

IDEAS (ON PURPOSE)

27 WEST 20TH STREET
SUITE 1001
NEW YORK, NEW YORK
10011

I O P

T 212 366 6355
F 212 366 6353

IDEASONPURPOSE.COM

FOR IMMEDIATE RELEASE

CONTACT:
MICHELLE MARKS
IDEAS ON PURPOSE
212.366.6355
MMM@IDEASONPURPOSE.COM

**IDEAS ON PURPOSE LANDS ANNUAL REPORT DESIGN'S TOP HONORS
NEW YORK, NY — JANUARY 29, 2003**

Ideas On Purpose (IOP), a leading New York-based graphic design studio, announced today it has been honored by some of the industry's most prestigious awards committees for recent work on behalf of clients. The awards represent a wide-array of annual reports for clients in a variety of industries, further validating IOP's position as one of the premier design studios dedicated to delivering strategic, visually compelling annual reports and brand communications for clients. The studio was recognized by the International ARC Awards, the Black Book AR100 Show, *Graphic Design:USA* magazine's American Graphic Design Awards, *HOW* magazine's International Design Competition, *STEP Inside Design* magazine's Design100 show and the Type Director's Club's Typography 24.

At the International ARC Awards, two IOP projects were honored; the 2001 Octel Corp. annual report with a bronze award and the 2001 Regeneron Pharmaceuticals annual report with a silver award. The ARC Awards are presented to annual reports that demonstrate superior performance in carrying out stated goals and objectives, innovative concepts, noteworthy writing, clarity in financial data presentation and imagination and vigor in design.

The Octel annual report was also recognized as one of the year's best 100 annual reports at the Black Book's 17th Annual AR100 Show and as one of the top 100 overall design projects at the *STEP Inside Design's* Design100 competition. The AR100 Show is the largest and most prestigious competition recognizing design and strategic excellence in corporate annual reports, culminating in a full-color, hardcover book showcasing the winning entries. The Design100 selects the top 100 pieces of design from the full spectrum of specializations.

"We're proud of our achievement. Not only are our clients happy, but we have been recognized every year by our peers and our industry. This recognition is another validation of our content oriented, narrative approach," said Darren Namaye, a principal at IOP.

Additional awards secured by IOP include:

- *Graphic Design:USA's* American Graphic Design Awards for the 2000 NYCE Corporation's annual report. – with entries from all 50 states, this competition showcases the breadth and depth of graphic design in the USA today.
- *HOW's* 10th annual International Design Competition for the 2001 Regeneron Pharmaceutical's annual report – with over 5,000 entries and only 254 winners in 15 categories, the International Design Competition highlights excellence in design and communication from around the world.
- Type Director's Club's Typography 24 competition recognizing typographic excellence lauded the 2001 Regeneron Pharmaceuticals annual report. Additionally the invitation for the Asia Society's "Asia On My Mind" event was also recognized. Winning works will be exhibited in Typography 24, the hardbound, all-color competition annual and in exhibitions touring the USA, Canada, Europe and Japan.

About Ideas On Purpose

Ideas on Purpose (IOP) is a group of talented individuals who are experts at identifying and delivering clients' unique stories. IOP helps clients define their strategies and visually distinguish themselves. They study the specifics of each business and explore the individuality of each corporate culture, then apply that knowledge across the board — from the biggest conceptual thinking to the smallest design details. The result? IOP connects with targeted audiences through exceptional work products that are as dynamic and diverse as the clients they represent. More information and samples from their portfolio are online at www.ideasonpurpose.com.