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Integrated Campaign

City of Antioch - Delta Blues Festival

Campaign to breath new life into an annual community event. The focus was to refresh the image while still sticking to the traditions of the festival. Use of iconic city landmarks was a must.

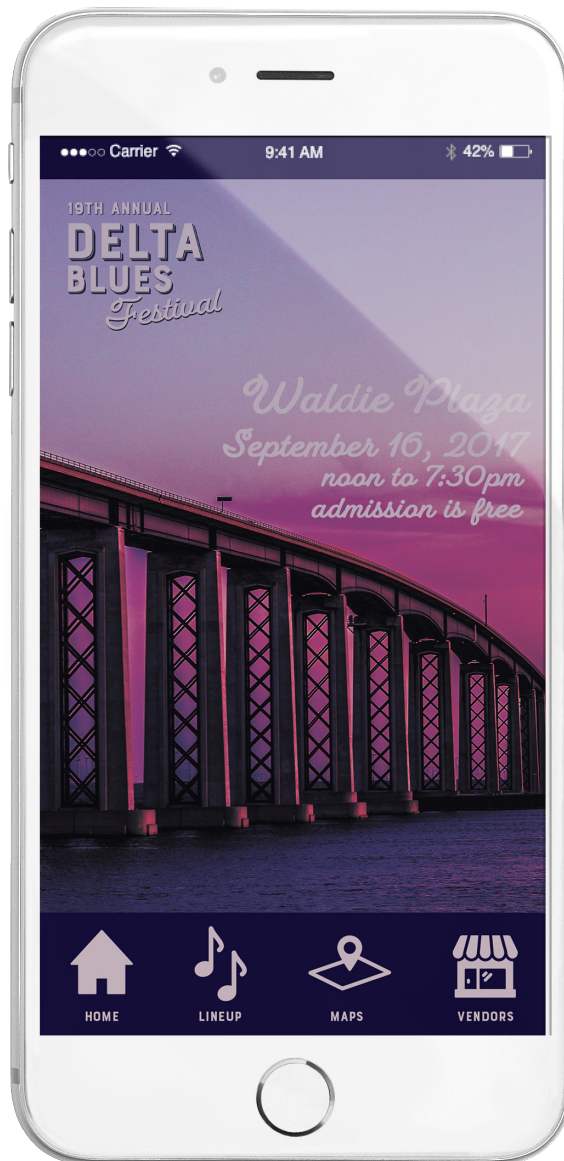
19TH ANNUAL
DELTA
BLUES
Festival







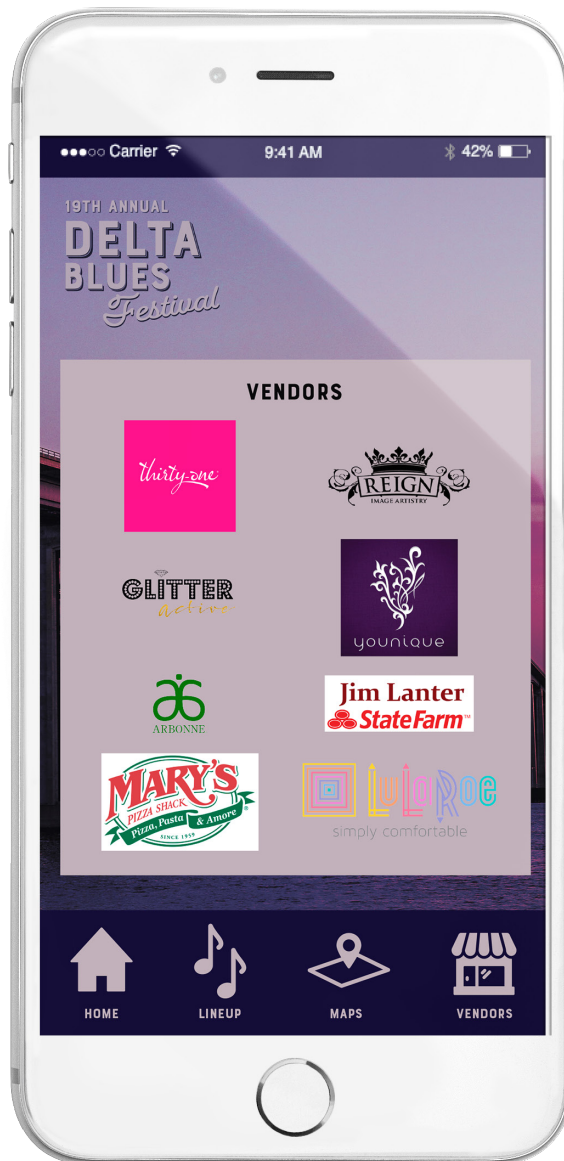












Print Design

Metro Arts Magazine

Magazine for those who creative. Focuses on film, music, architecture, photography and fashion. Metro Arts also includes a detailed list of community activities.









