

THE PROJECT
Mohawk Via Promotions
2006–2008

THE CLIENT
Mohawk Fine Papers

THE TEAM
Sean Adams, Noreen Morioka, Laura Shore, creative directors; Sean Adams, Monica Schlaug, Chris Taillon, designers



MY BEST WORK

SEAN ADAMS

The Mohawk Via promotions do many things: They look good, the paper prints beautifully, the typography is simple and direct, and the images speak to a specific audience and demonstrate printability. However, they go beyond standard promotions that are beautiful but not necessarily useful.

Following Mohawk's brand values of giving to the design community, each piece is closer to a textbook than a promotion. They demonstrate multiple printing techniques and paper issues. "The Fan of Useful Information" includes everything a designer needs to know on a daily basis, from fractions to decimals to envelope styles and sizes—even coffee vocabulary. The promo-

tions also provide necessary and everyday tools to the intended audience—younger designers.

The paper is produced with windpower energy, and goes to the heart of truly sustainable practices: Design useful objects for the audience that won't end up in a landfill. —SEAN ADAMS

Sean Adams is a partner at AdamsMorioka in Los Angeles and New York City. He's the president of AIGA, and teaches at Art Center College of Design. AdamsMorioka is known for its optimistic approach following the firm's philosophy of "clarity, purity and resonance." www.adamsmorioka.com