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Joel Katz Design Associates

**QUALIFICATIONS
AND
PROJECTS**

December 2006

FIRM PROFILE

Joel Katz Design Associates is a Philadelphia-based information, identity, wayfinding, and environmental graphic design consultancy whose expertise engages the corporate, institutional, and public sectors.

We provide our clients the attention and focus of a small design studio coupled with our long history of developing quality design solutions. We are skilled at environmental, interpretive, visual identity, and information design work. We believe that pursuing this broad range of projects enhances our expertise and problem-solving abilities as well as keeping us inspired and engaged.

We believe that design is about partnership. Developing thoughtful, functional, and elegant solutions to communication objectives requires accurate, effective, and thorough research; clear problem definition; efficient process management; and respectful collaboration with our clients.

Our environmental design work includes wayfinding, interpretive, and exhibit experience. Our largest installed project is *Walk!Philadelphia*, a comprehensive urban pedestrian wayfinding system with over 2,200 sign and map faces. We are currently working on wayfinding projects for Portland OR and Omaha NE. Interpretive stations along the Hudson River were installed in March 2005. Our comprehensive schematic plan for exterior and interior wayfinding at Massachusetts Institute of Technology won an SEG D honor award in 2002; we are working on building identification for the University of the arts and the application of a Center City Philadelphia transit mark to 123 rapid rail stations.

Our complex statistical, cartographic, and process information design is broadly accessible and understandable to a wide audience. Our work for the TED-X Conference, and our contribution to the book, *UnderStanding*, testifies to this skill. We formatted the graphs for Michael Katz's book, *One Nation Divisible*, an analysis of changes in American society viewed through the census. We have designed construction and detour brochures for the Pennsylvania Department of Transportation since 1984.

JKDA's interpretive work includes panels for Philadelphia's most historically significant places of worship and an outdoor interpretive program for Independence National Historical Park and adjacent Washington Square. We have created exhibits and installations for the Chemical Heritage Foundation, the Fairmount Park Art Association's New•Land•Marks program, and Lankenau Hospital.

JKDA has executed visual identity programs, a full range of print collateral, maps and diagrams, and web sites. We have designed books on art and architecture, natural disaster readiness, and electrochemistry.

JOEL KATZ

Principal

Joel Katz is internationally known for his award-winning information design and wayfinding systems. With 35 years in the field of graphic design, his work has been the subject of numerous articles, publications, and lectures.

Katz's articles have appeared in *Messages*, the *AIGA Journal of Graphic Design*, *Visible Language*, *Print*, and the *Philadelphia Inquirer*, and he speaks at numerous universities and professional design conferences. As one of 12 "information architects" contributing to the book, *UnderStAnding*, he presented his work at the TED-X (Technology Entertainment Design 10) conference in Monterey CA.

Katz's annual calendars of his photography are eagerly anticipated, and his photographic work has recently been shown in Philadelphia and Rome.

Prizes and awards

The Garden Club of America Rome Prize in Landscape Architecture

American Academy in Rome, 2002–2003

Fellow of the American Academy in Rome

AIGA Philadelphia Fellow, 2002

Honor Award in Wayfinding, Society of Environmental Graphic Designers, 2002

Kanzaki Creativity Competition

Grand prize, 1992

International Paediatric Nephrology Association

Honorary Life Member, for work done for the Fifth International Pediatric Nephrology Symposium, 1980.

Strong Prize for American Literature

And I Said No Lord (Scholar of the House project)

Yale College, 1965

Education

MFA and BFA in graphic design, 1967

Yale School of Art

BA Scholar of the House with Exceptional Distinction,
Yale College, 1965

Aurelian Honor Society; Manuscript Society

Faculty positions

Philadelphia University

University of the Arts, Philadelphia

Moore College of Art and Design, Philadelphia

Rhode Island School of Design

Yale School of Art

Professional affiliations

ALGA (American Institute of Graphic Arts): Director, 1982–1985; Vice President, Chapters, 1984–1985; Member, 1980– .

ALGA/Philadelphia: President, 1980–1982; Member, 1980– .

SEGD (Society of Environmental Graphic Designers): Member, 2001– .

SOF (Society of Fellows of the American Academy in Rome): Council member, 2004– .

