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## **FOR IMMEDIATE RELEASE**

### **Thornberg & Forester's Whimsical Art Style Is Held Up By Gel - Takes Experiential Branding to a New Level**



(May 10, 2010 - New York, NY) - Thornberg & Forester recently delivered a collection of spirited video animations for New York City's 2010 Gel conference (April 29-30). Gel. Short for "Good Experience Live," the design campaign featured several Thornberg & Forester pieces as opening animations, each customized to personify the nature of each speaker through simple line art. Thanks to Kyle Miller, Art Director at Thornberg & Forester leading design and illustration on the campaign with Alex Guillame assisting, and the entire think tank team at Thornberg & Forester, Gel attendees and speakers enjoyed presentations from 18 highly-anticipated emerging leaders in creativity, business, technology and society, while experiencing whimsical communicative pop art.



"Thornberg & Forester took the Gel conference to a new level," says Mark Hurst, founder of Gel. "Their outstanding concept and execution of a new look - complete with images and animation - blew away the attendees and announced Thornberg & Forester as a stellar creative team."

As an official partner of Gel, Thornberg & Forester's design and branding work extended the essence of the conference in a way that was never done before, communicating the core value of the Gel experience - vibrant, lighthearted and unpredictable. Though under pressed time to conceive and create a Gel show opener, Thornberg & Forester, with the collective production and organizational support led by Senior Producer Javier Gonzalez and Production Coordinator Kelsey Thomson, crafted and executed a detailed roadmap of additional deliverables including creating Gel branded animations sprinkled throughout both days of the show, combined with a customized poster campaign highlighting each of the 17 speakers as well as an all-18 experience/speaker inclusive takeaway poster for attendees. "The project's potential was there for us to add our mark of creativity...and that we did," says Scott Matz, Creative Director and Co-Founder of Thornberg & Forester. "Our work was full of heart and people reacted as such. It was the perfect opportunity to relate to the perfect audience."



Key to the success of Gel is interaction and connectivity from audience to speaker and T&F's cohesive branded



content with a modern art edge brought a rare spark that best reflected the energy and caliber of the individual attendees and diversity of speakers, ‘gelling’ the overall experience. Building off the original, whimsical Gel [man] logo, Miller created a handcrafted typeface design to both authenticate the brand and modernize it. Working with a custom palette of color, type and illustrations were peppered with sound design; each and every piece captured a contagious, liberating energy as rich as the material and as unique as the experiences. Several speakers, thrilled with Thornberg & Forester’s art, including The Ebony Hillbillies, The Gregory Brothers and Randy Garutti (COO of Shake Shack) have inquired about implementing Thornberg & Forester’s personalized designs for Gel into their own branding and promotion.

The presence of Thornberg & Forester’s Gel campaign as partners and attendees of the conference presented their unique understanding of a brand’s DNA and ability to find elegant while powerful ways to communicate it. “We hope this is the beginning of a creatively fruitful relationship with Mark,” says Elizabeth Kiehner, Executive Producer and Co-Founder of Thornberg & Forester. “We are big fans of those who strive to enrich the world and GEL does exactly that,” added Justin Meredith, Creative Director & Co-Founder of Thornberg & Forester. With a vision to expand their branding prowess to additional high-quality New York-based, national and international curated creative conferences, T&F sees Gel as just one example of what’s to come.

#### **About Thornberg & Forester**

Thornberg & Forester is a New York-based design company founded in 2007 by Elizabeth Kiehner, Scott Matz and Justin Meredith. T&F has grown into a robust team with a diverse offering in the areas of concept, strategy, animation, live action and web content. The firm is fueled by ideas that result in a unique blend of styles. Recent projects include a retail campaign for Macy’s, a winter image campaign for PBS and branding for Nielsen and LogMeIn. Most recently for the Winter Olympics T&F created a digital and rich media campaign for GE. For further information, please visit [www.thornbergandforester.com](http://www.thornbergandforester.com), call 212.362.0588 or email [info@thornbergandforester.com](mailto:info@thornbergandforester.com).