October Meeting

Gallery Walk: New Kids On The Block

By Brent Brotine and Claudia Hine

Our sixth annual Gallery Walk on Tuesday, October 24, took C3ers and their guests around the River North block of Superior, Franklin, Wells and Huron. Natalie van Straaten, publisher of Chicago Gallery News and our always-resourceful guide, found six interesting galleries that were new to C3 and definitely well worth our time.

First up was the Zygman Voss gallery at 222 W. Superior. Owner Nancy Voss led us on a tour of 17th through 20th century masters — including Rembrandt, Calder, Picasso, Chagall, Miro and Dali. The gallery also had contemporary artists Leonardo Nierman, Moshe Rosenthalis and Eugenia Perez del Toro on display. Some of the pieces were a “bargain” at just under five figures—not bad for a Renoir!

Next stop was the Ann Nathan Gallery at 222 W. Superior, where the proprietress is one of the “grand dames” of the Chicago gallery world. The gallery has been in River North for more than 20 years and features an eclectic mix of established and emerging painters and sculptors in all media. The current exhibition, “Bathosphere,” features the works of 32-year-old German-born painter Ruprecht von Kaufmann.

Third on our tour was the Gruen Gallery at 226 W. Superior, where director Lisa Boron showed us intriguing works by artists Anna Pales, Tom Parish and Tomislav Nikolic. Original owner Erwin Gruen, the first person to bring a gallery to River North, passed away last month.

We made a fourth unscheduled stop upstairs from Gruen at the new quarters of the Peter Bartlow Gallery. Peter just moved his current gallery from a few blocks east into this larger space and currently is exhibiting vibrant new paintings by contemporary modernist Willy Ramos.

Fifth up was the David Weinberg Collection at 300 W. Superior, showcasing the work of this well-known Chicago photographer. David just opened this space in October; his abstract works are seen in numerous offices over town and prominently featured in the public spaces of the Hyatt Regency Chicago.

Last but by no means least was the David Leonardis Gallery at 217 W. Huron. David’s gallery specializes in 21st century American art, 20th century contemporary, pop and folk art as well as photography, plus 19th century French lithographs. We had the pleasure of meeting one of his featured artists, local Czech painter Miro Ledajaks, during a wine and cheese reception that gave everyone a chance to unwind and compare notes.
As I write this, our annual Gallery Walk was earlier this week. This event always stimulates me. I was standing with two other C3 members at the third gallery. We were all looking at different pieces of art when we turned to look at each other and said, “We need to go make art.”

Now we all do different types of art. We all have different styles. And we don’t necessarily even do painting like the pieces we were looking at. But we were so stimulated by it all—by looking at concepts totally different than our everyday stimulation—ideas outside our comfort zone.

I believe that creativity is the one thing we all have in common. I’m not talking just about artists. I believe that everyone on the planet is creative. Not just those in so-called “creative” professions—like members of the Chicago Creative Coalition. Scientists, accountants, housekeepers—everyone is creative in what they do. We all come up with creative solutions to problems every day. And not just in a creative hobby but in work as well.

There’s a show called NUMB3RS on TV. These are some serious math geeks (although played by cute actors). And in the stories they come up with creative mathematical solutions to solve crimes. They apply what they know and put it in a different context—thinking outside that proverbial box. Think CSI, House, even those Desperate Housewives, all using creative solutions to solve problems—to deal with life. Einstein, DaVinci, Darwin, Hubble—some of the most creative people in history using both sides of the brain in their thinking.

I love the current Apple commercials. Two guys—the Mac and the PC—comparing. The Mac guy is all hip, young and casual. The PC guy is older, chubby and in a cheap suit. The implication is that the Mac users are the creative ones and the PC users are the non-creative ones. And on sales statistics and stereotypes that’s probably true. But in reality even those PC users he represents are creative in their own way. Go crunch some numbers for the IRS and see how creative you can be.

