

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

C I R C L E

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Rob becomes Icograda President in South Africa

On 16 September 2001, Robert L. Peters became the 19th President of the International Council of Graphic Design Associations (Icograda). He will lead Icograda for a two year term, and heads an executive board of nine representatives from five continents. The new board was elected at Icograda's 19th biennial General Assembly in Johannesburg, South Africa. Now based in Brussels, Icograda is the NGO and world body for professional graphic design and visual communication, unifying the voice of designers worldwide. Founded in London in 1963, Icograda has 68 member associations in 43 countries, and holds consultative status with UNESCO, UNIDO, and WIPO.



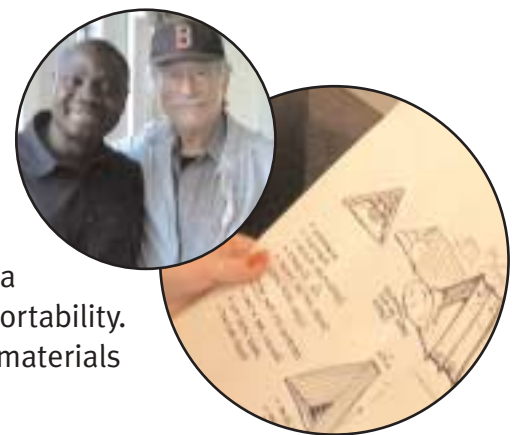
Expanding the Circle

Lawrence Sahulka joined the Circle design team this summer after eight years of design practice in the Minneapolis/St. Paul area. A graduate of the Minneapolis College of Art and Design, Lawrence has worked with a wide range of clients in the Twin Cities such as 3M, Coca-Cola, Polaris, UltraWheels, and the Science Museum of Minnesota.

He brings to Circle his experience in design and overall creative direction for corporate vision projects, marketing collateral, capabilities brochures, environmental graphics and corporate identity systems. Growing up in Manitoba led to life-long hobbies such as hockey, pickerel fishing and camping.

A Masters Mentor

'Segun was recently in Syracuse, New York for the second summer residence of his Advertising Design masters program, where he had the pleasure of learning from well-known graphic designer Lou Dorfsman. One assignment was to design a portable shelter for homeless people who inhabit city streets. 'Segun's solution was a tent-shaped construct that was plastic-covered and collapsible for portability. This shelter was designed for a single user, is made with recyclable materials and comes complete with protected ventilation holes.



By 'Segun Olude, MGDC

Hiding a *Healthy* Message

The effect of design on society can never be understated. When regulations made graphic warnings on cigarette packaging compulsory, the effectiveness of the graphic warnings caused some to cringe, faced with the images of diseased lungs and other organs in disrepair from the effect of regular smoking.

When I first saw the flat pieces of card paper on store shelves, I thought nothing of it. Then a fellow designer pointed out what they were. They are wrap-around sleeves, made to fit snugly around regular cigarette packs. Their purpose is to hide the compulsory Health Canada graphic warnings on cigarette packages.

Well, with the help of graphic designers, smokers are fighting back. Depending on your age and where you fit within predetermined demographics, you can find a cigarette package sleeve to suit your taste: faux denim, simple illustrations or colourful abstract



designs. It's design against design. What was meant to eradicate a problem is now an opportunity for some unscrupulous design practitioners.

Another way the cigarette companies (and their designers) are working around the graphic cigarette pack warnings is by placing a gray band directly across the Health Canada warning text. The tabbed transparent bands are normally used to tear off the cellophane wrapper and were placed along one side of the package. Now, they are grey, and are placed right over the middle of the pack to distract from the text message.

I'm not making a judgment about smoking, but I think cigarette wraps are an unethical affront - although also an expression of freedom of choice. But, is it right to deliberately help consumers ignore an important health warning on a product proven to have dire effects?



Congratulations!

We are excited to announce the birth of Isaiah Andrew to Leah and Robert Cole on June 29, 2001. Leah has worked at Circle as administrator for the last 7+ years and is taking a break to enjoy the new addition to her family.

The heart is the chief feature of a functioning mind.

~ FRANK LLOYD WRIGHT ~