



● series editor: **Edward M. Gomez**

ROCKPORT

NEW DESIGN: LOS ANGELES

THE EDGE OF GRAPHIC DESIGN

PRINCIPAL: Margo Chase
FOUNDED: 1986
NUMBER OF EMPLOYEES: 6

2255 Bancroft Avenue
Los Angeles CA 90039
TEL (213) 668-1055
FAX (213) 668-2470

MARGO CHASE DESIGN

An instinctive understanding of the gothic—as a mood, a visual style, an aesthetic point of view—distinguishes the look of many of Margo Chase’s projects for a range of clients, from rock-music acts to snowboard manufacturers. Her signature style, rooted in a fondness for medieval architecture and illuminated manuscripts, has flourished in entertainment-related applications: movie posters, compact-disc packaging, and logos. Her own Gravy Fonts division distributes Chase-designed display typefaces, such as Portcullis and Envision, with their typically elongated, vine-like serifs. Another, called Kruella, “was inspired by too many comic books and late-night horror movies,” Chase muses. Some of this studio’s logotypes and multi-layered, type-dense images for print or motion-graphics projects (like an opening-title sequence for the ESPN sports channel’s boxing show) can actually be a bit hard to read at first, until a viewer adjusts to and deciphers their rich textures and details. This is graphic design as

scene-setter, establishing the context of its usage as much as it reflects it. With this in mind, it’s no accident that Chase and her collaborators savor opportunities to work with clients who appreciate unusual design elements intelligently employed. Other times, Chase observes, “Some things are so lame that you can’t possibly make them cool and you have to turn them down.”





In this joint promotional project for Margo Chase Design and Westland Graphics, a printing company, the studio created a series of cards featuring familiar clichés as a vehicle for experiments with three-dimensional type forms. Some employ strong visual puns, like the Go-fry-an-egg card.

