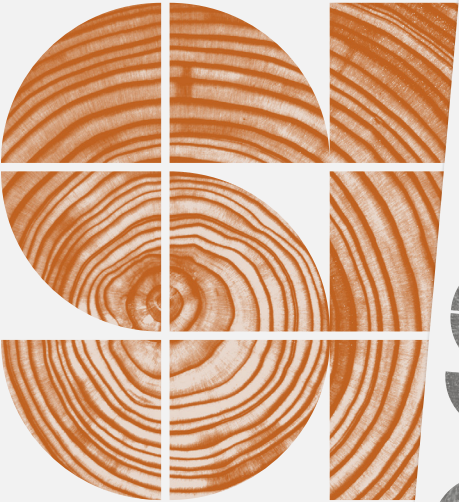
**Professional instillation**

Our local expert installers apply their years of careful experience in making your home look the best it can be. Our promptness, professionalism, and quality is best-in-class.

**Free estimates & design services**

Get in touch to learn more on ensuring the right decision for your home. Contact us at 360/568 2116, smithinteriors.net, or visit at 112 Avenue D, Snohomish (M-F 9-5, Saturday by appointment).

smithinteriors.net



# Smith Interiors

Residential & commercial floor covering since 1975

**Your flooring experts**

With 40 years of experience, few other businesses can match our quality of sales, service, product, and customer commitment. In business since 1975, we are the foremost local experts in all types of interior floor covering.

**Professional instillation**

Our local expert installers apply their years of careful experience in making your home look the best it can be. Our promptness, professionalism, and quality is best-in-class.

**Free estimates & design services**

Get in touch to learn more on ensuring the right decision for your home. Contact us at 360/568 2116, smithinteriors.net, or visit at 112 Avenue D, Snohomish (M-F 9-5, Saturday by appointment).

smithinteriors.net





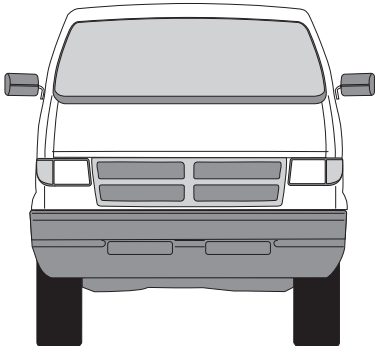
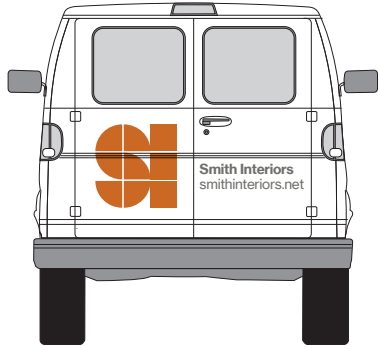
Smith Interiors

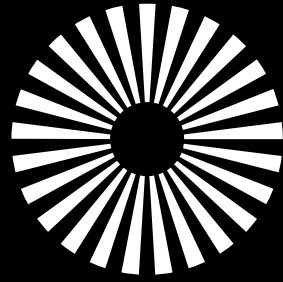


Gaffney Construction		Installation of floor covering in new commercial building at 1003 Hewitt Ave, Everett, WA	<b>Number</b>	4587
			<b>Date</b>	9/6/2014
			<b>Due</b>	10/6/2014

<b>Serviced</b>	<b>Description</b>	<b>Amount</b>
9/3/2014	Service details	000.00

bill@smithinteriors.net		<b>Total</b>	\$000.00 USD
360/568 2116		<b>Deposit</b>	N/A
112 Avenue D		<b>Balance Due</b>	\$0 USD
Snohomish, WA 98290			





# CASEY BROADWATER PHOTOGRAPHY

The Casey Broadwater Photography identity system gives a simple and bold typographic treatment so that the featured photography itself may shine. The end result is a straightforward design language that gives maximum impact through a minimum of means.







## CASEY BROADWATER PHOTOGRAPHY



## CASEY BROADWATER PHOTOGRAPHS





*Casey Broadwater*  
206/915 4581  
[cbbroadwater@gmail.com](mailto:cbbroadwater@gmail.com)  
[caseybroadwater.com](http://caseybroadwater.com)

*Editorial*  
*Wedding*  
*Portrait*  
*Video*

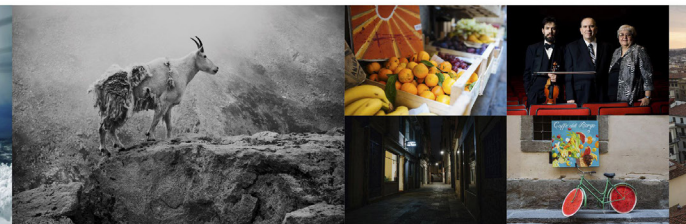






## CASEY BROADWATER PHOTOGRAPHY

[Editorial](#) [Wedding](#) [Portrait](#) [Video](#) [About](#) [Blog](#)



*I love that moment when people look the most alive. When eyes soften and faces relax. When the guard goes down. When the true self comes out. That takes trust, and I pride myself on earning it from my clients. In fact, "clients" is too clinical. Let's be friends. This will be fun.*  
Casey Broadwater 206/915 4581



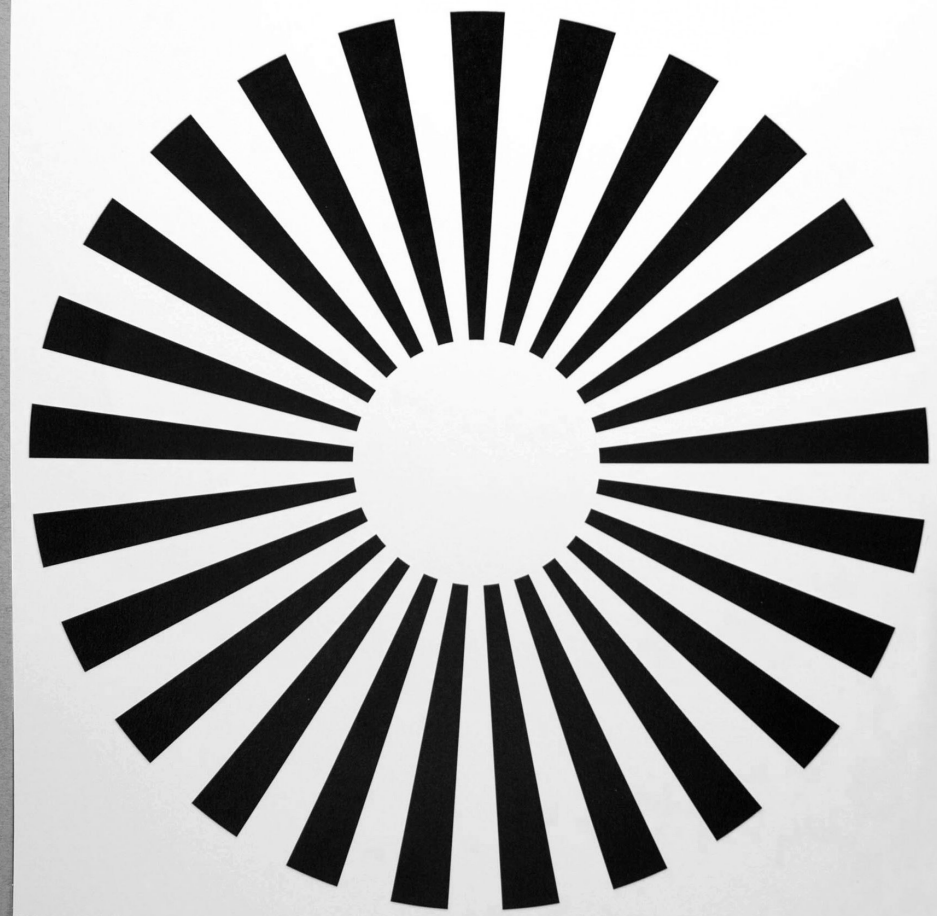
CASEY BROADWATER PHOTOGRAPHY  
[Editorial](#)  
[Wedding](#)  
[Portrait](#)  
[Video](#)

## CASEY BROADWATER PHOTOGRAPHY



*Editorial, Wedding, Portrait, Video*

*caseybroadwater.com*



# JazzFest

Completed as a proposed design for a Massimo Vignelli Master Designer Workshop, the identity for the Xerox International JazzFest is brought to life with a straightforward and bold approach that gives a nod to the era from which jazz was born. The design elements give a sense of vibration, reflecting the festival music and performers.









**Jazz Fest in Rochester,  
New York, has quickly  
become one of the nation's  
most popular and respected  
music festivals. This year  
we proudly present one of  
the strongest lineups in  
our 12 year history.  
Join us June 21-29, 2013**

**rochesterjazz.com**

#### **Tickets & Pricing**

To purchase tickets and find  
specific pricing information  
go to [rochesterjazz.com](http://rochesterjazz.com)

#### **Partners & Sponsors**

Xerox  
M&T Bank  
Community Foundations  
City of Rochester  
Brooklyn Brewery  
Stella Artois  
Unity Health System  
Maggie Brooks  
Michelob Ultra  
Brooklyn Brewery  
Parrone Engineering  
SWBR  
Mercury  
LiDestri Spirits  
Downbeat  
Admar Supply  
The Bonadio Group  
Max Rochester  
Jazz 90.1  
Rochester General  
Gates Automotive  
WXXI

**JazzFest**



Kodak Hall Headliners

Friday 21, 8:00 pm	Pink Martini	Pink Martini is a musical group that was formed in 1994 by pianist Thomas Lauderdale in Portland, Oregon. Their music encompasses the genres of jazz, latin, and pop.
Saturday 22, 8:00 pm	Willie Nelson & Family	If ever the words "living legend" were more than just public relations bluster, the application would be to Willie Nelson. The iconic Texan is the creative genius behind historic recordings like "Crazy," "Hello Walls," and many more.
Tuesday 25, 8:00 pm	David Byrne & St. Vincent	Their collaboration developed like many a New York City-bred friendships. David Byrne and St. Vincent have done recordings that have increasingly flourished over the last three years.
Wednesday 26, 8:00 pm	Roger Hodgson	Roger Hodgson is recognized as one of the most gifted composers, songwriters and lyricists of our time as frontman for Supertramp with millions of record sales.
Friday 28, 7:30 pm	Frampton's Guitar Circus	Peter Frampton is an English musician, singer, songwriter, international breakthrough album was his live release, Frampton Comes Alive!



