



GOOD DESIGN FOR GREAT IDEAS

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**DESIGNEGG ANNOUNCES 2015 CREATIVE SERVICE AWARD RECIPIENTS**

*Kickstarter-Funded Initiative Delivers on Promise to Award over \$25,000  
in Free Creative Services to Artists, Nonprofits, and Entrepreneurs*

**Bishop, CA**—A 16-foot fiberglass travel trailer affectionately called “The Egg” has rolled over 4,000 miles to arrive at its current resting place in the foothills of the Eastern Sierras. The Egg’s owners and chief occupants, **Jess and Andy Wickstrom** (and their dog Pickle), have called this little trailer home for the last three months as they began a **year-long adventure** to explore the country, connect with new clients, and give away over **\$25,000 in free design and photography** services to artists, non-profits, and entrepreneurs in need.

Their **Kickstarter**-funded initiative, **DesignEgg**, was hatched in Chicago last summer where the couple had lived and worked since 2003. After the success of their fundraising campaign—which realized **140% of its original \$10,000 goal**—Jess and Andy pledged to match the amount raised, left their full-time jobs, and traded their Uptown condo for an 86-square-foot RV.

Partnering with **Goal Zero**, the industry leader in portable solar power, the Wickstroms were able to reduce their carbon footprint and take their work both on the road and off the grid. Since August 2014, they have been living adventurously—visiting iconic national parks, vibrant cities, and renowned climbing destinations—working with ongoing clients of their existing firm, Wickstrom Design, and generating interest among potential applicants for **DesignEgg Creative Service Awards**. Candidates include individuals and organizations with compelling projects, financial need, and a demonstrated interest in giving back.

After the November 1, 2014 deadline, an outside committee of arts, education, and business professionals reviewed dozens of submissions from across the country. Committee members include: **Cat Celebrezze**, CEO and Executive Producer of East Meets West Music, the official recording label of The Ravi Shankar Foundation; **Sarah West Ervin**, a fiber artist, blogger, and web consultant; **Amy**

**Freeman**, 2014 National Geographic Adventurer of the Year and Director of Development for The Wilderness Classroom; **Dr. Terri Lonier**, Executive Director of the Coleman Entrepreneurship Center at DePaul University; and **Erik Schroeder**, Director of Marketing for Lookingglass Theater Company.

The inaugural class of award recipients is a diverse group of artists, nonprofit organizations, and entrepreneurs doing work in a variety of areas including: animal rights, art, education, environmentalism, health and wellness, humanitarian relief, social services, sustainability, and theater. Awards range from **\$1,000-\$2,800** worth of in-kind graphic design and photography services to be provided by Wickstrom Design. Services will be rendered January 1-June 30, 2015 and include: **logos and branding, brochures, web graphics, posters, postcards, portrait photography, event documentation, and more.**

## **AWARD RECIPIENTS:**

### **1. ARTAXIS**

New Albany, IN

Artaxis is a non-profit that promotes the professional pursuits of artists. Used by instructors, students, curators, the general public, and contemporary artists, the resources on Artaxis.org make significant contributions to the professional reach of the artists on the site, as well as to the field itself. With over 300 members and thousands of page views every day from countries around the world, Artaxis strives to be a direct conduit between viewer and artist.

### **2. ARTREACH**

Chicago, IL

Founded in 1990, ArtReach is a non-profit organization that believes creative expression is a fundamental need for all people. As such, their mission is to bring art programming to promote creativity and community for Chicagoans lacking access to the arts. Their current project, StreetReach, promotes positive public art that marks the presence of groups that are frequently ignored or left out, transforming blight or visual disturbance to positive community landmarks.

### **3. ASSEMBLE**

Detroit, MI

Assemble, a social enterprise start-up, helps small and medium businesses succeed through interactions that bring them efficiency and scale. Across the nation, local businesses are being pushed out as larger chains and e-commerce drive prices down. Assemble will help them band together to share time-tested employees and equipment so they can save money and keep their doors open. The website is currently in "beta mode" after recently being crowd-funded through RocketHub.

### **4. BETWEEN FRIENDS**

Chicago, IL

Since 1986, Between Friends has been dedicated to its mission of breaking the cycle of domestic violence and building a community free of abuse. The organization addresses domestic violence as an individual, family, and community issue, offering extensive counseling and court advocacy services to survivors of domestic violence, as well as prevention and education programs for youth and adults. Each year, they serve thousands of individuals in four languages, free of charge.

## **5. THE COMMUNITY MONTESSORI**

Columbia, MO

The Community Montessori is a non-profit preschool that partners with parents and community members to deliver an exceptional educational experience to Columbia's children living in poverty. Founded in 2009, the school prepares students with the academic, social, and emotional skills necessary to succeed and provides affordable childcare for families.

## **6. APRIL HALE JEWELRY**

Missoula, MT

April Marie Hale is a Montana-based artist making sustainable, handcrafted jewelry by combining blacksmithing, enameling, and fine silversmithing. She has been creating jewelry for over ten years and holds a Craft Certificate from the Appalachian Center for Craft in Tennessee and a Master's of Fine Art from Montana State University. Her process involves enameling on reclaimed copper and steel and recycled sterling silver.

