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### DESIGN:

#### 10 Turner Duckworth / UK, USA

Since 1992, Turner Duckworth has created unmistakable visual identities for the world's greatest brands. Its three studios in London, New York, and San Francisco work collaboratively together to craft distinctive assets and visual systems that ensure brands stand out and remain top of mind across media and culture. Their work has won most major industry awards, including the Cannes Grand Prix for Design, and their work for Coca-Cola was inducted into the Clio Hall of Fame.

#### Introduction by Yoshihiro Yagi

Yoshihiro Yagi's work for a diverse client base has ranged from concept development to package design and advertising communications. His works of nonlinguistic visual communication have resulted in large part from his unique aesthetic and durable logic. As demonstrated by being awarded with the Collaborative Award at D&AD, Yoshihiro's designs possess not only impact but also solid substance that travels a long distance. Perhaps the most decorated art-based creative in Asia, his accolades tell the story of his consistent quality design, with nineteen Pencils in one year at D&AD, six Yellow Pencils for six different pieces of work, and a Grand Prix at Cannes Lions as well as Best in Design at The One Show.

#### 24 Leo Lin Design / Taiwan

Leo Lin is a graphic designer, teacher, and curator. He is a professor of the Design Department at the National Taiwan Normal University. He was dean of the College of Arts at NTNU and president of the Taiwan Poster Design Association. Lin is interested in the exploration of visual graphic experiments and focuses on the social and cultural exploration of design. His works has been recognized by the Taiwan National Design Award and numerous others from leading design organizations and publications worldwide, including the New York ADC, New York TDC, Tokyo TDC, Communication Arts, and Graphis, as well as having his winning posters selected for international poster biennales and triennials in Warsaw, Lahti, Mexico, Toyama, Moscow, Brno, Ecuador, Ukraine, Tehran, Taiwan, Korea, Hong Kong, etc.

#### Introduction by Mirko Ilić *Portrait by Robert Gojevic*

Mirko Ilic was born in Bosnia. In Europe, he drew comics, illustrations, and art-directed posters, books, and record covers. When he arrived in the United States, he became the art director of Time Magazine's International Edition. Later he became the art director of the op-ed pages of the New York Times. In 1995, he established his firm Mirko Ilic Corp. His company designs for a wide range of clients, from pro bono organizations to high luxury hospitality clients. His work is in the collections of institutions such as the Smithsonian Museum, the MoMA San Francisco, and the MoMA New York. Mirko is the co-author of several books with Steve Heller and Milton Glaser. He also organizes and curates shows and lectures around the world. The most well-known is the Tolerance Poster Show, which appeared more than ninety-nine times in thirty countries around the world. Mirko teaches Masters' degree illustration at the School of Visual Arts in New York City.

#### 36 Trevett McCandliss and Nancy Campbell at McCandliss and Campbell / USA

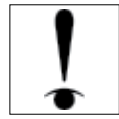
McCandliss and Campbell is an art direction team that combines innovative typography and conceptually-driven fashion photography. They have received more than 250 design and photography awards from Graphis, The Society of Publication Designers, The Type Directors Club, Print, How, and Communication Arts. They are the creative directors of Earnshaw's and Footwear Plus, two magazines that cover the fashion industry. Nancy Campbell is a graduate of The School of Visual Arts with a BFA in graphic design. She has worked at numerous magazines including Harper's Bazaar, Mademoiselle, and YM. Trevett McCandliss received his BFA from Syracuse University. He studied painting at the New York Studio School and graphic design and photography at The School of Visual Arts. McCandliss and Campbell often present their work to students and professionals. Presentations have included the 2012 Magazine Design Conference in Copenhagen and Oslo and the 2016 Magazine Design Conference in Oslo. They taught a master class in graphic design at the Danish School of Media and Journalism in Copenhagen in 2015. Trevett is the Vice President of The Society of Publication Designers. They have served as design judges for various competitions. Nancy recently judged the 2019 Communication Arts Typography competition. McCandliss and Campbell teach typography and editorial design at Kean University.

