AMA (American Marketing Association) awarded Smart Graphics for their 2003 Annual Mark of Excellence award for Innovative Marketing. The winning entry, Mystic Aquarium & Institute for Exploration’s (MAIFE) Membership campaign, included: poster series, membership & renewal brochures, member cards, gift cards, gift brochure, welcome brochure and a window decal. The goal was to maintain and increase membership attendance by informing the public and existing members of special privileges, various discounts, rotating exhibits and sneak previews of upcoming exhibits, as well as to inform about MAIFE’s mission of learning about and protecting sea life. For more information regarding MAIFE call 860.572.5955 or visit mysticaquarium.org.

Innovative Marketing Award!

Continuing to Excel

A Place Of Discovery. At the heart of Old Lyme’s artistic legacy is the Florence Griswold Museum, Home of American Impressionism. As one of New England’s most captivating museums, you can discover the historic boarding house where a generation of Impressionist artists lived and worked. You can also visit the new Krieble Gallery and see the changing exhibitions of American art dating from the 18th through the early 20th centuries. Florence Griswold Museum encourages the entire family to learn about American Impressionism, the story of the Lyme Art Colony, and the history and nature of the region. There’s something for everyone.

If you are interested in touring the museum you can visit www.flogris.org or to find out more call 860.434.5542.
Old Lyme, CT - The Florence Griswold Museum selected Smart Graphics to design and produce a new look for their rack card brochure that is distributed throughout Connecticut, Massachusetts, New York and New Jersey. This piece was designed to promote and inform the public about the museum's contemporary new gallery, rich historic culture, educational programs and various activities. Experience for yourself one of New England's most captivating museums. For more information visit flogris.com.

Providence, RI - The Rhode Island School of Design (RISD) asked Marilena Vaccaro of Smart Graphics to be a Teacher's Assistant (TA) for their Graphic Design course. Eager to challenge and learn with the students, her role was to partake in a weekly dialogue and critique students' assignments. "The critiques, comments and suggestions exchanged weekly among students and teachers are a great way to introduce the problem solving techniques that are used everyday in Graphic Design," shared Marilena. For more information about teaching or attending classes at RISD, visit RISD.org. It definitely was worth the trip!

Meriden, CT - SNET Diversified Group asked Smart Graphics to help launch a new ad campaign to highlight the real people behind the scenes. Collaborating with the client, we helped produce the photography, copy and design in record time. The message here was real people, providing real services in a fun, colorful and real catchy SNET DG way!