



FÖDA STUDIO



CREDENTIALS
A BRIEF BACKGROUND
OF FÖDA STUDIO &
FOUNDER JETT BUTLER

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TOWARD A

MANIFESTO

Designers should not tell you they're different because they use the latest technology, work closely with clients to develop creative solutions, or take time to learn about their clients.

All designers worth hiring owe these same minimal obligations. And while current technology is expected, it's not always appropriate.

One should hire designers who refuse glittering generalities — who are skeptical of assumption, hyperbole and preconception.

“Write the story, take out all the good lines, and see if still works.”
-HEMINGWAY

BRANDING

FÖDA Studio creates and applies brands. We support those brands with systems, packages and illustrations. We work with architects to visualize and alter places.

We are not an ad agency. We rarely participate in ad campaigns.

“Branding” is not about T-shirts and logos. For you the client, a brand is a promise; one you make to the community. For the community, your brand is their opinion of how well you kept your promise.

It’s our job to ensure that your promises are clear, your differences are visible and relevant, your claims demonstrated, and your tone consistent. Your clientele—the public—is unforgiving if you break your promise and indifferent if they don’t understand it.

We believe in a holistic approach. We believe context is everything, and that each decision made will either strengthen or weaken your message.

The differences may be subtle, but there are no arbitrary moves.

THE FOUNDER

* Jett is a MEMBER of the AIGA, an ASSOCIATE of the AIA, as well as a MEMBER of the GRAPHIC ARTISTS GUILD. He holds a BACHELOR OF ARCHITECTURE degree with a DESIGN SPECIALIZATION from TEXAS TECH UNIVERSITY in 1996.

* Jett has won a number of delineation awards from juries led by internationally renowned designers like HANI RASHID, NEIL DENARI, WES JONES, PAUL LEWIS (OF LTL), RANDY BROWN and commercial director JOSEPH KOSINSKI.

Jett Butler created FÖDA in February of 2003, after six years in Dallas-Fort Worth design firms. Few designers can count awards and recognition in architecture, broadcast TV, illustration, and print media in such a brief amount of time while still growing their business and serving clients well. Jett can.

The kick-start: in 2004, Jett's design Tark Tower was chosen as the cover image and packaging for Graphissoft's international release of *ArchiCAD 9*.

In 2005, from a field of 13 solicited competitors, he led the studio to win a commission to re-brand the Texas Chapter of the *American Society of Landscape Architects*, a statewide organization comprised of more than 650 designers. That summer, his studio produced the packaging and web launch behind Academy Award™ winning actor Russell Crowe's new album, "*My Hand, My Heart*."

In 2006, Jett's studio joined with Revelator Productions, David Hobizal, and Third Rail Creative to develop a broadcast ad campaign for the *San Antonio Stock Show and Rodeo*. The project, Jett's first broadcast ad commission, won a Telly Award.™ Concurrently, he began work on the environmental graphics and brand package for 1890 Ranch in Cedar Park, a commercial development anchored by Target™.

In 2007—via *Workpod9*—Jett's studio was hired to collaborate on the installation for the DELL Inspiron™ new product launch at Macy's original Herald Square location in New York City. While the studio's pieces were designed in Austin, he stayed on site for 9 days in Manhattan to personally oversee and participate in the construction, installation, and fabrication.

This year, with a simple two-color mailing campaign for a small Virginia builder, his studio took home a *Best in Show* award as well as a *Gold ADDY* amid national campaigns from large firms.

DESIGNER

* Melissa is a MEMBER of the AIGA. She holds a BACHELOR OF FINE ARTS degree with a GRAPHIC DESIGN SPECIALIZATION from THE UNIVERSITY OF NOTRE DAME in 2007.

* Melissa has won an AMERICAN GRAPHIC DESIGN AWARD from Graphic Design USA magazine for an invitation design completed while at HKS. Selections of her student work have been included in various gallery exhibits in South Bend, IN.

Melissa Martin is a graduate of the University of Notre Dame. Through the University's London Program, she studied abroad for a semester in 2005, living in England and exploring Western Europe. In addition to being on the Dean's List, Melissa received various departmental awards as a BFA including the William and Connie Grief Award and the prestigious Judith A. Wrappe Memorial Award. She was the Art Director for the student literary and design magazine and the president of the American Institute of Graphic Arts/Notre Dame Chapter her senior year.