Full Lineup

<b>Friday 21</b> 3:00 Nikki Yanofsky Beau Soleil 4:00 Courtney Pine Lee Fields 5:30 Dirty Dozen Matt Herskowitz 6:00 Geoffrey Keizer 7:00 Marianna Trudel Christian McBride	<b>Saturday 22</b> 3:00 Terrell Stafford Armstrong 8:00 Alfredo Rodriguez Eric Alexander New Energy Cottone Quartet Pink Martini John Patucci Shine on: Lennon 11:00 John Nyrnes New Energy Gretchen Parlato Roberto Occhipinti John Nyrnes	<b>Sunday 23</b> 3:00 Vince Ercolano Rocky Lawrence Budresh 8:00 Ben Taylor Amy Lynn Nikki Yanofsky 11:00 Beau Soleil Yellowjackets Dirty Dozen Trondheim Jazz Orch. 7:00 Marianna Trudel Christian McBride	<b>Monday 24</b> 3:00 Sienna Dahlia Christian Wallumrød 3:30 Ira Kivitsainen Jacob Karlzon 5:00 Karlton & Talley Sun Nah & Wakenius 6:00 Torben Walderff 6:30 Hackensaw Boys Bill Dobbins
<b>Tuesday 25</b> 3:00 Loren & Mark Snider Brothers 4:00 Greenfield Vince Ercolano Rocky Lawrence 5:30 Rudresh A. Trondheim Jazz Orch. 6:00 Sienna Dahlia Christian Wallumrød 7:00 Lina Nyberg	<b>Wednesday 26</b> 3:00 Dr. John Make Brignola Jack Allen Band 4:00 Courtney Pine Frank Ocean New Energy Roger Hodgson John Patucci Shine on: Lennon 5:00 Mike Cottone Gretchen Parlato 6:00 Roberto Occhipinti 11:00 Curley Taylor Gas House Gorillas Blaggards Noah Preminger Dr. Lennie Smith	<b>Thursday 27</b> 3:00 Nikki Yanofsky Beau Soleil 4:00 Courtney Pine The Soul Rebels 5:30 Earth, Wind & Fire Jimmy Cliff 6:00 Andrew Bird Las Lobos 7:00 The Little Willies Laura Ball Bundy	<b>Friday 28</b> 3:00 A Tribe Called Red Yellow Bird Aaron Neville 3:30 Allen Toussaint B.B. King 5:00 The Neville Galactic 6:00 Better Than Ezra 6:30 Marc Brussard Cowboy Mouth
<b>Saturday 29</b> 3:00 Ronnie Laws Preservation Band 4:00 Sophiatunk Five To Life 5:30 Taylor Dayne Giacomo Gates 6:00 Mighty Supremes Westbank Steppers 7:00 Family Band Young Guardians	<b>Admission &amp; Locations</b> Club Pass Events \$70-25 Kodak Hall Events \$40-125 Free Concert Series A: Kodak Hall at Eastman Theatre B: Piano East Ballroom C: Alhambra D: Lutheran Church E: Lively Health Care Big Tent F: Maxell Eastman Plaza G: Kilgus Hall H: Hatch-Racial Hall I: The Rochester Club J: Montage K: Karas Auditorium L: Lela Theatre M: Jazz Street Stage N: East Ave. & Cleveland St. Stage O: East Ave. & Alexander St. Stage P: RG&E / Dean Spirits Stage		





Xerox Rochester  
International Jazz Festival  
June 21-29, 2013

David Byrne  
Robert Cray  
Peter Frampton  
Steve Gadd  
Roger Hodgson  
Bob James  
Willie Nelson  
Pink Martini  
David Sanborn  
St. Vincent

Xerox Rochester  
International Jazz Festival  
June 21-29, 2013

David Byrne  
Robert Cray  
Peter Frampton  
Steve Gadd  
Roger Hodgson  
Bob James  
Willie Nelson  
Pink Martini  
David Sanborn  
St. Vincent

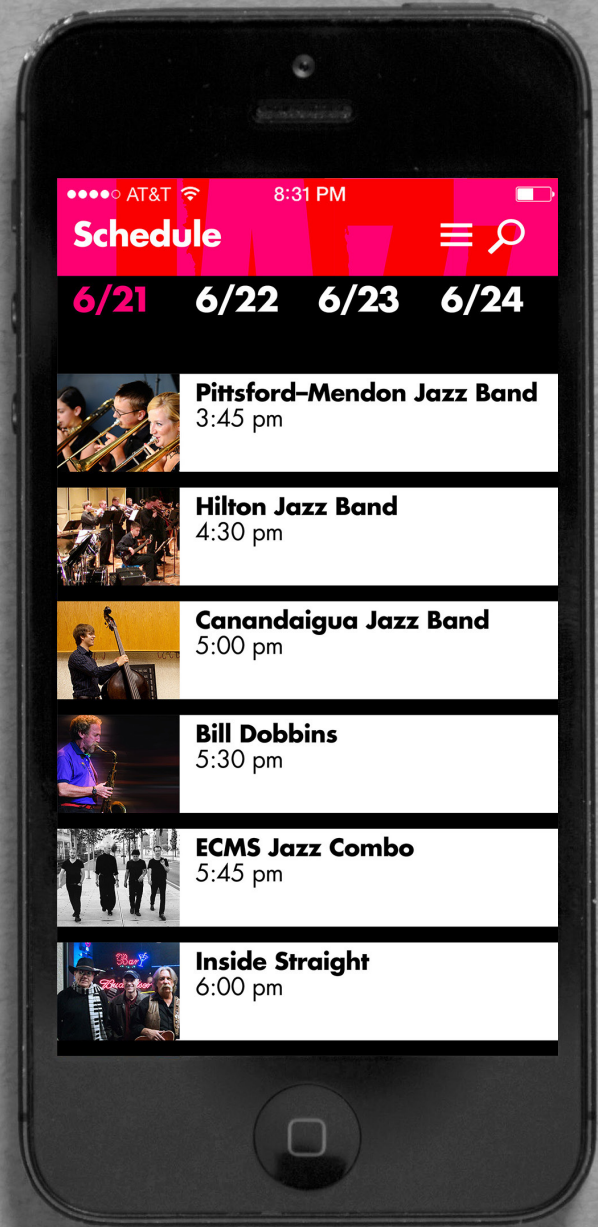
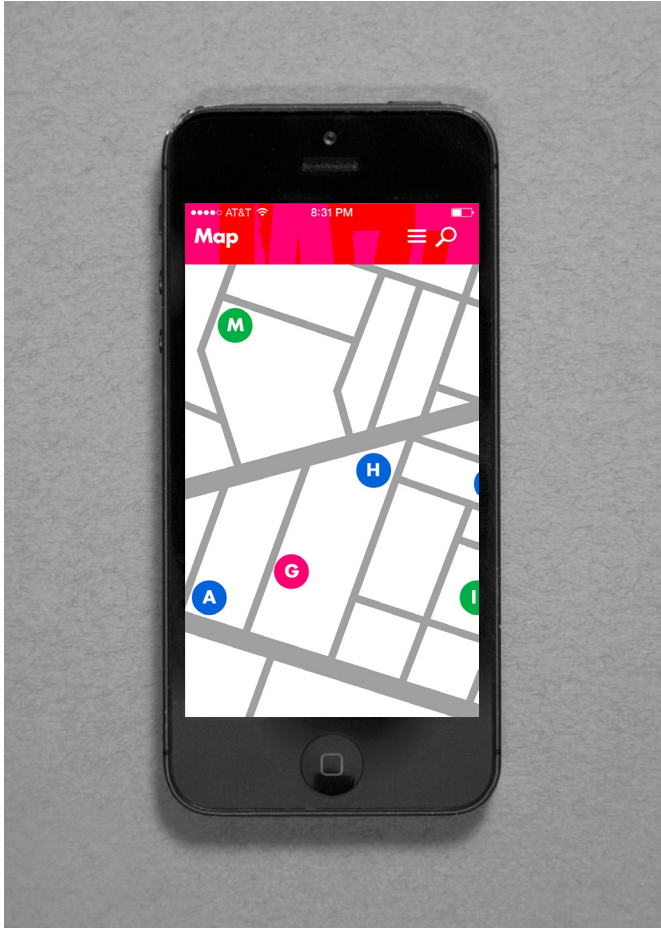
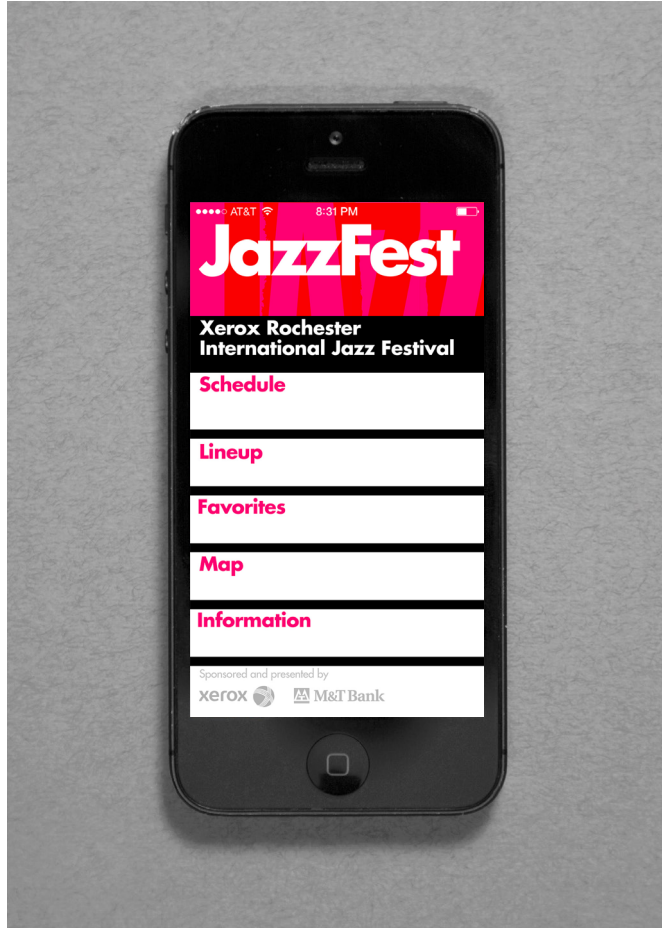


Bicycles or other property  
attached to these railings  
be removed and delivered  
to the Lost Property Unit  
located at 34 St & 8 Av  
Tel.# (212) 712-4500/45

Subway

New York City







# Rochester Philharmonic



Another proposed design for a Massimo Vignelli Master Designer Workshop, the Rochester Philharmonic identity aims to elevate the level of prestige, heritage, and power reflected in that of the orchestra itself.

Base colors of grey and gold alongside black and white photography reinforce a reputable persona and contemporary yet classical presentation.





Rochester Philharmonic

Mr. Philip Glass  
632 Broadway #902  
New York, NY 10012

Rochester, July 23rd, 2012

Dear Mr. Glass,

We are proud to present a selection of some of the most powerful and timeless works from past and present for this 2012 to 2013 season. With Classics & Contemporaries you can experience the works of Bach, Beethoven, Chopin, Debussy, Glass, Mahler, Ravel, and Reich.

The remaining copy is for placeholder example only. Classical music is the art music produced in, or rooted in, the traditions of Western liturgical and secular music, encompassing a broad period from roughly the 11th century to present times. The central norms of this tradition became codified between 1550 and 1800, which is known as the common practice period. It should not be confused with the Classical Era.

European music is largely distinguished from many other non-European and popular musical forms by its system of staff notation, in use since about the 16th century. Western staff notation is used by composers to prescribe to the performer the pitch, speed, meter, individual rhythms and exact execution of a piece of music. This leaves less room for practices such as improvisation and ad libitum ornamentation, that are frequently heard in non-European art music and popular music. The term "classical music" did not appear until the early 19th century.

