

Circular is for friends of Circle. We invite your feedback.

C I R C L E

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Circle Celebrates 25 Years!

On the first of April, 2001 Circle turned 25. In a private ceremony, Circle team members proposed toasts, exchanged war stories, and indulged in (sometimes) sentimental reminiscences of their joint accomplishments.



Over the quarter century since its formation, Circle has worked closely with hundreds of clients in the design of visual identities, targeted communications, information systems, and a plethora of information tools. Circle has received many awards, and its practitioners have been active contributors to the development of the visual communication profession. Circle wishes to thank the many loyal clients, supportive suppliers, talented collaborators, professional colleagues, and steadfast friends who have helped to make its first quarter century a success. Cheers!



New Faces

If you have called Circle recently, you have likely heard a new voice on the phone. After 7+ years at Circle's front lines, Leah Cole (who has of late been working on a special 9 month project) has taken a maternity leave. Replacing her is Ravneet Mann, who mans Circle's phones and provides administrative support. For the month of May, Circle was delighted to have Karen Ng-hem join us in an intern design position. Karen, who first met Circle staff at the Millennium Design Cruise/Conference, is completing a Bachelor of Design degree through the hybrid York University/Sheridan College program in Toronto.



BETTER TO UNDERSTAND A LITTLE THAN MISUNDERSTAND A LOT.

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We shape our tools, and afterwards our tools shape us.

~ MARSHALL MCLUHAN ~

T A L K , T A L K , T A L K ...



Say What You Mean

In April, Robert L. Peters gave a talk at the Faculty of Economics in Zagreb, Croatia. His lecture centered on how design shapes culture and on the social responsibility that designers need to take when deploying their powerful propaganda tools. The lecture was part of a weeklong “Days of Design” event organized by the Croatian design associations HDD and ULUPUH, together with the International Council of Graphic Design Associations (Icograda). Rob also participated in a lively debate on the topic of Design & Ethics, participated in an Icograda Regional Meeting of Eastern European designers, acted as a juror for an exhibit of Croatian graphic design, gave several TV interviews, and was later featured in a newspaper article on the topic of design and social responsibility. Rob enjoyed the Easter weekend with the Borcic family in Samobor (Graffiti Design), long-time colleagues and co-design worldwide partners.

Mean What You Say



In June, Rob presented a lecture entitled “Signs and Wonders” in the Che Guevara Memorial Hall of Casa de las Americas in Havana, Cuba. Rob’s lecture was a part of the first Icograda Design Perspectives symposium entitled “Graphic Design in a Global Economy,” attended by over 250 Cuban and foreign participants from 25 countries. He also chaired an Icograda Regional Meeting for Latin America, attended by official delegates from 11 Latin American countries. The full week of design events, which included various design exhibitions and a two day colloquium was co-organized and graciously hosted by the Comitè Prografica Cubana.

Tsunami of Change

A 20 page feature article on Japanese Graphic Design written by Robert L. Peters appears in the May/June (#304) issue of *Communication Arts* magazine. Richly illustrated with samples of work from 40 Japanese designers, the article describes the state of Japanese graphic design today and provides a cultural and historical context for the work presented. Rob has previously written for CA on design and events in Russia, Portugal, Uruguay, Australia, and Korea.



Strive for excellence, but not perfection.

~ JACKSON BROWNE ~