



NEW SARS OUTBREAK



WILL THE TRAVEL SECTOR GET HIT?



Reuters wanted an online advertising campaign to effectively feature the newly launched [reuters.com](http://reuters.com), highlighting its unique position as both a news organization and a tool for investors. “The campaign uses contrasting Reuters photography and copy to show the connection between world news and financial trends,” explains Flat designer Petter Ringbom. The photography and identity of Reuters drive the visual aspect of the project, employing Adobe Photoshop, Illustrator, and Macromedia Flash in its creation. “The pictures have been slightly worked over to highlight specific areas,” he says, “like bringing a cow to the foreground when we talk about mad cow disease.”

As an advertising campaign, the functionality differs from a website, the objective being to trigger the viewer’s curiosity. “We wanted to do a smart and thoughtful online ad campaign,” Ringbom says, “not something you see every day. Finding the right photography to support our concepts was pretty time consuming,” he

adds. “Even though Reuters has an enormous visual database, the picture has to have the right tone and this proved difficult.”

The goal was to create an interest in [reuters.com](http://reuters.com) among financial investors. Is it a success? “I’ll ask the next time I meet one,” quips Ringbom. *Romy Ashby*

Flat | ART DIRECTOR: Petter Ringbom | DESIGNERS: Holly Gressley, Ryan Dunn | PROJECT MANAGER: Doug Lloyd | COPYWRITERS: Doug Lloyd, Francesca Hayslett  
PROGRAMMER: Bart Szyszka | PHOTOGRAPHY: Reuters Pictures | CLIENT: Reuters | CONTACT: [www.flat.com](http://www.flat.com)



US CHALLENGES EU ON GMO



1 MAD COW FOUND



TRADE WAR BREWS



FAST FOOD GIANT LOST \$2.75 BILLION



The respected organization, Creative Time, has been giving artists unparalleled career opportunities for more than 30 years, making New York a more magical place through adventurous, temporary public artworks throughout the city. They wanted a new website to go along with a whole rebranding effort. Flat created the new site, giving it a simple, subtle, and elegant design.

"At this point, Creative Time is such an established entity in New York's cultural landscape that they don't need to convince, wow, or overwhelm to make their presence known," designer Peter Ringbom says. "We wanted the site to reflect that. The large logo is defining the grid of the page. The only color you see is provided by photography." Ringbom used Adobe Photoshop, Macromedia Dreamweaver, and Flash to create the site, the meat of

which, he says, "is the 'Programs' section showing upcoming, current, and past programs. The home page randomly displays one of many past projects."

The challenge was to achieve a pure simplicity without oversimplifying, all the while remaining uncommon. "The way the large logo stays in place as you scroll the rest of the page is pretty neat," Ringbom says. "I haven't seen that before." *S Dana Rouse*

Flat | ART DIRECTOR: Peter Ringbom | DESIGNER: Holly Gressley | INTERACTIVE DESIGNER: Doug Lloyd  
PHOTOGRAPHY: Various, Creative Time | CLIENT: Creative Time | CONTACT: [www.flat.com](http://www.flat.com)



# NYSCA

New York State Council on the Arts

175 Varck Street  
New York, NY 10014  
Tel: (212) 627-4455

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**ABOUT NYSCA GRANTS ▶**  
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**Architecture,  
Planning and Design**

**Program Guidelines**

**Grants 2004-05**

**Total granted: \$1,315,250**  
**Minimum grant: \$2,500**  
**Maximum grant: \$93,200**  
**Average grant: \$14,407**  
**Median grant: \$10,500**

**Applicant Organizations: 133**  
**Number of Requests: 181**  
**Number of grants: 89**

**Announcements**

**NEW! Supplemental forms link for grant applicants.**  
Grant applicants are now able to complete and update required supplemental forms (Events Schedule, Publications, Workshops, and School Partners) at any time during the year. Look for the new 'Supplemental Forms' link on the left navigation bar of your NYSCA home page.

**Next Application Deadline - May 2**

Organizations with registered requests must submit an application form for each request. The next application deadline is May 2. The application deadline date for your grant request is listed in the Program Guidelines, and is displayed on your NYSCA home page when you log in.

NYSCA makes over 2700 grants each year to arts organizations in every arts discipline throughout the state. This year, we will grant a total of \$37,400,000. NYSCA's goal is to bring high-quality artistic programs to the citizens of the state through supporting the activities of nonprofit arts and cultural organizations.

