

# GD USA

GRAPHIC DESIGN USA

## 43RD ANNUAL PRINT DESIGN SURVEY

SPONSORED BY MAN ROLAND



JUNE 2006  
THE MONTHLY NEWS MAGAZINE  
FOR CREATIVE PROFESSIONALS

# SEEN AND NOTED



great implication as device... maybe authentic?



Simple: HERE WE ARE...

texture



layout - palette texture striking color



Where is this from?

Ownability



used / used... and used / preferred by real use.



**FRA'MANI**  
HANDCRAFTED • SALUMI

## Modern Interpretation of Old World

Seattle WA: Girvin has completed work on a full identity program for Fra'Mani, a new artisanal food company. The client, founded by the nationally recognized chef Paul Bertolli, specializes in hand-crafted salumi; the company name is short for "fratelli mani" or "brothers' hands." According to Tim Girvin, principal at the award-winning design firm, "Through our design, we wanted to express the 'hand' and the rich sensuality of the tradition and product. It was vital that this have a richly-rooted Italian character."

