

PROJECT CREDITS:

- 15 top left: *A Cool Million and The Dream Life of Balso Snell*, Nathanael West; book jacket, 1996; designer: Rodrigo Corral; illustrator: Ellen Ruskin; art director: Michael Ian Kaye; publisher: Noonday
- 15 top right: *The Death of Satan. How Americans Have Lost the Sense of Evil*, Andrew Delbanco; book jacket, 1996; designer: Rodrigo Corral; illustrator: Donna Mehalko; art director: Michael Ian Kaye; publisher: Noonday
- 15 bottom: *Hunger*, Knut Hamsun; book jacket, 1998; designer: Rodrigo Corral; illustrator: Donna Mehalko; art director: Susan Mitchell; publisher: Noonday
- 17 left: *The Life of Insects*, Victor Pelevin; jacket sketch, 1995; designer: Rodrigo Corral; art director: Susan Mitchell; publisher: FSG
- 17 right: *The Life of Insects*, Victor Pelevin; book jacket, 1995; designer: Rodrigo Corral; photographer: Frederick S. Schmitt; art director: Susan Mitchell; publisher: FSG
- 19 top left: *Mysticism for Beginners*, Adam Zagajewski; book jacket, 1997; designer: Rodrigo Corral; photographer: Frederick S. Schmitt; art director: Susan Mitchell; publisher: FSG
- 19 top right: *On the Rez*, Ian Frazier; book jacket, 2000; designer: Rodrigo Corral; photographer: Ian Frazier; art director: Susan Mitchell; publisher: FSG
- 19 bottom left: *Paris Trance*, Geoff Dyer; book jacket, 1998; designer: Rodrigo Corral; photographer: Diane Vasil; art director: Susan Mitchell; publisher: FSG
- 19 bottom right: *Survivor*, Chuck Palahniuk; book jacket, 1999; designer and photographer: Rodrigo Corral; art director: Timothy Hsu; publisher: W. W. Norton
- 21 top: Paperback catalogue for Grove/Atlantic, 2000; illustrator and art director: Rodrigo Corral
- 21 bottom: Hardcover catalogue for Grove/Atlantic, 2000; illustrator and art director: Rodrigo Corral
- 23 top left: "Recovering Japan's Wartime Past—and Ours," *The New York Times*, Op-Ed, September 4, 2001; designer: Rodrigo Corral; photographer: New York Times; art director: Peter Buchanan-Smith
- 23 top right: "Classes of Last Resort," *The New York Times*, Op-Ed, August 19, 2004; designer and photographer: Rodrigo Corral; art director: Brian Rea
- 23 bottom left: "The Watchdog, Now Grown Rabid," *The New York Times*, Op-Ed, August 22, 1999; designer and illustrator: Rodrigo Corral; art director: Christoph Niemann
- 23 bottom left: "Where Journalists Still Get Respect," *The New York Times*, Op-Ed, July 21, 1998; designer and photographer: Rodrigo Corral; art director: Nicholas Blechman
- 24: Mothers Against Drunk Driving (MADD); identity, business card, 1998; designer: Alan Dye
- 25: Spot illustrations, 2003; illustrator: Alan Dye; publisher: *The Royal Magazine*
- 26: Yoo-hoo; special-edition packaging, 2000; designer: Alan Dye, Landor; creative director: Jeremy Dawkins, Landor
- 27: Molson Canadian; packaging, 2000; design: Alan Dye, Landor; creative director: Richard Brandt
- 28: BIG (Brand Integration Group, Ogilvy); logotype, 2001; designer: Alan Dye, BIG; executive creative director: Brian Collins, BIG
- 29–31: Motorola; identity system and retail graphics, 2002; designers: Alan Dye, Bill Darling, Soohyen Park, BIG; creative director: Michael Ian Kaye, BIG; executive creative director: Brian Collins, BIG
- 32–33: Miller Brewing Company; corporate identity, historic mood boards, and wildpostings, 2003; designers: Alan Dye, Bill Darling, BIG; creative director: Michael Ian Kaye, BIG; executive creative director: Brian Collins, BIG; typography: James Montalbano
- 34–35: Miller Brewing Company; High Life packaging, 2003; designers: Alan Dye, Bill Darling, BIG; creative director: Michael Ian Kaye, BIG; executive creative director: Brian Collins, BIG
- 36: ADFED Columbus speech poster, poster for brand mythology speech, 2003; designers: Alan Dye, Bill Darling, BIG; executive creative director: Brian Collins, BIG
- 37: Push conference poster, 2001; design and illustration: Alan Dye
- 38–39: Balmori Associates; corporate identity, 2004; design: Alan Dye