Sincerely,

*Sean Wokcott*

Sean Wokcott

108 East Avenue  
Rochester, NY 14604

Telephone: 585/454 7311  
Fax: 360/423 2256  
rp.org

Arild Remmen  
Music Director

Office 585/454 7311  
Mobile 585/454 7211  
arildremmen@rp.org

108 East Avenue  
Rochester, NY 14604  
rp.org

Rochester Philharmonic

108 East Avenue, Rochester, NY 14604

Rochester Philharmonic

Mr. Philip Glass  
632 Broadway #902  
New York, NY 10012

'12



**Johann Sebastian Bach**  
**Harpsichord Concertos**  
June 16-July 6

6/16 Brandenburg Concerto  
No. 1 In F: I. Allegro  
6/20 Well-Tempered Clavier  
7/3 Wachet Auf  
7/6 Brandenburg Concerto



**Ludwig van Beethoven**  
**Choral & Orchestral Works**  
July 9- Aug 23

7/9 Symphony No. 5 In C#m  
7/16 The Creatures Of  
Prometheus Ballet  
8/18 Choral Fantasy In C#m  
8/23 Sonata For Violin and  
Piano No. 5 In F



**Frédéric Chopin**  
**Favorite Piano Works**  
Sept 29-Oct 16

9/29 Waltz No.1 in E flat  
10/3 Scherzo No.2 in B flat minor  
10/6 Waltz No.10 in B minor  
10/16 Polonaise No.6 in A flat



**Claude Debussy**  
**Piano & Orchestral Works**  
Nov 29-Dec 9

11/29 Clair de lune &  
Other Piano Favorites  
12/3 Children's Corner  
12/6 Preludes, Book 1: No. 8-10  
12/9 Nezet-Seguin

'13



**Philip Glass**  
**Orange Mountain Music**  
Jan 3-22

1/3 Koyaanisqatsi  
1/6 Orpheus's Bedroom  
(from The Orpheus Suite)  
1/16 Funeral of Amenhotep III  
1/22 The Fog of War



**Gustav Mahler**  
**Orchestral Works**  
Jan 29-Feb 9

1/29 Das Lied von der Erde  
2/2 Nun will die Sonn' so  
hell aufgehn  
2/6 Nun seh' ich wohl, warum  
so dunkle Flammen  
2/9 Wenn dein Mütterlein



**Maurice Ravel**  
**Orchestral Works**  
Feb 22-Mar 23

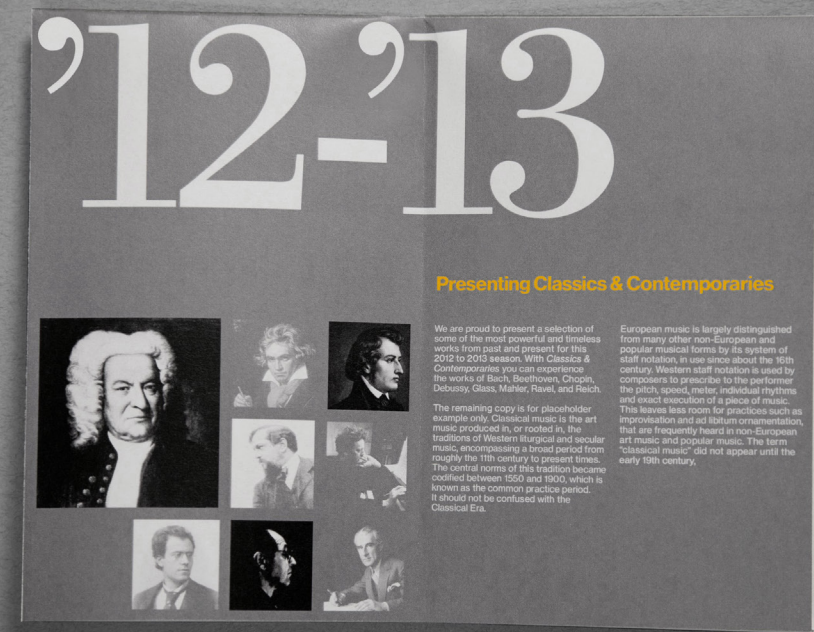
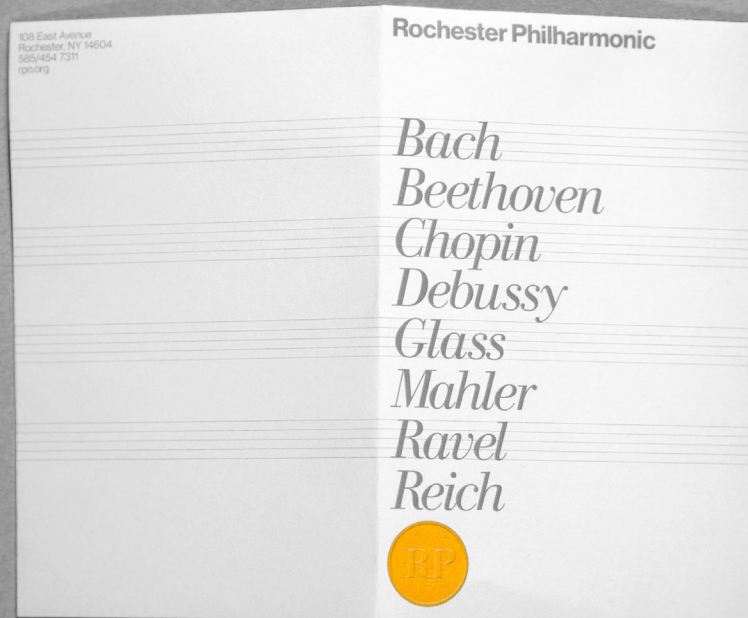
2/22 Bolero & Highlights  
2/26 Rapsodie espagnole:  
Prelude à la nuit  
3/18 Rapsodie espagnole: Feria  
3/23 Rapsodie espagnole:  
Habañera



**Steve Reich**  
**18 Musicians & More**  
Mar 29-Apr 9

3/29 Music for 18 Musicians  
4/1 Different Trains,  
Electric Counterpoint  
4/8 Drumming  
4/9 Octet; Music for a  
Large Ensemble











# *h hoven oin ussy s er l t*

# Rochester Philharmonic

Mr. Philip Glass  
632 Broadway #502  
New York, NY 10012

Rochester, July 23rd, 2012


Dear Mr. Glass,

We are proud to present a selection of some of the most powerful and timeless works from past and present for this 2012 to 2013 season. With *Classica & Contemporaries* you can experience the works of Bach, Beethoven, Chopin, Debussy, Glass, Mahler, Ravel, and Shostakovich.

The remaining copy is for placeholder example only. Classical music is the art music produced in, or rooted in, the traditions of Western liturgical and secular music, encompassing a broad period from roughly the 11th century to present times. The central norms of this tradition became codified between 1550 and 1600, which is known as the common practice period. It should not be confused with the Classical Era.

European music is largely distinguished from many other non-European and popular musical forms by its system of staff notation, in use since about the 16th century. Western staff notation is used by composers to prescribe to the performer the pitch, speed, meter, individual rhythms and exact execution of a piece of music. This leaves less room for practices such as improvisation and ad libitum ornamentation, which are frequently heard in non-European art music and popular music. The term "classical music" did not appear until the early 19th century.

Sincerely,



Sean Wilcoff

101 East Second  
Rochester, NY 14604

Telephone 585/464 7311  
Fax 585/423 2296  
rpo.org

[illegible]

Mr. Philip Glass  
 630 Broadway #902  
 New York, NY 10032

**Art's Environment**  
 Mail Envelope  
 Office 180-2644 1701  
 Mobile 180-2644 1701  
 www.artsenvironment.org

PO Box 180264  
 Rochester NY 14604  
 000000





The Eastman House Museum is one of the world's premier photography and film institutions.

As the third and final proposed design for a Massimo Vignelli Master Designer Workshop, the aim of the re-imagining of their identity was to better capture the power and emotion found in the many groundbreaking works contained at the museum. From the root of the dynamic logomark, possibilities of implementation are endless yet consistently cohesive.



**Eastman House**  
Photography



**Eastman House**  
Technology



**Eastman House**  
Film



**Eastman Society**  
Membership







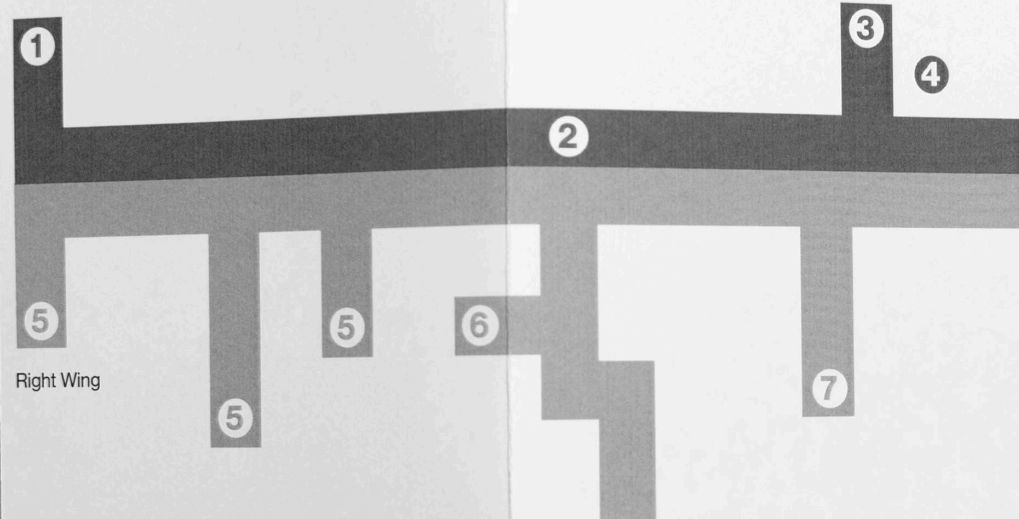
# EastmanHouse

Photography  
Film  
Technology

International Museum of Photography and Film

## Museum & Grounds

Left Wing



Right Wing

### Key

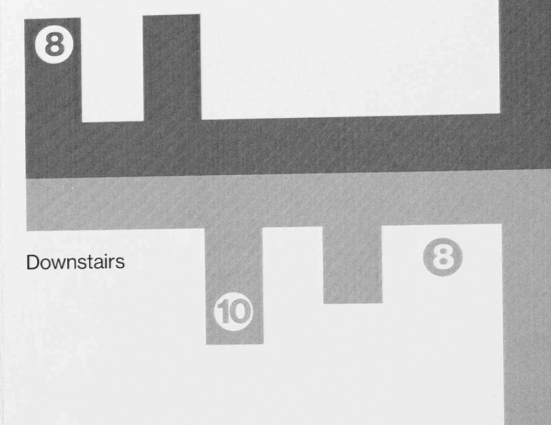
- 1 Entrance
- 2 Information
- 3 Eastman Gardens
- 4 Edison Gallery
- 5 James Theaters

- 6 Ansel Adams Exhibit
- 7 Smith Theater
- 8 Garden Terrace
- 9 Reading Room
- 10 Eastman Archives

### About Eastman House

## Eastman House

Upstairs



Downstairs

George Eastman House International Museum of Photography and Film combines the world's leading collections of photography and film with the stately pleasures of the landmark Colonial Revival mansion and gardens that George Eastman called home in the 1930s as well as being a National Historic Landmark.

## Exhibit

### Ansel Adams Wild & Beautiful



September 4-30, 2011

The work of Ansel Adams, the legendary photographer who captured America's wild beauty will be on display exclusively here.





**Eastman House**  
International Museum of  
Photography and Film

[Exhibitions](#)

[News & Events](#)

[Get Involved](#)

[Education](#)

[Shop](#)



## 60 on the '60s

Influential photographs from  
an influential decade  
Oct 6, 2012–Jan 27, 2013



### Explore

See our wide variety of educational  
resources for audiences ranging from  
recreational learners to researchers.

[More](#)



### Support

George Eastman House relies on your  
support. Find out about all the great ways  
to support Eastman House today.

[More](#)



### Connect

Keep up with Eastman House by  
following what we're up to on Twitter,  
Facebook, Flickr and more!

