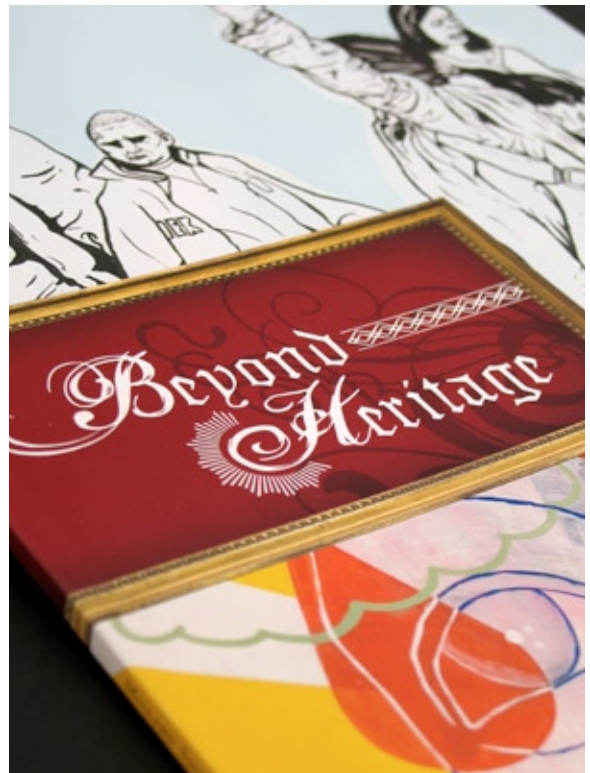


Art Catalogues & Books

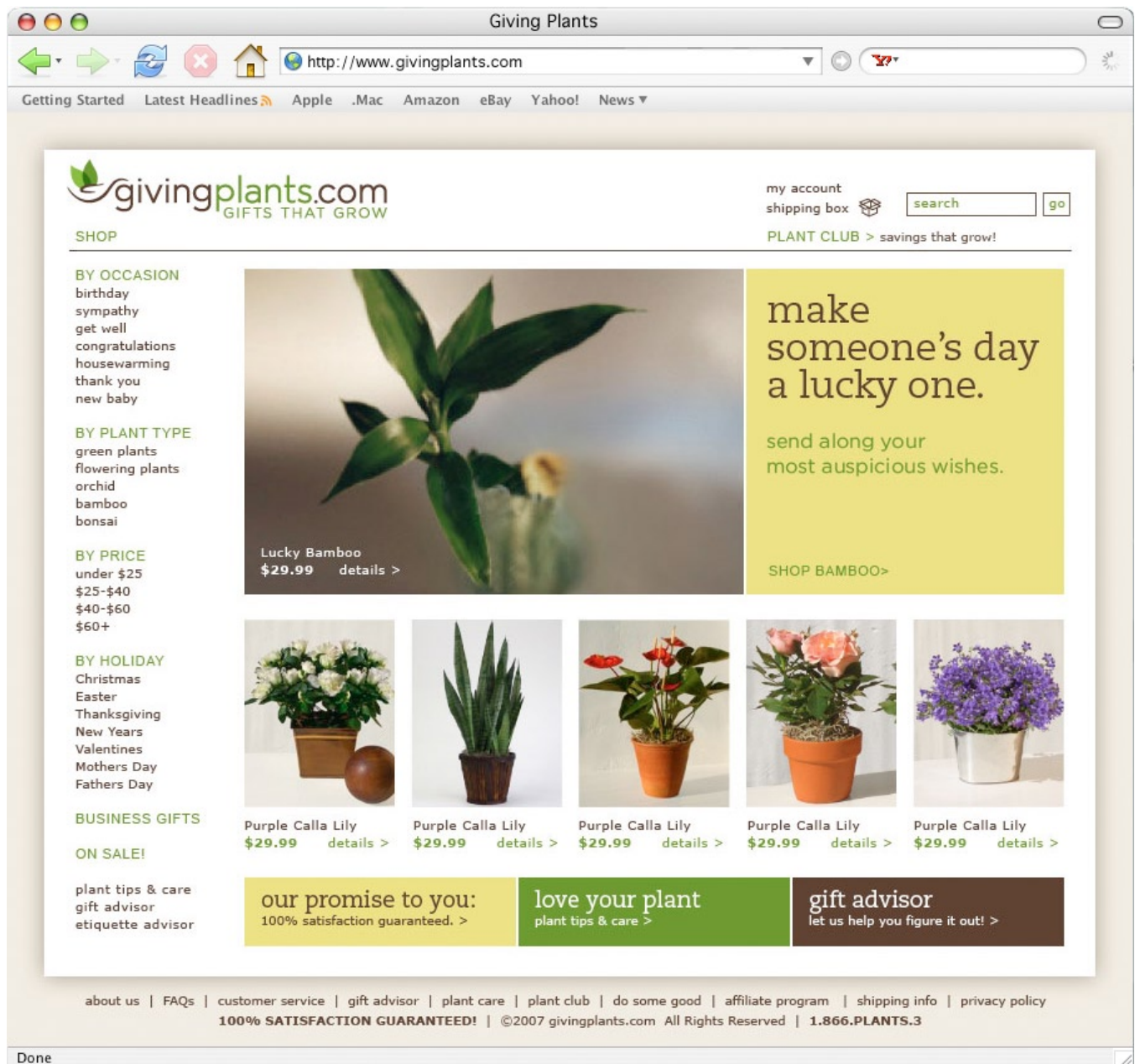
JOE SOLA, BEYOND HERITAGE, BELLTOWN PARADISE/MAKING THEIR OWN PLANS, SUN RA



Books are some of my favorite projects to design, especially art catalogues. Clockwise from upper left: *Taking A Bullet*, Joe Sola (Los Angeles Contemporary Exhibitions), *Beyond Heritage* exhibition catalogue (Millard Sheets Gallery), *The Wisdom of Sun Ra* and *Sun Ra: Pathways to Unknown Worlds* (WhiteWalls) and *Belltown Paradise/Making Their Own Plans*, Ava Bromberg.

