

MEMBER SPOTLIGHT

Don Design Studio

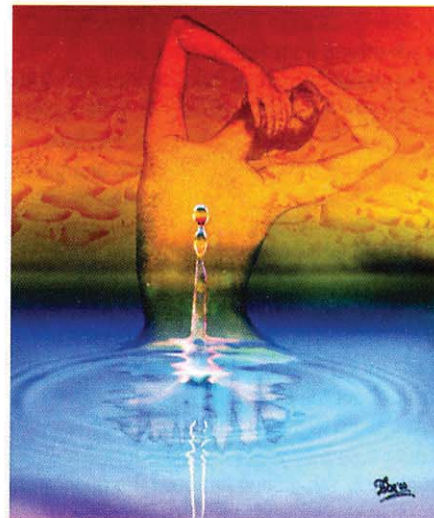
Don Chowdhury likes to experiment. As owner and creative director of Don Design Studio, "his goal is to provide clients with the highest work in a variety of areas including advertising, fashion design, fine art, interior design, book jacket design, corporate logos, packages, record and CD covers, posters, direct mail, brochures, self-promotional materials, Web page design, photography, P.O.P. displays—virtually anything from a matchbook cover to a highway billboard."

With this vast repertoire, it isn't surprising that Don has now developed a new form of expression that combines digital and fine art. After observing the traditional artist's disinterest in using technology and the designer's dependency on it, he has tried to reconcile the two extremities into this new art form where he first draws a picture and then digitally enhances it. His experimental work is gaining popularity and "Celebrities" (shown below) is on permanent display at Chelsea Theatre in New York City.

To contact Don, e-mail him at designnat@aol.com



Celebrities—presently exhibited at Chelsea Theatre in New York City
hand drawings, paintings and computer art combination



Water Woman—computer digital art



Bloomingdale's DKNY window display design



Tyra Super Model—collage: fine art and digital
art combination, acrylic and mixed media on canvas
(this media has never been used on canvas)

member information

GRAPHIC DESIGN BOOK CLUB



APRIL 2008
PAST ISSUES
CONTENTS
EDUCATION
SUBSCRIPTIONS
ADVERTISING
LINKS
FREE STUFF
NEWSLETTERS
CONTACT US
HOME



FEATURE | LOGOLOUNGE.COM
Editing this magazine provides more pleasure than a person should be allowed to have, and a huge in-house prize. (Ed: Before you read) Perhaps most fun of all is the annual Logolounge trivia story by master designer and analyst Bill Clinton. Where did you go to school? What's your favorite color? "Logolounge" and "Logolounge" and still be taken seriously? So jump right on in "Logolounge" and "Logolounge" and "Logolounge" and so does come remarkably clear insight into identity design in 2008. — GK

NEWS
Sandy Ake-Bell returns with attitude. Country's top editorial about Hollywood, so packaging plays a straight, Clear Voice jazz club brings the fly, enters a splash at television and many others.

SEEN AND NOTED
Tom Turner, an X-Files brand, continues to thrive up to emerging graphic designers, re-naming an historic candy brand and more.

PEOPLE
Wendy Greenberry returns to her roots. Tim Larsen receives rare honor from AIGA Minnesota. Chah Yee enters Blue Room. Andrew Bass straightens out firm name. Steve Turner goes to school and many others.

By using Xerox digital print technology, The Mahoney Co. increased its client's direct mail response rates by 456%. There's a new way to look at it.

