



eNews :: Fall 2009  
www.hsdesignlab.com  
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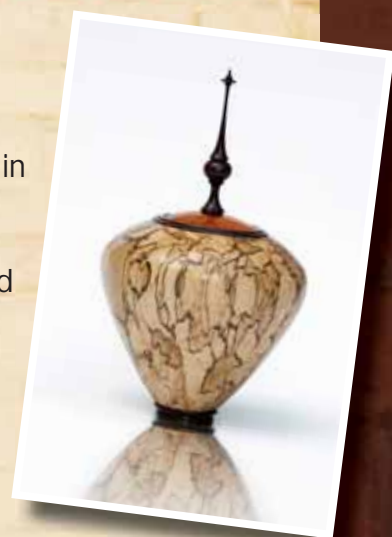
## News from The Firehouse!

### Hare Strigenz and World of Wood collaborate to create "An Evening of Pure Elegance."

This October marked the grand opening of World of Wood's new studio in Oconomowoc, Wisconsin. Hare Strigenz and World of Wood combined their creative energy and planned a customer and media grand opening celebration. The event was complete with harp music, studio tours, wood turning demonstrations and fantastic food.

The event concluded with a drawing for a beautiful, original turned vessel made of exotic woods by Richard Erdmann, Artist and Founder of World of Wood.

Hare Strigenz worked closely with World of Wood to execute and develop a direct marketing strategy to promote and communicate the company's five Centers of Excellence. The direct marketing campaign is targeted to a very select audience of architects, interior designers and builders from around the country. For more information visit [www.worldofwood.com](http://www.worldofwood.com)



### Hare Strigenz would like to welcome our newest clients!

- Milwaukee Center for Independence
- Myelementstyle.com
- Wave Development
- World of Wood



### Fall is Filled with New Faces at Hare Strigenz



Amanda Schaus, and Emily Newell, two new Art Directors, join the Hare Strigenz Design Lab team.

**Amanda Schaus** is a graduate of Kendall College of Art and Design at Farris State University, in Grand Rapids, MI. Amanda's previous experience includes work with Masterlock, Briggs and Stratton, and Keystone Marble and Granite. She lives just blocks from the Firehouse and plays kickball for the "Drop Kickers."

**Emily Newell** is a graduate of the University of Wisconsin-Stout. Emily's previous experience includes work with Harley-Davidson, The Milwaukee Symphony Orchestra, Brady Corporation, and the Center for the Deaf and Hard of Hearing. She lives in Milwaukee and enjoys painting and cooking.



To become a new client, or for more information about our firm, or our firehouse, please call 414.272.0072 or email: [paula@hsdesignlab.com](mailto:paula@hsdesignlab.com) or [juergen@hsdesignlab.com](mailto:juergen@hsdesignlab.com) Hare Strigenz Design is a strategic communications and graphic design firm specializing in the development of brand identity systems, packaging, and marketing materials for a variety of businesses and organizations throughout the United States.



### The Firehouse welcomes Oliver Blackwell to the world!

Our Art Director Jessie Blackwell gave birth to a healthy baby boy at 5:21 am on October 12th, in what we think must be a new record, only 20 minutes! Welcome baby Oliver!

