No, you haven’t heard this one already . . .

On a beautiful Tuesday, October 9th evening, C3 members and their guests are gathering outside the FLATFILE Galleries at 27 N. Carpenter in the Fulton Market Gallery District to begin the annual Gallery Walk. Next door, a dog walker named Lisa leaves from Tucker’s Pup’s with three dogs on leashes. As she crosses the street, her feisty Airdale terrier escapes his leash and makes a mad dash across Lake Street. Lisa starts running, followed by C3 members Jason Feinberg, Steve Starr and guest Jordan Wankoff. Lisa hands Carolyn Aronson and her sister Barb the other 2 leashed dogs, and Jason grabs the empty leash without breaking stride. The Airdale tours several blocks and heads into the Fulton Lounge on Morgan Street. He heads past surprised patrons toward the back, but unable to find an exit, slowly walks back to Lisa and the C3 gang with a “what’s the big deal” look on his face.

So we already had a great story to tell by the time we entered FLATFILE, along with our own trusty leader Natalie van Straaten, publisher of Chicago Gallery News. Owner Susan Aurinko and manager Trevor Power introduced us to a mix or exhibits including Chicago multi-dimensional artist John Himmelfarb, photographer Nancy Racina Landin, and glass artist Carrie Eversor. View them online at www.flatfilegalleries.com.

Our second stop was NavtaSchulz Gallery at 1039 W. Lake Street. Directors Jodi Navta and Ryan Schulz feature contemporary art from both emerging and established artists. We viewed an exhibit of late works from Lester O. Schwartz, plus other paintings by fresh new artists. View them online at www.navtaschulzgallery.com.

At Linda Warren Gallery at 1052 W. Fulton Market, Associate Director Rhonda Bacus showed us the photorealistic works of artist Heather Marshall and the intriguing animal-human juxtapositions of ceramic artist Kathy Ruttenberg. View them online at www.lindawarrengallery.com.

Next up was Prism Contemporary Glass at 1048 W. Fulton Market. Owner Scott Patria and Amy Hajdas toured us through an extensive collection of fine art glass by both renowned and emerging artists, using techniques ranging from blown, hot cast and fused to kiln cast, flameworked and pate de verre. View them online at www.prismcontemporary.com.

The final stop was next door at sister gallery Function + Art, 1046 W. Fulton Market. Here, Scott showcases handcrafted studio furniture, decorative art and a focused selection of paintings and ceramics. We viewed the tapestries of Chicago artist Greg Milne crafted from religious texts, and the elegant turned wood vessels of Chicagoan Binh Pho. View them online at www.functionart.com.

Our near-famous wine and cheese reception was a perfect end to the evening. Oh, and by the way, never hide in a bar unless you know there’s an escape route.
We DON’T Do Our Best Work When We Work in an Environment of Isolation

by Nate Marks

This summer I saw an article in U.S. News (June 18, 2007) that caught my attention: “No Ideas? You’re Not Alone: If you’re in a group, you’ll have a better shot at being creative.” After reading the article I began to look around at the professional environment that we work in today. What I found was that most of the creatives (designers, photographers, copywriters, illustrators, etc.) are working either alone or in smaller and smaller groups. No wonder that the work in the annual design and advertising shows is becoming so mundane. True, there are some exciting special effects coming from the web, film, video and multimedia areas, but most of these are encased in rather dull media packages. This was evident in the recent traveling exhibition of the 2007 One Show that I attended. It seemed that it was dominated by special effects rather than good creative advertising. Advertising needs to be designed (in an exciting, interesting manner) to inform and sell a product or a service. If it doesn’t do that, it doesn’t work, no matter how many special effects are used. Special effects in all media need to complement the message, not to obscure it.

Now the “annuals” always have some amount of great work in them, but there is more and more poor design work creeping into them too. There are probably a number of reasons for this. One possibility is that the people putting the annuals together need to defray their ever rising costs of production, so they put in more work—rather then being selective and just taking the best pieces available. It seems to me that a lot of the poor design and poor “creative” comes from the fact that we do more of our work in continually more isolated settings. Creative people need to bounce ideas off of one another to see if they really do accomplish whatever objective is required. The article pointed out that “Creativity…isn’t a solitary affair…in fact, research shows that people working in groups are far more innovative than previously thought.” Of course, we have known this for years, but it seems difficult to do in hard times like these.