[More](#)

## Visit Us

### Location

900 East Avenue  
Rochester, NY 14607

[More](#)

### Hours

Tue-Sat 10am-5pm  
Sun 11am-5pm

[More](#)

### Admission

Members	Free
Adults	\$12
Seniors (65+)	\$10
Students (with ID)	\$5
Children 12 and Under	Free

### Membership

©2000–2012 George Eastman House

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**Promotion**



The Fascination Movement

"All In Love" single out now  
from the debut album "Intent"

# All In Love

AUBE

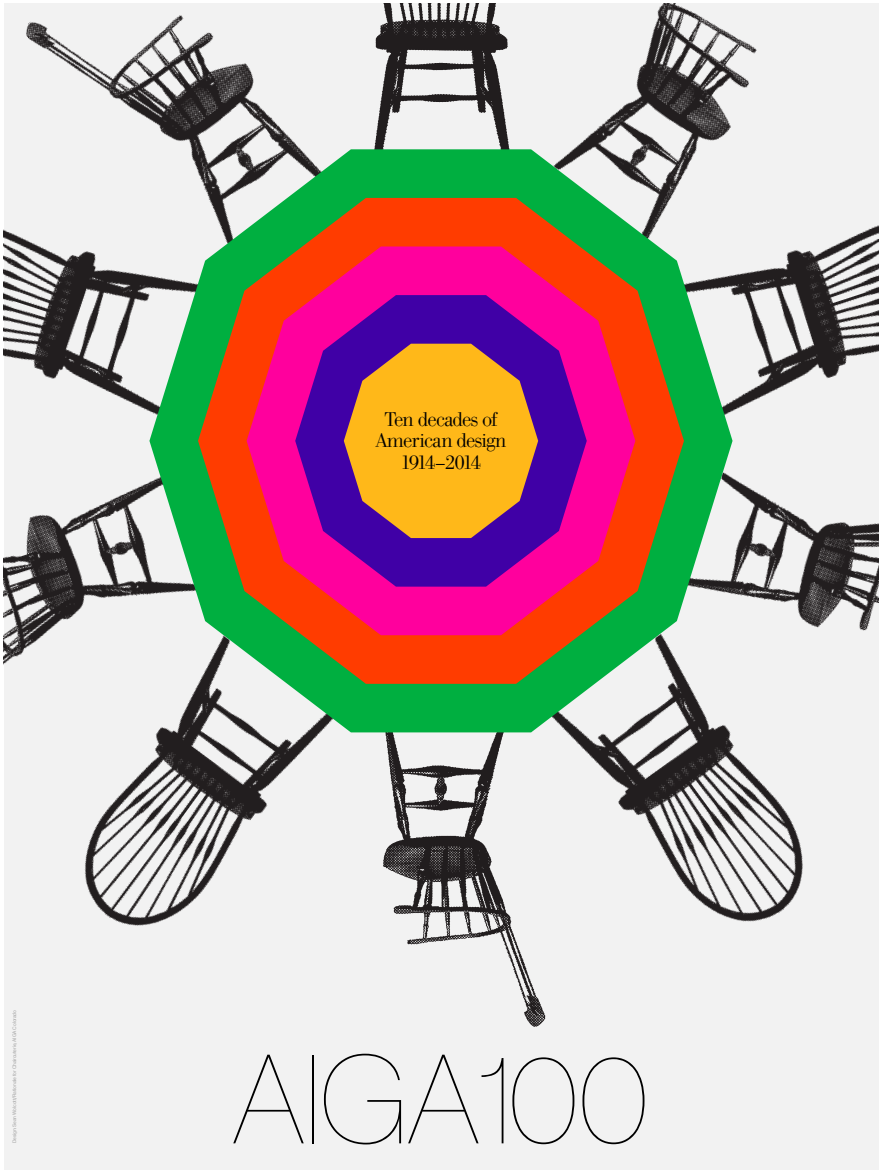
The Fascination  
Movement

Bringing Down The Walls  
Single Out Now

Aube Records  
Düsseldorf

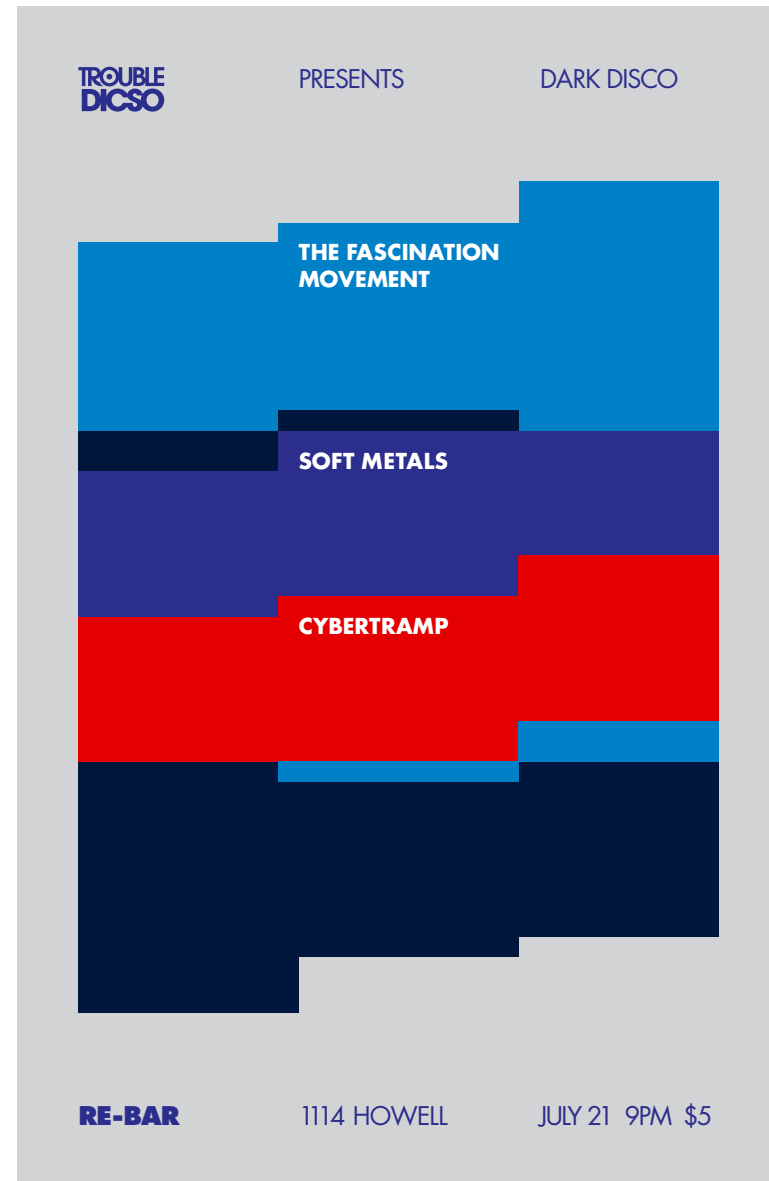
**Wooden Boat Show**

Port of Toledo, Oregon  
August 28-30, 2013











2013

CMYK

HOTELS

THE FASCINATION MOVEMENT

NODDY

THURS 3/4/10

\$8 ADV  
\$10 DOS

8PM  
21+

THE CROCODILE

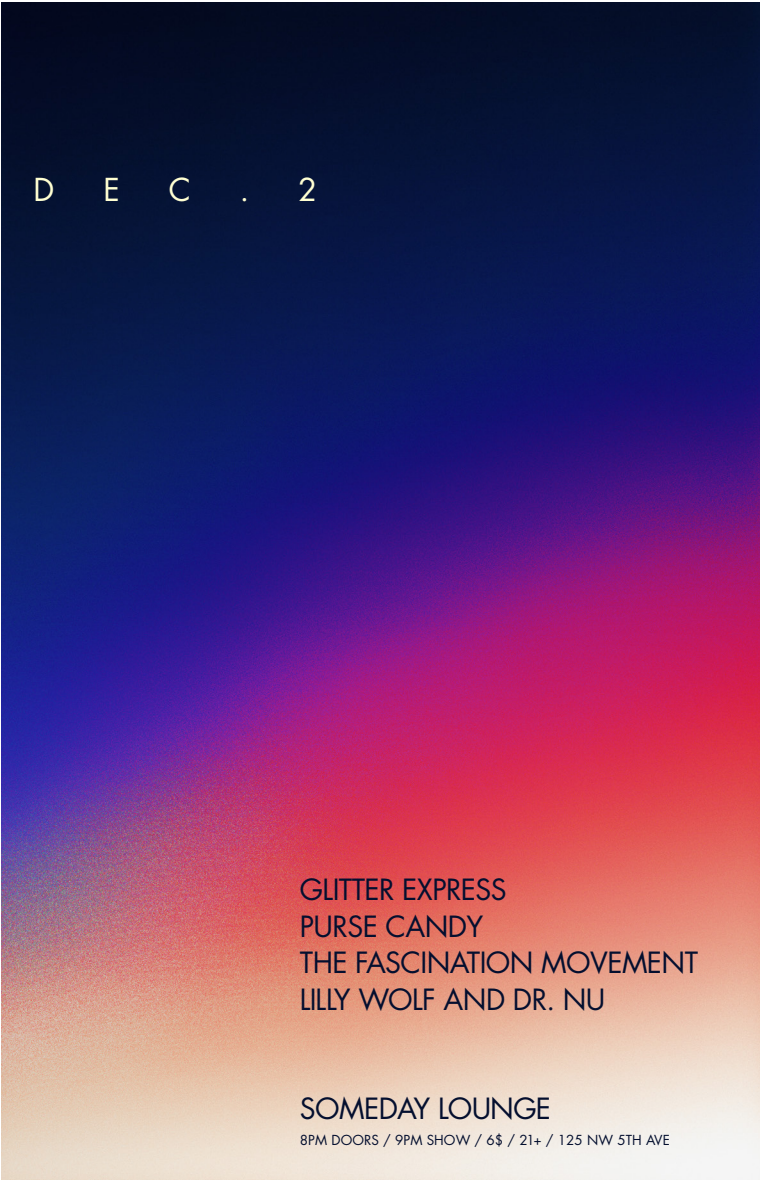
AUBE

05

THE FASCINATION MOVEMENT

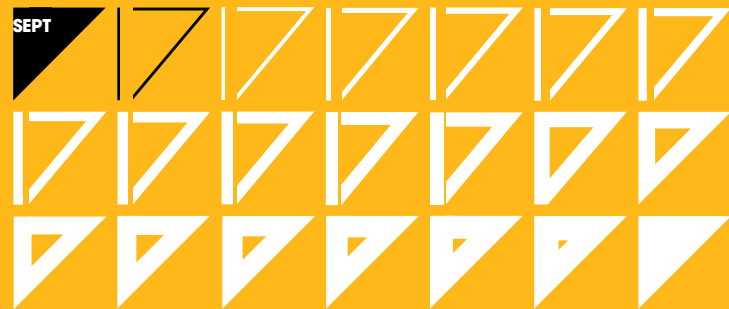
DEBUT EP OUT NOW

AUBE RECORDS DÜSSELDORF





# Viper Creek Club The Fascination Movement Mitten



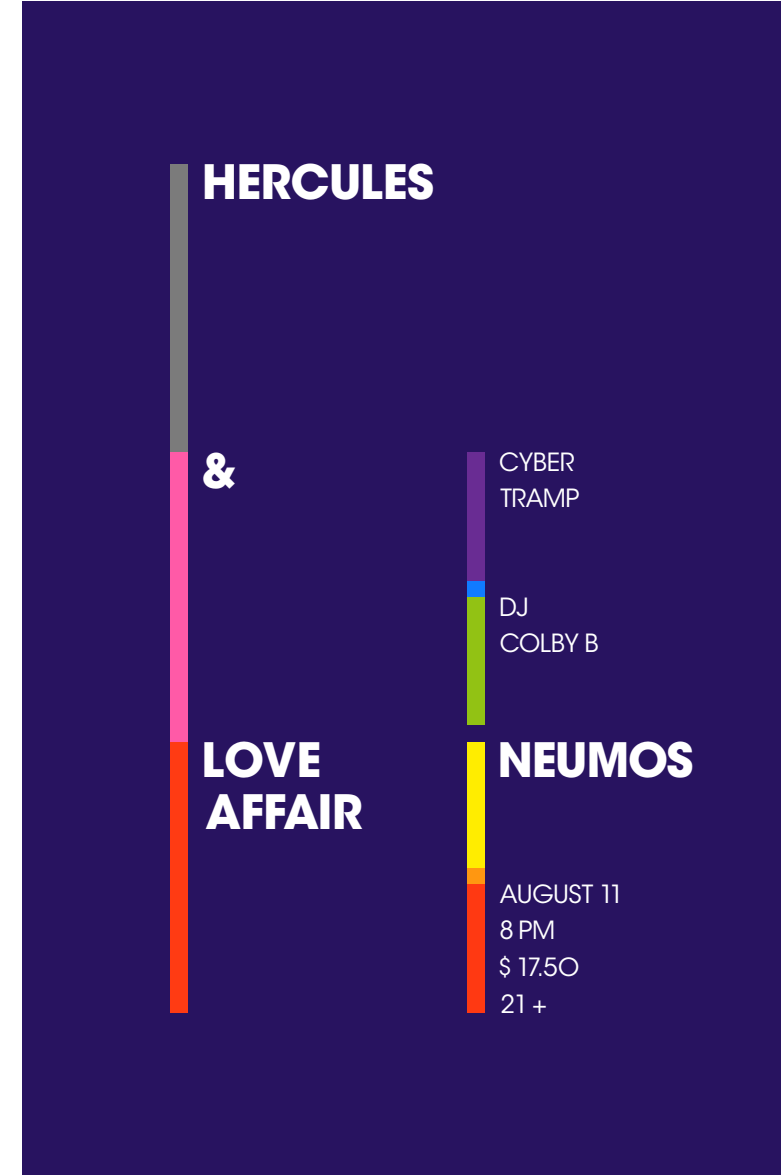
Columbia City Theater

9PM 8\$ 21+

LIVE ELECTRONIC/DANCE

**GEMS**      **THE FASCINATION MOVEMENT**      **VOX MOD**















**Rationale**

**'15**

**Rationale**

**'15**

**January**

**'14**

**W1**

**F17**

**T2**

**S18**

**F3**

**S19**

**S4**

**M20**

**S5**

**T21**

**M6**

**W22**

**T7**

**T23**

**W8**

**F24**

**T9**

**S25**

**F10**

**S26**

**S11**

**M27**

**S12**

**T28**

**M13**

**W29**

**T14**

**T30**

**W15**

**F31**

**T16**

Design:  
Sean Wolcott/Rationale  
rationale-design.com  
©2014



## Who Is My Neighbor?

A social gathering for young families to get to know one another and band as a community



**June 3**

2:30-4:00 PM  
Snohomish Library  
Multi-Purpose Room

Wouldst thou a neighbor where'er thou art?  
Then to the needy show a feeling heart,  
And through a stranger, helpless, discover  
No less in him a man and a brother.  
But not alone material wants supply;  
For greater good, one need not vainly try:  
This is its own reward and luxury.  
— C.E. Briggs

For many for the lack of these have died,  
