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PRESSRELEASE

CSA Creates Exhibition for AIGA

New York, NY, November 4, 2003 – The American Institute of Graphic Arts (AIGA), one of the oldest and largest associations for design professionals, has chosen Carbone Smolan Agency (CSA) to design the exhibition installation showcasing the winners of AIGA's annual design competitions. The exhibition, titled "365: AIGA Annual Design Exhibition 24," opens on November 20, 2003.

"CSA was a natural choice," said Richard Grefe, executive director, American Institute of Graphic Arts. "The agency is known for its elegant design aesthetic and respect for content—a good combination for a project like this one.

"As a design company, we are very proud to contribute and support AIGA, and to take part in an event dedicated to strengthening the designer's voice and generating more interest in the creative process," said Ken Carbone, cofounder and partner, CSA

AIGA's annual design competitions comprise 12 discrete competitions, each narrowly focused by medium and independently judged by some of the most influential designers in the field.

In addition to the exhibition installation, CSA also designed print and electronic invitations, a brochure, and posters to promote the event.

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About American Institute of Graphic Arts

American Institute of Graphic Arts (AIGA) is the oldest and largest membership association for professionals engaged in the discipline, practice, and culture of visual communication and graphic design. The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice.

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About Carbone Smolan Agency

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.