- 41: Quest for Volume: The Origin of the Electric Guitar; museum kiosk, 2000; art director: Agnieszka Gasparska, Funny Garbage; programming: Colin Holgate, Funny Garbage; courtesy of the Experience Music Project
- 43: Quest for Volume: A History of the Acoustic Guitar; museum kiosk, 2000; art director: Agnieszka Gasparska, Funny Garbage; programming: Colin Holgate, Funny Garbage; courtesy of the Experience Music Project
- 44–45: Bloomberg; website, 2002; creative director: Raquel Tudela; art director: Agnieszka Gasparska, Funny Garbage; courtesy of Bloomberg
- 46: Bloomberg; broadcast screen, 2003; creative director: Raquel Tudela; art director: Agnieszka Gasparska, Funny Garbage; courtesy of Bloomberg
- 47: Bloomberg; corporate website, 2003; creative director: Raquel Tudela; art director: Agnieszka Gasparska, Funny Garbage; courtesy of Bloomberg
- 48–49: Fischerspooner; website, 2002; art director: Agnieszka Gasparska; illustrator: Rick Farr; courtesy of Fischerspooner and Capitol Records
- 51: David Mason; identity and website, 2003; art director: Agnieszka Gasparska
- 52–53: *Super Vision. A New View of Nature*, Ivan Amato; chart insert, 2003; chart design: Agnieszka Gasparska; creative director: Michael Walsh; book designer: Helene Silverman; publisher: Henry N. Abrams
- 54: Alice Chung and Karen Hsu working next to each other at 2x4, Inc.; illustration: Karen Hsu, Omnivore.
- 55 top left: *ANY 19/20*; open cover of double issue, 1997; editor: Cynthia Davidson; designers: Alice Chung, Michael Rock, 2x4; publisher: Architecture New York (ANY)
- 55 top right, middle, and bottom: *ANY 19/20*; interior spreads, 1997; editor: Cynthia Davidson; designers: Alice Chung, Michael Rock, 2x4; publisher: Architecture New York (ANY)
- 56: *Anything*; interior spreads, 2000; editor: Cynthia Davidson; designers: Katie Andresen, Alice Chung, Michael Rock, 2x4; publisher: Architecture New York (ANY)
- 57 top: *ANY 27*; folded and unfolded front cover, 2000; editor: Cynthia Davidson; designers: Katie Andresen, Alice Chung, Michael Rock, 2x4; publisher: Architecture New York (ANY)
- 57 middle: *ANY 27*; interior spreads, 2000; editor: Cynthia Davidson; designers: Katie Andresen, Alice Chung, Michael Rock, 2x4; publisher: Architecture New York (ANY)
- 57 bottom: *Anything*; front and inside cover, 2000; editor: Cynthia Davidson; designers: Katie Andresen, Alice Chung, Michael Rock, 2x4; publisher: Architecture New York (ANY)
- 59: Prada; wallpaper, scale and density studies, 2001; designers: Karen Hsu, Michael Rock, and others, 2x4; original floral pattern: Karen Hsu; photography: 2x4, OMA/AMO, and others; architects: Rem Koolhaas, Ole Scheeren, Eric Chang, Tim Archambault, OMA/AMO; producer: Sharon Ullman
- 60–61, 63 top: Prada; wallpapers, explorations, 2001; designers: Karen Hsu, Michael Rock, and others, 2x4; original floral pattern: Karen Hsu; photography: 2x4, OMA/AMO, and others; architects: Rem Koolhaas, Ole Scheeren, Eric Chang, Tim Archambault, OMA/AMO; producer: Sharon Ullman

- 63 bottom: Prada; wallpaper, illustration of final installation, 2001; designers: Karen Hsu, Michael Rock, and others, 2x4; original floral pattern: Karen Hsu; photography: 2x4, OMA/AMO, and others; architects: Rem Koolhaas, Ole Scheeren, Eric Chang, Tim Archambault, OMA/AMO; producer: Sharon Ullman; illustration: Karen Hsu, Omnivore
- 65 left: *Edgewater Angels*, Sandro Meallet; book jacket, 2000; art director: Rodrigo Corral; photographer: Jana Leon/Graphstock; publisher: Doubleday
- 65 right: *John Henry Days*, Colson Whitehead; book jacket, 2001; art director: Rodrigo Corral; photographer: Brown Brothers; publisher: Doubleday
- 67: *Choke*, Chuck Palahniuk; book jacket, 2001; art director: Rodrigo Corral; illustrator: Bob Larkin; publisher: Doubleday
- 68: *Lullaby*, Chuck Palahniuk; jacket sketch, 2002; designer: Rodrigo Corral; illustrator: Andrew Davidson; creative director: John Fontana; publisher: Doubleday
