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# PRESSRELEASE

## Leslie Smolan Judges 'Call for Aspiring Creatives' Contest For CMYK Magazine

New York, NY, March 5, 2008 – Leslie Smolan, founding partner of the Carbone Smolan Agency (CSA), was selected to judge *CMYK Magazine's* 'Call for Aspiring Creatives' contest. The results will be featured in the spring 2008 issue.

*CMYK Magazine* showcases the work of aspiring artists worldwide in the fields of art direction, copywriting, design, photography and illustration. The magazine's quarterly 'Call for Aspiring Creatives' contest gives select, emerging designers the opportunity to have their work assessed by top creative industry leaders and then published.

Asked to judge the contest in the graphic design category, reviewing the portfolios of up and coming graphic designers, Smolan selected her top 25 entries based on criteria that is key to successful design – simplicity, an idea driven concept, rich style, a powerful and bold presence and a clear, strong typographic personality. "I was extremely impressed by the quality of the work, the creativity, and the sophistication of the design solutions," says Smolan of the portfolios selected. "Clearly the designers of tomorrow are well equipped to enhance and further our profession."

Each issue of *CMYK Magazine* features as many as 100 portfolio selections from more than 80 art-design students attending over 30 of the world's leading art-design schools, departments and workshops.

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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](http://www.carbonesmolan.com).

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