When other wants have amply been supplied.  
Thus life will not be dreary, meagre, sad,  
But filled with deeds, other hearts make glad;  
For greater good, one need not vainly try:  
This is its own reward and luxury.  
— C.E. Briggs

## Who Is My Neighbor?

A social gathering for young families to get to know one another and band as a community

**June 3**

2:30-4:00 PM  
Snohomish Library  
Multi-Purpose Room



## Freya's Bazaar

# GATHER

### What?

*You are invited to an artisan market in a cozy home environment. Including one-of-a-kind handmade jewelry and knit items, homebaked breads, mixed media art and more.*

### When?

*Friday, November 18th, 4-8  
Saturday, November 19th, 10-4*

### Where?

*20317 28th Avenue West  
Lynnwood, WA 98036*

Out of consideration for the neighbors, please do not park on the paved driveway. You may park in the gravel driveway, the street, or across the road at 20318.

# Fascinate

Freya's B

### What?

*You are invited to an artisan market in a cozy home environment. Including one-of-a-kind handmade jewelry and knit items, homebaked breads, mixed media art and more.*

### When?

*Friday, November 16th  
Saturday, November 17th*

### Where?

*20317 28th Avenue West  
Lynnwood, WA 98036*





# CARRY ON BY DANE ST. JOHN

## CARRY ON A NOVEL

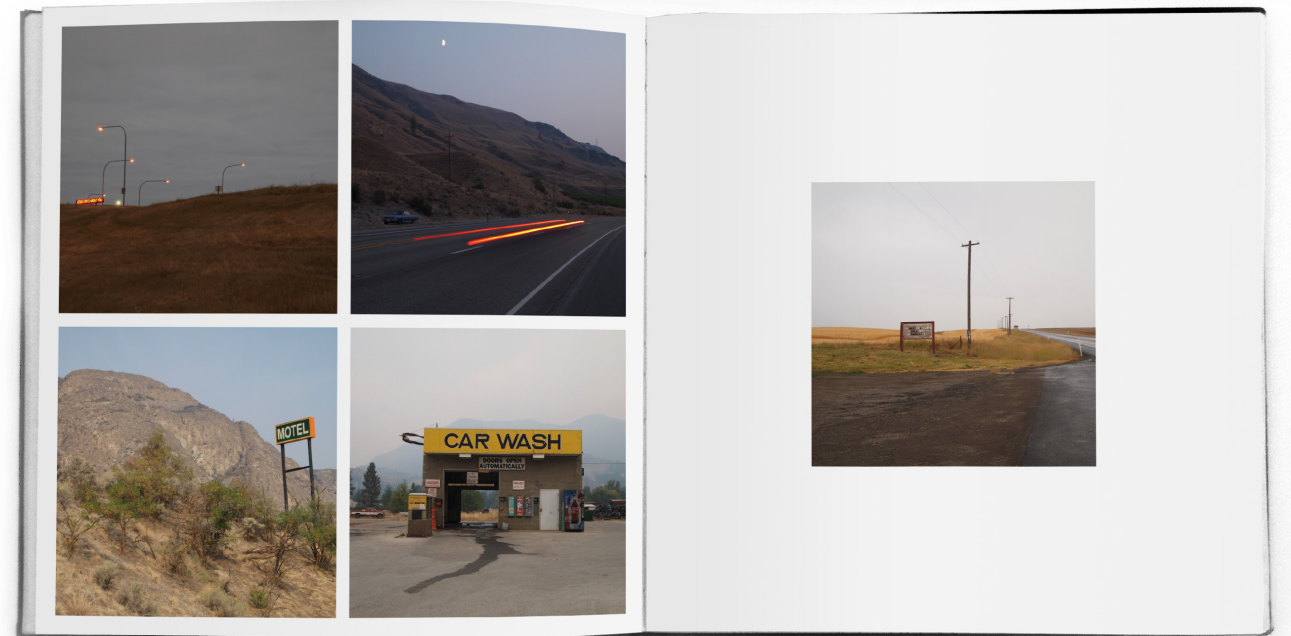
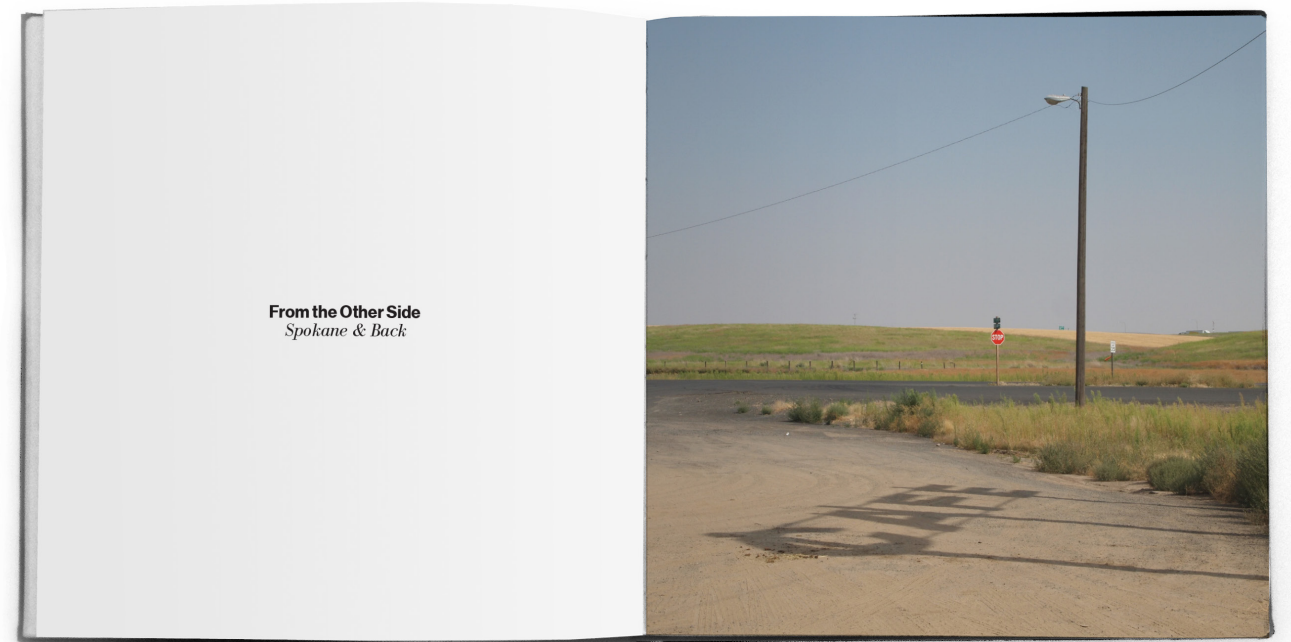
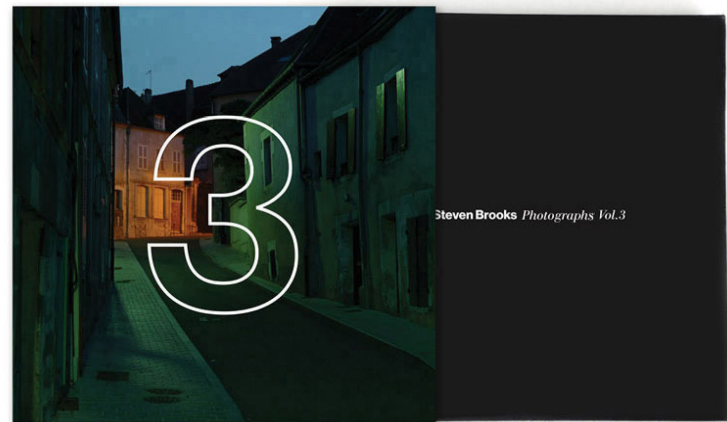
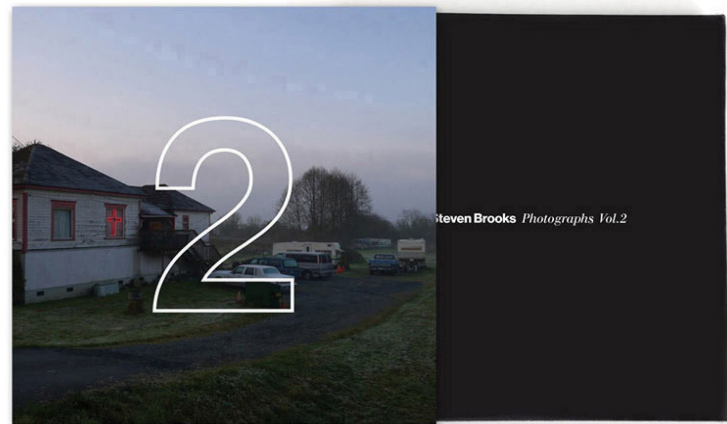
*Are specific evil tendencies transmitted through our DNA, and therefore through the ages? This is the question posed by Dr. Linda Fujiwara, a savvy psychiatrist determined to isolate a serial killer sequence on the human genome that may be responsible for centuries of sadistic murders.*

On the other end of the spectrum is Lance Westfall, a respected genealogist who helps high-net worth individuals uncover the truth about their bloodlines. They pay handsomely for their stories to be told, or for their secrets to be preserved. But that's just his day job. Off the clock, he becomes a hunter of a different sort, and through him, we come to realize that records, documents, and genetics are nothing in comparison to what can be revealed in the human soul.