- 69 top: *Lullaby*, Chuck Palahniuk; jacket sketch, 2002; designer: Rodrigo Corral; illustrator: Joel Holland; creative director: John Fontana; publisher: Doubleday
- 69 bottom: *Lullaby*, Chuck Palahniuk; book jacket, 2002; designer: Rodrigo Corral; illustrator: Judy Lanfredi; creative director: John Fontana; publisher: Doubleday
- 70-71: *Invisible Monsters*, Chuck Palahniuk; book jacket, 1999; designer: Rodrigo Corral; illustrator: Gene Mollica; art director: Ingsu Liu; publisher: W. W. Norton
- 72: *Stranger than Fiction*, Chuck Palahniuk; book jacket, 2004; designer: Rodrigo Corral; photographer: Michael Schmelling; creative director: John Fontana; publisher: Doubleday
- 73: *Diary*, Chuck Palahniuk; book jacket, 2003; designer: Rodrigo Corral; hand lettering: Leanne Shapton; creative director: John Fontana; publisher: Doubleday
- 75: *Fight Club*, Chuck Palahniuk; book jacket, 2004; designer: Rodrigo Corral; photographer: Michael Schmelling; creative director: Raquel Jaramillo; publisher: Owl Books
- 77-78: NYC 2012; identity system, 2003; designer and illustrator: Alan Dye, BIG; executive creative director: Brian Collins, BIG
- 79: Times Square; identity, 2003; designer: Alan Dye, BIG; typography: Bill Darling, BIG; executive creative director: Brian Collins, BIG
- 81: Kate Spade; various graphics, 2004; designer: Alan Dye
- 83: Kate Spade; 2005 agenda, 2004; design: Cheree Berry; design director: Alan Dye; photographer: Studio ZS
- 84-85: Kate Spade; fall ad campaign, 2004; design director: Alan Dye, creative director: Andy Spade; photographer: Christopher Griffiths; stylist: Jeffrey Miller; fashion stylist: Grace Cobb
- 86: Jack Spade; fall 2004 look book, 2004; designer: Gillian Schwartz; design director: Alan Dye; writer: Ben Greenman
- 87 top: *PAPER* magazine, 20th anniversary advertisement, 2003; designers: Abby Low, Alan Dye
- 87 bottom: *The Bird*, 2003; designer: Gillian Schwartz; photographers: the dum-dum showers; publisher: Jack Spade Press,
- 88: Kate Spade; Maira Kalman baby blocks, 2004; illustrator: Maira Kalman; designer: Alan Dye
- 89: Kate Spade; Maira Kalman dog collars, 2004; illustrator: Maira Kalman; designer: Alan Dye
- 91: Trunk Ltd; website, 2003; creative director: Brad Beckerman; art director: Agnieszka Gasparska; flash programming: Yi Liu; courtesy of Trunk Ltd.
- 92-93: Panoptic; website, 2004; art director: Agnieszka Gasparska; flash programming: Yi Liu; courtesy of Panoptic
- 95: The Cooper Union; interactive view book CD-ROM, 2002; art director: Agnieszka Gasparska; flash programming: Yi Liu; sound design: Kevin Scott; courtesy of the Cooper Union
- 96: Alice Chung and Karen Hsu working as Omnivore in New York City; illustration: Karen Hsu, Omnivore
- 97-99: Whitney Biennial 2004; box and catalogue set, 2004; curators: Debra Singer, Shamin M. Momin, Chrissie Iles; biennial coordinator: Meg Calvert-Cason; head of publications and new media: Rachel de W. Wixom; catalogue design: Alice Chung and Karen Hsu, Omnivore; printing and color separations: Steidl, Göttingen, Germany; binding: Lachenmaier, Reutlingen, Germany; produced by the Publications and New Media Department at the Whitney Museum of American Art, New York; photos by Tamara Staples
- 101: *Studiorworks 10*: Harvard University Graduate School of Design 2001-2003; book of student work, 2004; designers: Alice Chung and Karen Hsu, Omnivore; printing and binding: Oddi, Reykjavik, Iceland; produced by the Publications Department, Harvard Graduate School of Design; photos by Tamara Staples
- 102: Private residence rooftop mural; painted rooftop in Avalon, New Jersey, 2003; design: Alice Chung and Karen Hsu, Omnivore; original Princeton University tiger illustration: Robert Venturi
- 103 top: Private residence rooftop mural; explorations, 2003; design: Alice Chung and Karen Hsu, Omnivore
- 104 bottom: Private residence rooftop mural; final illustration, 2003; design: Alice Chung and Karen Hsu, Omnivore; original Princeton University tiger illustration: Robert Venturi.