I know that because of our country’s economic situation since the mid 1980’s most of us have begun to multi-task and even worse to separate ourselves from one another by working in small offices or from home offices. We need to reverse this situation if we are to stay truly creative. Here are two ways that I would suggest to boost your own creativity: 1) try to work with other people in the same space, studio or office; and 2) join committees within creative professional groups—such as C3. And, by the way, there are plenty of C3 committees that you would appreciate your help. Yes, I know that because of the multi-tasking (which is only going to get worse in the future) that we are all working longer and longer hours. But, I believe that in this economy that we need to work smarter and one way to accomplish this is to join together to help one another.

Just remember that we don’t do our best work when we work in an environment of isolation.

Nate Marks
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openc
Vice President
Carolyn Aronson
Treasurer
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Secretary

Susan Marx
Programs
Michael Tanimura
Membership
Jason Feinberg
Publications/Resources
Brent Brotine,
Cindy McEwen
Newsletter

Jeffrey London
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open
Education
Beth Ruark
Public Relations
T. J. Hine
Special Projects

Print & Mail Services
Marilyn Jones, Consolidated Printing
Newsletter Staff
Brent Brotine, Cindy McEwen, Mary Eagan Badinger
Paper
Dave Farinelli, Lindenmeyer Munroe

We welcome editorial submissions (including opinion pieces) that may be of interest to our readers. Send your articles or ideas to Brent Brotine at Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477 or email them to him at brent@brotine.com. Please note that we reserve the right to edit or reject any articles submitted to C3. Note that this newsletter does not return unsolicited materials. The views and opinions expressed in this newsletter are those of the author(s), not those of Chicago Creative Coalition.
upcoming programs

Can’t Miss Programs
By Susan Marx

Start gathering all your InDesign questions for our InDesign Tips presentation. This will be on January 17 with InDesign guru Tina DeJarld.

Then on February 21, speaker Denise Laurin will discuss how to Make a Living Creatively. Please check the website for more information and updates on these programs.

On March 12, 2008, we will present Part I of our Sustainability Series when we meet at Consolidated Printing to learn all about “Green Printing”. We’ll tour the facility and find out about eco-friendly inks, paper and even the materials they used in building their offices.

Our Programs Committee met last month to discuss plans for the Annual Meeting and Event next June. This year we’ll be honoring past presidents of C3 and its predecessor, Women in Design. If you’d like to be part of planning C3 programs, contact me at shmarx@yahoo.com. We’d love to have you as part of the committee.

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

MEMBER BENEFITS
Put Your Best Foot Forward With Big Shoes Network
By Brent Brotine

If you’re not yet familiar with the Big Shoes Network, it’s a targeted job board that lists entry- to senior-level positions in advertising, communications, graphic design, marketing, public relations and web design exclusively — in Illinois, Wisconsin and Minnesota. The site has been up for one year, and C3 members have a special invitation to post three jobs and three internships at no cost — a savings of $480!

Big Shoes Network is offering this to C3 members in order to become better-known within Illinois. They’re furnishing C3 with special C3 Member Gift Certificates that will be available at C3 meetings and events. All you have to do is visit their website at www.bigshoesnetwork.com and sign up for the “Size 3” Job Posting Package. You have up to a year to post all three jobs. When your invoice from Big Shoes Network arrives, return a copy of the invoice with your Gift Certificate and you’re all paid up!

In addition, Big Shoes Network offers C3 members a FREE Premium Listing for 12 months within their Resource Directory — a savings of $100. You can post your name, location, phone number, website, and a brief profile of your capabilities. After 12 months have elapsed, renewal is just $50 a year. To list yourself, visit www.bigshoesnetwork.com, sign up for the Resource Directory, and use a C3 Gift Certificate to pay for your initial listing when your invoice arrives.

This is another benefit to being a C3 member, and we’re glad to offer it as a business building tool. Just remember to request your Gift Certificate(s) at your next C3 event.

How to Join C3
The easiest access to a C3 membership application is through our website: www.ChicagoCreative.org/app.htm. 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 to the Membership Director: Mike@sicreative.com
www.chicagocreative.org

Like What You See?
Ink This newsletter is printed with vegetable ink in 2 colors, PMS 267 purple & PMS 376 green w/duotone images.

Paper Astrolite by Monadok 70# text 100 P.C. White Text.
The stock is FSC certified and Green e-certified. Made by 100% Renewable energy which is 50% wind power and 50% hydro electric carbon neutral.