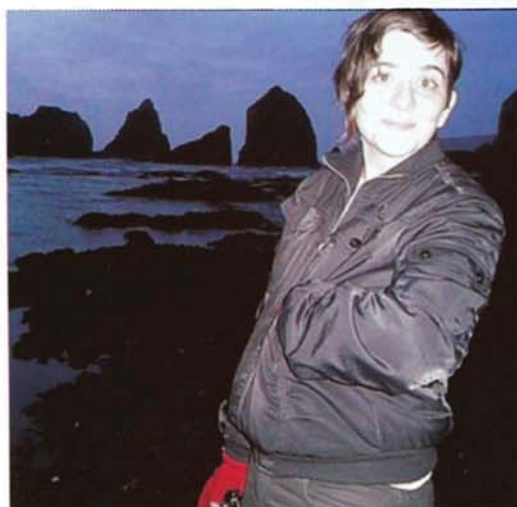
My1Stop.com
get real printing
AMERICA'S LARGEST AND MOST DIVERSE PRINTING SERVICE
USE PROMO CODE A REALITY TO RECEIVE \$1.00 OFF ANY NEW ORDER

GoExplore
Color Seminar by Pantone and X-rite

A first in microstock imagery!
Save 10% in May on: 48HourPrint.com

CDW
For all your IT needs.
CDW
CDW
CDW

people



NAME Kelli Miller
COMPANY Thornberg & Forester
LOCATION New York NY
TITLE Designer/Animator
PROJECTS She has worked on projects for Nike, Domino's Pizza, MTV and VH-1
EDUCATION Cranbrook Academy of Art

Andrew Bass, Principal and Chief Idea Maker at adbass:designs, has announced the renaming of his company as Straight Design LLC. The idea: to more clearly describe the New York City-based firm's mission to create strong visuals and strong concepts without the bells, whistles and fluff. A 17-year veteran and multiple award winner, Bass also acknowledges that he spent "countless time" explaining, spelling and pronouncing the former name of his studio.

Finch Paper has named **Tony McDowell** as Vice President of Sales and Marketing. Respected for his new product development and branding acumen, McDowell leads integrated sales and marketing programs for Finch Fine text and cover, Finch Opaque and the growing roster of Finch Digital products. He joins from Stora Enso North America where he was Vice President of Branding and Marketing Communications. He has also held senior marketing and creative services positions at Champion International and International Paper.

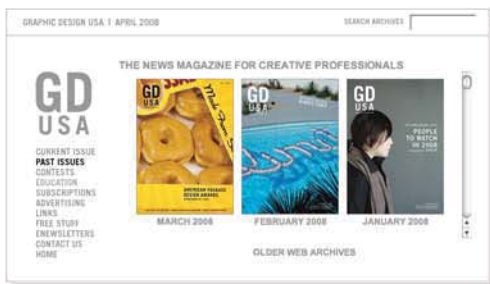
Martin Maloney has moved his marketing and public relations agency, which specializes in the graphics and packaging industries, to Manhattan. He had been located in Greenwich CT for 24 years. The new location for Broadford & Maloney facilitates face-to-face contact with clients and provides closer access to NYU, where Maloney is an adjunct professor. He is also on the Board of Directors of NYU's Program for Graphic Arts Management and Chair of its Marketing Committee. He serves on the Executive Committee of the Print Council and is a founder of that group.



NAME Bryan Chris
COMPANY Todd Allen Design
LOCATION Elkhart IN
TITLE Designer
EMPLOYMENT River Oaks Community Church
RESPONSIBILITIES Print collateral and web design for various accounts



NAME Don Chowdhury
COMPANY Don Design Studio
LOCATION Bayside NY
TITLE Creative Director
CLIENTS 1-800-Flowers.com, Kao Brands, DDB Worldwide, Digitas, Amazon.com, ABC TV, Coca-Cola, Guitar Magazine, many others
FACT Chowdhury is also an accomplished fine artist who just completed painting exhibitions at 1-800-Flowers and at Joseph Thomas Gallery



Le Bulletin

de l'Alliance Française de Washington

L'Alliance Française vous souhaite de joyeuses Pâques!



