




BA/BFA Senior Honors Book Gallery

2010

Matthew Tannenbaum Design Portfolio

Matthew L. Tannenbaum, '10
Illinois Wesleyan University

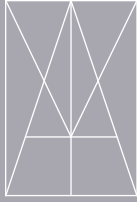
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MATTHEW TANNENBAUM

EDUCATION

Illinois Wesleyan University | Bloomington, IL | May 2010
Bachelor of Arts, Music | Studio Art minor

University of Sydney | Sydney, Australia | February - June 2009

RELEVANT EXPERIENCE

Graphic Designer | IWU School of Music | Bloomington, IL | August 2007 - Present

- Conceptualized and designed IWU Collegiate Choir logo, apparel, concert programs and posters
- Designed posters and programs for IWU School of Music faculty recitals
- Designed programs for the IWU School of Music Student Recital Series

Graphic Designer | IL-ACDA | Bloomington, IL | August 2007 - March 2009

- Designed *The Conductor's Podium*, tri-ennial publication of the Illinois Chapter of the American Choral Director's Association

Freelance Designer | Lifestyle Interiors | Western Springs, IL | June 2008

- Designed party invitations and packaging for the 2008 Memorial Day party

WORK EXPERIENCE

Account Manager/Visual Merchandiser | Trimex/David Jones | Sydney, Australia | February - June 2009

- Managed the Trimex fragrance portfolio inside David Jones
- Enhanced and finalized fragrance displays
- Responsible for monetary management and retail sales and client relations
- Clients included Thierry Mugler, Bond No. 9, Prada, Versace, Hermes, Salvatore Ferragamo, Acqua di Parma, Nina Ricci, Azzaro, DSquared, Annick Goutal, John Varvatos, Moschino, Matthew Williamson, Roberto Cavalli and Chopard

Assistant to Director of Choral Activities | IWU School of Music | Bloomington, IL | August 2007 - Present

- Managed the Collegiate Choir domestic and international tours
- Designed posters, programs and promotional materials for IWU School of Music
- Liason for prospective University students
- General office duties

Sales Associate | TJX | Countryside, IL | May - August 2008

- Enhanced and finalized furniture displays
- Retail sales and customer service

Assistant to Owner | Lifestyle Interiors | Western Springs, IL | October 2003 - Present

- Responsible for organizing and maintaining warehouse and sample room
- General office duties

SKILLS

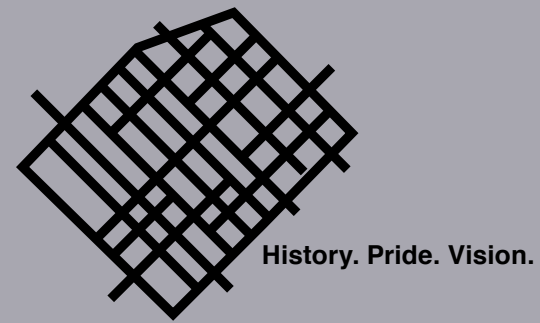
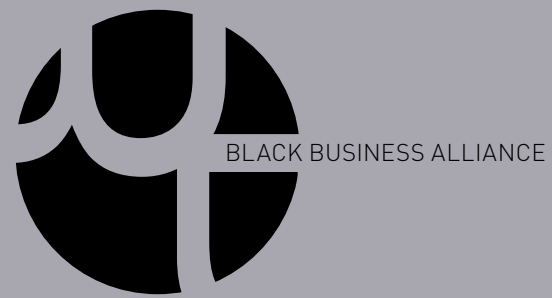
- InDesign
- Illustrator
- Photoshop
- Dreamweaver
- Printmaking
- Photography
- Drawing
- Microsoft Word
- Powerpoint

AWARDS & ACTIVITIES

- Talent-based Music Scholarship, Illinois Wesleyan University, 2006-2010
- Delta Omicron Award for Outstanding Musicianship, 2009
- Delta Omicron, Professional Music Fraternity
- Collegiate Choir
- University Choir
- American Marketing Association
- IWU School of Music Publicity Committee



