

RPK Designs | Rick Penn-Kraus

Design Photography Illustration
Art Direction Software Instruction +

Industries include real estate, malls,
marketing, publishing, advertising and entertainment

Advertisements
Books/Publishing
Book/Advertising/Poster illustration
Brochures
Photography
Fine art
Logos
Marketing materials

Packaging
Portraits
Posters
Signage
Social media content
Web banners
Websites

[Design]



SHOP
DINE
EXPLORE

- Aaron Chang
- Ocean Art Gallery
- Artonage
- Dallmann Chocolates
- Eddie V's
- Gelato Paradiso
- Geppetto's Toys
- Kitson
- Life is Good
- Lolo
- Madison
- Pizzeria Mozza
- PreFab
- Puesto
- Seaside Paper | Home
- Seasons 52
- Simply Local
- Starbucks
- Sunglass Hut
- The Cheesecake Factory
- Urban Beach House
- Venissimo Cheese
- Verde



THE HEADQUARTERS
AT SEAPORT DISTRICT

Farmers Market | Every Sunday | 10am-2pm

789. West Harbor Drive | San Diego | CA | 92101 | 619. 235.4014 | theheadquarters.com



Advertising, CD packaging, retouching

Seaport Village Spring



Festival

Amazing street performers will converge for two days of acrobatics, juggling, contortion, stunts, music and more.

You'll see the extraordinary.

The unusual.

And everything in between.

Performances are **FREE**, but tips are greatly appreciated.

On Saturday, come to Buskers After Dark for the risqué side of Seaport Village (18+ only).

Food and drink specials, DJ and more.

7 pm to 10 pm.

March 7-8, 2015
12pm - 6pm

SeaportVillageBuskerFestival.com  SEAPORT VILLAGE 

Disclaimer: Please take the twisted opinions of some buskers with a grain of tolerant salt. Jokes not endorsed by Seaport Village.

Poster design, advertising. Client: Seaport Village.



Poster design, advertising. Client: Danville Livery mall (northern California).

STOP.
DINE.
EXPLORE.



FOR LEASING INFORMATION CONTACT:
760-804-8600 www.terramarceters.com

Mall signage design. Client: The Headquarters.



Mall signage design. Client: Danville Livery, northern California.

SOUTH COAST PLAZA

When you think of the ultimate shopping experience in Southern California, you think of South Coast Plaza. It's a collection of international designer stores, one-of-a-kind boutiques, and customary favorites, set in luxurious surroundings—a leader of fashion and modern design, a shopping experience unrivaled by competitors. The brainchild of Henry Segerstrom, it is still family owned, and was nurtured into becoming what it is today: the California retail center with the highest average annual sales per square foot. I'm proud to have been a part of that nurturing.



I handled every aspect of the center's advertising and merchandising efforts, creating their logo and trademark, "Quality Is," as a means of uniting 350 diverse stores with one common thread. The timeless advertising campaign, "Only at South Coast Plaza," preceded by statements like, "There's only one Chanel. One Armani. One Gucci. And there's only one place you'll find these stores together," emphasized the exclusivity of the shops gathered at the center. I expanded the SCP publications program from two general catalogs to five, themed and market-driven consumer publications; a successful program which is still in use today. During my twelve-year tenure, over 50 new stores were launched at South Coast Plaza, including concept stores and one-of-a-kind boutiques, and the center became the retail icon that consistently beats all comers. The mark of my creativity is still apparent in the materials they produce today.

Capabilities packet (malls)

Target Audience Lifestyle: Daytime Business Professionals

DAYTIME BUSINESS PROFESSIONALS

This market, ages 28 – 55, is mostly composed of married couples with higher educations and white-collar careers in public administration, education, health care, law, and business. They frequent the theater and museums, and love to travel internationally. They regularly drive downtown to attend plays, concerts, and nightclub shows. They like to read magazines that cover health, food, sports, and men's issues. They are internet-friendly, career-focused, and community-minded. Their favorite websites include CNN, Expedia, and MSNBC. They're a mixed audience for online advertising, and use sponsored websites but ignore email ads. Many acknowledge that their product search results frequently lead to purchases.

