

ELEVATOR

ELEVATOR PROFILE

Elevator is a design studio working in a variety of media that cross-pollinate from print to web, 2D to 3D.

Elevator design is visual and conceptual. We're inspired by urban and local cultures, DIY design, social issues like energy and sustainability, and make connections between commercial projects and everyday life, communication and product.

Elevator has directed projects for culture, entertainment, architecture, education, technology, pharmaceutical and sport markets.

Elevator also works as a mini idea lab. We like to collaborate, make things, explore form and concept, photograph everyday typography. Add visual research, writing and teaching—all diverse activities that feed client-based work with new ideas.

Conceptually, we're interested in the cultural significance of elevators—how they create social situations and interactions, how the elevator transformed urban centers, how cultures change through old and new technologies, innovation and need.

And an elevator is like a continuum from one point to another with a lot of levels in between. We see that as a metaphor for design, and for the idea that Elevator design transports you—from idea to finished product.

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ELEVATOR / LIISA SALONEN BIO

ELEVATOR WORK

Founded in 1999, Elevator is a multidisciplinary design studio. Liisa Salonen, Principal, has worked with clients in a broad range of markets, and often works between media-creating work that has influences from multiple disciplines.

Elevator projects include: VH1 Media Kit; Ann Arbor Urban Forest Project; an extranet for SmithKline Beecham; www.mottoform.com; Nike Art of Speed poster; Helvetica the Film poster for AIGA Detroit; Garment Bag for the Taiwan International Design Competition, among others.

ELEVATOR RECOGNITION

Our work is well recognized by such organizations and publications as New York Art Directors Club, Type Directors Club, American Center for Design, Type Design: Radical Innovations and Experimentation, Typography Now Two, Graphis Books, and the Taiwan International Design Competition, among others.

LIISA SALONEN

Salonen completed the MFA at Cranbrook Academy of Art (1997), and prior to that received a Bachelor of Science in Design at the University of Michigan. While at Cranbrook, Salonen art directed at Words + Pictures for Business + Culture with P. Scott Makela and Laurie Haycock-Makela. Major projects included: a Nike Asia print campaign for Wieden & Kennedy; American Photography Volume 13; and Digital Campfires, a collaboration between Cranbrook Academy of Art and the Media Lab at Massachusetts Institute of Technology.

Prior to Words + Pictures, Salonen art directed at the Cranbrook Institute of Science, collaborating with exhibit designers, architects, writers and scientists on exhibit design and identity. She also art directed at the University of Windsor in Ontario – directing and supervising a wide range of publications for corporate identity, recruitment and public relations.

Salonen is concurrently adjunct instructor of design at the College for Creative Studies in Detroit, and writes about design and typography. In creating a classroom as a laboratory for real world and experimental work, she challenges students to think both conceptually and visually in their use of form language.

Salonen's active leadership within the design community is demonstrated in the curation of Exhibit A: Evidence of Pleasure, an international and student design exhibition at the College for Creative Studies that explored the impact of new technologies on design communication for digital and real environments.

Teaching experience also includes co-instructing a workshop at Ecole cantonale d'art, Lausanne, Switzerland with Laurie Makela, then Co-chair of Design at Cranbrook, and Visiting Professor at Ecole cantonale d'art (1997); and full-time instructor at Eastern Michigan University (1997-98).

AWARDS / RECOGNITION / EXHIBITIONS

DESIGN 99

Exhibition of Tune Tables in the opening exhibit of Design 99, a retail space for experimental design and contemporary architecture, Hamtramck MI, 2007.

AIGA DETROIT, BEST OF SHOW – INTERACTIVE AWARD

Best of Show – Interactive Award for the design of www.mottoform.com, a website for Helsinki-based, industrial design firm Mottoform, 2007.

2006 TAIWAN INTERNATIONAL DESIGN COMPETITION

Award of Excellence for the design of Garment Bag, a conceptual product, 2006.

AIGA DETROIT, AWARD OF EXCELLENCE

Award of Excellence for the design of riversidegroup.net, the corporate website for Riverside Group; Award for the design of David Mabb catalog for the Art Gallery of Windsor; Award for the design of Nike Art of Speed poster for Toronto-based Amoeba Corp., 2005.

ARTLAB EXHIBITION

Exhibition of Tune Tables for Vinyl, an ArtLab exhibition, Toronto, 2004.

IDN PRO ICONOGRAPHY CATALOGUE

Publication of Elevator work and icon/font designs, Hong Kong, 2002.

AMERICAN CENTER FOR DESIGN

Publication and exhibition of Exhibit A: Evidence of Pleasure in the annual 100 Show, 2001.

1 + 2 COLOR GRAPHICS

Publication of Hot & Spicy poster, PIE Books, Japan, 1999.

AMERICAN CENTER FOR DESIGN

Publication and exhibition of Hot & Spicy poster in the annual 100 Show, 1998.

NEW YORK ART DIRECTORS CLUB

Silver Award for American Photography 13, published in New York Art Directors Annual #78, New York, 1998.

TYPE DIRECTORS CLUB

Typographic Excellence Award for UltraGirl, published in Typography 19, Annual of the Type Directors Club. New York, 1998.

NEW TYPOGRAPHICS 2

Publication of introductory essay, InFlux. Publication of UltraGirl, Transcend, Blue Cathode Masks, Code Blue, InFlux, Hot Dogs, Min /Max, Real Thrills, Real Dogs, and Grotesque Seven Nine. PIE Books, Japan, 1997.

GRAPHIS BOOKS

Publication of After Perestroika: Kitchenmaids or Stateswomen in Student Design 97, New York, 1997.

TYPOGRAPHY NOW TWO

Publication of Min / Max, Rick Poyner, editor. London: Booth Clibborn Editions, 1996.

INTERNATIONAL POSTER BIENNALE

Exhibition of After Perestroika, Muzeum Plakatu W Wilanowie, Warsaw, Poland, 1996.

PUBLICATIONS / CURATION

TEACHING MOTION DESIGN

Publication of motion graphics course curriculum in Teaching Motion Design: Course Offerings and Class Projects from the Leading Undergraduate and Graduate Programs, edited by Steven Heller and Michael Dooley, 2008.

MUSEUM OF CONTEMPORARY ART DETROIT

Publication of the essay "Garment Bag" in Detroit: Imaginary Cities, Spring 2007.

VISUAL COMMUNICATION, SPECIAL ISSUE: THE NEW TYPOGRAPHY, VOLUME 4, NUMBER 2.

Publication of the essay "Typography Meet Furniture," Sage Publications, London, June 2005.

VISUAL COMMUNICATION, VOLUME 3, NUMBER 1

Publication of "DP/AR Departures and Arrivals," Sage Publications, London, February 2004.

TYPE DESIGN: RADICAL INNOVATIONS AND EXPERIMENTATION

Publication of fonts, icon fonts, essay and diagram demonstrating the process by which Elevator operates, and the way in which experimental typefaces have been applied to commercial projects. Edited by Teal Triggs, Thames and Hudson Ltd, London 2003.

CO-CURATOR, DESIGN EXHIBITION

Exhibit A: Evidence of Pleasure. An international design exhibition that explores the impact of new technologies on design communication for digital and real environments. Center Galleries, College for Creative Studies, Detroit, 2001.