When a murderer with a bizarre signature brings his deadly spree to Seattle, Dr. Fujiwara becomes obsessed with studying his DNA, while Lance begins to recognize that it might be a killer he has tracked through many ages all over the world. But who is the one being hunted now?











# THE NECTAR OF ANGELS

THE ARROWSMITH SAGA: PART ONE



DANE ST. JOHN



# THE VENOM OF SERPENTS

THE ARROWSMITH SAGA: PART TWO



DANE ST. JOHN

## THE VENOM OF SERPENTS

THE ARROWSMITH SAGA: PART TWO

In the second segment of David Arrowsmith's dramatic narrative, nectar—the wine that flows between England and France during the 14th century—truly turns to venom as Jean Créton continues to record the man's scintillating account. This as they nervously await Hugh Lawrence of Colchester to reveal himself at the Scottish friary and reclaim the panel of saints in David's possession.

The story resumes in the year 1370, when David has married the ravishing Eleanor, taken over the Pelican Tavern Inn in London, and recommenced his apprenticeship in the wine trade. Little Jack is now three, and although he is not his natural son, David raises him as his own, even as he longs to learn the identity of Eleanor's wicked attacker.

With civil wars brewing in Brittany and Spain, and France and England openly fighting, the truce has ended and the Hundred Years' War is again in full swing, threatening to bring everyone into its fold. After an attempt to liberate Sophie and Jacques from the cruelty of Pierre Juneau in Bordeaux, David and Hugh come to the rescue of Princess Joan of Kent and her sons when hunted by a group of mysterious assassins. Obligated by John of Gaunt to fight as an archer for the English armies, David accompanies Hugh and a host of new friends to various towns throughout France, and earns the respect of Edward, the Black Prince.

But soon, in choosing sides with Prince Edward and the Plantagenets, David distances himself from John of Gaunt and the Lancaster faction, and especially Hugh Lawrence, who has grown to bitterly despise him. Throughout all of his strife, he forms a strong bond with the prince's young son, the future Richard II of England. With political and military turmoil—and the rule of a child king—comes deep social upheaval as taxes crush the working classes. Walter Tyler, Jack Strawe, and John Ball—all old friends of David—each have their own reasons for inciting the Great Revolt of 1381, while John Wycliffe can only helplessly look on as thousands of peasants lay waste to England, march on London, and threaten the entire monarchy.

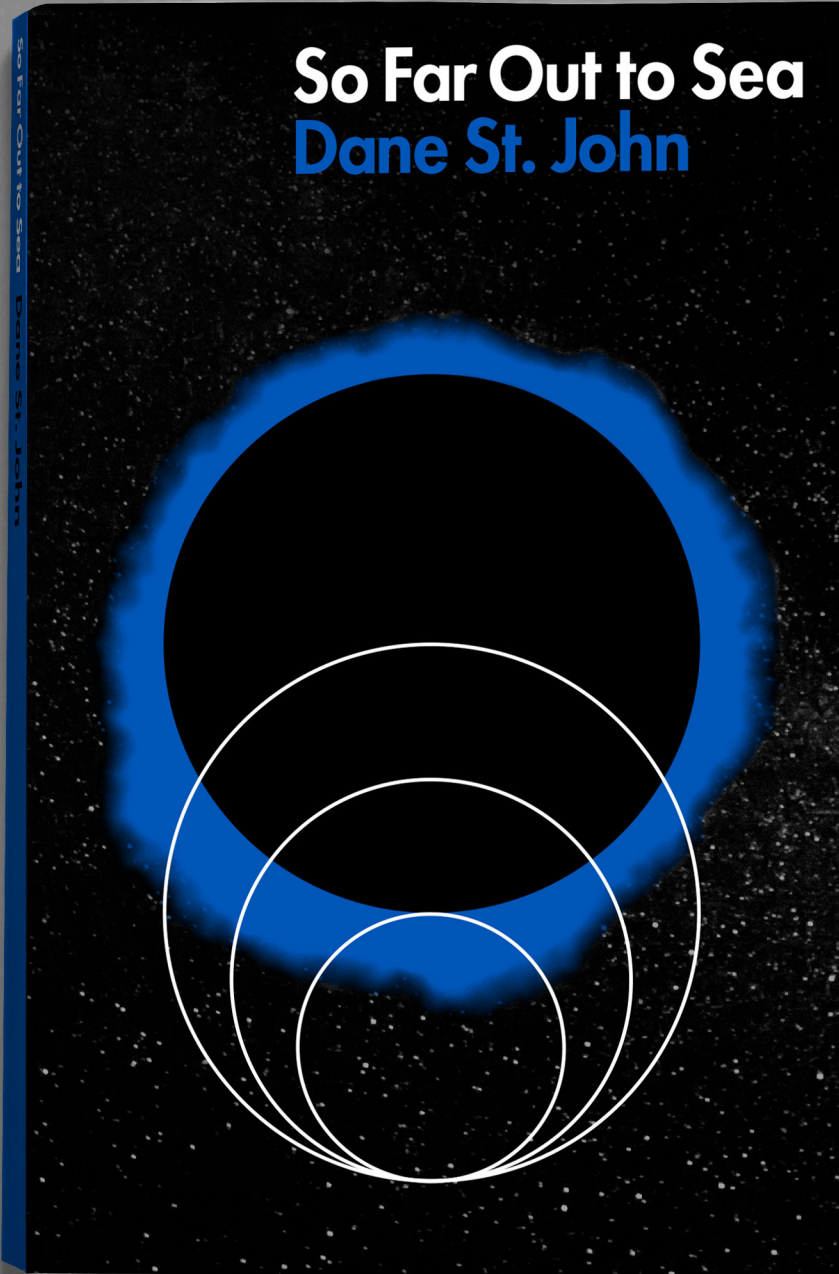
During the unrest and its turbulent aftermath, David endures unbearable loss as he struggles to survive, and comes out of hiding to aid an old friend. Soon, his final reckoning with Hugh will be at hand as Créton races to fill in the final lines of his chronicle and discover the mystery of the panel and the lost King of England.





# So Far Out to Sea

## Dane St. John



As magical and alluring as the stellagram was, Dr. Brody Springer had considered that it represented the maximum sum of intelligence of imperfect astrophysicists like himself, only as good as their most recent computations and guesses. It wasn't like the real sky. It could only show you the story. It could not make you feel it or truly see it.

That's why there were still telescopes like Delphi.

Now, a state-of-the-art, company-issued air chair sailed across the control room, bearing the slight weight of Dr. Stephen Khang in its swish contours. The only thing that stopped him crashing into his superior was a pair of skinny white feet that could be seen a little too well due to his questionable taste in footwear. Hired for his grasp of astronomy and a remarkable talent for talking to computers as though equals, he wasn't quite as proficient in the field of human interaction.

"I hope you don't mind me saying this, Dr. Springer," he whispered so loudly he may as well have been yelling, "but you might want to pull it together, at least for the next half hour or so. Ms. Trevis is on her way back over here and I'm not sure she'd like you staring off into space. Literally."

Brody snapped back into the world of the living and gave Stephen a nod. "I appreciate the heads up. Now quit worrying about me and get back to your station."

"Right away, boss. And listen. At the risk of repeating a confidence you've probably heard a dozen times, I just wanted to tell you that I'm glad you're here. We all know how hard it must have been to come back."

Now, a junior technician called out the phrases that were often banded about in the shadow of the great oracle: talk of Lagrange points, halo orbit configuration, infrared astronomical interferometer, visible light coronagraph, system coming online... But it was the stern voice of Rebekah Trevis that jolted the team into certain action.

"We've only got one shot at this, people. Dr. Springer, confirm status," she demanded.

He concentrated on a translucent screen. His thin fingers met the light and slid along a data stream that reacted to his touch. "Status confirmed, Ms. Trevis. Initiate activation sequence on my mark."

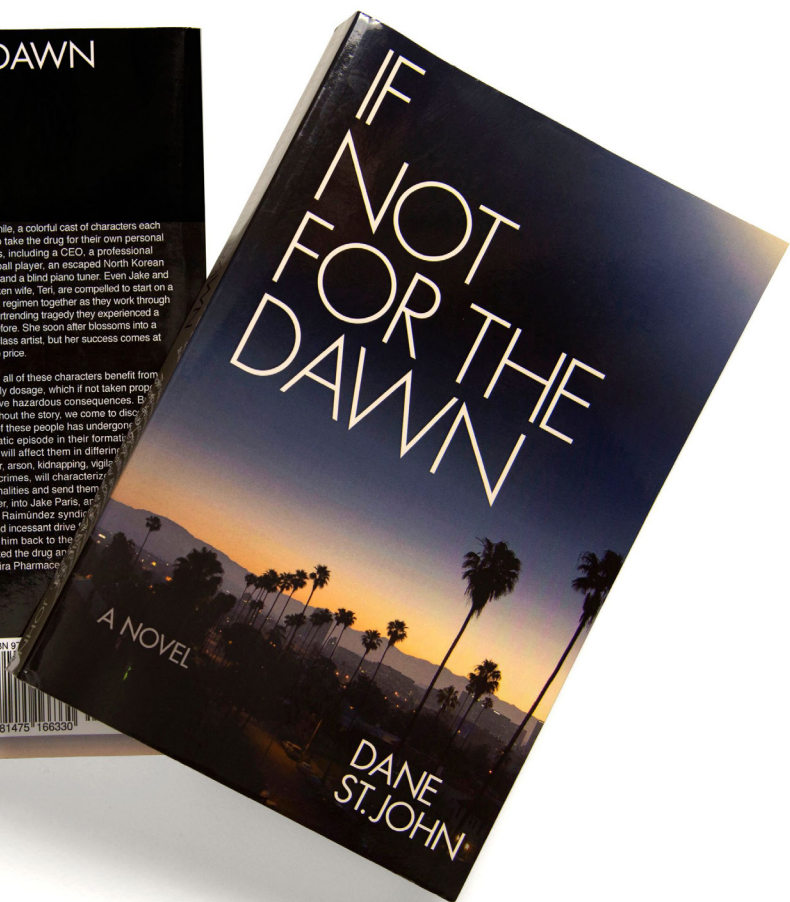
A sudden darkness fell upon the control room until the lighting was adjusted to an ambient level. A countdown clock faded into view, casting a calm, greenish glow on a squadron of anxious faces.