#### Introduction by Greg Dutter

Greg Dutter is the editorial director of Footwear Plus magazine, the industry's leading B2B fashion publication. A division of Wainscot Media, he oversees the print, digital, and custom content divisions. Prior to that, he was a market editor for Sporting Goods Business magazine. He got his start as a reporter for a group of weekly newspapers based in northern New Jersey.

#### Introduction by Francesca Messina

Francesca Messina's career path as a visual storyteller, artists' agent, and print services sales executive has one constant: enabling creativity and creative processes and helping to tell meaningful stories, with an eye for gorgeous design in all forms. She has significant experience as a publication creative director, playing a role in every aspect of shaping and telling important stories for The New York Times, Business Week, Ms., Guideposts, McGraw-Hill, Penton Media, and People. She comes from a family of newspaper reporters, book editors, and printers. She likes to think that creative collaboration is in her DNA. She is currently a sales executive, focusing on the art and photography book sector and client base for Asia Pacific Offset, a global print management company. She can be reached at francesca@asiapacificoffset.com.





**ADVERTISING:**  
**52 Silver Cuellar III at Tombras Group / USA**

Silver Cuellar III is the creative director at The Tombras Group in Atlanta, GA. When he isn't moonlighting as Choncho-Man™, he specializes in strategic brand building, Pokémon Go, and facial hair. Silver has spent the past seventeen or so years working at McGarrah Jessee, Mullen, The Richards Group, and BBDO on everything from fried chicken to ladies underpants. Along the way he's been fortunate enough to gather recognition from CA, The One Show, Archive, Obies, Clios, and his parent's refrigerator door. Outside of work you can find Silver roving the Georgia countryside, poking around various local barbecue establishments as he is also a self-taught meat whisperer. Currently, he resides in Roswell, GA with his high school sweetheart Susan, their ten-year-old daughter Sophia the Book Piranha, six-year-old Silver IV the Scotch Tape Enthusiast, and wildling four-year-old Simon Bear the Dino Lord, as well as all the forest critter folk lurking in the woodlands of northern Atlanta. (Looking at you, Bah-bah Black Sheep.)



**Introduction by Deborah Morrison**

Deb Morrison teaches creativity and brand responsibility as director of the University of Oregon's School of Journalism and Communication Advertising program. She believes strong university programs should uphold the promise of developing diverse talent for the idea industry. In a successful career doing just that at the University of Texas (1988-2005) and the University of Oregon (2005-present), she helped jumpstart the careers of thousands of creative thinkers and doers. Morrison has won teaching awards from international and national organizations. She served on the international board of The One Club for Creativity for two terms, the first educator to do so. She's delivered talks to SXSW, HOW Design Conference, TEDx UOregon, Google, United Nations offices in New York and Bonn, Germany, and 72U in Los Angeles. She serves on the editorial board for Advertising & Society Quarterly, on the Adweek Academic Council, and on the Planet Word Museum Advisory Board in Washington, D.C. Morrison believes brave and generous thinking drives the creative economy and saves the world, using ideas as guiding concepts to address wicked issues such as the climate crisis and systemic racism. Her third book, *Brave Work in the Age of Climate Change: A Guide for the Idea Industry as We Make Advertising and Brands Part of the Solution to the Greatest Crisis of Our Lives*, will be published in 2021.



**PHOTOGRAPHY:**  
**66 Lennette Newell (Graphis Master) / USA**

Lennette Newell was born and raised in Kimball, NE. Newell's interest in photography began while observing animal behavior on her family's ranch, and much of her inspiration as an artist emerges from those childhood experiences. Daughter of a large animal veterinarian, Lennette immersed herself in the surrounding animal kingdom, where her relationship with animals was a peaceful coexistence that was not exploited by dominance. Constantly inspired by the natural world around her, she engages in animated imagery that inspires. Lennette's photographic approach is based upon conceptual and aesthetic exploration, pushing the boundaries of storytelling through her energetic, discerning creative process most commonly threaded through the animal kingdom. Her infectious, vigorous personality is both fun and engaging, leading to photographic projects that have earned numerous accolades as well as guest photographer television appearances. Her photographs appear on global pet packaging, finely executed ad campaigns, and exhibits in numerous locations. Selected brands include Milk-Bone, Meow Mix, Kibbles 'n Bits, Blue Buffalo, and Pup-Peroni. Exhibitions include Les Rencontres de la Photographie, Galerie Photo XII Paris, Galerie Bestregarts Frankfurt, Dolores Art, Volterra, the Heritage Museum in Malaga, Spain, and Barcelona Cultural Center.