Process The press, the prepress and platemaking processes are chemical free—printed courtesy of Consolidated Printing.
Ever wonder how this newsletter gets to your mailbox once it’s written, designed and printed? Well, it takes a group of multi-tasking board members.

During a recent meeting the board not only took care of C3 business but worked as a mini lettershop to get this newsletter in the mail. Every newsletter was labeled, stamped and wafer sealed in assembly line fashion. And all with no paper cuts!

While self adhesive labels and stamps were flying an additional C3 member benefit was added; free premium listings for job positions and internships on the Big Shoes Network, a job posting service (see details in this issue.) As the very newsletter you hold was stacked onto the finished pile, details were being worked out on the upcoming InDesign Tips FMO in January, Making a Living Creatively program in February and a two-part environmentally focused Green Series for the spring.

As the merits of applying one or three wafer seal to close this newsletter were pondered a new committee was formed to seek out potential candidates for nomination to the open board positions of Vice President and Education Director and start the search for the slate of board members for next year.

From the little details to the big picture decisions the C3 board works as a team to get C3 business done. And to make this organization better for our members. Supporting that board is a fantastic team of committee members who work behind the scenes on the events and special programs that make this organization unique. Great teamwork everyone!
Gary Adcock was the star of our FMO presentation on Tuesday, November 6th. And as befits our own Friend of C3 Mac guru, the turnout was the largest since we’ve held For Members Only sessions — 23 C3ers.

Gary held everyone’s attention for nearly two hours as he discussed changes in the new Adobe® Creative Suite 3 and how they relate to the new launch of Mac OS 10.5. With 6,231 total changes in Creative Suite 3 — and 18 separate applications in all — it’s a massive release that seemed to raise an equal number of questions among the audience.

As it would have taken hours to demonstrate the complete product, Gary focused on showing us the new capabilities inside Illustrator and Photoshop. For Illustrator, Gary demonstrated Live Color and Live Paint, which bring new color control to the program. And for Photoshop, we viewed its new color-correction capabilities, Smart Filters editing, and automatic compositing.

Gary also spent time explaining the Adobe Bridge CS3 media manager that lets users organize, locate and view project files and individual creative assets, sending them to any Adobe application. He considers Bridge the fastest way that users can preview files. We also were introduced to the new Adobe Device Central that allows proofing artwork on a mobile phone.

Since Gary was running the newly-released Leopard OS, he added the caution that CS3 and Leopard are not always playing nicely together. For some users, staying with 10.4 Tiger for now may be a better choice until updates are released and bugs are fixed. That said, Gary demonstrated some of the revolutionary features in Leopard that make it worthwhile, including the Cover Flow option of viewing files and the Time Machine automatic backup system.

Gary merits a special thank-you for making an evening appearance, as he was leaving bright and early the next morning for a training session in Dubai. As always, we appreciate Gary sharing his expertise.

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Protecting their intellectual property for future generations was the last thing the Brothers Grimm were likely thinking about. So it is that today, the long arm of the mouse comes to serve you legal papers if you tread upon their portrayals of Snow White, Cinderella, and many other characters that were actually popularized centuries ago. And the moral of the story is: copyrights and contracts are good things for creative professionals.

At our September Meeting on Thursday, September 20th, 2007 at Portage Park Center for the Arts, C3 members and guests heard how legal agreements can be our friends from attorneys John Ruark and David Arena. John is a Partner at Lawrence, Kamin, Saunders and Uhlenhop in Chicago, and David is a Member at Di Monte and Lizak in Park Ridge. (And yes, C3 nepotism reigned that evening; John is Beth Ruark’s husband and David is John Arena’s brother.)

continued on page 7
1. **Bungee Jump Interactive**
Flash interactive designed for Ellis College to demonstrate the physics involved in a bungee jump for an online course in physics.

[www.tdigiovanni.com/bungee](http://www.tdigiovanni.com/bungee)

2. **Diversity Challenge Flash Game**
Interactive game designed for Ellis College to help teachers learn to match diverse personalities of students within a classroom. In the activity you act as the teacher dragging each student to the appropriate desk throughout three different classroom group activities.

[www.tdigiovanni.com/classroom](http://www.tdigiovanni.com/classroom)

3. **Video Memories Forever Website**
Small website for a wedding video service.

[www.vmfonline.com](http://www.vmfonline.com)

4. **1800runaway.org**
Large website developed to help runaway children get help. Website was featured on Fox News In The Morning.

