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CONTESTS
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IN THIS ISSUE:

Publishers Note: Sounds Promising
Special Event: Bridgeman Web Launch Party
News: Wendy's and Arby's, Michael Phelps, Tony Palladino
Product News: Gravity Of The Situation
More News: Savage Design, Ronald McDonald House, Death and Angst
On GDUSA.COM: Annual Reports In A Time of Change
Special Announcement: The GDUSA Store



COPING WITH ANGST

Hotel Angst, a historic but rundown site on the Italian Riviera, is getting a grand makeover complete with a new brand platform and logo identity from New York's Carbone Smolan Agency. The hotel, located in Bordighera and named for its onetime owner Adolph Angst, was built in 1887. As a premier luxury hotel, it was once a choice vacation spot for the likes of Queen Victoria, Andrew Carnegie and Louis Comfort Tiffany. After major renovations by developer Bizzi & Partners in Milan, the hotel is set to reopen in 2011 as Angst Hotel and Residences, introducing modern living, design, services and amenities within a restored 19th century building.