"According to Delphi, the link has been successfully established," his voice echoed. "The Europa installation is now approximately 4.6 astronomical units from Earth. Clock for full image reception is set at 39 light minutes, 20 seconds and counting."

Brody disconnected and stood for a stretch. He may as well have lived in the chair for days. There was a fierce rush of blood upward, accentuating the headache he'd endured off and on for so long. It felt like his brain tissue was trying to outgrow its cranial prison.

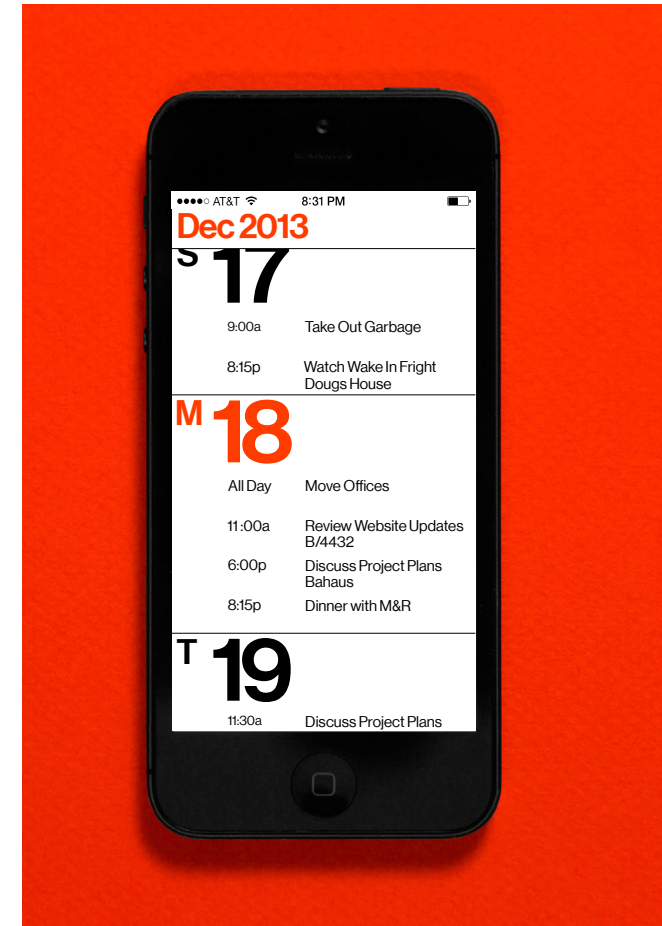
He looked down and noted the empty chair at the station next to his. The name was still there, etched into the glass plate: Dr. Hope Springer. The intervals between being able



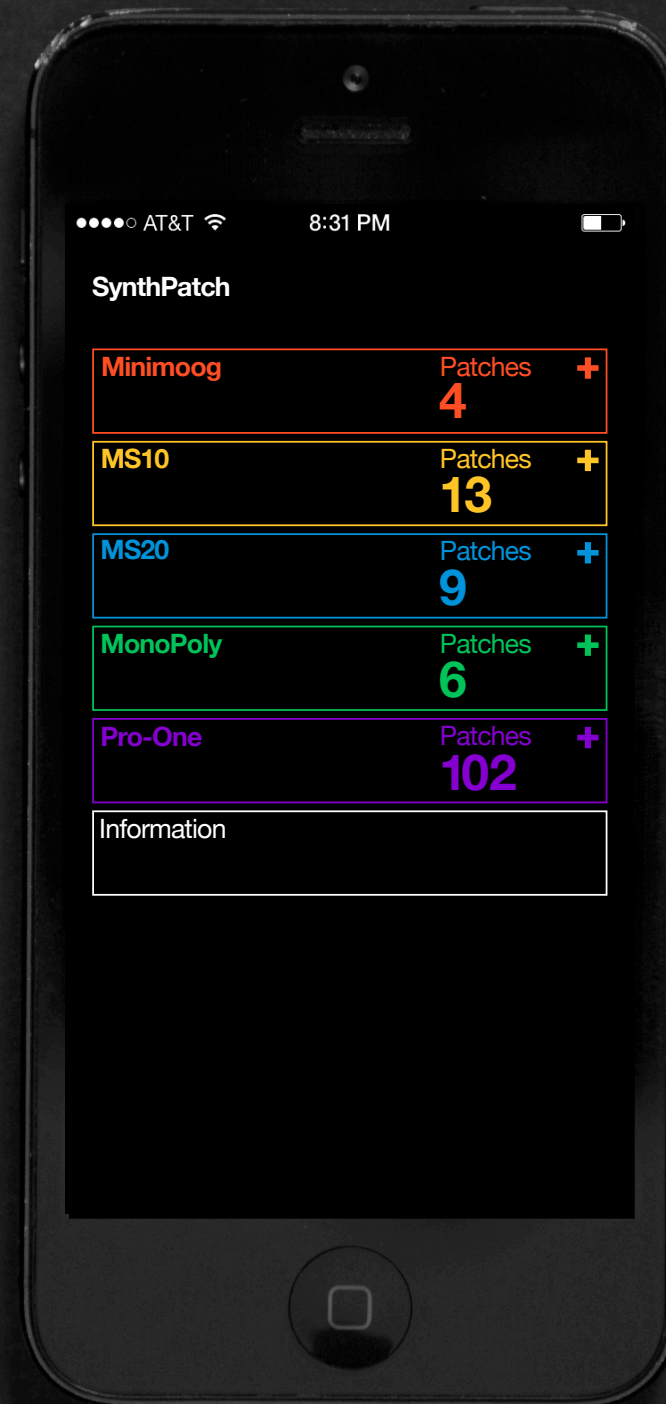
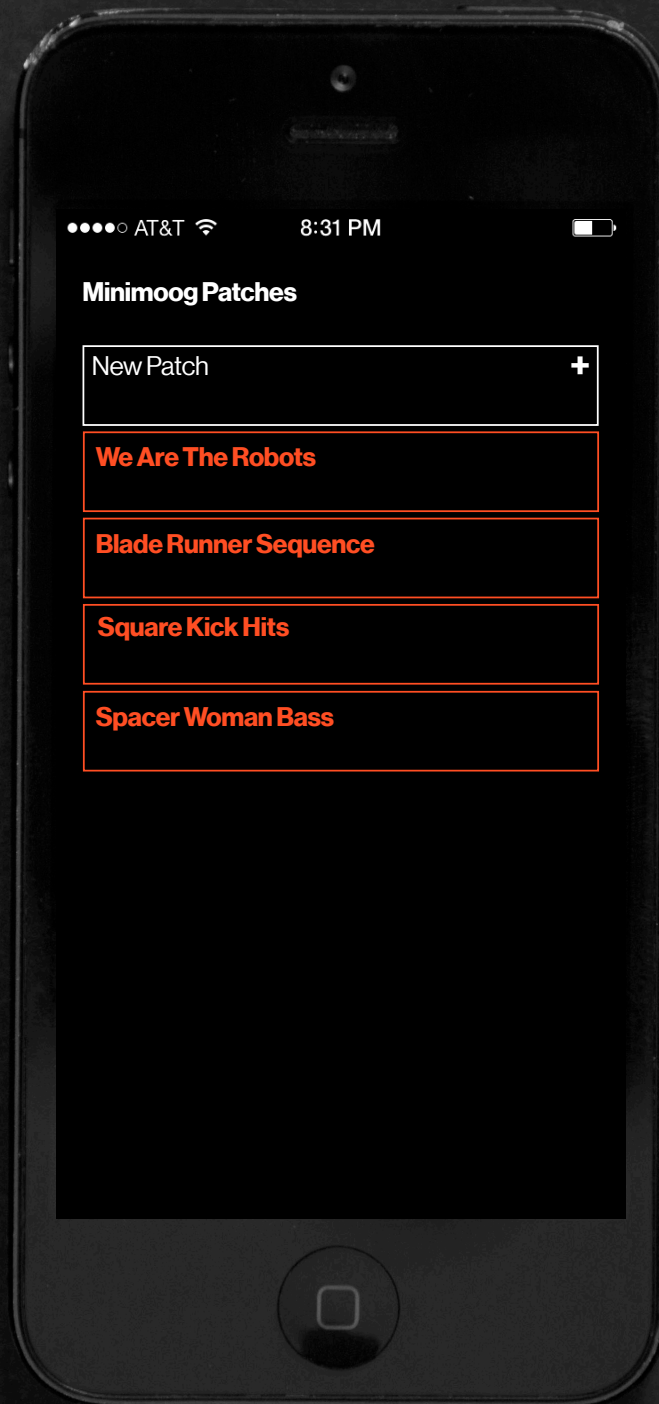
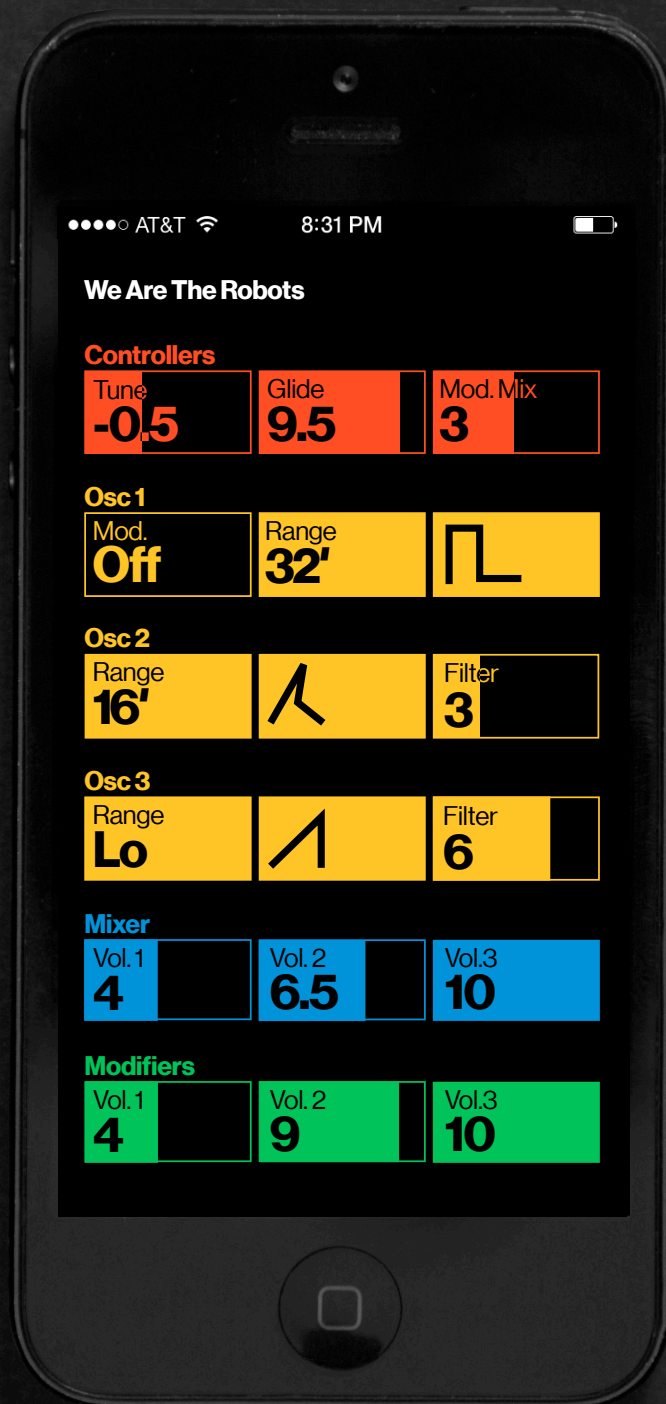