April 2001

Lecture

The Alliance Française de Washington, DC
and

Le Club Tocqueville present

Christopher Columbus' French Connection

**The House of Braganza and the
Waldseemueller Map of 1507**

By Professor Peter W. Dickson

**Tuesday, May 8, 6:30 PM at the
Alliance Française. In English.**



There is more than one "French Connection". We think of the famous movie, which appeared in 1971, and also the French fleet and **Lafayette** at Yorktown, which enabled the American rebels to secure the nation's inde-

pendence from the British in 1783. But the most amazing French Connection is the one which was the pivotal factor in the life of **Columbus**. It permitted him, as a total outsider, to marry into the most powerful aristocratic family in Portugal (the **Braganza**) in the late 1470s. It is also the clue to the sudden appearance of the extraordinary **Waldseemueller** map made at Saint-Die in 1507—the first document in history to use the word "America" and the first map to show two distinct oceans (not one) between Asia and Europe...

(continued page 2)

Exhibit

The Alliance Française de Washington presents

Don Chowdhury Expression & Impression in French

From a matchbox cover to a highway billboard...

**Opening reception Thursday, May 10, 6:30 PM at the
Alliance Française**



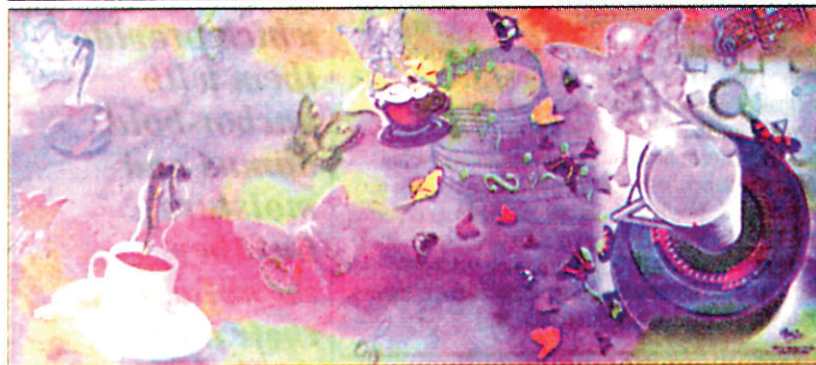
Don Chowdhury likes to experiment. As owner and creative director of *Don Design Studio*, he works in a variety of areas including advertising, fashion design, fine art, interior design, book jacket design, corporate logos, package, record and CD covers, posters, web page design... virtually anything from a matchbox cover to a highway billboard. He has now developed a new form of expression that combines digital and fine art, first drawing a picture and then digitally enhancing it. His experimental work is gaining popularity and his exhibit

"Celebrities" is on permanent display at Chelsea Theatre in New York City. The Alliance Française invited Don to present his new exhibit on France from May 10 to June 22, 2001. He will be happy to meet all members and friends of the Alliance during the opening reception.

Thursday, May 10 at the Alliance Française. Free opening reception, from 6:30 to 8:30 PM. Exhibit until June 22, 2001. Information and reservations at 202-234-7911 or alliance@francedc.org.



Don's digital touch to aestheticism



Don, along with the refreshing rainy season, brings in a shower of new ideas that helps us to appreciate art from a different dimension

by
TOWHEED FEROZE

WITH the intricate touches of the digital revolution and the even strokes of inner artistic excellence come creations that symbolises the aesthetic sense of a new century. An amalgamation of the inner urges and the thoughts of a new age, a riveting ensemble that brings out a total feel encapsulating all the emotions of hate love, fear and ecstasy. Don Chowdhury, a graphic designer by profession has dextrously combined his inherent perceptions of beauty and presented them with the awesome effects created by the computer. It is a totally novel approach that creates a different stage for itself. The concept of charm is entangled in something that rests between a total dreamlike state and that of pure reality. Semi-abstract visual creations that tilts more on the philosophical side. At present Don Chowdhury is having an exhibition at the Alliance Francaise de Dhaka. The interesting thing is that Don in his pieces has let the colours flow by themselves. There is no restriction of any sort. The colours sometimes takes the grave mood with dark blue, exploding with grey then again almost abruptly in a fit of exuberance the colours become youthful and simple.

