



[designer] alex frazier
[printer] joe cotrupe
g2 graphics

modern packaging. ancient seduction.

when caesars palace sought ways to add cachet to its retail store merchandise, one solution was to redesign its collection of upscale fragrances. our role was to create packaging that conveyed exclusivity and exoticism. there are five distinct fragrances, each named according to a theme of ancient roman mystique: caesars woman; caesars man; ferentina; goddess; and emperor. these fragrances are currently available in all caesars retail stores nationwide.

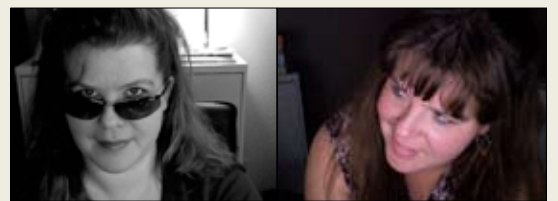


we're honored to announce our newest eurie-ite

john villari's book recently caught our attention, containing impressive designs he produced while employed at mgm, newegg.com and bank of america. just before joining us, john served as the art director for the acclaimed australian photographer peter lik. john was awarded a bfa in graphic design from california state university in fullerton, and has received training from art center college of design. if you come to our upcoming get-together (see "Q:"), you'll have a chance to meet john in person.

Q: What happens Friday, October 5 and involves beer?

that's right – we're hosting our monthly party at eurie creative. we do hope you'll stop by and enjoy a beverage or two, and the company of some really cool (but in no way snooty) designer types. if your recent work life has frazzled your nerves, you'll surely find our "first friday stress-reversal therapy" to be every bit as effective as that blood pressure medication your doctor prescribed. by now you know we're only a block away from the epicenter of first friday. so why not stop by anytime after 5:30pm?



We also have a eurie promotion to announce

congrats Kitty

if you haven't met cat dixon, you really need to. she brings order to our chaos. she's gracefully effective when helping our clients with their needs. and she's efficient as all getout. all this made it an amazingly easy decision for us to promote her to studio manager. congratulations, cat; you've earned it.



[archive] #2951

[project] metpath services corporation grand rapids, mi; circa 1987

as space allows each month, we showcase a piece created by one of our team-members dating as far back as the reagan administration. back in those days, crocket & tubbs and maddie & david still ruled primetime tv. people (even designers) wore espadrilles and leg-warmers (though not at the same time), and obnoxiously huge t-shirts that said, "Frankie Say Relax." in the design world, bauhaus was big. retro was all the rage. and if you had something important to say, you said it with futura extra bold. oh, how far we've come! take a gander.

Young, talented designers, **listen UP!**

if you've been in the biz a few years, you're confident about your book and you're on the lookout for a better opportunity, give us a call. or, if you've got a good gig but it's starting to feel a bit stagnant, maybe it's time to explore those greener pastures. what can it hurt? we've got several hot opportunities right now, so you'd best get in touch with cat@euriecreative.com.

[victor rodriguez] creative owner

1001 s 3rd st, suite 270 / las vegas, nevada 89101
702.383.9805 t / 702.383.9819 f

www.euriecreative.com