

04.2010



CREDENTIALS

A BRIEF BACKGROUND OF
FÖDA STUDIO

FÖDA STUDIO

A Research Based Brand Consultancy
and Design Studio in Austin Texas

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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.

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"Write the story, take out all the
good lines, and see if it still works."
—HEMINGWAY

BRANDING

FÖDA Studio develops brands and ideas. We support both by designing identities, illustrating concepts, and producing artifacts. We often work with architects to visualize and alter places.

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

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.

The design process can be simplified to these four steps:

1. research, interview, and study
2. concept development
3. design development
4. production and implementation

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.

FOUNDER

Jett Butler is the Creative Director and founder of FÖDA Studio. He is a cross-disciplinary designer who has produced award-winning work in architecture, print design, illustration, broadcast, and marketing.

The awards have come from juries led by internationally renowned designers such as architects Hani Rashid and Neil Denari, director Joseph Kosinski, and *HOW* magazine's editor Bryn Mooth. His work for FÖDA Studio's clientele has been published in magazines internationally and has appeared in several books.

In 2004, Jett's design "Tark Tower" was chosen as the cover image and packaging for Graphisoft's international release of *ArchiCAD 9*.

In 2007, Jett's studio joined with Revelator Productions and David Hobizal 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.

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

In 2008, with a simple two-color mailing campaign for a small Virginia builder, his studio took home a Best in Show *Jonny Jones Excellence in Printing Award* as well as a *Gold ADDY* amid national campaigns by firms much larger than FÖDA Studio.

Sissy is a MEMBER of the AIGA,
as well as a PROFESSIONAL
MEMBER of the GRAPHIC
ARTISTS GUILD.

DESIGNER

Sissy Emmons graduated from the University of Texas at Austin in May of 2008. She was a member of both the Honors and Dean's Lists, a University College Scholar, and in recognition of her sustained achievements in the field of Design she was awarded both the Marshall F. Wells Scholarship and the Michael Aubrey Jones Scholarship for the Arts. In the spring and summer of 2007 Sissy studied design in Milan and received an Undergraduate Research Fellowship that sent her to Poland to investigate the art of Polish poster design.

In 2007, Sissy was the design director for the Austin Polish Film Festival and the curator of an exhibition sponsored by the Austin Polish Society of work by a visiting Polish poster designer. During her senior year, Sissy was in charge of show identities and all related print material for the Creative Research Laboratory, a University of Texas gallery that provides exhibitions and programming by students and faculty in the Department of Art and Art History. Sissy interned at FÖDA during her last semester of college and joined the studio full-time in the fall of 2008.

During her internship she helped develop pattern and research for Doon Architecture. Since joining full-time, she assumed the role of project captain for the launch of the Austin location of the venerated international chocolatier, Teuscher Chocolates of Switzerland, and has twice designed CD packaging for Nashville recording artist Alli Rogers. Most recently, she helped develop the brands and identities for Malverde, Perla's, and David Wilkes Builders. She has also been the liaison for many of FÖDA's existing clients including Lambert's Downtown Barbecue, Perla's, and Webber+Studio.

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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
- 2008 Bronze ADDY Award, Campaign, Flat, Direct Marketing Category, District 10 (Regional Awards)
- 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***

* *Ken Roberts Memorial Delineation Competition*

** *Jett Butler while with dsjn Associates*

PUBLICATIONS

- 2008 *Design Boutiques*, LINKS
- 2008 *Architectural Creations Vol. 2–AIA Honor Awards* (Syria)
- 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), February issue
- 2006 *Maru* (Korea)
- 2005 *Texas Architect*, September issue
- 2005 *Interior Design*, June issue, Volume 7
- 2005 *brILLIANT*, April issue (art direction)

LECTURES

- 2010 Invited to speak to the University of Texas, School of Art and Art History, Design Division
- 2010 Invited to speak at *PechaKucha Austin*
- 2008 Invited to Online Critique for Miami University (Ohio), Graphic Design Program Blog, Samantha Perkins, Visiting Critic
- 2007 Invited to Speak at *TSA Convention*, Opening Night Event, AIA Austin
- 2007 Invited juror, *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 Visualization 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 at Arlington, *AIAS Lecture Series*
- 2004 Invited to lecture at Texas Tech University, College of Architecture

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PARTIAL LIST OF CLIENTELE

1080, inc.
AIA Austin
ASLA, Texas
Alli Rogers
American Youthworks
Andersson-Wise Architects
Barcelona Films
Butler Brothers Construction
BWM Group
Caedmon's Call
City of Austin
ClaytonLevyLittle
The Cobalt Companies
Co'Design, Austin
Cotera + Reed
Cypress Real Estate Advisors
Cystic Fibrosis Foundation
Daired's Spa & Salon Pangéa
David Wilkes Builders
Dawson Lupul
Dell
Doon Architecture
Endeavor
Foxglove Bravo
Graphisoft Corporation
Havens Construction

The Icon Group
IDG
International Interior Design Association
Jason Ryan Dorsey
JHP Architects, Urban Design
Lake | Flato Architects Inc.
Lamberts Downtown Barbecue
Laurie Smith Design Associates
Madrone LDC
Make™ Productions
Mark Odom Studio
MJ Neal, AIA
Mohon Imber Interiors
The Motorsports Museum, Dallas
Over-Soul Films
Perla's Seafood & Oyster Bar
RBC Richardson Barr
Red Arc One
Revelator Productions
Russell Crowe
Seaux Pierce Architects
State National Companies
Sundek Inc.
Teuscher Chocolates of Switzerland
Webber + Studio
Workpod 9