ART DIRECTOR/CREATIVE DIRECTOR/
ILLUSTRATOR: Margo Chase

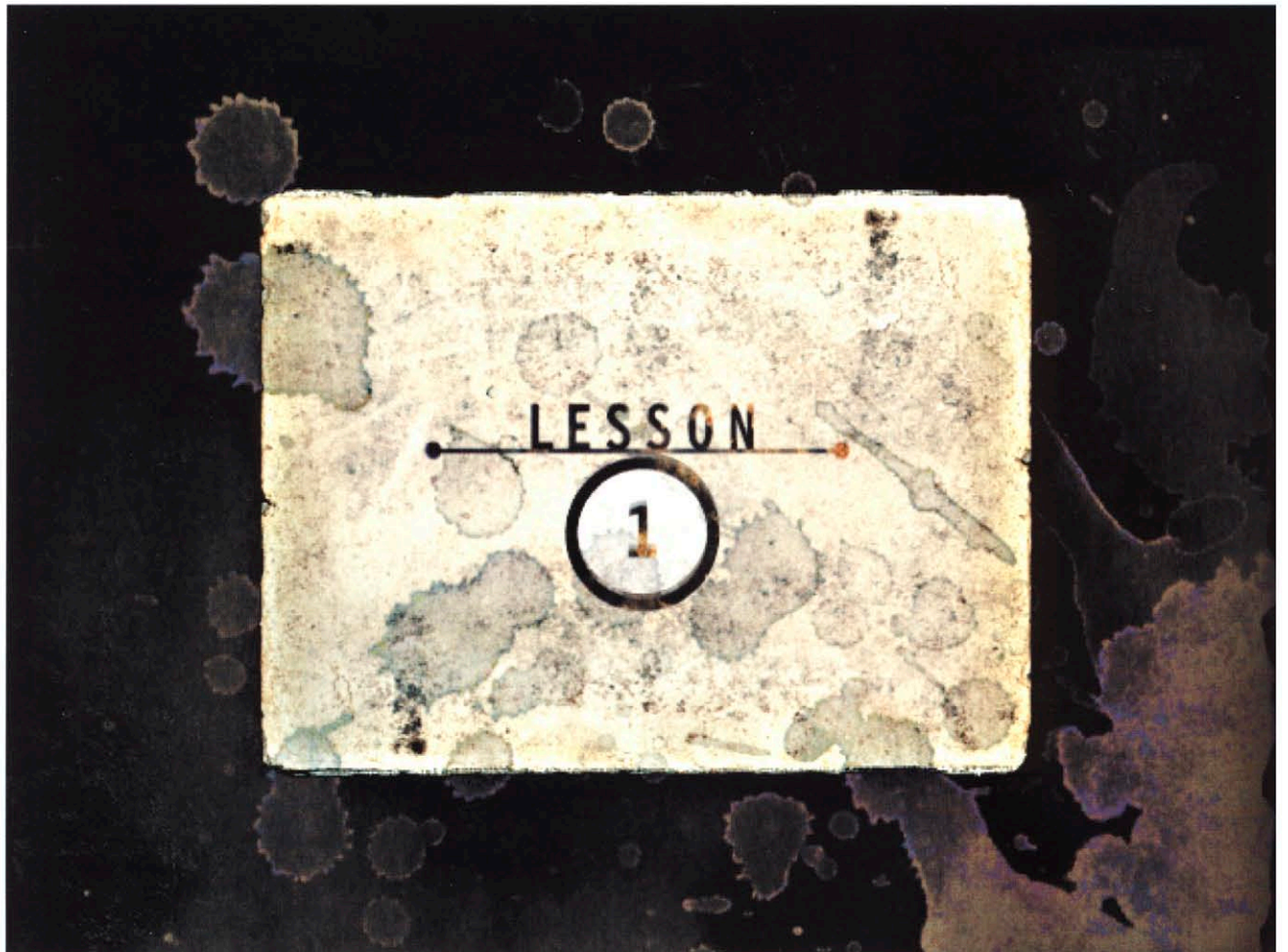


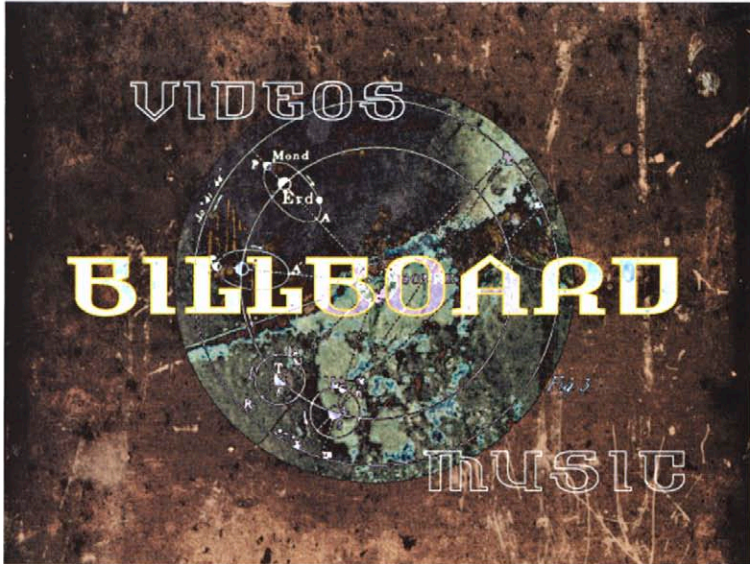
Chase's multi-layered, type-dense images for print or motion-graphics projects are rich in textures and details. These frames come from *Basic Hip*, the studio's self-promotional short film based on Beat-era jargon, and from Billboard Live Television (BLTV) a nightclub's in-house television-network's identity package.

ART DIRECTOR/CREATIVE DIRECTOR:
Margo Chase

CREATIVE DIRECTOR, BLTV:
Adam Bleibtreu

DESIGNERS, BLTV: Brian Hunt,
Andreas Heck, Dave McClain





Logotypes created by Margo Chase Design help establish the corporate identities of their subjects as much as they reflect them. Many have a solid, heraldic air. Pictured here: logos for Bowhaus, a service bureau; for Copperfield Magic Underground, a chain of theme restaurants partly owned by magician-entertainer David Copperfield; for Kama Sutra, a line of bath and beauty products; and for Orbit Lounge, a nightclub at the Hard Rock Hotel and Casino in Las Vegas.

ART DIRECTOR/CREATIVE DIRECTOR:
Margo Chase

CREATIVE DIRECTOR, ORBIT LOUNGE:
Warwick Stone

DESIGNER, ORBIT LOUNGE: Brian Hunt
DESIGNERS, KAMA SUTRA: Wendy Ferris
Emery, Anne Burdick

ILLUSTRATOR, KAMA SUTRA:
Jacquelyn Tough





Chase used her own Envision typeface, with its long, hook-like serifs inspired by letterforms in medieval manuscripts, in these album-cover designs for singer Loreena McKennitt.

PHOTOGRAPHY: Anne Cutting



Chase's prototype identity scheme and design for a brand of menthol cigarettes proposed by Philip Morris brings multi-layered visual texture to a familiar small-package format.

ART DIRECTORS: Munier Sharrieff, Warren Lam/Leo Burnett U.S.A
 CREATIVE DIRECTOR: Margo Chase
 DESIGNERS: Margo Chase, Wendy Ferris Emery

