

Exhibit

This page: Symphony Hall Centennial Exhibit for the Boston Symphony Orchestra. Krent/Paffert Associates, Inc. of Boston, Massachusetts, collaborated with the archive and marketing department at the Boston Symphony Orchestra to produce the centennial exhibit that opened at Symphony Hall in Boston. “The Hall, recently declared a National Historic Landmark, has a rich and diverse history,” said Edward Malouf, project manager and exhibit designer. “A masterpiece of the architect Charles McKim, it was the first concert hall to be built in accordance with the emerging science of architectural acoustics. As an exhibition space, however, Symphony Hall posed several challenges. Two elements of the Hall—limited space and an established style—clarified our goal: to design an exhibit that would arouse interest and be celebratory, but not intrude on the space, or detract from its quiet, classical elegance. The final exhibit panels are somewhat scholarly. There are over 24 panels, each with 5 to 6 images, a descriptive paragraph, as well as extended captions. The exhibit required more space than the two traditional intermission rooms to commemorate BSO’s 100 years of musical achievements and role as a community resource. By extending the exhibit throughout the building, we recast the whole facility as the gallery. The exhibit has received an excellent reception from the staff and patrons alike, and may continue beyond the centennial year.”

Edward Krent, principal in charge; James Silva, graphic designer; Bridget Carr, Archivist, BSO, writer/curator; John Mirageas, Unison Color, graphics fabricator; Kurt Einstein, Mystic Scenic Studios, exhibit contractor.

Right: ProBusiness Annual Report designed by Casper Design Group in Berkeley, California. “ProBusiness has earned an outstanding reputation as an outsourcing service that manages payroll and payroll tax filing for large companies,” said Jim Casper, principal. “This year they added several other significant service offerings—all inter-connected in one simple system—to become the national leader with the first fully-integrated outsourced administrative solution for large employers. This annual report kicked off their new promotional efforts. Using the theme ‘Bringing It All Together’ and the universal language of mathematical symbols, the report communicates, at a glance, the wide array of new options available for customers and how they can add those services incrementally, if they like. Investors are able to see how the new services add up to increased revenues and profits for the company, too. We also developed an animated Flash version of this report for the Web. The animation helped tell the story in a compelling way. Since many of the new components take advantage of the Web, this proved to be an effective way for them to launch their new services.”

May Mintakhin, designer; Steve McKiernan, Web designer; Tamara Engel, writer; Bill Ribar, creative director; various photographers.