Permanent collections

Cooper-Hewitt Museum, New York

Museum of Modern Art, New York, Tokyo, and Kyoto

Books authored

Richard Saul Wurman and Joel Katz:

Aspen Visible

International Design Conference in Aspen and The MIT Press

Richard Saul Wurman, Alan Levy, and Joel Katz:

The Nature of Recreation

American Federation of the Arts and GEE! Group for Environmental Education, Inc., The MIT Press

Selected book citations

Richard Saul Wurman: *Information Architects* (Graphis Press)

Graphis Diagram 1 and 2 (Graphis Press)

Nigel Holmes: *The Best in Diagrammatic Graphics* (Quarto)

Fumihiko Nishioka: *Diagram Graphics* (PIE Books)

Peter Wildbur and Michael Burke: *Information Graphics* (Thames and Hudson)

Best Informational Diagrams (PIE Books)

Craig Berger: *Wayfinding: Designing and Implementing Graphic Navigational Systems* (RotoVision)

Alina Wheeler: *Designing Brand Identity –2nd ed.* (Wiley)

UnderStAnding (TED Conferences)

MARY TORRIERI

Designer

Mary first joined JKDA as an intern in 1997 while studying graphic design at the University of the Arts. After graduation, she joined JKDA full time as designer. Over the years, Mary implemented a wide range of projects involving print, motion graphics, branding, signage, and cartography.

Mary returned to school in 2004, earning a BSN degree, and practiced nursing at Methodist Hospital in Philadelphia. She returned to JKDA in August 2006.

Education

BFA in graphic design with honors
UArts Graphic Design Faculty Award
Senior Project Citation
University of the Arts, 1999
BSN in nursing (RN)
Thomas Jefferson University, 2005

WAYFINDING, ENVIRONMENTAL, AND INTERPRETIVE PROJECTS

Center City District

Center City Philadelphia's special services organization.

Walk!Philadelphia, possibly the world's most comprehensive urban pedestrian wayfinding system, includes over 2,200 sign faces and pylons, consisting of directional signs at corners and heads-up maps mid-block. Special tamper proof brackets, which the CCD licenses to other cities, were designed for the project under our direction.

Street-corner specific bus-maps with routes and destinations of interest have been designed for Philadelphia's Walnut Street, with Chestnut and Market Street to follow; the back of each map features interpretation and history of the location.

Graphics for the visitor route Phlash bus also include heads-up maps with its route and destinations at every stop.

A current project is the design and application of a uniform mark for Philadelphia rail transit for 123 station entrances in Philadelphia.

Since 1990, when JKDA designed CCD's identity, uniforms, and vehicle graphics, JKDA has designed thematic banners, a suite of 12 interpretive panels for bus shelters on East Market Street based on Philadelphia themes; a set of five two-sided 3.5 x 7' roll-up exhibit panels on the work of the CCD; and most recently historical/interpretive panels on the back of bus shelter maps along Walnut, Chestnut, and Market Streets.

National Park Service

Walk!Philadelphia was appropriately modified for the three blocks of Independence Mall north of Independence Hall.

As graphics and interpretive consultant to master plan landscape architect Olin Partnership, JKDA developed a broad program of educational, sculptural, and historical components. Those realized include brass and bluestone historical information about the Independence Hall complex, and granite and bluestone pavers that identify the building footprints and residents of Market Street at the time of the Constitutional Convention in 1787.

Privately funded, JKDA developed granite entrance markers and granite and porcelain enamel historical markers for Washington Square just prior to its transfer to the National Park Service.

Portland Development Commission, Portland OR

JKDA has developed an urban pedestrian wayfinding system incorporating both pedestrian and transit information and a comprehensive map program for central Portland. The generous sidewalk width and low tree cover led to an in-ground pylon solution. Installation is expected to be completed in early 2007.

City of Omaha NE

Downtown Omaha is characterized by the return of residents from the suburbs and ambitious development plans. JKDA is developing both

pedestrian and vehicular wayfinding, which is currently in the design development phase.

Massachusetts Institute of Technology

Wayfinding and identification standards for the MIT campus plan, as a member of the team led by landscape architects Olin Partnership. Our work included building and resource identification and exterior and interior wayfinding, including both signs and maps; this work won an honor award from the SEG.D.

Washington Monument

Wayfinding heads-up maps and stone-engraved directional information for the relandscaped and reconfigured security entrance to the Monument.