©2004 New York State Council on the Arts. Site design by Flat.

New York State Council on the Arts was looking for a friendlier, more structurally sound website, which Flat's Petter Ringbom designed with the look of "metrocard vending machine meets smaller type and brighter colors." Purely an informational tool without a single photo to be found, it's hardly boring to the creative types there to sniff out grant money.

"We wanted the site to feel welcoming and transparent to the user," Ringbom says. From a circular graph in the center of the home page, one can select any of the programs receiving grants and learn how much money was awarded the previous year. The graph also provides an alternate entry point to the site.

The biggest challenge was to make large amounts of text accessible and legible. "A smaller challenge was implementing a pretty

hideous and intrusive top bar that New York State insists on having on all of their subsites," Ringbom says. "We ended up redrawing their top bar and using it only on a timed splash page."

"The site is cheerful and friendly," Ringbom says, "the way a cultural state agency should be." If only getting big bucks from the NYSCA were as simple as navigating their pleasant website. *Romy Ashby*

Flat | ART DIRECTOR: Petter Ringbom | DESIGNER: Holly Gressley | INTERACTIVE DESIGNER: Doug Lloyd  
CLIENT: New York State Council on the Arts | CONTACT: www.flat.com

The Governor: George E. Pataki / Governor



New York State (Governor Pataki / New York State) NY State Council on the Arts



**NYSCA**  
New York State Council on the Arts

175 Varck Street  
New York, NY 10014  
Tel: (212) 627-4400

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**Architecture, Planning & Design**

The purpose of the Architecture, Planning and Design Program is to stimulate and promote excellence in design and planning in the public realm for the benefit of all New Yorkers. The Program aims to increase awareness and appreciation of the designed environment of New York State and to advance innovation in the design and planning fields.

The Program's objectives are to:

- Support the operations of those institutions that provide ongoing services and/or public programs in the design and planning fields through institutional funding.
- Encourage the development of design literacy among the people of the state through support of public education projects.
- Create better communities, public spaces and cultural facilities by offering funding to nonprofit organizations and municipalities for design and planning professionals.
- Stimulate and support the evolution of the design arts through funding to individuals in these fields.

The Program supports work in the fields of contemporary and restoration architecture, landscape architecture, urban and rural planning, urban design, historic preservation, graphic and industrial design, and architectural theory and history. The program also administers funding for the

**Architecture, Planning & Design**

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Program Guidelines

**Electronic Media & Film**

**Grants 2004-05**

Total granted: \$1,016,710  
Minimum grant: \$1,500  
Maximum grant: \$112,000  
Average grant: \$7,819  
Median grant: \$4,650

Applicant Organizations: 128  
Number of Requests: 165  
Number of grants: 126

**Announcements**

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**About NYSCA Grants**

NYSCA accepts grant proposals each March 1 from nonprofit organizations incorporated in New York State. NYSCA is organized into discipline programs, each of which receives funding requests in a specific arts discipline or field.

- Before you start, please click the links on the left. The information contained there is organized into two sections. The first group contains basic eligibility requirements and other information you need to know before you begin the grant application process. The second group of links highlights key elements of the NYSCA grants process - from registration of grant requests through final reporting.
- When you are ready to proceed, please explore the Program guidelines link above to find the program and category that best matches your proposed arts activity. We encourage applicants to contact our program staff well before the March 1 registration deadline.
- Once you have read the information in the left-hand links, you are invited to log in to your existing electronic file. Or, if you are a new NYSCA applicant, click the **First-time Users Start Here** link in the column next to the **Home** link.

This web site contains all the information you need to apply for a grant, as well as the actual online application.

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**Organization Search**

Information about NYSCA grants from the year 2000 to the present is available by using this search engine.

Organization Name:

City:

County:

Zip:

NYSCA Program:

Grant Year:

NY Senate District:

NY Assembly District:

**SEARCH**

**Search Hints**

Enter just the first few letters of an organization's name. Then pick the correct organization from the displayed list. (Example: to find "Synapse Arts Theatre" enter 's' in the "Organization Name" field. All organizations starting with 's' will be displayed and you can select the applicable organization.)

Note: For names like "The Judd School" enter 'j'.

To request more refined search results, enter the first few letters of characters for all or part of the fields provided. All organizations meeting the collective criteria will be displayed for your selection.

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