- 104: Target Inn; view from Asian garden room to Sean Conway formal garden room, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by Mick Hales
- 105 top: Target Inn; view from dining room to living room, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by Mick Hales
- 105 bottom: Target Inn; bathroom, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by Mick Hales
- 106: Target Inn; detail of backyard barbecue room, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by David Jacobson
- 107 top: Target Inn; detail of ceiling and hall, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by David Jacobson
- 107 bottom left: Target Inn; bedroom, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by Mick Hales
- 107 bottom right: Target Inn; view from downstairs hall to David Kirk Garden Room, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; photo by Mick Hales
- 109: Creative Time Burlesque Bash; benefit invitation materials, 2004; design: Alice Chung and Karen Hsu, Omnivore; printing: Masterpiece Printers, New York; produced by Creative Time; photos by Tamara Staples
- 111: Bar Mitzvah invitations; invitation components, 2004; design: Alice Chung and Karen Hsu (Omnivore) and David Stark for Avi Adler, Brooklyn, New York; printing: Masterpiece Printers, New York; photos by Tamara Staples
- 112-113: Fox River Paper Co.; Fox River Forever Green paper sample promotional, 2004; designer: Rodrigo Corral; photographer (teacups): Tamara Staples; illustrator (tires): Jeffrey Middleton; photographer (chairs): courtesy of Herman Miller Inc.
- 114: *Bush on the Couch*, Justin A. Frank, M.D.; book jacket, 2004; designer: Rodrigo Corral; photography: Corbis; art director: Michelle Ishay; publisher: Regan Books
- 115 top: *A Million Little Pieces*, James Frey; book jacket, 2003; designer: Rodrigo Corral; photographer:

- Fredrik Broden; creative director: John Fontana; publisher: Nan A. Talese, Doubleday
- 115 bottom: *The Triumph of Love Over Experience*, Wendy Swallow; jacket sketch, 2002; designer and photographer: Rodrigo Corral; art director: Allison Warner; publisher: Hyperion
- 117 top left: *Jamesland*, Michelle Huneven; paperback jacket, 2004; designer: Rodrigo Corral; photographer: Tamara Staples; art director: John Gall; publisher: Vintage
- 117 top right: *A Defense of Ardor*, Adam Zagajewski; book jacket, 2004; designer: Rodrigo Corral; photographer: Gus Powell; art director: Susan Mitchell; publisher: FSG
- 117 bottom left: *The Meaning of Sports*, Michael Mandelbaum; jacket sketch, 2004; designer: Rodrigo Corral; photographer: Jelly Bean; art director: Nina Damario; publisher: Public Affairs
- 117 bottom right: *Translation Nation*, Héctor Tobar; book jacket, 2004; designer: Rodrigo Corral; illustrator: Judy Lanfredi; hand lettering: James O'Brien; art director: Lisa Amoroso; publisher: Riverhead
- 118–119: Kate and Jack Spade; details of office mood boards, 2004; designer: Alan Dye
- 120–121: Kate Spade and Alexander Girard; various products, 2004; designer and design director: Alan Dye, all original art courtesy of Alexander Girard
- 121 top: Office, Agnieszka Gasparska
- 123 bottom: Crafty designs, 2003–2004; Agnieszka Gasparska
- 124: Hot Mama Italian Pizza Bread; packaging design, 2004; creative director: Jeremiah Coyle; design: Agnieszka Gasparska; courtesy of Hot Mama Foods
- 125: Team Rad; website title cards, 2004; design: Agnieszka Gasparska and Matthew Bowne; courtesy of Team Rad
- 126: Alice Chung and Karen Hsu working as Omnivore from any location; illustration: Karen Hsu, Omnivore
- 127 top: Human Rights in China; original logo (left) and logo refinement (right), 2003; design: Alice Chung and Karen Hsu, Omnivore
- 127 bottom: Human Rights in China; China Rights Forum redesign, 2003; design: Alice Chung and Karen Hsu, Omnivore; publisher: Human Rights in China
- 128–131: Patterns, 2002–2004; illustration: Karen Hsu, Omnivore
- 132–133: Animal Alphabet; A–I, 2004; illustration: Karen Hsu, Omnivore