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INSPIRE | INFLUENCE

To boost designers' specification of International Paper's uncoated papers (and get them to reconsider leaving the decision printers who notoriously default to coated stock) we created a campaign that emphasized paper choice as a crucial artistic decision. We created a brochure full of beautifully photographed and fully saturated color profiles of five emerging artists who work with unusual materials, deftly illustrating how all the materials used in creative expression are integral to its outcome.

CLIENT

International Paper

SEGMENT

Manufacturing

SERVICES

Content Development
Employee Communications
Photography
Presentations
Product Relaunch