## **7. LAUREN CHANDLER COOKS**

Portland, OR

Lauren Chandler is a chef instructor who empowers people to reach their cooking and dietary goals, replete with a healthy dose of fun. She offers public workshops, private coaching, and chef services, and bridges the gap between the health provider's office and the dinner plate, translating nutritional counseling into tasty results. As adjunct faculty at the National College of Natural Medicine, Lauren teaches students how to teach cooking.

## **8. THE LITTLE YOGA MAT**

New York, NY

With their eco-friendly line of size-specific mats, The Little Yoga Mat is helping kids in homes, yoga studios, classrooms, and hospitals across the country by promoting wellness through yoga. In addition to the physical health benefits, research shows that children who practice yoga are more focused in school and better able to deal with stress. The Little Yoga Mat is currently planning to add a third mat to their line designed for 5-10 years olds.

## **9. MONTANA WILDERNESS SCHOOL**

Bozeman, MT

The Montana Wilderness School is a non-profit educational start-up providing multi-week, wilderness adventure courses for Montana youth. The mission of the School is to provide an empowering expeditionary experience that fosters personal growth and cultivates a conservation ethic by connecting youth with remote landscapes and wild places.

## **10. PARALLEL 45**

Traverse City, MI

Parallel 45 is a nonprofit theatre company that engages nationally recognized artists to create high-quality productions for the northwest Michigan community. By producing a repertory of innovative new works, reinvented classics, and imaginative adaptations, Parallel 45 seeks to entertain, encourage critical thought, and inspire. Currently, they are the only professional theatre operating in their region.

### **11. ANDY NORTH**

Chicago, IL

Andy North is a performance artist whose work explores games as physical exercise, a tool for storytelling, and an aid for interaction. His goal is to create live experiences that allow players to inhabit stories and build connections with each other, all the while promoting health and fitness. His work "Adventure Squad vs. the Sky Pirates" won the festival award for "Best Narrative" at the 2013 Come Out and Play festival in New York City. Andy also produces live game shows around Chicago with his production company The Planetary Defense Force.

### **12. PHOTOSERVE**

Chicago, IL

Photoserve is the vision of co-founders Tony and Katy Skarlatos and Matt and Stevi Savage. This aspiring non-profit connects partner organizations with a network of volunteers who want to exchange a meaningful cultural experience for free photographic and video services. Volunteers participate in global humanitarian efforts and document their experience—the photos/videos then become available for use by the partner organization.

### **13. THE SAFE HAVEN NETWORK**

Chicago, IL

The Safe Haven Network is a referral service connecting domestic violence victims to emergency boarding programs for their pets. The Network is built on the idea that pets deserve to be as safe from abuse as the rest of the family does. Through partnerships with local animal shelters, they find temporary "safe havens" where victims can secure the wellbeing of their pets while they seek help for themselves.

### **14. WONDERHEADS**

Portland, OR

Wonderheads is a multi-award winning physical theatre company specializing in mask performance and wordless, visual storytelling. They create shows that step beyond words and ignite the imaginations of audiences throughout North America. Since the company's inception in 2009, they have been busy touring the continent—performing, teaching, and surprising thousands of audience members by the improbable magic of mask.

### **15. WOOLCRUSH**

Columbia, MO

Amy Higgins Stambaugh, the fiber artist behind WOOLCRUSH, works with hand-dyed wool cultivated and harvested from plants that she grows or forages. She is currently learning the cultural and historical traditions of processing a farm fleece into yarn and fabric. Community-minded and inspired by the modern pioneering spirit, she is also the owner of a rural Missouri property, which she shares with others for community events and workshops.

### **16. THE YOUTH FARM AT HIGH SCHOOL FOR PUBLIC SERVICE**

Brooklyn, NY

The Youth Farm is an educational production farm in East Flatbush that offers New Yorkers opportunities to increase their knowledge of the food system and build high-level organic growing skills to share with their communities. The Youth Farm grows organic food and flowers on one acre for the community and beyond, and offers advanced farm training and leadership opportunities for youth and adults.

## **ABOUT THE PROJECT:**

**DESIGNEGG** is an experimental initiative by Wickstrom Design. Through the generosity of individual donors via Kickstarter and a matching grant from its founders, Andy and Jess Wickstrom, over the next year the project will deliver over \$25,000 worth of in-kind graphic design and photography services to artists, non-profit organizations, and entrepreneurs working across the country.

## **ABOUT THE DESIGNERS:**

**ANDY WICKSTROM** is a multimedia designer specializing in print design, lettering, and photography. He received a BA in Studio Art from St. Olaf College in Northfield, MN in 2002. He began his professional practice working as a studio assistant and painter for muralist Christiaan Pretorius. In 2005, he became enamored with the coffee industry and went to work for **Intelligentsia**, a Chicago-based specialty coffee roaster where he served as Senior Designer until 2014. Andy is currently a member of the adventure photography collective **ISOFUN**. His personal work can also be found at **wickstromphoto.com**.

**JESS MOTT WICKSTROM** is a designer, curator, and arts administrator. She received a BA in Interdisciplinary Arts from St. Olaf College and a Master of Liberal Arts from the University of Chicago. Jess began her career working on public art projects as assistant to curator Mary Jane Jacob. Prior to joining **Lillstreet Art Center** as Gallery Director from 2011-2014, she worked as a program coordinator for the **Chicago Department of Cultural Affairs** where she assisted in the production of theater and performance art events at the Chicago Cultural Center and in Millennium Park.

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For more information, including high res images, visit: **DESIGNEGG.ORG/AWARDS**