Why We Should Care About Children's Fashion

by Ian P. Wilson

The reasons we should care about children's fashion go way beyond our kids looking exceptional. Children's fashion is about more than aesthetics, and, for what we support, who we support, and what we want for our children.

In these days when farmer's markets and co-ops are more accessible, people are taking the opportunity to more concretely determine where their money goes, and applying that freedom to as many of their purchases as possible. More and more people are taking their money out of big farming and decisions locally with growers and craftsmen are taking locally with growers and craftsmen.

Children's fashion is going the same route. While you may not have a budding fashionista hawking her label down the block, a lot of fresh new labels are being made by parents, aunts, and uncles, people with real faces and real stories that aren't all that different from your own.

A lot of my favorite children's fashion labels were started as one woman shows. Sometimes these women begin with little to no formal training in garment design and, with their children as inspiration, start sewing and wind up with these fantastic independent collections. From these minds come some of the most unique and adorable clothing you could ask for.

Anyone has the power to open a shop online and sell their wares, and with so many options,

we as consumers are just as easily enabled to spend a bit of our hard-earned money with a fellow parent.

You may be wondering what the kids get out of fashion. By investing in a fashionable wardrobe, you are giving them more options and exposing them to new and interesting types of clothing.

Consider what you're exposing their developing minds to: New types of clasps and closures to practice fine motor skills on.

New shapes, colors, and patterns to learn and enjoy. A larger variety of materials, each with its own set of sensory stimuli.

With each passing day, it becomes more and more important. Attaching to a favorite piece of clothing is a common way that kids start to identify themselves.

Which is part of their identity. When they are simply homogenous, diluted to the point of ubiquity, how can they feel like a person as something that belongs to them? Attaching to a favorite piece of clothing is a common way that kids start to identify themselves.

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FASHION

more character to it, you're giving them a broader palette with which to stand out from their peers and develop a sense of their own style without having to hunt for the one thing in their closet that clashes with their outfit.

One of the things I hear a lot is "Why spend money on something that just going to get ruined anyway?" Well, does it have to be ruined? Why not use having a special set of clothes as an incentive to foster a greater sense of responsibility? This applies to both parents and kids! Who knows, maybe some of the habits inspired by keeping clothing neat and tidy will spread to other areas of life.

Garment design, fashion, style, whatever name you choose to give it is art, and as with other forms of art, it is a form of expression, both on the part of the designer and the people who enjoy it. And through that expression, it's possible to make the people who made the clothing your own sense of consumer responsibility, and most important, the experience your child has of life and the world around them.



METRO ARTS 9



STEVEN TYLER SPILLS COUNTRY SECRETS

CROSSOVER SECRETS

by Sophie Schillaci

Steven Tyler is more country than you'd think. The Aerosmith rocker surprised fans on Wednesday when he revealed his first solo single, a country track titled, *Love Is Your Name*. Earlier this year, Tyler announced (home to acts like Taylor Swift and Tim McGraw) and now we know that his full-length country album will be released this fall.

The 67-year-old legend sat down with Entertainment Tonight's Nancy O'Dell to spill secrets about his surprising new venture.

"When I was a kid, I used to trudge through to miles of snow just to write country songs about sex, and what in that isn't to write country songs about?" Tyler credits his upbringing in rural Sunapee, New Hampshire, with molding him into a future country artist. The rock icon even goes so far as to call country music right after that while rock n' roll came along growing up. The

His favorite artist to listen to growing up? The Everly Brothers.

"It's not just about the boots, hats, an accent," Tyler said of country stereotypes. "It's more about freedom and puttin' in a good day's work, and being respectable to everyone."

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10 METRO ARTS

MUSIC

begin to tell you," he gushed. "I called her up 10 years ago. I was going thru a divorce and I heard *Ghost in the House*, and I called her up and I went, 'Who even are you?'"

Then, putting on a pitch-perfect female southern twang, continues, "And she goes, 'Well, you know what Steven, I got to tell you, I learned to play fiddle to your band and K&DC.'"

"I went, 'What?' 'What even—what? I love her, she's a dear friend right now and I'd love to do something with her.'"

"Rock n' roll would be exotic, neurotic, you got it," he said, "and country would be truth, vermouth and one last tooth."

And if you have any doubts about his future success in the genre, Tyler has a surprisingly spot-on theory to consider.