How would humanity have evolved this far if it weren’t for creativity? Fire, the wheel, Fat Man and Little Boy—you get the idea. And who first decided that they were going to try to eat an egg? A very hungry creative person I guess. So let your creative side loose. Recognize when you’ve come up with a creative idea—even if it’s just a new route to work. You’ll be amazed at how many you have in a day. I think it’s what keeps us sane. And human. And part of the collective consciousness of the universe.

So back to that Gallery Walk. Anybody up for a painting party?
Upcoming Programs  By Michelle Crisanti

We’re glad that everyone enjoyed the Gallery Walk opener, and our recent FMO on Memory Training (check our next issue for a recap. And as a reminder, this is your last chance to register for our December 29th for members only Holiday Party.

We’re putting together some great meetings for after the first of the year. Watch your email for upcoming announcements of a January program on font and color management. Plus a March program on strategies for success in small creative businesses, featuring a guest expert from Columbia College.

And if you’re interested in helping out on our Programs Committee, we’d be glad to have you on board. Email me at mc2design@ameritech.net.

For the latest information on any upcoming event, check the C3 website at www.ChicagoCreative.org or call the C3 Hotline at 312.409.9945. Programs are subject to change.

From the Board

The Latest and Greatest  By Sundeé Koffarnus

I’m pleased to start off this new column, which will appear in every issue to inform C3 members of the topics and developments from our board meetings. You’re welcome to attend our meetings as well; they’re open to all members and are held the first Wednesday of the month. For time and location, call 312.409.9945 or email c3@chicagocreative.org.

Now, here’s how the board is working for you:

Long range planning for C3 is underway. Goals include significantly growing membership, increasing member participation and establishing collaborations with sister groups.

We’re planning to add a PayPal account to our C3 web site, for convenience of membership renewals and fee-based event payments.

A new brochure promoting membership is in production. Look for it soon.

Our website will be improved by early next year, if not year’s end. The changes are intended to make the site more dynamic in operation and administration. A new look will match that of our new membership brochure to strengthen C3’s image.

The Programs committee, chaired by Michelle Crisanti, is moving quickly to develop several upcoming events. Don’t forget to attend our annual December holiday gathering!

Our Education committee, chaired by Nate Marks, is developing a presentation project aimed at educating small business owners and students about the role creative professionals play. Rollout is expected in 2007.

And have you seen it? The C3 Calendar has just been printed. Look for it!
C3 Calendar

Collaborative Calendar Project Celebrates Chicago’s Diversity

By Cindy McEwen

C3 members who responded to the request for artists earlier this year have been hard at work this summer creating art for the upcoming 2007 calendar. Participants met in June and the theme Chicago Neighborhoods was chosen. Each artist has been busy concepting and producing art for their particular month with that theme in mind. The calendar, last done in 2000, is a great promotion and marketing tool for the C3 organization as well as the members who participate.

By definition, the Chicago Creative Coalition is a group of professionals in the creative communication arts field. As Chicago-based artists, designers and photographers, it was thought that the best way to highlight the talents of our members and target potential clients, was to highlight the city where we live and work. By using the broad theme of Chicago Neighborhoods, we can share what we feel about our city and provide something tangible to potential clients to show how we work on a project in an assignment environment.

Within the Neighborhoods umbrella, favorite Chicago sites have been highlighted like the Mag Mile and Loop. And also some not-so-famous areas like Andersonville and Pilsen are showcased. Since the calendar is in a new poster format, the Chicago theme also ties the calendar together visually.

Calendars are hot off the press and ready to be distributed. Participants receive 50 copies and all other C3 members will receive a calendar. Look for your copy of this exciting C3 group project and display it proudly! ☻
C3 Website

Nearly Ready to Launch

By Jeffrey London

The C3 Website redesign effort is getting somewhere! No really, launch is scheduled for this month.

So where do you go to find out what design events are happening in Chicago?

What about gallery or technology events that might inspire or instruct? We have adopted a portal format for the home page. The new portal style home page will list Chicago area events of interest to the creative community.