Prior to joining FÖDA Studio, Melissa spent two summers at the HKS Architects' headquarters in Dallas designing various materials for offices nationwide. While at Notre Dame, she worked at Richard Harrison Bailey/The Agency, a marketing communications firm in South Bend, Indiana.

Having grown up in the Dallas area, Melissa decided to return to Texas to pursue her professional career with FÖDA Studio in the fall of 2007.

ACCOLADES

AWARDS

2008 Best of Show *Jonny Jones Excellence in Printing Award*, ADDY Awards, The Austin Show

2008 Gold ADDY Award, Campaign, Flat, Direct Marketing Category, The Austin Show

2007 1st Place: Telly Award™, Best TV Ad Campaign for the *San Antonio Stockshow and Rodeo*

2006 Winner: Beck Prize in Digital and Hybrid Media, *KRob**

2005 Juror's Citation, *KRob**

2004 Winner: Best in Show, *KRob**

2004 Juror's Citation, *KRob**

2003 Winner: Beck Prize in Digital and Hybrid Media, *KRob**

2002 First Place & Third Place, *City of Dallas "Architecture Month" Graphic Poster Competition, with Nancy Weeks*

2002 Juror's Citation, *KRob**

2001 AIA Honor Award, *Rave Motion Pictures corporate office ***

2001 VMSD Award, *Rave Motion Pictures theater chain ***

LECTURES/CRITIQUES

2007 Invited to Speak at *TSA Convention*, Opening Night Event, AIA Austin

2007 Invited to Juror for *KRob** in Dallas

2006 Invited to teach *AIA Austin Continuing Education Program*

2006 Invited to critique at University of Texas, School of Architecture

2006 Invited to critique at Texas Tech University Vis Lab program

2005 Invited to critique at University of Texas, School of Architecture

2005 Invited to speak to *American Advertising Federation*, San Antonio Chapter

2004 Invited to lecture at University of Texas - Arlington, *AIAS Lecture Series*

2004 Invited to lecture at Texas Tech University, College of Architecture

* *Ken Roberts Memorial Delineation Competition*

** *with dsgn Associates*

PUBLICATIONS

- 2008 Tercera Muestra Internacional de Interiorismo Contemporaneo-
Bienal Mexico (Mexico), Plazola Editores
- 2008 Best of Business Card Design 8, Rockport Publishers
- 2008 *Food & Wine*, February issue
- 2007 *Elle Decor*, June issue
- 2007 *bRILLIANT*, May issue
- 2006 *SPA.DE* (Japan), Volume 5
- 2006 *Ambientes por Obras* (Mexico), Febrero issue
- 2006 *Maru* (Korea)
- 2005 *Texas Architect*, September issue
- 2005 *Interior Design*, June issue, Volume 7
- 2005 *bRILLIANT*, April issue (art direction)

PARTIAL LIST OF

CLIENTELE

ASLA, TEXAS
ALLI ROGERS
AMERICAN YOUTHWORKS
ANDERSSON-WISE ARCHITECTS
BARCELONA FILMS
BLUE DOG MANAGEMENT
BWM GROUP
BUTLER BROTHERS CONSTRUCTION
CAEDMON'S CALL
CO'DESIGN
COOKING WITH MARIE
THE COBALT COMPANIES
CYPRESS REAL ESTATE ADVISORS
CYSTIC FIBROSIS FOUNDATION
DAIRED'S SPA & SALON PANGÉA
DELL
DESIGN HOUSE
ENDEAVOR (VIA BWM GROUP)
FOXGLOVE BRAVO
GEMMILL ARCHITECTS & INTERIORS
GRAPHISOFT CORP.
HAVENS CONSTRUCTION
HORSEBACK SALAD
IDG
INTERNATIONAL INTERIOR
DESIGN ASSOCIATION
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KINGS CREEK MANAGEMENT INC.
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THE MOTORSPORTS MUSEUM, DALLAS
MARK ODOM STUDIO
OVER-SOUL FILMS
RED ARC ONE
REVELATOR PRODUCTIONS
RUSSELL CROWE
SEAUX PIERCE ARCHITECTS
STATE NATIONAL COMPANIES
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