New York State Department of Environmental Conservation

Nine interactive interpretive stations along the Hudson River from Troy to Manhattan Harbor informs river users of the historical, cultural, and environmental aspects of the river and encourage river stewardship. Panels and interactive exhibited hang from a 16-foot tall aluminum "mast" that features a sturgeon weathervane and a 5 x 8' sandblasted granite base that locates the location on a river valley map. The program represents a significant departure from traditional, boxy wood kiosks or signs.

Fairmount Park Art Association

A foundation dedicated to the preservation and increase of public art in Philadelphia, and administrator of New•Land•Marks, a program that pairs artists with Philadelphia communities to create neighborhood-specific public artwork. In addition to program identity and literature and a transportable program exhibit, JKDA designed an installation for a major New•Land•Marks exhibition at the Pennsylvania Academy of the Fine Arts.

Old Philadelphia Congregations

A consortium of historic churches and synagogues working to celebrate Philadelphia's contribution to religious freedom in America. Sixteen 30 x 40" historic interpretive markers in custom-designed extruded aluminum frames that make update and panel replacement simple and inexpensive. Since the debut of this program, JKDA has done similar work for **Head House Square**, **Society Hill Civic Association**, **Powel House**, the **American Philosophical Society**, and the **Fairmount Park Historic Preservation Trust**.

Chemical Heritage Foundation

A non-profit foundation that disseminates information about the chemical sciences. A fourteen-panel traveling exhibit on the history of electrochemistry, which was the basis for a 48-page book.

Lankenau Hospital

A major teaching hospital since 1860.

A 21-panel permanent exhibit on the history of the hospital, commemorating the dedication of the new Annenberg Center for Medical Education.

INFORMATION DESIGN AND CARTOGRAPHY

DuPont Qualicon

Microbiological subsidiary of DuPont.

Diagrams of PCR (polmerase chain reaction) and other analytical processes explaining the company's innovations in the field of creating genetic fingerprints of bacteria.

Centocor

Monoclonal antibody company, now part of Johnson & Johnson

Illustrative diagrams of visionary monoclonal antibody function for an annual report, using a StarWars metaphor, to describe furue prodicyts imaging recently dead heart tissue, combating toxic shock syndrome, targeting cancer cells, and preventing blood clots.

Greater Philadelphia Cultural Alliance

Concept and design of this cultural umbrella organization's first annual report, with 45 complex graphs detailing the characteristics of hundreds of greater Philadelphia's cultural organizations.

Independent Insurance Agents of America

Project MAP (Make A Plan), a 60-page book providing information about natural disasters and disaster preparedness. JKDA was responsible for photo, diagram, and cartographic research as well as the art direction of proprietary illustrations.

Pennsylvania Department of Transportation (PennDOT)

Brochures and newsletters for District 6-o since the Schuylkill Expressway Improvement Program in 1984; major construction project public information web sites and animated graphics since 1997; interpretive signing for scenic overlooks along the Lehigh Valley Industrial Highway near Scranton (in PennDOT District 5-o).

Unisys

Information technology and solutions company.

Revised standards and guidelines for marketing literature, including logotype, color palette, font selection, custom font revision, US and European layout grid systems, and complete explanatory standards manuals. Our work resulted in projected savings of three million dollars annually in the costs of reprinting publications in different languages.

Urban Studies Program, University of Pennsylvania

JKDA designed statistical tables, charts, and graphs for *One Nation Divisible*, an analysis of the country through census data, by historian Michael Katz, published by the Russell Sage Foundation.

Wilmington Trust

Bank and international financial advisory services, one of the largest trust providers in the United States.

Wilmington Trust hired JKDA (which had designed annual reports and printed collateral during the '80s) to completely redesign its investment advisory presentation materials, with quarterly updates, for both projection and print. The original Complete Asset Management product is in its third quarterly iteration, and a second product debuted in November 2006.

Understanding USA

by Richard Saul Wurman

Joel Katz was one of 14 information architects chosen to design a 24-page section in *Understanding USA*, a book on America at the millennium. Subjects included poverty, personal finance, cost of living, housing, Social Security, and homelessness. Katz presented an animation on poverty among different ethnic-gender groups at the convention.

The Ovations Press

TOP Health Series, by Richard Saul Wurman. For two medical books—one on heart disease and cardiovascular health, the other on pharmaceuticals—JKDA designed innovative illustrations, diagrams, and charts, most notably of the heart's structure and function.