**Introduction by Susan Baraz**

Susan Baraz is a founding member and the co-chair of The Lucie Awards, the most prestigious award and gala event honoring the masters of photography. The head of judging for the world-renown International Photo Awards (IPA), Susan oversees and is responsible for selecting IPA jurors, who are among the most-distinguished people in the global photo community. As a photography consultant for both fine art and commercial photography, Susan enjoys editing, paginating, designing, and integrating images for commercial work and fine art galleries. She's the International Director of Photography for Atedge, an exclusive marketing program for top tier, cutting-edge photographers. Susan helped establish and chair for Focus On AIDS, the largest fine art photo auction and benefit in the US. She's curated 250 images for the UN Climate Change exhibition, COP 21 in Paris, and the Mayors Summit in Mexico City. She's also a curator of gallery shows at museums like the Museum of Tolerance, the Holocaust Museum in Washington D.C., the Dupon Gallery in Paris, and the House of Lucie in Bangkok, and has promoted exceptional photography to many top photo galleries. Susan's the only American invited to judge the Prince of Dubai's HIPA Photography Competition.



**82 Armand Tamboly / Germany**

Tamboly is a professional photographer living in Germany and Sweden. At the moment he is finishing his MFA in photography at Valand Academy of Arts at Göteborg University. His work, which is dominated by portraits, architecture, and landscape photography, is always about ideas. Through international awards and honorable mentions, his projects have gained attention and recognition worldwide. Some of the clients he's worked with and who have published his work are Axel Springer AG, Sony Music, Airbnb, Booking.com, Metal Hammer, Rolling Stone, Financial Times, Brigitte, Die Zeit, Daily Mirror, Glamour Paris, Conde Nast, Deutsche Bahn, The Times, Honeywell, and SWR1.

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PHOTOGRAPHY

66 LENNETTE NEWELL / USA

82 ARMAND TAMBOLY / GERMANY

## Lennette Newell: Animals in Action

I AM IMMENSELY IMPRESSED WITH THE EXTRAORDINARY AND WIDE-RANGING WORK OF LENNETTE NEWELL. SHE EXPLORES MANY PATHS AND DISCOVERS IMAGERY THAT IS UNIQUE, FUN, AND THRILLING.

HER WORK WITH ANIMALS ACROSS THE ENTIRE ZOOLOGICAL SPECTRUM IS WONDERFUL. RESONATING MOST POWERFULLY WITH ME IS HER STUDY AND ORIGINAL PHOTOGRAPHY OF PRIMATES.

**Howard Schatz**, *Photographer (Graphis Master)*

WHETHER SHE IS USING COLOR OR BLACK AND WHITE, LENNETTE NEWELL'S WORK HAS A STRONG, GRAPHIC IMPACT THAT SPEAKS WITH VISUAL CLARITY FOR HER ANIMAL SUBJECTS.

**Todd Wright**, *Photographer*

I ENJOY HER AMAZING ABILITY TO BRING OUT WHIMSICAL AND UNEXPECTED ATTITUDES IN HER SUBJECTS WHILE STILL CRAFTING BEAUTIFUL LIGHT, SHAPE, AND FORM. HER IMAGES ARE POWERFUL AND GRAPHIC, AS WELL AS DEEP ONCE YOU EXPLORE THEM.

