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THE CREATIVE GROUP ONLINE ADVANTAGE GUIDE  
PEOPLE TO WATCH IN 2003

Graphic Design **US**

# PEOPLE TO WATCH IN 2003

The Onion, a satirical newspaper of dark humor, recently ran the headline: “Bush Declares: Our Long National Nightmare Of Peace and Prosperity Is Over.” Ain’t that the truth.

But human beings in general, and creative professionals in particular, are astonishingly intelligent, innovative, resilient in the face of adversity. This is forcefully demonstrated in the views of the 2003 “People To Watch” — a group chosen by our editors, as in years past, for their talent, leadership, success, insight, community service and newsworthiness.

The comments strike several themes: the power of optimism, the emergence of new opportunities, the need to reinvent and renew, the desire to serve a deeper purpose, a strain of patriotism. And through it all, an unshaken faith that graphic design and clear communication are more vital than ever to business and society.

— The Editors



## ◀ DAVID KAISER

**RENEWED IMAGES AND ICONS.** As trauma besets a once innocent nation, the events commencing with 9.11 that forcefully awakened us to the harsh realities of a changing world continue to haunt and shock us as a people. Those of us in the communications industry must recognize the sensitivity and effectiveness of imaging with new and heightened meaning. From the American flag to the omission of the World Trade Center from the New York skyline, the tools of our trade are called upon like never before to symbolize these life experiences. American icons remind us of who we are and pull us together as a proud nation. Refreshed and renewed graphic images allow many to brand their allegiance to the flag and that for which it stands. Strength and hope are restored through the messages we create about what it means to be free and to be an American. I personally remain excited about the role of graphic design in America. I am proud to have been blessed to live and grow in a nation that, in spite of its challenges, still leads the world. I am proud to be part of the American creative community that is inventing a better way of life for all of us.

David Kaiser is founder, president and chief creative officer of Kaiser Communications. He has 25 years of advertising and marketing experience. From London to Tokyo, Minneapolis to New York, Kaiser has created many of his clients' most successful campaigns over the past two decades. An accomplished businessman, he is also a frequently honored creative artist whose work has received

more than 50 design awards. Kaiser Communications produces over 100 theatrical, television and home entertainment campaigns per year. The firm's clientele includes Disney, Warner Bros., Universal, Lions Gate, Blockbuster, Havas Interactive and RHR International. Under Kaiser's direction, the firm has developed a new media division, a new home entertainment label and a publishing arm.