

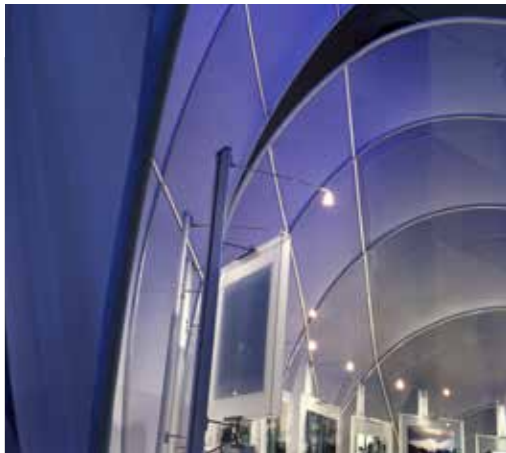


**AMERICAN EXPRESS
REWARDING LIVES
EXPERIENTIAL
EXHIBIT OF TIMELESS
PHOTOGRAPHS**



A non-traditional, site-specific campaign to help heal a community by connecting its hopes for an inspiring future to the triumphant return by a lead corporate tenant to one of the world's largest redevelopment projects in lower Manhattan.





REWARDING LIVES

Experience the photography of Annie Leibovitz

American Express is proud to share 'Rewarding Lives' message of light, hope and optimism with Macy's Passport and the New York City community. Watch for your opportunity to make a difference during tonight's auction, where you will have a chance to bid on select portraits from the exhibit. All proceeds from the auction will support AIDS-related research, care and education programs.

September 27 - December 1
10am - 10pm
Herald Pavilion, Fort Mason Center
NO ADMISSION FEE
For more info visit fortmason.org

MAKE LIFE REWARDING™



BERRY+ TURNING DOMESTIC RESPONSIBILITIES INTO SOCIAL, ENVIRONMENTAL ONES

<https://vimeo.com/299653614>





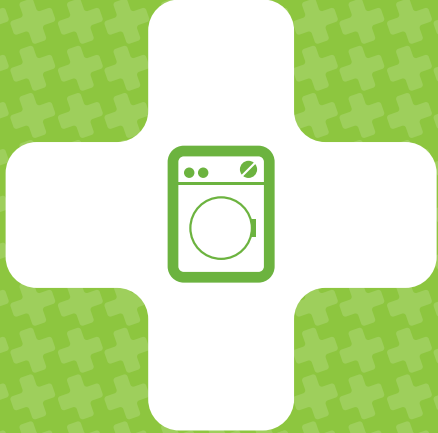
**SAVING YOUR CLOTHES,
ONE SINGLE-SERVING
AT A TIME.**

berryplus.com

berry



**FORGET LAUNDRY
AS USUAL.**
LET'S TALK SOAP INNOVATION.



YES, SOAP INNOVATION.
Which leads to laundry innovation. Which leads to planet-healing, habit-changing, whole-new-way-of-thinking innovation. You'll always have to do laundry. And you'll always want to help heal the planet. We put those two together, without anything extra from you or your washing machine. Bringing people together in the everyday spaces they already share. Laundry. And then some. berryplus.com

berry



NANOTEX TEXTILE PROTECTION FOR ANY FABRIC

**PROTECT
BEAUTY**

NANOTEX®





LET THE ANIMALS BACK ON THE COUCH.

Nano-Tex® Resists Spills™ can be applied to virtually any fabric — protecting it from spills, stains, and other mishaps without affecting the original look or feel of the material. That means you can feel free to design your version of beauty without worrying about who, or what, will be using it. **Designers be free.**

Nano-Tex® textile protection for upholstery, drapery, panel fabric, top of bed, and cubicle curtains. To specify Nano-Tex on your next project call 1.866.891.NANO (6266) www.nano-tex.com

NANOtex
Fabric to the Next™



LET THEM DRINK COFFEE.

Nano-Tex® Resists Spills™ can be applied to any fabric — protecting it from spills, stains, coffee and other mishaps without affecting the original look or feel of the material. So not only can you design your version of beauty, you can actually allow people to use it. **Designers be free.**

Nano-Tex® textile protection for upholstery, drapery, panel fabric, top of bed, and cubicle curtains. To specify Nano-Tex on your next project call 1.866.891.NANO (6266) www.nano-tex.com

NANOtex
Fabric to the Next™



LET THE EXAM BEGIN.