Understanding Children, by Richard Saul Wurman. JKDA designed numerous spreads on adoption, childhood illness and medications, foster care, diapering, and breastfeeding.

CIO Insight

Global outsourcing index: a country-by-country guide to the world outsourcing market. All information graphics and the map were developed by JKDA from tabular data.

Venice sea level change

Albert Ammerman, an internationally respected archeologist, has documented the sea level rise in Venice's lagoon over the last 2,000 years by taking borings and identifying strata by date and known height above sea level at the time. Joel Katz designed this graph while he was a Rome Prize Fellow to help Ammerman demonstrate his thesis and his proof.

IDENTITY, BRANDING, AND CORPORATE COLLATERAL PROJECTS**Identities**

AGS (signage designer and fabricator)

Cullman Center at the New York Public Library

Energy Department Store

Exhibit 231 (photography gallery)

Feather in Your Cap (protecys wildlife habitats)

Freire Charter School
 Genji (restaurant)
 Goodman Properties (development)
 GPC Biotech (multinational biotech)
 Independence Bancorp
 Olin Partnership (landscape architecture)
 Penn's Landing (waterfront public development)
 Pew Charitable Trusts
 Qualicon (DuPont; biotechnology)
 The Rittenhouse (hotel)
 Toby Lerner (women's fashion)
 Unisys publications (technology)
 Verge (restaurant)
 Wharton School of the University of Pennsylvania
 Wharton School Publishing

Annual reports

Centocor (biotechnology) — two selected for
 Mead Annual Report Show
 First Pennsylvania (bank)
 Greater Philadelphia Cultural Alliance (not-for-profit)
 Independence Bancorp
 Penn Mutual (insurance)
 Rohn & Haas (chemistry)
 Wilmington Trust (bank)

Balanced Audio Technology

Designer and manufacturer of high-end audio components.
 Product literature and brochures, advertising.

New York Public Library

Identity and brochure for the Dorothy and Lewis B. Cullman Center for Scholars and Writers.

The Wharton School of the University of Pennsylvania

The business school consistently ranked number one worldwide.
 Complete identity/branding program including mark and logotype, stationery, garments, banners, gift items, web site standards and comprehensive style guidelines.

Books

Temple University Press

Cultural Connections, by Morris J. Vogel, a 256-page book on the museums and libraries of Philadelphia and the Delaware Valley

Public Art in Philadelphia, by Penny Balkin Bach, a 288-page book on the history of public art in Philadelphia. Both projects were funded by the William Penn Foundation.

A Guide to the Great Gardens of the Philadelphia Region, by Adam Levine with photographs by Rob Cardillo,

Foundation for Architecture/Center for Architecture

Concept and design of *Philadelphia Architecture* (1st edition 1984, 2nd edition 1994, 3rd edition 2007), a comprehensive guidebook to Philadelphia architecture; it was JKDA's concept to organize the book chronologically, as the history of Philadelphia architecture is so much the history of American architecture. Comprehensive walking and driving tours.

Philadelphia's Best Buildings (1984), a guidebook to Philadelphia architecture "lite", with a smaller number of concentrated walking tours in Center City.

Planning and Growth (2007), a 64-page guidebook with an emphasis on the planning and growth of Philadelphia beginning in the 17th century.

Ammerman Diagram

Albert Ammerman, an internationally respected archeologist, has documented the sea level rise in Venice's lagoon over the last 2,000 years by taking borings and identifying strata by date and known height above sea level at the time. Joel Katz designed this graph while he was a Rome Prize Fellow to help Ammerman demonstrate his thesis and his proof.

Albert Ammerman, 2003

A New Guide to Gardens

A Guide to the Great Gardens of the Philadelphia Region, by Adam Levine and photographs by Rob Cardillo, has just been printed in Vicenza, Italy. The book is published by Temple University Press, for which JKDA designed Cultural Connections (1991), by Morris Vogel, and Public Art in Philadelphia (1993), by Penny Balkin Bach.

GPCA Portfolio

A long-awaited report by the Greater Philadelphia Cultural Alliance designed by JKDA has been received with great enthusiasm by its many audiences. Released in September, the 64-page report analyzes the state of arts organizations in the five-county region. There are over 40 statistical graphs and diagrams in the project. It is currently being reprinted due to demand.