



AMD helps put science within reach

Thanks to vision, hard work, and generous contributions, Spokane is getting a little closer to a world-class science center. And this summer, the folks responsible decided it was time to give the public a sneak peek of what's to come: **MOBIUSLAB**, a temporary exhibition located at NorthTown Mall that gives visitors a hands-on look at energy, sound, motion, magnetics, and more.

Anderson Mraz Design teamed with Desautel Hege Communications and Mobius Spokane – the organization responsible for Mobius Kids and the planned Mobius Science Center – to convert a vacant retail space into an entertaining and interactive science experience for kids of all ages.

"It's exciting to work on a project that's so important to the community," explained AMD principal and creative director CK Anderson, "and yet, at the same time, is a whole lot of fun."

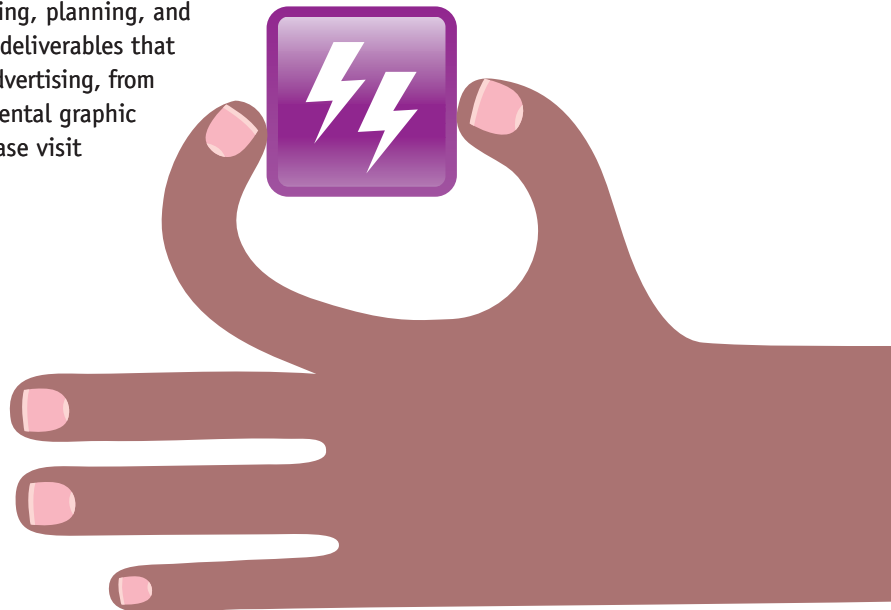
For the site itself, AMD's work included everything from science research to naming to storefront graphics to signage – and nearly everything in between. A website, email blasts, print ads, fliers, and t-shirts were also created to help promote the exhibition, as well draw attention to the ongoing fundraising efforts on behalf of the science center.

"This is the sort of project that enables our group to stretch a bit; to use all of our collective expertise," added Anderson.

"AMD is uniquely talented in the way they brought **MOBIUSLAB** to life for visitors of all ages," said Anne Marie Axworthy, who sits on the Mobius Spokane Board of Directors. "They were able to capture the fun, curiosity, and imagination that's possible with hands-on science – from the look and feel of the design elements used for the website and promotional collateral, to the wonderful science trivia posters that are humorous, educational, and thought-provoking."

MOBIUSLAB is open August and September during regular NorthTown mall hours. For more information, please visit mobiuslab.org.

Formed in 1988, Anderson Mraz Design is a Spokane, Washington-based marketing and communications design group operating in local, regional, and national markets. The firm offers expertise in all areas of branding across a diverse and widespread client base, with services that include consulting, planning, and strategic development, as well as deliverables that range from corporate identity to advertising, from website development to environmental graphic design. For more information, please visit www.am-design.com.

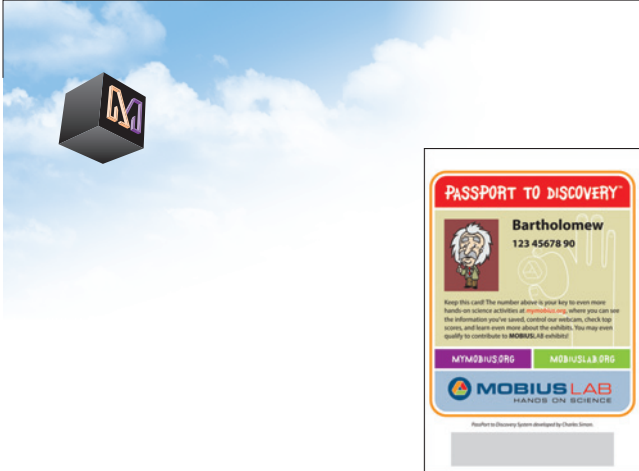




print advertising



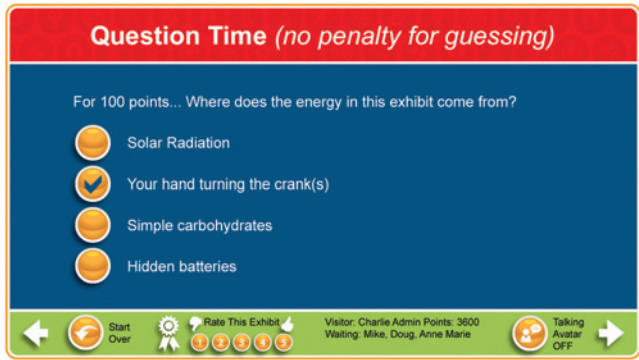
mobiuslab.org



personalized PassPort ID



science trivia graphics



touchscreen graphics

