



JUNE/JULY 2010

St. Louis: A bad place for Designers?

It's very clear that costal cities like New York, LA, Seattle and San Francisco are meccas for the arts. But what about St. Louis?

What do people outside St. Louis think of the city? Beer town? River city? Sports center? My Colleague Dominic Dimanche who now resides in Boston believes "STL never really struck me as city town; it was too quiet and settled for that image of the bustling metropolis that is prominent in the east like NY and Boston". But what does this mean for the arts? Although there are some small scale design firms in St. Louis, most graduating designers have a hard time getting hired at these firms because they all require experience. Even temp agencies for creative industries like The Creative Group have to turn away young designers due to inexperience. This forces the graduates to engage in freelance work until they build a respectable portfolio. And now as I'm finding out, most clients seeking my skills



do not want to pay for my services. Is this all because St. Louisians do not care about creativity? Fellow St. Louis designer Stacey Lindgren believes "many of these companies have scaled back their creative teams due to the economy. There are still great positions out there, but there is also more competition for those positions. I believe that this is the case in most other parts of the country and in other industries though." Agreeing with Lindgren is another local designer, Roxie Wright; "I don't really think it's St. Louis specifically. It's everywhere with most every job. But yes, it is a little more difficult here than some other areas". All in all I believe St. Louis doesn't invest enough in creative industries like graphic design. A lot of creative people reside in St. Louis and I would like to see their ideas transform the city into a better place to live, for everyone.

Vacation Time

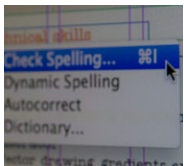
First time snowboarding! Photo taken at Loveland Ski area on 3/10. Next stop: Puerto Morelos, Mexico



UPCOMING DATES

6/6-9	2010 How Design Conference in Denver
6/9	Puerto Morelos, Mexico Vacation
6/20	The Mourners Exhibit @ SLAM
7/4	B-52s @ Fair STL
7/24	Silversun Pickups @ Live on the Levee

Design Line



Try this:

Avoid using spell check until after you have proof read your copy. Not only does this improve your spelling but it also allows you to catch awkward sentence structures.

Music Aisle

Buy this: Ratatat: LP4 on 6/8

Ratatat's Electro-Adventure music leaves you in a melancholy state. It's perfect to listen to while driving alone or while people watching at the pool. Creators Mike Stroud and Evan Mast have finished their 3rd album titled LP4 and will be released on June 8th. The songs on this new album incorporate more world sounds, and as always are absent of vocals. Pay attention to the horns in 'Grape Juice City.'



You're Not Hired!

Heres an interesting ad I found on Craigslist. In a frenzy to find a job, I didn't realize how off putting it sounds...

Looking for a multi-faceted "go getter" individual who possesses strong graphic design skills as well as marketing & public relation skills. Individual would be working for a very fast paced and growing ad agency with two locations - Denver, CO and St. Louis, MO. Position is Monday - Friday from 8:00 a.m. to 5:00 p.m., weekend/ additional work as needed. This is a full time employee position and employee will work out of their home office. Individual must be

[Read more](#)

The Lighter Side

So why should you read my journal? What can you gain from it? I can't tell you what you can, but I can tell you what you can't. This publication wont give you magical design skills, it wont cure your athletes foot, it wont pay your electricity bill, it won't water your plants, it won't cure cancer and it won't allow you to transcend Nirvana. However, by reading this publication you gain access to my thoughts and perhaps a better understand what goes on inside my head. If you would like to suggest article topics for the next bimonthly publication or if you would like to swap opinions, drop me a line. You will find my hot linked e-mail address below.