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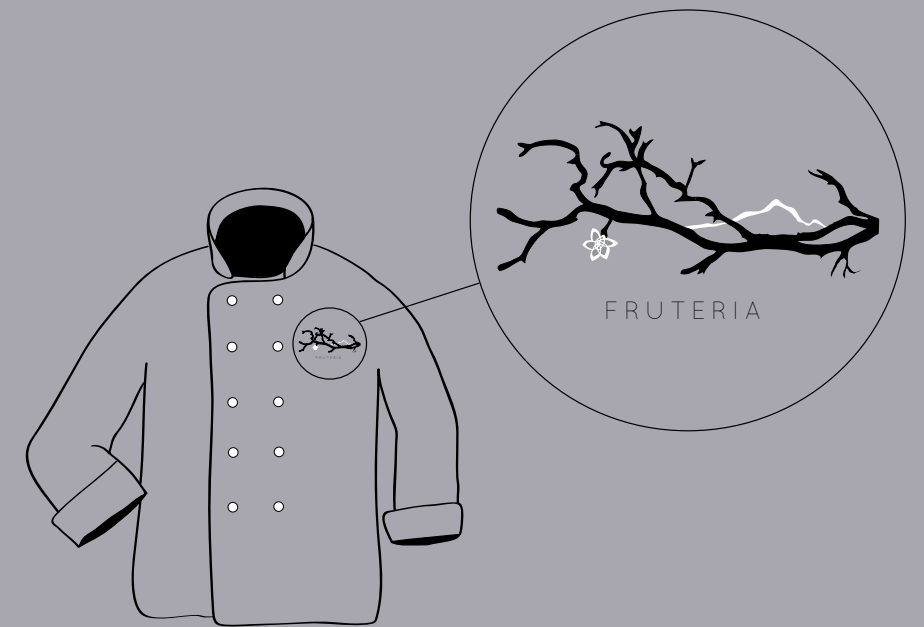
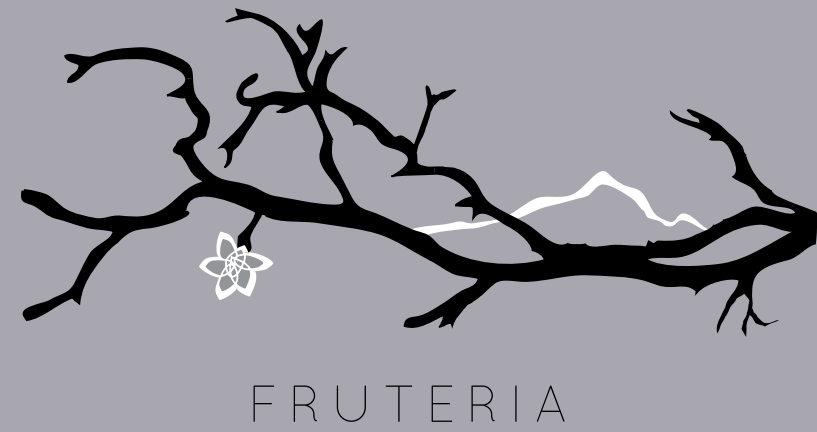
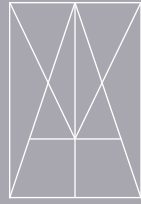


From left to right:

*Logo design for the
Black Business Alliance
of Bloomington, Illinois*

*Logo design for the
West Bloomington
Revitalization Plan of
Bloomington, Illinois*

*Logo design for the
Diamond Mountain Vineyards*



From left to right:

*Logo design for the all-fruit
restaurant concept, Fruteria*

Fruteria business card

Fruteria kitchen uniform



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Promotional poster
Diamond Mountain Vineyards

Size: 6' x 4'



ILLINOIS CHAPTER OF THE AMERICAN CHORAL DIRECTORS ASSOCIATION

PODIUM

VOLUME 35, No. 3

SPRING 2009

MY WIFE AND I recently spent a weekend by the Mississippi River, taking in the Mark Twain sites in Hannibal and exploring some of the area towns. Driving into Quincy we were intrigued by a high, ornate steeple on the far side of town, drove towards it, and discovered the beautiful, 130-year old Salem Evangelical United Church of Christ. We looked for an open door, found one, and peeked into the sanctuary.

We saw a man vacuuming the carpet and were hesitant to go in. But when he saw us he stopped and greeted us with a big smile as if we were long-lost friends. He urged us to look around, apologized that the organist was practicing, and went to unlock the bell tower for us, from where he insisted we would find an unparalleled view of the town. He was obviously proud of this church.

We climbed the rickety steps, staircase after staircase, to the top of the tower where there were hidden three huge bells whose ropes were labeled Peter, James, and Bertha. He had invited us to ring the bells, and after we were assured that the town would not think there was a fire or a tornado approaching, we tugged on the ropes with glee.