With Nano-Tex® Resists Spills™, your fabric is protected from spills and stains. But if you need an extra layer of protection, add DuraBlock®: our recyclable polyester barrier that keeps liquids from soaking through. So you design your version of beauty, and we'll take care of the protection — for the fabric anyway. You should still wear gloves. **Designers be free.**

Nano-Tex® textile protection for upholstery, drapery, panel fabric, top of bed, and cubicle curtains. To specify Nano-Tex on your next project call 1.866.891.NANO (6266) www.nano-tex.com

NANOtex
Fabric to the Next™



Carbons remain the primary technology for soil- and stain-resistant fabrics. But with concerns around the use of fluorocarbon compounds and their impact on our environment, we're looking for alternatives as little as possible. **Fluorocarbons, less is more.**

NANO-TEX WITH DURABLOCK HAS **8x** LESS THE AMOUNT OF FLUOROCARBONS

NANO-TEX + DURABLOCK
2 mg/kg

THE COMPETITION
9.7 mg/kg

Formaldehyde is a common building block for industrial products, but it is also a known carcinogen. Good thing the amount of formaldehyde in DuraBlock's chemistry is so low it is simply hard to detect.

NANO-TEX WITH DURABLOCK HAS AT LEAST **25x** LESS

FORMALDEHYDE
WITH NANO-TEX + DURABLOCK, IT'S BARELY DETECTABLE

NANO-TEX + DURABLOCK
< 4 mg/kg

THE COMPETITION
74 mg/kg

Perfluorooctanoic Acid (PFOA), a suspected carcinogen, is a synthetic chemical that does not occur naturally in the environment but is present in many industrial products. Testing showed that Nano-Tex with DuraBlock and the competition are both at acceptable levels. These levels are measured in parts per billion. **So little, it can't be accurately measured.**

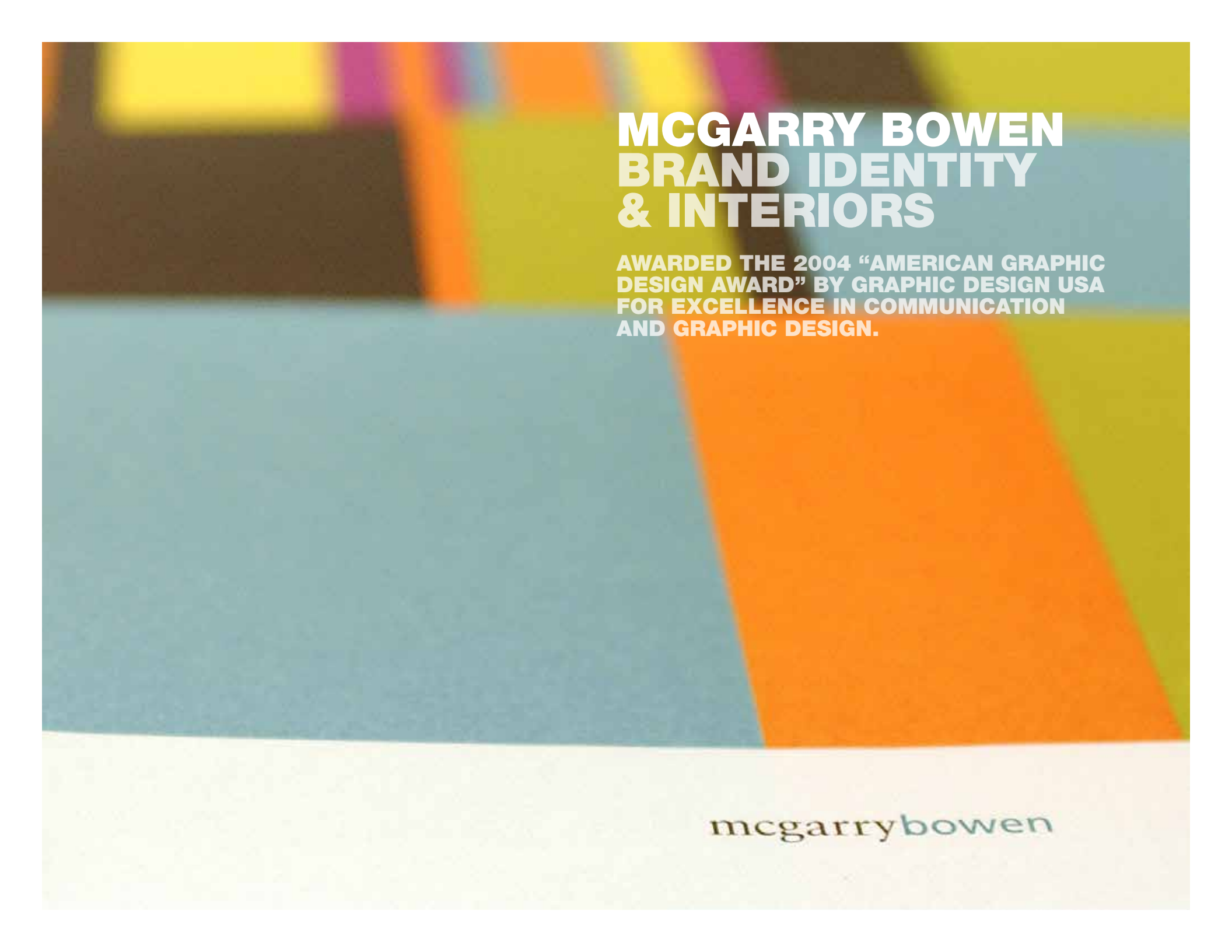
PFOA

YOU CAN'T MEASURE THE DIFFERENCE? NEITHER COULD THEY.