Giving Plants

LOGO & E-COMMERCE WEB SITE DESIGN (www.givingplants.com)



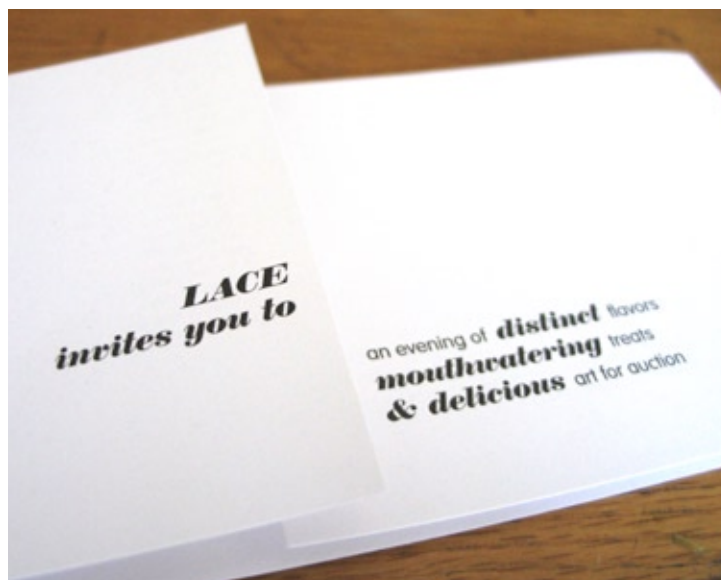
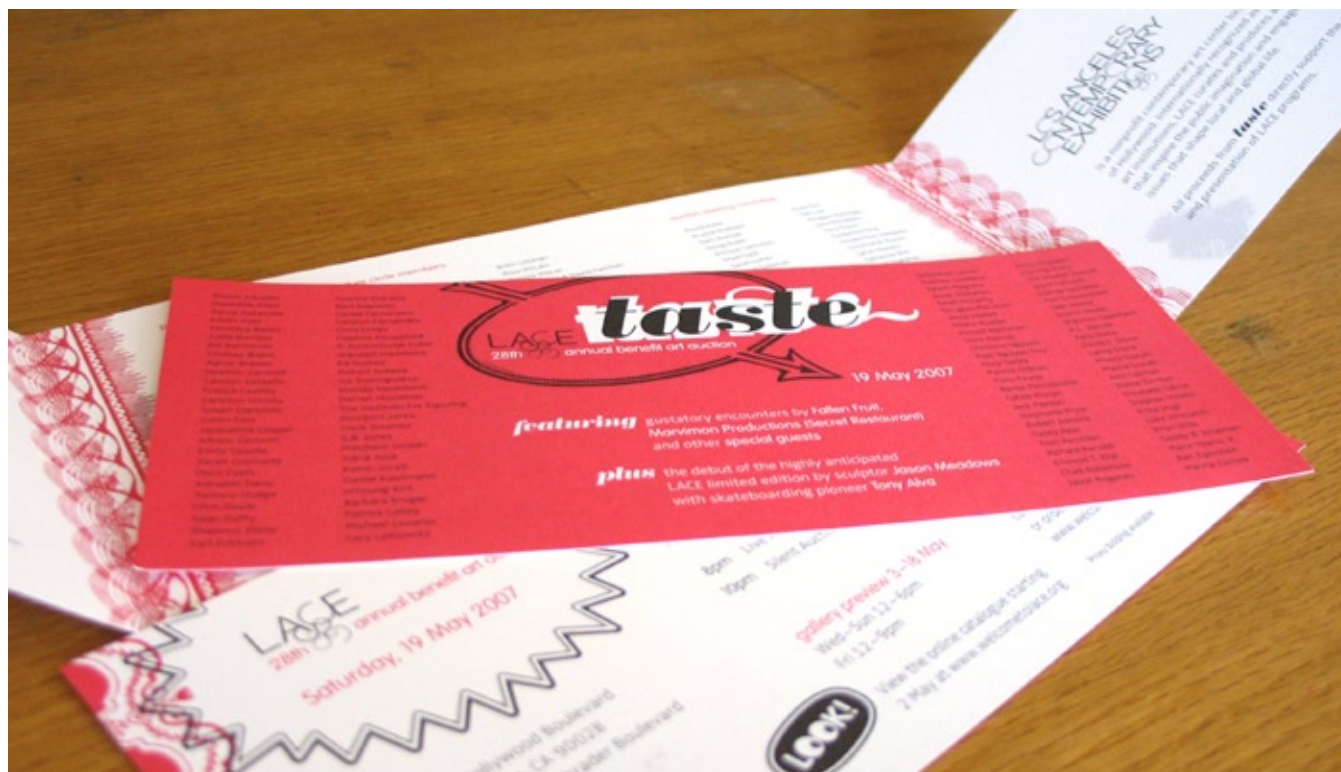
Giving Plants, a new plant gifts e-commerce business, needed a fresh and clean image with which to launch their new brand. Using calming tones and friendly typography to express the company's mission of excellent customer service and dedication to plants as harbingers of beauty, the design also works well with the nature of the programming, to ensure a polished look to the site throughout.