This is where you come in. We need some volunteers to collect and share events that they are aware of in the Chicago area. Here is an opportunity to recommend cultural events that you think are worth catching. Currently we would like to launch the site with the following “Chicago Event” categories. This is only a commitment of a few moments every month to turn Chicago on to what’s happening in your field.

Design • Fine Arts • Photography
Technology • Writing

Please contact Jeff London via email if you are interested in becoming a correspondent for one of the above categories. If you have ideas for categories that you don’t see listed above please let me know.

(Jeff@London-NetStudio.com)

New PR Director

C3 is delighted to welcome Beth Ruark to the board position of Public Relations director. Any members with suggestions of media or venues where C3 should be publicized, feel free to pass them on to Beth. And our thanks to outgoing PR director Linda Cassady for her contributions to C3.

New C3 Tagline

By Michael Tanimura

At the end of C3’s last program year, the board of directors voiced a number of concerns, ranging from increasing membership and participation in events, to heightening recognition of the organization and of the value of professionals in the communication arts in general.

A number of initiatives are underway to help fulfill these longer range goals. One of them has already been completed.

Board members thought that while Chicago Creative Coalition was a compelling name, it did little to solidly identify C3’s focus. To answer this need, a tag line has been adopted.

At the last board meeting various suggestions were offered in a brain-storming session, then discussed at length. The unanimous favorite was suggested by Brent Brotine.

So from this point forward, appearing with the C3 logo or Chicago Creative Coalition logotype will be the tag line “Connecting Small Creative Businesses in a Big Way.”

Like What You See?

This issue of the C3 newsletter was offset printed courtesy of Consolidated Printing Co. on 30% post-consumer recycled paper with soy-based ink.

The benefits: 0.1 tree preserved for the future; 0.29 lbs. waterborne waste not created; 43 gallons wastewater flow saved; 5 lbs. solid waste not generated; 9 lbs. net greenhouse gases prevented; and 71,400 BTUs energy not consumed.

The paper is 70# Roland Opaque Natural Smooth Finish compliments of Dave Farinelli, Lindenmeyr Munroe Paper Co., 630.250.7500. Ink color is PMS1545U.
**Portfolio Profile**  **In The Spotlight . . .**

**Kearns and Markle**

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**The Journal of Corporate Renewal**

Complete layout, design and production of a monthly publication for the Turnaround Management Association. Illustration for *The Journal of Corporate Renewal* requires that we translate often-complex and esoteric concepts into eye-catching and dramatic images.

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After several discussions on philosophies, passions and inspirations, Kathleen Kearns and Marilyn Markle formed a partnership melding their communication design experience. Both have expertise in both corporate and consumer visual marketing, including branding and identity, reports and publications, packaging, and web design. Their clients love them for their project management, the ability to anticipate the client’s needs, and the drive to create effective, targeted, stand-out communications.

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**Kangaroo Kids**

Seasons Hospice, an adult hospice service, recognized the growing need for hospice care designed specifically for children and their families. The brochure introduces their new program.

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**Rehabilitation Institute of Chicago**

Nurse recruitment brochure offering an overview of the unique opportunities provided to rehabilitation nurses at RIC.

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C3 members are invited to submit a portfolio profile. Please contact Claudia Hine at 312.840.8403 or email to chine@prismb2b.com for specifications.
Resources

Sources at Your Fingertips
By Cindy McEwen

When was the last time you needed help on a job—a writer, designer, illustrator, photographer, production services or a printer?

Many of us are independent business owners, freelancers, small businesses. We co-op with others to provide full-service for our clients. We outsource skills that we lack—services that we can’t provide. Sometimes we just get overloaded and need another set of hands or brains.

We get complacent in our resources. It’s easy to call the tried-and-true. But what happens when our usual sources are busy, on vacation, or they or their equipment isn’t right for the job? The simplest solution—check the C3 directory. It’s your best resource for creative communications professionals.

