

WINNING DESIGN: Food, wine & a work of art

By Kim Riley Tyndall

Jared Faber was one of nearly 50 seniors at the Columbus College of Art & Design (CCAD) last year who received a senior project assignment: create a poster for the Columbus Food & Wine Affair (CFWA). After listening to event co-founder Greg Maurer share the history, mission and photos of the gala, Jared and the many other seniors went to work.

According to Maurer, "When we started the Columbus Food and Wine Affair in 2003, we took notice of how other cities doing similar of events incorporated the art community. We wanted to do something better. We have seen art and wine as a natural connection from day one."

Faber obviously understood the relationship as well as his artwork rose to the top and was eventually chosen to represent the event on posters, signage, and electronic media. Faber says that as he listened to Maurer's presentation, he immediately understood that the Columbus Food & Wine Affair was not your everyday wine-tasting but, rather, "a classy and elegant affair."

In order to create a design, Faber took his own photographs of wine bottles. He looked at the lighting, and he kept going back to the shape of the bottles and the shape of a fork. "I thought the two meshed perfectly, and what came about was a very simple design where the bottle mimics the outline of the fork." Although it sounds like it was a quick procedure, Faber said from concept to creation actually took several weeks. "I kept going back to revise it," he said.

Maurer and his committee agreed that Faber's work was poster-worthy. "We saw numerous presentations, and each student presented them to us as they would a client. They had to sell their project, explaining their thoughts, highlights, and themes." While there was much talent on display, Maurer says, "We kept going back to Jared's design. It really caught our attention." He adds, "It's clever and creative and you look at it twice. At first glance it's a wine bottle, and then it's a fork. It makes that connection between food and wine."

Richard Aschenbrand, Dean of Visual Communications at CCAD, says this type of process is an ideal teaching tool for students. "In projects like this, we want the clients to be involved. It gives the students a different perspective and the experience of what

it will be like to create for someone—getting to know their specific needs and developing their ideas as an artist/graphic designer.”

Aschenbrand adds, “When the students present their projects, the client’s review is a very true situation. That is exactly what they will encounter in a job setting, so a project like this is helpful.” Aschenbrand says that CCAD is continually approached to take part in projects like this, so “we must be very selective in what we take on. Working with the Columbus Food & Wine Affair on the logo design was the caliber of project that was right for us.”

Maurer is also enthusiastic about the CFWA-CCAD partnership. “Since the Columbus Food & Wine Affair began, we have wanted to bring in a significant Columbus partner,” he says. “CCAD is an icon in our city, and the relationship between what we do and what they offer is a natural fit. We are looking forward to a continued association with them and showcasing more talent like Jared’s.”

The Columbus Food & Wine Affair was held September 5, 2008, at the Franklin Park Conservatory. Nearly 2,000 people attended the gala that raised \$168,000 for several local charities.