Adam's Apple, the all-computer digital piece belongs to the former. Plain yet pregnant with the inscrutable aura there is the profound feel that holds the attention. With a blackish-blue background it is a piece rich in religious allegory. But that is only for the seekers of the apparent fact. Can there be a hidden thought? Just extricate yourself from the conventional and open up to all possibilities. After all virtual reality always keeps the most improbable doors open. As a matter of fact Don does not suggest a rigid line of expression, the possibilities are endless and the viewer is there to take his liberty. Don again combines digital art with acrylic and mix media on canvas to bring out a rather harrowing portrayal of Halloween. Titled *Halloween Night* this is a semi grotesque piece with a very bizarre implication. The work is in a way perturbing. The yellow figure in



the middle surrounded by black minimises the funny aspect of the occasion and salvages a more hideous side. In *Celebrities* Don draws the images of the film glitteratti of the past. Clark Gable, Charlie Chaplin, James Dean, Alfred Hitchcock, Elvis Presley, Bridget Bardotte and Marilyn Monroe are set into this large piece. Here, Don just goes on a colour rampage. One might ask why? Perhaps Don tries to relive the enjoyment films bring to us. Monroe's figure is made of many faces — possibly that is the artist's way of trying to reflect on the actor's ambiguous personal life. *Destiny* is another work that questions life and its meaning. The answer is there in the blue galaxy the artist has drawn. Care to find it? Anyway, those looking for clarity can also find their fodder in *Joy of Coffee* or *Water Woman*. Don Chowdhury is at present a well known graphic designer based in New York. He has a studio of his own and offers designs wherever needed as in advertising, fine art, fashion designing, interior designing and designing logos, posters, freebies, packages and record labels. His blend of fantasy and reality satisfies the esthete and simultaneously stimulates the imagination. With the magnanimity of colour and digital touches of novelty Don weaves a world where youthful vibrancy is the middle word and, one almost unknowingly is whisked away in his digital rhapsody. ■

The Colours of Techno Art

A look into Don Chowdhury's computer digital art exhibition

By Saima Islam

THE greatness of art lies in its enormous quality to adopt and adjust to the trend of the time. So what can the digital age demand from various art forms? Don Chowdhury, a creative designer brought his array of computer digital art works to answer to that question. "I started as a traditional artist then the scope and demand has made me interested in computer designing." Asked whether the computer art can be compared to the traditional art forms, Don answered, "Of course, the computer art demands a lot of imagination and originality and also creates a platform to let your imagination rise to any level, as computer can do a lot of things that perhaps is not possible to do manually". His words prove true when one sees his exhibition at the gallery of Alliance Francaise. In *Joy of Coffee*, Don tried to visually create the tangible feeling of drinking a cup of coffee. This piece is on view at the famous Chelsea cinema on 23rd street at New York at present. The



Don Chowdhury

owner of the coffee shop wanted Don to bring out the sensual aspect of drinking coffee. The picture shows hot steaming coffee cups and women's arched figure coming out with that steam, lots of colourful butterflies and musical notes whirling at the background. Like most of his works Don keeps the background very colourful in this piece as well,

which helps create a mood of joy and revitalizing impact of a cup of coffee. Don has used hand drawings, paintings and computer art combination in this piece. *Celebrities* is an experimental piece of artwork, which combines both fine art and digital technology. The artist draws some of the images by hand then scanned them into a computer where the entire piece was enhanced digitally. The work is 17 feet long and 7 feet tall. His inspiration for the piece came from movies in general, which he says brings him fun and mystery. He uses bright background colours in the work to represent the joy and excitement movies have to our lives. The space of the art work is divided in to two. He has used a large portion assimilating pictures of famous Hollywood personalities such as Alfred Hitchcock, Clerk Gable, Sophia Lauren, Charlie Chaplin, Elvis Presley and he used the right corner to create the image of the mystery lady Marilyn Monroe. But here also Don created a visual illusion. From a close look, one would see faces of some other famous film per-