This was the day before Easter Sunday, and ringing those bells and hearing the majestic organ in that empty church was our celebration. I would have expected the custodian to tell us it was the day before Easter, the church had just been cleaned, and, I am sorry, but if you want to see this church, come back tomorrow. But no, he wanted us to share fully in the feast. He was a poor security guard, but a gracious and glorious St. Peter of the Pearly Gates.

This Quincy custodian is my new role model, both spiritually and professionally. I want to invite my singers into a world of joy and give them the pleasure of making memorable sounds. Even with my auditioned choirs, my job is not to keep people out but to encourage them to acquire the skills to get in. Every piece of music we sing is a new adventure. Climbing the stairs to our goals can be treacherous and a bit scary, but the sound of those bells at the end is worth the struggle.

As I write this I have just returned from ten weeks of teaching music at two folk schools in Denmark as part of a semester sabbatical, and I will soon be off to Haiti in July where I have taught at a music camp for Haitian youth for the past 35 years. Denmark has one of the

highest standards of living in the world, Haiti one of the lowest. Both countries need music, and in both countries I have had the joy of seeing young people reach the top of the rickety stairs and ring the bells mightily.

We may work in a low-income district, a high-income church, or a mixture of privilege and limited opportunity. Our task is essentially the same: to open up souls and hearts to a world of beauty and discovery, somewhere beyond the reach of popular culture and routine existence. May we all be like the Quincy custodian, issuing irresistible invitations to enter the magical world of music.

John Jost
Bradley University
President, IL-ACDA

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The Conductor's Podium

Triennial publication of the
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INNOVATION

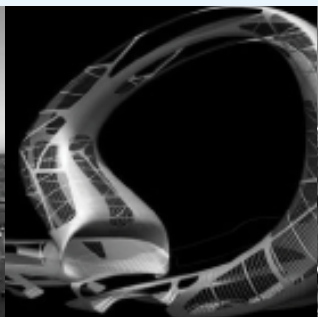
THE MOST ELEGANT PROPOSED **SKYSCRAPERS**

IT SEEMS, THAT ARCHITECTURE IN DUBAI SPROUTS EVERY POSSIBLE SHAPE AND FORM KNOWN TO MAN — PLUS REACHES TO THE LOFTY HEIGHTS IN NEW AND PROPOSED HIGH-RISES, BUT THIS ONE IS PROBABLY THE STRANGEST OF THEM ALL.



FULL MOON HOTEL, BAKU

Ehentes iliquamque cons ca auderit-Dena, nocrit, nori prarbitus is, nonstis, novervi termis ficont opterces, no. Busum lariUs, none criu se consu



EUROSCRAPER, PARIS

Ehentes iliquamque cons ca auderit-Dena, nocrit, nori prarbitus is, nonstis, novervi termis ficont opterces, no. Busum lariUs, none criu se consu



PENTOMINIUM, DUBAI

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HALF MOON HOTEL, BAKU

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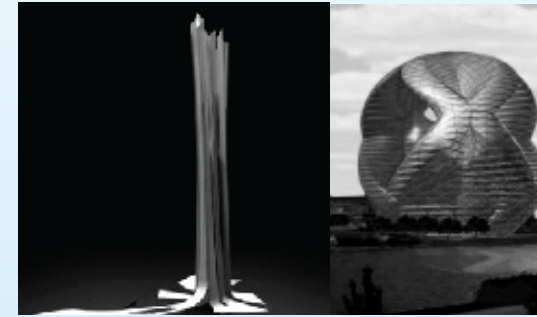
THE WAVE TOWER **DUBAI**

A-Cero (Joaquin Torres Architects) firm in Madrid, Spain, has designed and proposed a high-rise tower for the Dubai waterfront. The project has been already mentioned in specialized press, but we think the design is particular and sexy enough to captivate anyone who is slightly interested in architecture. The first skyscraper for the Dubai Waterfront, the latest and biggest of the urban developments on the UAE coast, has been named The Wave Tower.