# User Interface

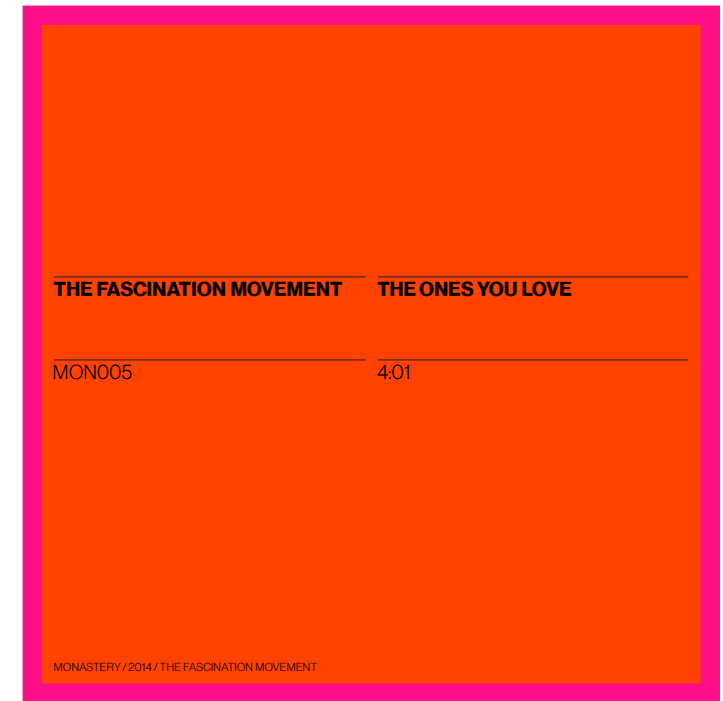






# Packaging







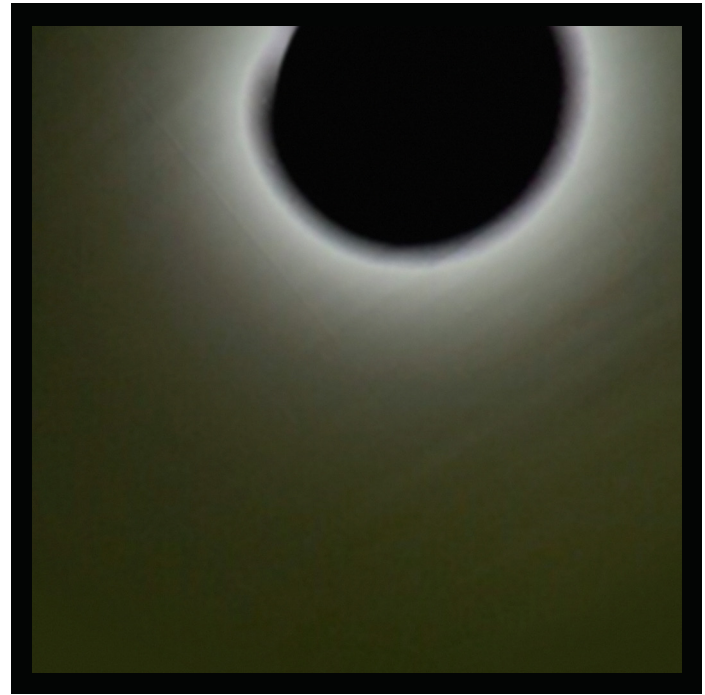
THE  
FASCINATION  
MOVEMENT

I N T E N T

THE  
FASCINATION MOVEMENT

I N T E N T

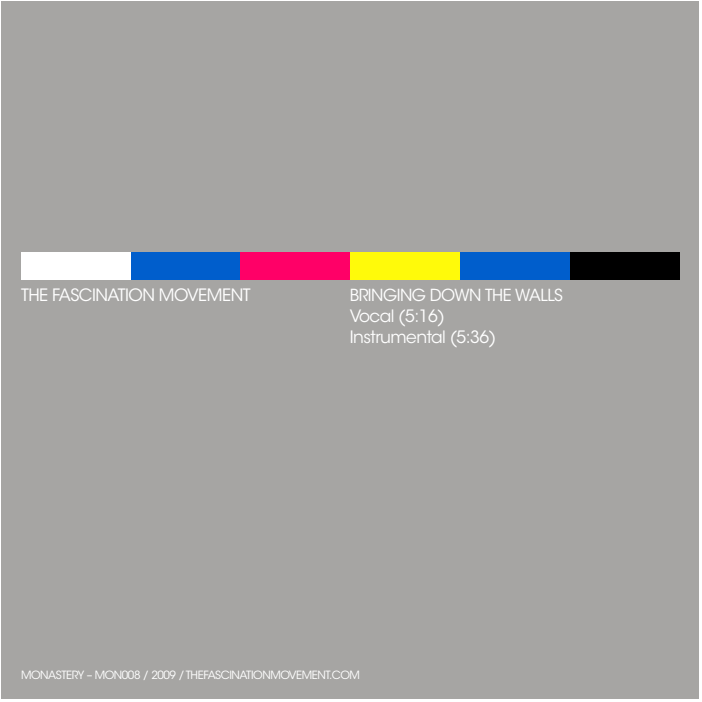
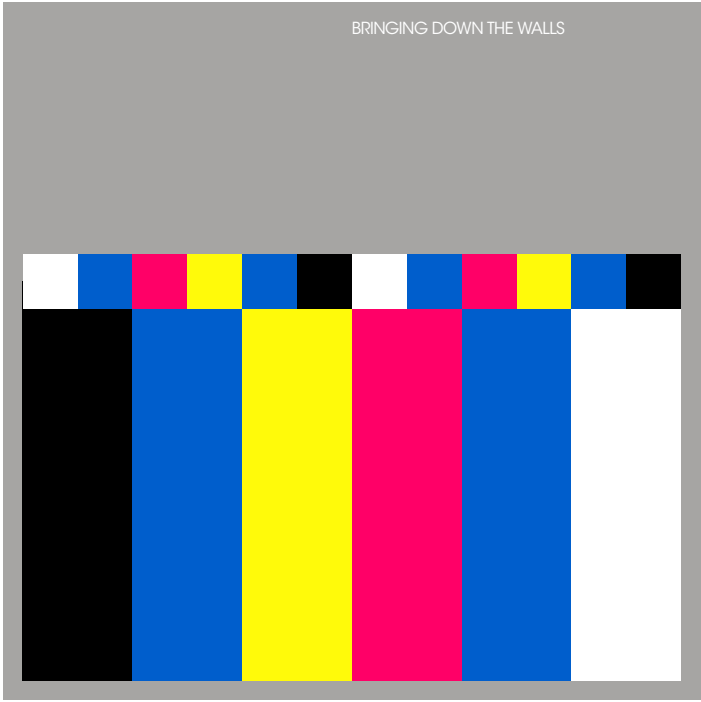
























Identity	10–19	Latitudex (2014)
	20–25	Lighting Fires (2012)
	26–33	Massive Bit (2013)
	34–41	Foothills CA (2013–14)
	42–53	April Brimer Photography (2014)
	54–61	Smith Interiors (2014)
	62–69	Casey Broadwater Photography (2013)
	70–81	Xerox JazzFest (2013)
	82–91	Rochester Philharmonic Orchestra (2012)
	92–99	Eastman House Museum (2011)
Promotion	102	The Fascination Movement: All In Love (2011)
	103	The Fascination Movement: Bringing Down The Walls (2009)
	104	Port of Toledo Wooden Boat Show (2013)
	105	AIGA 100: Colorado Chaircutterie (2014)
	106–107	Seattle Polish Film Festival (2014)
	108	The Fascination Movement: Re-Bar (2010)
	109	The Fascination Movement: Sunset Tavern (2011)
	110	The Fascination Movement: The Crocodile (2010)
	111	The Fascination Movement: 0.5 (2008)
	112	Young Monday: Zaire (2013)
	113	The Fascination Movement: Someday Lounge (2011)
	114	The Fascination Movement: Columbia City Theater (2011)
	115	The Fascination Movement: White Rabbit (2011)
	116	Roland Sebastian Faber: Gropiusstadt (2009)
	117	Hercules & Love Affair: Neumos (2010)
	118–121	Snohomish Hot Rod & Classic Car Show (2012)
	122–123	Rationale: Sans & Serif Calendar (2013–14)
	124	Who Is My Neighbor (2012)
	125	Freya's Bazaar (2011–12)
Publication	128–129	Dane St. John: Carry On (2013)
	130–131	Steven Brooks Photographs (2012–14)
	132–133	Dane St. John: The Arrowsmith Saga I & II (2012)
	134–135	Dane St. John: So Far Out To Sea (2014)
	136–137	Dane St. John: If Not For The Dawn (2012)

User Interface	140–141	Minimal Calendar (2013–14)
	142–143	SynthPatch (2013–14)
Package	146–147	The Fascination Movement: The Ones You Love (2014)
	148–149	The Fascination Movement: Intent (2011)
	150	The Fascination Movement: New Light (2011)
	151	The Fascination Movement: Stalemate (2010)
	152	Square Frames: Snowball (2013)
	153	Young Monday: Zaire (2013)
	154–155	The Fascination Movement: Interaction (2012)
	156–157	The Fascination Movement: Bringing Down The Walls (2009)
	158–159	The Fascination Movement: Remix Vol. 1 (2008)
	160–161	The Fascination Movement: 0.5 (2008)



# Timeline

Microsoft  
Creative Director  
2011–Present

Amazon.com  
Senior Designer  
2010–2011

Rationale  
Owner & Creative Director  
2008–Present

Venture Arts  
Creative Director  
2007–2010

Fitch  
Production & Design Lead  
2004–2007

Eddie Bauer  
Art Director  
2000–2004

The Leonhardt Group  
Production & Design  
1998–2000

PhotoDisc  
Designer  
1998–1999

Born  
1976

# Awards

Selected by Massimo Vignelli as one of the top five  
American graphic designers today under the age of 50  
laFondazioneNY  
2014

International business design award  
Microsoft  
2013

Massimo Vignelli masterclass winner  
2012–2013

# Publications

*Unit Editions: Manuals 2*  
Interview essay  
2014

Arcade Magazine  
“Modernist graphic design in the Pacific Northwest –  
Tracing designers and influence”  
Article  
2014

*Sean Wolcott: Graphic Design 2008–2014*  
Promotional book  
2014

*Lella and Massimo Vignelli: Two Lives, One Vision*  
Interview  
2014

# Exhibitions

AIGA 100 Chaircutterie  
Denver, Colorado, USA  
2014

Ordev  
Malmö, Sweden  
2014

Microsoft Ventures Design Week  
Redmond, Washington, USA  
2014

Beyond Tiles  
Stockholm, Sweden  
2013

RIT Vignelli Center for Design Studies  
Rochester, New York, USA  
2013

# Teaching

School of Visual Concepts  
Seattle, Washington, USA  
2013–2014