"I'm a rock taker," he said. "I know what country is today and I know that there's a format that it kinda fits in right now with all the hits, and I'm listening to a lot of guitar players stepping out. I've said that country's the new rock n' roll."

"'Cause there's no guitar stars except for Joe Perry and Slash and a couple others, there just aren't any and they're starting to do it down there. Rock roll is taking some risks, and I'm just gonna knock that theory into the middle of next week. I'm just gonna do that—and why? Because I can."

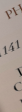
"COUNTRY'S THE NEW ROCK N ROLL"

METRO ARTS 11





OCTOBER 30 - NOVEMBER 1
PHOTOS OF LOUIS ARMSTRONG
DICKERMAN PRINTS
1 Street, San Francisco



141 Howard Street, San Francisco

Dickerman Prints and the estate of Louis Armstrong are proud to exhibit a previously unseen photographs of Louis Armstrong, the great jazz musician, performing in 1946.

Given free-reign to move around during the performance, Robert used a 35 mm camera, to make a burning flash unit, to make a portrait of him in mid action, as a salsa dripping down his face, said to him. "Yes is the taken of me actually holding one of me just holding lips.

Together, the glimpse into the moment.

Concurrently, it he was born to form that great in America.

NOVEMBER 10
POSITIVE SOCIAL CHANGE IN THE DARK
SAN FRANCISCO BLIND CAFE

NOVEMBER 14
POSITIVE SOCIAL CHANGE
SAN FRANCISCO BLEND CAFE

4:00 Sutter Street
The Blend Cafe, a mind healing band opening
for the first time, will play a mix of jazz and
reggae with a soulful wine and dessert and
reggae band, including The Blue Orchestra
in the pitch bend band.

All the wait-staff will be blind. With the loss
of sight, the wait-staff will be blind and will
be a family style, holding their friends and
community to a high standard with new target of
SFCA All with your blind wait-staff and our
patronage to the total process.

A special of local organizations that improve the
lives of the blind.

From 6:00pm - 9:00pm
<http://www.theblendcafe.com/sanfrancisco>

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NOVEMBER 14
GORDON CHIN
CITY LIGHTS BOOKSTORE

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 CITY LIGHTS BOOKSTORE
 261 Columbus Ave
 Presents a walking tour through Chinatown in
 celebration of his new book *Building Community,
 Chinatown Style: A Half Century of Leadership*
 in San Francisco. 7:00pm
 NOVEMBER 19
 OF HER OWN
 CENTER (GAIL)

NOVEMBER 19
A PLACE OF HER OWN
CULTURAL CENTER (GALLERY)
... more than
... that e

SOMARIS Street
334 Brannan Street
A Place of Her Own features a collection of women artists' artwork, including large-scale installations, vibrant and large-scale and hopes of accompanying public programming. The exhibition will run from November 19 to December 1, 2015. The exhibition amplifies the voices of 20 women artists with diverse cultural perspectives ranging in age from 21 to 89 years old. 6:00pm - 9:00pm

NOVEMBER 21
TENTH ANNUAL GATHERING
RESERVE

NOVEMBER
**BURNING MAN PRESENTS RETURNING
BENTLEY RESERVE**

400 Sansome Street
Join Burning Man Arts in celebrating our
community's artists and instigators in Black
Rock City and around the world. Lodge in a
wooden abundance of sights and sounds, while
supporting Burning Man Arts' many inspiring
projects and programs.

Donor: 5:45pm - Late
Ticket: 5:45pm - Late
Main Event: 9:45pm - Late
burningmanarts.com/returning-gathering-sanfrancisco

NOVEMBER 25 - DECEMBER 6
PROGEN LOVE
THEATRE

NOVEMBER 25 - DECEMBER 3
SCROOGE IN LOVE
EUREKA THEATRE

[illegible]