NANO-TEX + DURABLOCK
0.000000051%
(+ or - 10) microns

That's pretty small, even by nano standards.

THE COMPETITION
0.000000038%
(+ or - 10) microns



MCGARRY BOWEN BRAND IDENTITY & INTERIORS

**AWARDED THE 2004 "AMERICAN GRAPHIC
DESIGN AWARD" BY GRAPHIC DESIGN USA
FOR EXCELLENCE IN COMMUNICATION
AND GRAPHIC DESIGN.**

mcgarrybowen





*Translating the brand
to the interior design
of the space.*





**MILLCARE
A LEADER IN
ENVIRONMENTALLY
FRIENDLY,
CARPET CLEANING
SOLUTIONS**



HARTER COMPREHENSIVE BRAND IDENTITY AND PRODUCT DEVELOPMENT

1. **Relax** line.
ur life.
Fiebro

Meet Teso.
Part of our **Action** line.
Part of your life.
Design by Paul Hunt Brown & Hartney
harter [♥]

Meet Sling Tablet.
Part of our **Train** line.
Part of your life.
Design by Timothy de Fiebro
harter [♥]



PERSONAL WORK A STUDY IN TYPE



RECONNECTING
WITH NATURE

INTERNATIONAL COMPOST AWARENESS WEEK
MAY 1-7 2011



carrots
apples
leaves
weeds
eggshells
coffee grounds
tea bags
banana peels
vegetable scraps
grass clippings



RECONNECTING
WITH NATURE

INTERNATIONAL COMPOST AWARENESS WEEK
MAY 1-7 2011



RECONNECTING
WITH NATURE

INTERNATIONAL COMPOST AWARENESS WEEK
MAY 1-7 2011



**PATCRAFT
DESIGNWEAVE
MERGED BRAND
STRATEGY
FOR A BERKSHIRE
HATHAWAY
COMPANY**

TOTO
MORE THAN JUST
A TOILET
COMPANY



Advertising

ASPIRATIONAL BRAND CAMPAIGN

TOTO®

LIVING TOTO
TIME FOR YOURSELF

Product Shown: Newusk® Cast Iron Tub / Freestanding Two Handles Tub Filler with a side shower

LIVING TOTO is more than just brushing your teeth in the morning at a TOTO sink, or taking a restorative soak at night in one of our tubs. It's the experience of surrounding yourself with the beauty and superior functioning of the full range TOTO products.

PEOPLE-FIRST INNOVATION™
totousa.com | 800-350-TOTO



TOTO®

LIVING TOTO
REMINDS YOU HOW
SWEET LIFE CAN BE

Product Shown: Newusk® Cast Iron Tub / Transformed Collector Series A, 36" Toned Blue, Rube Hook, Single-Range Handshower with Side Bar

LIVING TOTO is more than just brushing your teeth in the morning at a TOTO sink, or taking a restorative soak at night in one of our tubs. It's the experience of surrounding yourself with the beauty and superior functioning of the full range TOTO products.

PEOPLE-FIRST INNOVATION™
totousa.com | 800-350-TOTO



Advertising

EXPERIENTIAL PRODUCT CAMPAIGN

Every morning
can be beautiful.
Start your day with TOTO.
People-Centered Design

TOTO.



TOTO designs blend the best of classic lines and modern styling into products that fit attractively into any setting. It's a global aesthetic that's both clean and timeless, which makes for a beautiful morning... and a beautiful day.

PEOPLE-FIRST INNOVATION™

You start your day
in the bathroom.
Start beautifully.
TOTO | People-Centered Design

TOTO.



TOTO designs blend the best of classic lines and modern styling into products that fit attractively into any setting. It's a global aesthetic that's both clean and timeless, which makes for a beautiful morning... and a beautiful day.

PEOPLE-FIRST INNOVATION™
totousa.com | 800-350-TOTO

Awaken to a
cleaner planet.
Start your day with TOTO.
PeoplePlanetWater™

TOTO.



Water is life's essential element, which is how TOTO treats it. By respecting our planet's water supply through conservation and efficient product design, we're also respecting you.

PEOPLE-FIRST INNOVATION™
totousa.com | 800-350-TOTO