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# PRESSRELEASE

## **Bon Voyage! Carbone Heads to Paris for Louvre Celebration!**

Paris, France, April 6, 2009 – This week in Paris, the Musée du Louvre will celebrate the 20th Anniversary of the completion of I.M.Pei's renowned glass pyramid. The festivities will culminate in a day-long seminar on the Louvre expansion and contemporary museum design. CSA played an important part in this historic project. After winning an international competition, CSA was awarded the contract to design a signage and wayfinding system to guide over eight million annual visitors to the museums collections. The three year long assignment, lead by Ken Carbone and a team of designers in NY and Paris, resulted in a comprehensive signage program that remains in use today.

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

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