

Mayhem Studios Answer Create Magazine's Open Roll Call

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The work of Mayhem Studios, an award-winning Los Angeles-based design firm, will be featured in Create Magazine's Sept+Oct 2007 West Coast issue. The Studio designed the 5-page West Coast regional feature article written by author Jaimy Lee, "Agency Roll Call: West Coast Agencies Purvey The Changing Landscape of The Advertising Industry." The article and design showcases local agencies, getting the scoop on what they are up to and their philosophy on the future of the ad biz.

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"Create Magazine prides itself on choosing talented contributing designers through out the country to represent their region," says Kristen Schaeffer-Santoni, art director for Create Magazine. "Calvin embodies that sentiment and it was truly a pleasure collaborating with him for the feature. His passion shows through in his work, and his vision adds to the story for an easy and interesting read."

The Sept+Oct issue hits newsstands in September 2007. To find out more, visit Create Magazine at www.createmagazine.com.

About Create Magazine

First published in 2001, Create Magazine is an award-winning, bi-monthly publication that provides creative professionals with an insider's perspective on the people, news, trends and events that influence the local advertising and creative production industries. With five regional editions nationwide, each issue features articles by local community leaders who are the trusted source for information and commentary on the Advertising, Design, Printing, Photography, Film and Video, Animation and New Media industries.

About Jaimy Lee

Jaimy Lee spent nearly two years as a reporter for a local newspaper in San Diego County until she quit her job for five weeks of Eiffel Tower photos, Oktoberfest steins and Roman rainstorms. After returning, she has worked for a freelance writer out of San Diego, contributing to the "San Diego Business Journal," "San Diego Home/Garden & Lifestyles," the "San Diego Union-Tribune," Today's Local News, Carlsbad Magazine and 944 Magazine. The Point Loma Nazarene University graduate has covered sports, arts, business and hard news and still isn't sure what her favorite topic is to write about.

www.mayhemstudios.com:

<http://www.mayhemstudios.com>

Mayhem Studios is a small, award-winning design firm located in Los Angeles, California, developing identity and brand recognition for the business sector across the nation. The Studio uses strategic and creative design with effective messages targeted to the client's specific audiences to produce identity and branded collateral pieces, annual reports, brochures, logo design, advertising and interactive web sites. Calvin Lee, principal &

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creative director of Mayhem Studios is a graduate of Platt College and serves as a member of the Platt College Advisory Board for the Visual Communications Department, NO!SPEC Committee and on the Creative Latitude Management Team.

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