[www.1800runaway.org](http://www.1800runaway.org)

5. **Brookfield Zoo Interactive Map**
Flash interactive map developed to organize all the various exhibits and attractions at Brookfield Zoo.

[www.brookfieldzoo.org](http://www.brookfieldzoo.org)

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**Tommy DiGiovanni**
Tommy DiGiovanni Design
phone: 312.399.3401
email: tommy@tdigiovanni.com
web: [www.tdigiovanni.com](http://www.tdigiovanni.com)
After four years performing all sorts of photography, writing and design jobs as the Director of Communications for a small nonprofit in Lake Forest, Betsy Martens has re-entered the agency fold and is happy to be working at VSA Partners as one of a small but elite band of information architects and user experience strategists. While her five-word title can get a little cumbersome at times, Betsy is having a great time working on large corporate websites. VSA Partners is celebrating their 25th anniversary this year.

The coincidence of a lifetime... perhaps? Steve Starr was vacationing in August on the Olympic Peninsula in the state of Washington. He and his companion missed the noon ferry boat from Port Angeles to Victoria, British Columbia, so they were killing time on the streets of this tiny port city. A pick up truck rolled up beside Steve and behind the open window was a smiling Sue Witkowski and her husband Ed. Steve said, “Sue what are you doing here?” She replied, “we’re here for a C3 event.” They too were hiking in the beautiful mountains in the Olympic National Forest ... a fine place to meet a fellow C3 member.

T. J. and Claudia Hine vacationed in Italy recently, touring Rome as well as Taormina in Sicily. They saw the Trevi Fountain and took a trip up Mt. Etna to watch the sun set. They also took a side trip to Tortorici Sicily, the birthplace of T. J.’s grandfather.

The Spotlight page of the October issue of Bead & Button magazine featured a bead made by Cindy McEwen. The green bead, part of her Cinderella Night series, was incorporated into a finished necklace made by B&B editor Anna Draeger. There was a photo of the piece and a short bio of Cindy.

new C3 members

Judith K. Orr
Joy Stauber
Stauber Design Studio
773.545.6556
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While many small or one-time jobs C3 members take on may not justify tailor-made agreements, John and David talked about the ins and outs of using form agreements — and ways to respond to the proverbial “oh, we don’t accept changes to that form” mantra. They also mentioned places online where creatives can find and print out their own legal agreements — notably nolo.com.

John and David explained the big picture behind contracts, and why the end goal of using a contract should be to avoid litigation, not to have a weapon to use in the process. We heard examples of how emotional issues can cloud a client’s judgment and create exorbitant legal bills, and were cautioned on the length and expense of typical litigation. Alternatives methods of dispute resolution that may offer lower legal fees and quicker settlements were discussed.

Our thanks to Beth and company for putting together this informative and educational program.

Maret Thorpe and Mike Tanimura watch Steve Starr argue that Donald Trump’s mug should be in the public domain already.
Name: Michael Wayne Tanimura
Company: Silver Image Creative, Inc.
Current Project: Reshaping how arts education programs across the nation are documented and published.
Family/Kids/Pets: Wife (of 30 years!) Laurie Beth; 24-year-old, newly-affianced son David Musashi; three leopard geckos and about 50 corn snakes.
Hobbies/Interests: Black and white silver-based film photography; reading; breeding corn snakes for unusual patterns and vivid colors.
Favorite Movies: I have watched Harold and Maude and Joe Versus the Volcano at least 40 times each, and could watch them 40 more.

Books I’m Reading Right Now: The Laws of Simplicity by John Maeda; The Nature of Photographs by Stephen Shore; and Cryptonomicon by Neal Stephenson (for the umpteenth time—as you can guess, I really like my favorites; they are very comforting).

Favorite TV Show: Dexter, about a serial killer who only kills serial killers (and we don’t even get Showtime).

Latest Obsession 1: Cultural identity (specifically mine, but in general, too) and how much it shapes who we are, whether openly acknowledged/accepted or not.

Latest Obsession 2: The mind and memory—how can you trust what you know when it’s all mediated by what you can recall?

Latest Obsession 3: Is there ever a good time to die (had a lot of deaths in and around the family, recently), and if there is, why aren’t we allowed to choose it?

I Always Find this Scary: The evening news, with constant reminders of how insensitive to others the majority of us are.

Favorite Way to Chill Out: As the above answers may indicate, I’m still working on it.

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.

CHICAGO CREATIVE COALITION
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