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Los Angeles Contemporary Exhibitions

BENEFIT AUCTION INVITATIONS & EVENT IDENTITY



LACE, a non-profit art space in Hollywood, hosts an annual benefit auction to support its programs. Featuring a food and wine tasting at the event, the design juxtaposed diverse graphic styles with simulated food stains to impart a sense of variety and exploration of new flavors.

PureOlogy

INTRODUCTORY OFFERINGS KIT AND BROCHURE



While transitioning from an existing identity system, PureOlogy needed to update their product sales kit in a way that would fit in with their current materials while nodding toward a new design direction. Including art direction for a new product beauty image, the product collection box, sales brochure, shelf talkers and consumer brochure holder featured a light, clean and airy style.

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L.A. Theatre Works

PROGRAM, SERIES CD PACKAGING, SEASON BROCHURE



L.A. Theatre Works produces audio plays for a live audience that are recorded and broadcast on National Public Radio. After 30 years of performances, the organization was looking for a dynamic and cohesive look for their collateral. Since the imagery available would come from varying sources, a grid system of color-tinted photos was implemented to create a bright and lively, but consistent style to their materials.

Turnstone

NAME, TAGLINE, LOGO & IDENTITY



Formerly known as Delphine Group, the client wanted a complete identity overhaul for their real estate development firm. A team effort between my business partners and I, extensive research, brainstorming and client collaboration resulted in a forward-thinking, yet corporate and trustworthy image for their company.

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Edward An

HOLIDAY 2004 LOOK BOOK, IDENTITY AND PRESS KIT MATERIALS



A couture clothing designer based in Los Angeles, Edward An specialized in “practical luxury for the modern traditionalist.” Collaborating with the client on photo shoot art direction, my business partner and I conceived a crisp and concise format for their Holiday 2004 look book, and developed their identity with subtle references to details from their clothing.

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Lantern Light Apothecary

IDENTITY & HOLIDAY GIFT PROMOTION



A boutique natural healing clinic, Lantern Light Apothecary sought to integrate their Eastern philosophies with an upscale Western aesthetic. Blending Victorian inspired typography with Asian patterns, I created business cards, prescription pads, bottle labels, a promotional postcard and holiday gift certificate, from concept to completion.