**Craig Cutler**, *Photographer (Graphis Master)*



**Introduction by Susan Baraz** *Director of Photography, AtEdge*

In my life's work, I've been very fortunate to be involved in judging, heading events, and reviewing thousands upon thousands of photographers' images. Many have melded together, and names are rarely etched in my mind. It's mostly been on to the next one. All that halted when it came to Lennette Newell. Her name and her work was unforgettable from the moment I viewed it so many years ago. "Who is this person?" I remembered saying to myself. These images were beyond anything I could claim a reference to, and to my delight took me to new photo realms: animals, people as animals, whole, bizarre, mysterious worlds created, using a familiar base as the starting point. It was an immediate, visceral reaction, and to this day that feeling remains unchanged. Newell's work never fails to excite. Lennette is constantly striving to conceive, construct, and compose works that convey something truly unique in photography. The results are always, to me, breathtaking. Great photography has a universal appeal. It's a passport to an adventure without boundaries. It elicits an experience that's capable of transforming us. Handled through the eyes of a brilliant photographer, it transports to an unknown, never before seen world. Lennette Newell captures that each time she embarks on a new project. She encapsulates the always elusive mystery of wondrous photography.

WITH MORE EXPERIENCE, YOU WORK SMARTER,  
AND WITH THAT COMES THE ABILITY TO  
RECOGNIZE WHEN A MOMENT IN TIME CAPTURE  
IS TRULY EXTRAORDINARY. **Lennette Newell**, *Photographer*



*(Above) Augur Buzzard (Buteo augur) / (Opposite page) Green Winged Macaw (Ara chloropterus)*





*(Above) African Green Pigeon / (Opposite page) Great Horned Owl / (Page 73) Barn Owl (Tyto alba)*



*Who is or was your greatest mentor?*

My childhood family's close friend, John Hemmer, my animal grandpa. He was a horse trainer and worked for my family. As a kid he showed me how to connect with animals: not intentionally, but through my observation of him. The small nuances animals displayed were duly noted by him, and he fit like a glove with each animal's personality. His patience was unwavering, and his zest and energy for life fascinating in every way. I absorbed his magical love for life and animals.

*What is your work philosophy?*

Thankfully, I have a strong work ethic. I go out of my way to be prepared for any job scenario and truly believe anything can be done. The desire to accomplish the goal over and above is the competitor in me. With more experience, you work smarter, and with that comes the ability to recognize when a moment in time capture is truly extraordinary.

*What is it about photography that you're passionate about?*

The ability to grab someone's attention and hopefully hold the gaze to influence their perspective.

*Who among your contemporaries today do you most admire?*

Annie Leibovitz, David LaChapelle, Elliott Erwitt, and Nick Brandt. I once asked Richard Avedon at his show in Fraenkel Gallery which photograph of his he liked best. He answered, "The one I shot yesterday." In addition, I shared a studio with Howard Schatz for a time in San Francisco; his ongoing work ethic to this day is astounding.

*What drew you towards animal photography?*

My interest in photography began while observing animal behavior on my family's ranch. My father was a large animal veterinarian, allowing me to immerse myself in the surrounding animal kingdom where my relationship with animals was a peaceful coexistence. Constantly inspired by the natural world around me, I began to photograph what I knew: animals. Years later, as I pursued other photographic directions, I soon realized I would be best suited to photograph what I knew best: animals.

*What inspired you to incorporate surrealism in some of your photography?*

I have always enjoyed very colorful and joyful dreams, and at times disturbing dreams. I'm not sure where these subconscious ideas manifest, but the imaginable and unimaginable dream films have always stimulated my work. I enjoy discovering new ways to communicate a visual message with surrealism.

*What would be your dream assignment?*

Producing an archive of photographs for any endangered spe-

cies that is presented in such a way that it makes a significant impact for the species to survive.

*What has been your most memorable project?*

On a personal level, I think the Ani-Human project because it was my first large scale project and it was well received.

*What professional goals do you still have for yourself?*

I am working on a couple of book ideas and have the images shot. I would very much like to see them published. I would also like to work in the editorial sphere.

*What is some advice you'd tell a student that you wish you had known when you first started out?*

Show your work, get constructive feedback, and move on; photographers can work a long time on a project and find out it's not well received. This too is a valuable experience; everything in life gives a new perspective to your work.

