



Communication Arts Design Annual 2010 Winner Project “REJO+CE” Awarded Prestigious Designation

NEW HAVEN, CONN., October 18, 2010 – The architecture firm Svigals + Partners is proud to announce their project “REJO+CE” has been selected a winner in the prestigious 2010 Design Competition by *Communication Arts*, the largest international trade journal of visual communications.

REJO+CE is a collaborative effort between the firm’s founder Barry Svigals, FAIA, and Randall Hoyt of Randall Hoyt Design. The *Communication Arts* recognition – considered the industry’s highest honor – is a competition showcasing the best creativity and innovation in graphic design over the last year.



REJO+CE is an awareness campaign made up of four individually mailed postcards and a culminating gift-card set sent over the course of eight weeks to reveal the message, “Everyone please respect community.” Casually orchestrated photographs along with evocative quotations accompanied the postcards, including such statements as “Participate with a generosity of spirit,” and “Offer an expression of gratitude.” The campaign culminates with a “gift” of cards spelling out the word REJO+CE with illustrations and drawings by Barry Svigals – an architect, artist and trained sculptor whose unique vision of integrating art in architecture has become the signature capability of the architectural firm he founded.

Intended to express the spirit of the Svigals + Partners firm, the REJO+CE project transcends conventional techniques by presenting the firm’s philosophy through inclusion and engagement. By focusing on the shared values of a connected humanity, the mailer campaign invites personal engagement with the firm.

“REJO+CE was born out of the same principles that guide our architecture – a joy of process, communication and collaboration,” remarked Svigals, founding partner of Svigals + Partners. “The process of design is inspired by its deeper purpose, which can be revealed over the course of a project, much like the message of REJO+CE unfurled over an eight-week period.”

According to Svigals, the REJO+CE project was intended to recognize the contributions of the firm’s clients to the community that the firm and its clients share – and to engage the collaborative spirit of their work together. “We invite all recipients to share this gift with everyone around them,” said Svigals. “Like our work, it was meant to delight and to inspire.”

The *Communication Arts* competition, now in its 51st year, selected 185 winning pieces from 4,564 entries submitted from around the world. The magazine utilizes a panel of nine peer judges and a blind evaluation process, and has become a benchmark for excellence in the field of visual communications. Winners are featured in the 2010 Design Annual in the September/October 2010 issues of *Communication Arts*.