

Communication Arts Magazine Honors Hiebing Creative with Top Integrated Design Award

Madison, Wis. – The creativity of Madison’s largest marketing and brand development firm, Hiebing, rarely goes unnoticed by its clients. Now the firm’s award-winning creativity is being recognized in November’s *Communication Arts* 48th Design Annual magazine for the entire world to see.

“This is a reaffirmation of the powerful integrated work we produce for our clients,” says Hiebing president Dave Florin. “It’s always an honor to be acknowledged by such a prestigious publication, but it’s especially rewarding to be recognized for the strength of our agency’s integrated design.”

Hiebing’s winning *Communication Arts* entry, titled Design MMoCA, was produced for the Madison Museum of Contemporary Art (MMoCA) after the organization asked Hiebing to help publicize a first of its kind exhibit, Design MMoCA, for which interior designers were invited to create living spaces around pieces from the museum’s permanent collection. Hiebing produced a series of posters, tickets, brochures, postcards, invitations, envelopes, window graphics, a kiosk and a Web site splash page for the exhibit. Colors, patterns and textures were used to create illustrations of the exhibit representing key elements of interior design.

“We wanted to uniquely portray the atmosphere of the exhibit on the pieces we produced, and were successful in creating a parallel design,” says Hiebing creative director Sean Mullen. “We had a lot of fun working on this project as well, which is always an added pleasure.”

More than 8,000 projects from 40-plus countries were entered in the *Communications Arts* Design Annual competition; only 2 percent of the entries received awards. Nine top designers judged the entries.

Communication Arts is the latest organization to recognize the strength of Hiebing’s design work; the firm has also been acknowledged for three consecutive years by *Graphis* magazine. Hiebing’s latest win from *Graphis* came from its 2008 international Logo Design 7 competition. The publication covers graphic communications worldwide and serves as a compelling record of the most significant and influential communication work being produced today. Both *Communication Arts* and *Graphis* magazines highlight the work of professionals in the visual arts industry.

About *Communication Arts*

Founded in 1959, *Communication Arts* is the premier source of inspiration for professionals or those interested in visual communication. It showcases the current best in design, advertising, illustration, photography and interactive media. Its Design Annual awards, published each November, are the most prestigious competition for creativity in graphic design.

About Hiebing

Hiebing is the largest integrated marketing and brand development firm in Madison, with annual capitalized billings of more than \$40 million. Founded in 1981, the agency’s clients include regional and national brands such as Nestlé Nutrition, Dean Health System, AnchorBank and American Family Insurance.

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