Designed for the waterfront in downtown Dubai, this "Wave Tower" will be located right on the water. A large undulating plane creates a bridge to the base of the tower, then folds upwards to create one of the twisting silk-screened glass sides of the structure. The "seascraper" is designed to be a green building. Interior gardens or "sky gardens" will be located in common zones, improving the air quality and work-

ing as natural temperature regulators. The silk-screened glass skin will assist with controlling the heat from the sun. The tower will contain a water purification plant. It will desalinate and purify the surrounding sea water and then be filtered and allocated for drinking water, landscape maintenance and sewage. The building is also said to boast "state of the art sustainable technologies" to minimize energy consumption and maximize water efficiency.

"It stands like a stylized stem with a light torsion, creating the elegant movement that characterizes the form of the shape of the building. The base has the form of a pointed arch with smooth bends, imitating the waves in the Gulf Sea. The structure is solved with "V" form unions between the different parts in the plan view, its center space is occupied central core by the installations and elevators. Interior sky gardens are present in all the common zones, distributed on different floors, improving the air quality and working as natural temperature regulators."



THE WAVE TOWER, DUBAI

Ehentes iliquamque cons ca auderit-Dena, nocrit, nori prarbitus is, nonstis, novervi termis ficont opterces, no. Busum lariUs, none criu se consu



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Artist poster
Bruce Mau, graphic designer

Size: 17" x 45"



IM ROMANTIC AND
AROMATIC THANK YOU
CALVIN KLEIN LOOKING
FOR SOMEONE WITH WHOM
TO SHARE THE DAYS GOOD
BAD BUSY LAZY WINTRY
COLD AND BEASTLY HOT
SOMEONE OPEN MINDED
WITH A SOCIAL CONSCIENCE
WHO FINDS ME
BREATHTAKINGLY
GORGEOUS OR BEST 2 OF 3



Boy seeks Girl

AS A CHILD I ALWAYS FARED
POORLY ON THE COLOR
BLINDNESS TESTS WE HAD
TO TAKE EVERY YEAR
AND EVERY YEAR THE
SCHOOL NURSE HAD TO
GENTLY BREAK THE NEWS
TO ME THAT I WOULD NEVER
HAVE A CAREER SPOTTING
NUMBERS HIDDEN IN
LIKE COLORED
CLUSTERS OF CIRCLES



Hilarity Ensued

WITH A KALEIDOSCOPE
OF CONTRADICTIONS I AM
NOT EASY TO CATEGORIZE
THE SHE D D NOISE
CANCELING HEADPHONES
AND BOARDS OF CANADA
MAKE FOR A NICE
AFTERNOON
IT WOULD BE SUPER COOL
IF YOU WERE A BIG BALLOF
CONTRADICTIONS
LIKE MYSELF



Boy for Sale


PALE AS A MIMBUT
MUCH MORE TALKATIVE
SASSIER THAN I LOOK
I AM LOOKING FOR
SOMEONE WHO IS URBANE
AND SMART AS A WHIP
A READER AND A TALKER
YOU MUST APPRECIATE
GOOD FOOD AND WINE
OR MY SKILLS WILL BE
WASTED ON YOU



Miss with Moxie



GREETINGS GENTLEMEN
I AM AN ACTIVE
INTELLIGENT FUN WOMAN
I AM A TEACHER MOTHER
MAMBO DANCER LOYAL
FRIEND TRAVELER
SPEAKER OF OTHER
LANGUAGES
NON CONFORMIST
BRIDGE BETWEEN
CULTURES HOPELESS
ROMANTIC AND LOVER



We Jazz June

LOOKING TO JUST HANG OUT
NOTHING SERIOUS
GOOD MEANINGFUL
DISCUSSIONS ON LIFE
SOCIETY OR JUST BEING
NOT JUST THERE BUT
PLACES YONDER THAT
YOU OR I HAVE VISITED
LOOKING FOR EASY GOING
CARE FREE DOWN TO EARTH
LADY PREFERABLY
MY AGERANGE



Midnight Rides

I AM NEAT
NOT A PLACE FOR
EVERYTHING AND
EVERYTHING IN ITS PLACE
NEAT BUT NEAT ONEAT
KEENSOME MIGHT EVEN
SAY A WE SOME
IF I TRIED TO DESCRIBE
THE PERSON I'D LIKE TO
MEET THIS WOULD BE A
LONG STRANGE
PARAGRAPH



