

SUCCESS STORY:

FUTURE: Center for Design and Technology Transfer



Curatorial and Exhibit Design
Naming and Tagline

Launching the Midwest's Premier Comprehensive Design Center

The concept for FUTURE Center was born out of an ambitious vision to develop University Circle's own IdeaCenter — a 12,000 square foot 24-hour media lab that was to be fueled by the combined talents of students, faculty, and staff from the Cleveland Institute of Art and Case Western Reserve University. When this initial concept fell short, Dan Cuffaro, Dean of Industrial Design and Jurgen Faust, Dean of Integrated Media, brought David Moss onboard to launch the Midwest's first comprehensive Design Center.

Moss built FUTURE on rigorous network-weaving and brand strategy, in addition to managing all elements of the renovation of what was formerly a Kinder Care housed in the Cleveland Institute of Art's Joseph McCollough Center.

Now in its second year, the FUTURE Center has evolved into a vibrant "hub" for creative industries in Northeast Ohio, with activities focused on creative thinking, imaginative design solutions and the exploration of breakthrough technologies. Moss established four areas of focus for the Center: Student Projects, Design Exhibitions and Events, Community Outreach, and the launch of the area's first Design/Technology Incubator.

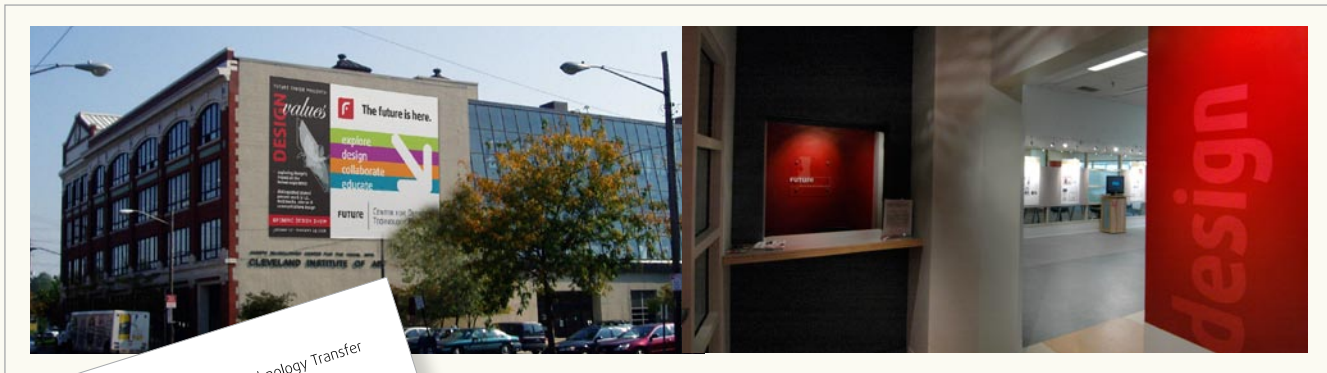
From helping startup companies get on their feet to showcasing star alumni and cutting-edge design and technology — FUTURE Center continues to feature some of the best and brightest in Entrepreneurship...by Design.

FUTURE's vision is to shape the design agenda for the 21st century by creating innovative design, technology and business collaboration.

FUTURE Center serves as a catalyst for economic and creative vitality in Northeast Ohio.

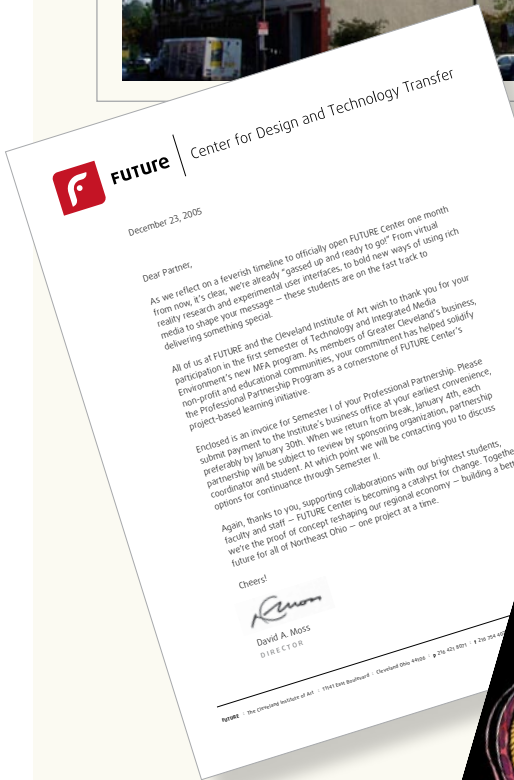
FUTURE works to promote, exhibit, foster and connect the CIA design community locally and globally.

*- David Allen Moss
Founding Director, FUTURE*



Banners
Exterior Design

Brand Identity
Environmental Graphics



Letterhead and
Stationary

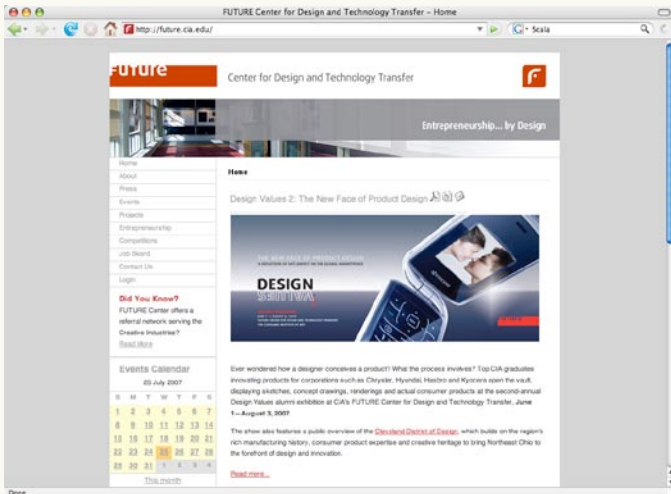


Event Branding



eBlasts

Direct Marketing



Website Design and Architecture