sonalities but from a far those faces make the beautiful image of the glamour queen Monroe. Thus Don has created an exotic world of glamour and colour and unfolded it in many layers to capture the essence of the movie world. *Water Woman* is a hundred per cent digitally com-

blue making it visually striking. This piece is a testimony to the superiority of imagination over technology. Though most of Don's works have western theme but there are some pieces that show his attachment to his roots. His *Freedom* is such a creation. The green background,



Water Woman

posed creation. A woman is seen coming out of the water. The drops of water are running down her curves. Don has tried to capture the vibration made on the water by the movement of the lady. This piece is also divided into two portion, the upper portion is left yellow and the watery portion is crystal

the brave figures of the freedom fighters and the red and green flag bring out the Bangladeshi that lies in the artist. "I love the results that I can have with digital works," said the artist describing his works. He had used mostly the adobe Photoshop and adobe elastrator to create his masterpieces. He also added



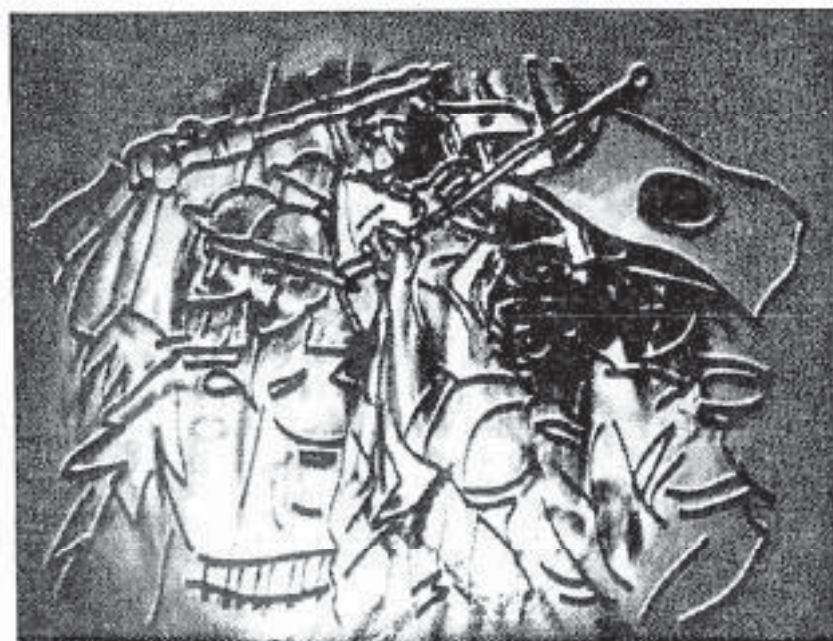
Celebrities

that there are lots of talented artists in Bangladesh who need a little introduction to the latest technology. He is going to organize seminars on computer digital art where the focus will be on the state of art technology, software and short cuts and tips to the design, fashion and fine arts world. The seminars will be held at the Alliance Francaise de Dhaka on May 3, 4, 5 and 6. At present, a student of the Marywood College, USA in MFA: Art Direction and Design, Don Chowdhury did his BFA from the School of Visual Arts, New York in Computer Art and

Graphic Design. His client includes Coca-cola, Pepsi, Radio City Music Hall, U.S Olympic Committee, Biman Bangladesh and many more. He held exhibitions in USA and Bangladesh. Don believes in the saying, "Life is short but art is long" and his works clearly envisage his philosophy. He heartily believes that a lot of things can be done with the computer but it is the man behind the computer that counts. The exhibition will be held from 5pm to 8pm at the Alliance Francaise de Dhaka. Today is the last day of the exhibition.



Joy of Coffee



Freedom