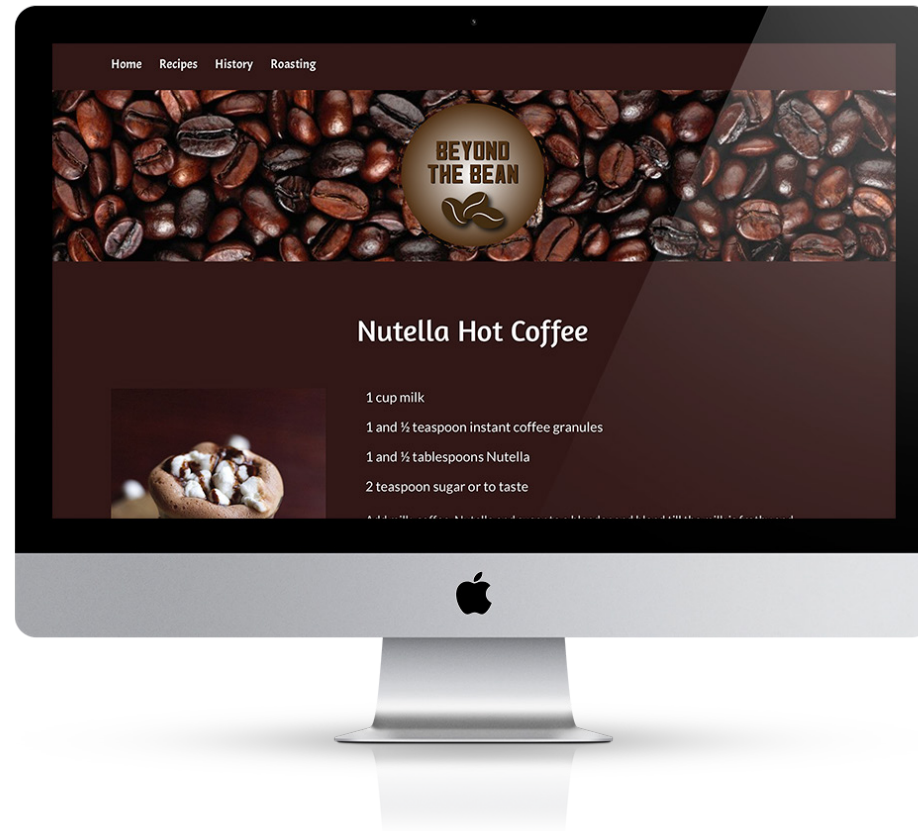
Website Design

Beyond the Bean

Website designed to celebrate that history and fun of coffee. Features recipes using coffee and a detailed explanation of the types of brews. Beyond the Bean also takes you to the best coffee house in East Contra Costa County.



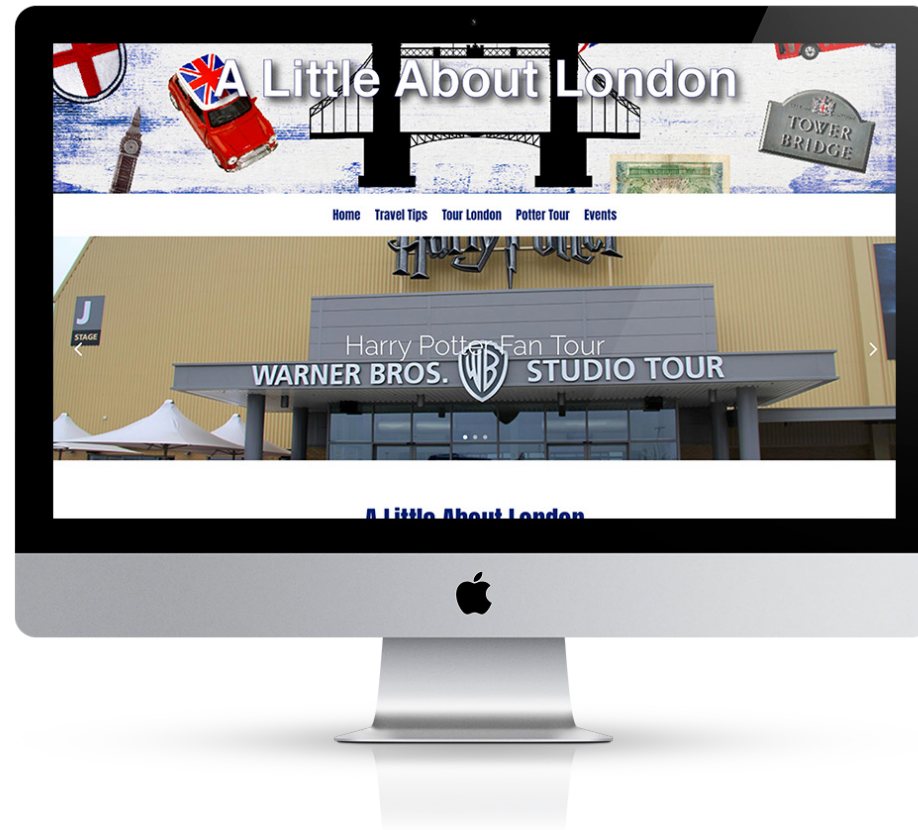




Website Design

A Little About London

This website is a tourism blog that shows readers ideas for a unique and memorable London vacation.







Digital Imaging



Karri Reiser/Designer

Photo Composite



Karri Reiser/Designer

Photo Composite - Movie Poster



Logo Design

LuceSolare

Eyewear

Packaging Design



Motion Graphics

**Hi I'm Karri
and I live in
Antioch**



Thank you for taking a look

