

**PROJECT**  
Pirate Supply Store  
Products, Packaging  
and Posters

**FIRM**  
Office, San Francisco;  
www.visitoffice.com

**CLIENT**  
826 Valencia

**TIMELINE**  
Ongoing

**CREATIVE TEAM**  
Jason Schulte, Jill  
Robertson, creative  
directors; Rob Alexander,  
Will Ecke, Gaelyn  
Mangrum, Jason Schulte,  
Jeff Bucholtz, designers;  
Dave Eggers, Jon Adams,  
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Ben Acker, writers; Elinor  
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## BEHIND THE DESIGN SHOP LIKE A PIRATE

In what might be the coolest pro-bono design project ever, San Francisco-based Office created a new identity, posters and nearly 50 products for the Pirate Supply Store, which is really a front for an unconventional nonprofit tutoring center for kids called 826 Valencia.

"We tried to create an authentic, visually cohesive story around the idea of an 18th century pirate walking into a 21st century store to pick up a few things," explains creative director Jill Robertson. Some of the quirky products include Captain Blackbeard's Beard Extensions, Quick Acting Scurvy BeGone and an all-purpose Treasure Shining Kit.

"People really aren't buying what's inside the bottles," Robertson says. "They're buying the idea. For

example, Eau de Mer cologne is water we collected from the San Francisco Bay. But it's packaged with beautiful metallic gold patterned paper in a black wooden box with a pirate love poem inscribed on the bottle." The poem reads:

*Love is not a rogue wave to be breeched  
Love is a turtle to be lured into a rowboat,  
clubbed, quartered and devoured.  
The scent of mystery has  
seldom smelled so tangy.*

The hardest part of the project turned out to be knowing when to stop. Happily, Office made an ongoing commitment to the organization and will continue producing new products and posters.