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James
Palacios
Designer /
Illustrator

Diana Palacios

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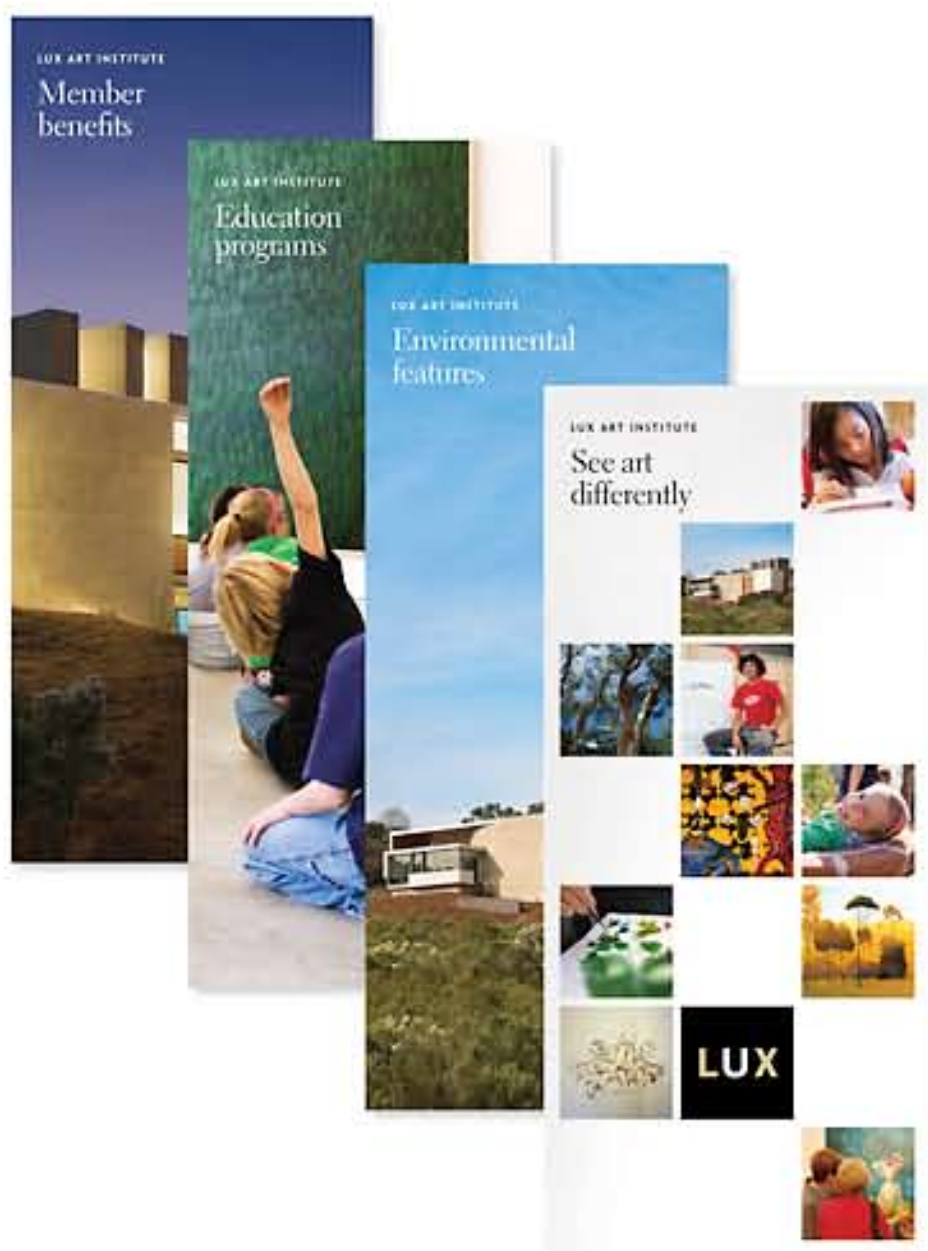
MAGAZINE

ADVERTISING

exhibit

Our daily showcase of outstanding examples of graphic design and advertising including packaging, print ads, television commercials, direct mail, catalogs, CD covers, books and posters. [Submit Work.](#)

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01.23.09

Lux Art Institute brand development

Identity, Public Service

Lux Art Institute, one of the nation's first artist-in-residence museums, celebrated its official opening November 2007. In just over one year, Lux has established itself as one of the significant contemporary art venues in Southern California. San Diego-based MiresBall has been branding the Lux image, in a captivating and comprehensible manner, every step of the way—from the groundbreaking, to the opening and beyond. Lux continues to receive national recognition in part because of the innovative collateral pieces (newsletters, brochures and artist postcards) that MiresBall designs for them.

John Ball, art director; Gale Spritzley/Beth Folkerth/Jason Moll, designers; Sam Grogan, Web developer; David Fried, writer; Lou Mora/James Brady, photographers.

www.miresball.com
[www.luxartinstitut ...](http://www.luxartinstitut...)

Asked about the power of advertising in research surveys, most agree that it works, but not on them.

— Eric Clark



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Dummies.com, relaunched two days ago. Now, in addition to concise jargon-free text, the publisher of the *For Dummies* reference series has included concise jargon-free video.

It's time again for Netdiver's **Best of the Year**. The 100 (+10) Web projects that made a lasting impression in 2008. A pretty darn inspiring collection.

The founders of the popular two-day **An Event Apart** conference, for people who make Web sites, launched a new site. Designed by Jeffrey Zeldman and coded in HTML5 by Eric Meyer, it's a conference topic all on its own.

An open letter to Barack Obama from Pepsi and R/GA: **Dear Mr. President.**

A new **White House Web site** launched today, just moments after Barack Obama was sworn in as our 44th president.

We just stumbled on the latest incarnation of Wieden+Kennedy's site—a **gigantic timeline** (with a seemingly endless web of work). Impressive.

OK, we're not sure whether this is funny or, in the words of writer/director Jim Hosking of *Revolver*, "sexy" or just plain creepy (we're definitely leaning toward creepy). We opted to let everyone decide for themselves. For the Australian Writers and Art Directors Association: **"The Importance of Awards in Advertising."**

Get It On. A viral ad. By Superfad. For Fitzgerald+Co. client Durex. It's, uh, squeaky...

PrettyLoaded. A tribute to a vanishing art form. Created and curated by Big Spaceship (with contributions from the interactive community). PrettyCool.

The Disposable Film Festival. A celebration of short films made on non-professional devices



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