*What interests do you have outside of your work?*

My husband and I have recently moved to the Sierra Nevada foothills from the San Francisco Bay area. We have worked hard these past two years bringing the land back to sustainability. We have installed a standing solar panel field, planted a 100+ pomegranate tree orchard which is bearing fruit already, rescued four peafowl, and are looking forward to fresh eggs from my new chicken family. In addition, our rescued dog keeps the coyotes on the perimeter of the property, and the two cats seem to enjoy everything but helping out with rodents. My vegetable garden sustains us most of the year, and we enjoy living amongst the many native wildlife.

*What do you value most?*

Family. Respect for all life.

*Where do you seek inspiration?*

It seems inspiration these days is so readily available because of the internet. I have always gathered inspiration from day to day activities and observations in addition to museums, creative journals, magazines, artist talks, etc.

*How do you define success?*

Identifying what makes a difference and reaching that goal.

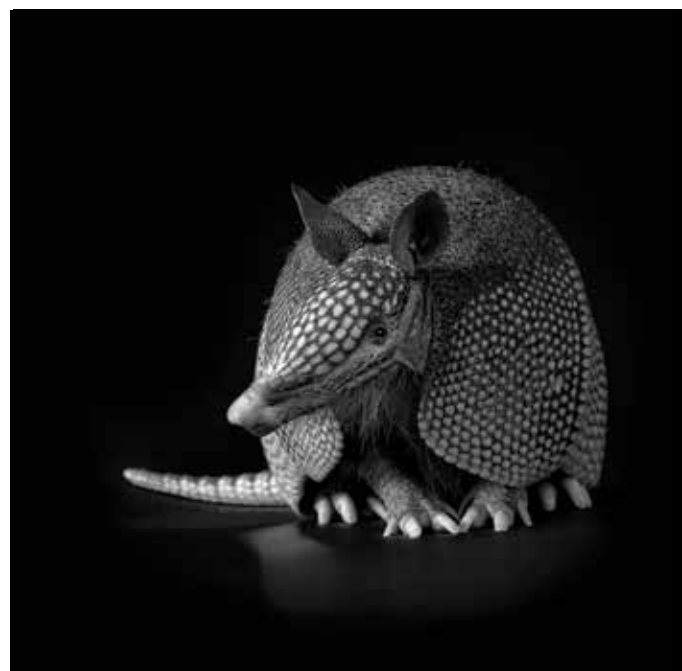
*Where do you see yourself in the future?*

Using my talents to give back to the animal kingdom and the earth. So much to do, so little time!

**Lennette Newell Photography** [www.lennettenewell.com](http://www.lennettenewell.com)  
See her *Graphis Master Portfolio* on [graphis.com](http://graphis.com).



LENNETTE NEWELL ARRESTS BIRDS & ANIMALS WITH HER CAMERA AND PRESENTS THEM AS THE FINE ART THAT THEY ALL ARE. EXTRAORDINARY!



*American Alligator (Alligator mississippiensis); Nine-banded Armadillo (Dasypus novemcinctus); Mandrill (Mandrillus sphinx)  
North American Raccoon (Procyon lotor); Juvenile Jaguar (Panthera onca); Juvenile Chimpanzee (Pan troglodytes)*



*Black Handed Spider Monkey (Ateles geoffroyi)*

LENNETTE IS HIGHLY TALENTED AND VERY CREATIVE. HER COMPOSITIONS ARE BREATHTAKING; SHE LITERALLY TAKES THE VIEWER INTO ANOTHER FANTASTICAL WORLD. I AM HONESTLY ENTHUSIASTIC ABOUT HER WORK. **Frank Wartenberg**, *Photographer*





(Top) African Elephant Compositd (*Loxodonta africana*) + Tanzania Landscape / (Bottom) Green Tree Python (*Morelia viridis*)  
(Opposite page) Chameleon Bodyscape





*(Above) Sirin Compositd Barn Owl with Face-painted Human Female  
(Opposite page) Ani-Human Python Burmese Python with Human Female Body Painted*





*Journey 4 Composite: White Dove + Bali Cloud Formations*