Under the Limit

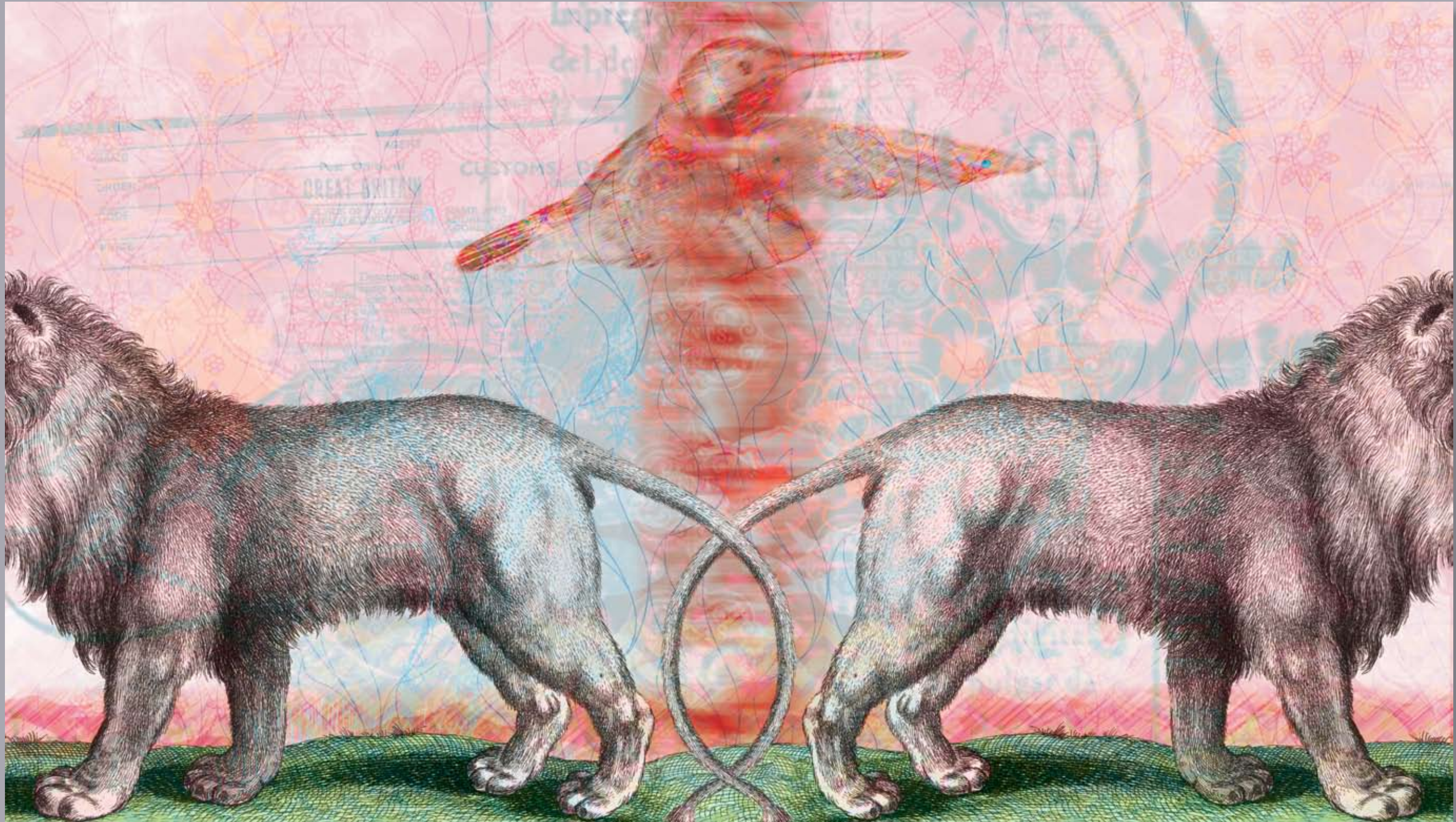
A QUIRKY BEAUTY SEEKING
MEN WHO KNOW HOW TO
HANDLE A WOMAN
PHYSICALLY -
EMOTIONALLY
INTELLECTUALLY
I HAVE A PREFERENCE
FOR LETTING MY HAIR
DOWN AND INDIVIDUALS
WHO CHALLENGE ME
CAN YOU TOSS A
WICKEDLY GOOD
FRISBEE SURPRISE ME



Girl with Velocity

Cupcake Posters

Inspired by personal advertisements
from The Chicago Reader



l'Alpha et l'Omegà

30" x 17"

Digital Print



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The Fall
22" x 30"
Monoprint



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Petrushka
22" x 30"
Monoprint