I’ve been told by some of our printer members that they never get an opportunity to do work for our members. It’s a big reason many of them have a C3 membership. But they don’t even get a chance to bid on a job—to provide an estimate. The C3 directory has contact information on all members along with web links to individual websites. Looking for a “green” printer? Need a packaging specialist? Want a food photographer? Need a children’s illustrator? Find out through their listing and web link.

The directory, combined with the Portfolio Profile pages, gives you much needed information to make informed decisions about who may be right for your job.

C3 is a networking organization dedicated to the professional growth of all its members. And to achieve that growth, sometimes you need a little help. The C3 website, directory and Portfolio Profile pages are a way to find it.

Become a Member

How to Join C3

The easiest access to a C3 membership application is through our web site: www.ChicagoCreative.org/app.htm.

Or fill out and print a membership application and mail with a check to: Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477, Attn: Membership Director

E-mail questions to: C3@ChicagoCreative.org or e-mail the membership director: mike@sicreative.com

Member News

Marilyn Jones, President of Consolidated Printing, reports they have just received the 2006 Governor’s Pollution Prevention Award. Consolidated becomes the first printing company in Illinois to receive this award. The State of Illinois commended Consolidated for their “exemplary efforts in reducing waste by directly targeting the source, giving all citizens a healthier and safer environment in which to live.”

Consolidated has a long history of being an environmental leader. They were the first printer awarded the title of “Illinois Great Printer,” by the Illinois EPA for the prevention of pollution.

Steve Starr was awarded Graphic Design USA’s “American Graphic Design Award” for excellence in communication and graphics for the 2004 Dermatology Foundation Annual Report. He also published a second essay with the NewTown Writers, Chicago. The essay can be found on the fall 2006 issue of the e-zine “Swell” at www.swellzine.com

Judy Hinkes Zeddies will be showing fine art printmaking (etchings, relief prints, and monoprints) at the Cornelia Arts Building Show & Sale December 1–3, and at the One of a Kind Show and Sale at the Merchandise Mart December 7–10. For details, see www.judyzeddies.com.
Creative’s Corner
C3 Talks with Susan Marx

Name: Susan Marx
Company: Susan Marx Design
Occupation: Principal/Art Director
Current Project: Logos and sales sheets for a lighting company; a web site for a retirement home; a birth announcement.
Dream Client: Don’t we all wish for someone who loves what we design and says go for it—and of course, has a substantial budget.
Family/Kids/Pets: My boyfriend/roommate, Jordan; my beagle, Mabel

Hobbies/Interests: Cooking, yoga, painting
Three Words that Best Describe Me: Funny, engaged, a hard worker
Gadget I Can’t Live Without: My espresso machine
Favorite Movies: I just saw (the new) Willie Wonka—what a visual extravaganza! I tend to like documentaries and independent films. I’m a big fan of Netflix!
Book I’m Reading Right Now: Lives of the Poets by E.L. Doctorow; Anywhere But Here by Mona Simpson
Favorite Web Site: zappos.com—not for the aesthetics—for the product—and awfulplasticsurgery.com. I just finished redesigning my own, susanmarxdesign.com
Prized Possession: A cigar box of my grandfather’s
My Inspiration Comes From: What I read, see and experience
Favorite Food: Anything chocolate; french onion soup; mint chip ice cream; french fries with the skin on
Favorite Restaurant: I like hole-in-the-wall ethnic restaurants...there are many in my neighborhood
Favorite TV Show: I don’t watch much, but I used to like Six Feet Under
Places I’ve Traveled: Mexico, Alaska, Italy, Spain, France—many more places I’d like to see...
The One Thing Nobody Knows About Me: I’m shy
Favorite Way to Chill Out: Reading, going to the movies, talking to friends, or going for a walk.
If I Won the Lottery, I’d: Be very happy!

The C3 Mission
The Chicago Creative Coalition (C3) is a not-for-profit organization dedicated to supporting the professional growth of our communication arts members. We provide programs on business and technology plus social and networking opportunities; all in a noncompetitive atmosphere that encourages member involvement.