They represent a strong market for most brands and frequent chains such as Ann Taylor, Bloomingdale's, and Nordstrom, as well as discount stores like Target and Sam's Club. They enjoy filling their homes with decorative objects, and shop at Williams-Sonoma and Crate & Barrel.

They often dine at upscale restaurants and casual chains like The Cheesecake Factory, or P.F. Chang's. They buy high-end cars, including luxury sedans, SUVs, and sports cars, and prefer an import such as BMW. However, in keeping with their environmental sensibilities, they also buy hybrid vehicles. They make a conscious effort to recycle and prefer to buy products in sustainable packaging. They are health-conscious, often exercising before or after work.

Drivers:

- Dining options to take a client to a business lunch or meet for drinks after work before commuting home
- Quick dining option for take out
- Career apparel
- 24 HR Fitness



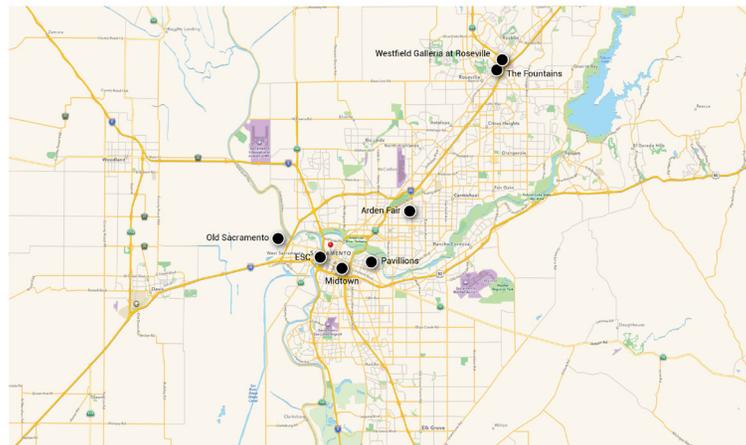
[1]

Architectural Inspiration



[4]

Competitive Location

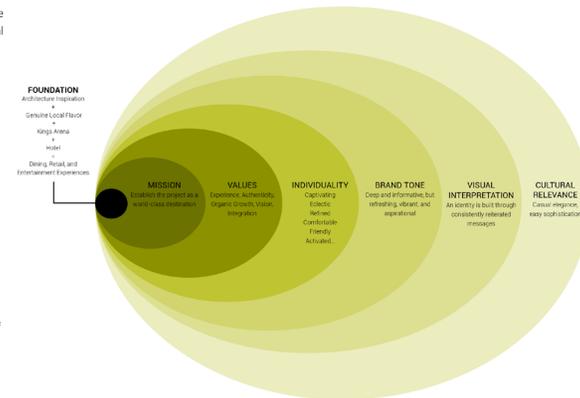


[2]

Building the Brand — Cultural Relevance

(Behavior and social interaction should be a reflection of all levels of the brand)

The creation of the center will provide a place where the community of and visitors to the city can meet, stay, share a meal or cup of coffee, have a drink, watch a movie, see an NBA game in the best arena ever, buy themselves (or someone else) something, work out at the gym, head to the office, or even go home. The culture which will develop as a result of those social engagements and interactions will reflect an attitude of casual elegance, of easy sophistication, mirroring the surroundings. As time progresses and the identity of the center continues to develop, we'll use the marketing tools of the trade to shape the course of that evolution.



[3]

Presentation deck for branding of a mixed use development project.



Invitation design. Client: Cedars-Sinai Medical Center.



Emergency brochure design.
Client: Tournament of Roses.

The way a printed product looks and feels when you hold it in your hand – the weight, the texture, the shape, the colors and the ink.

At ZMC Designs we walk hand-in-hand with you through the creative process.

We start by understanding your specific needs. We create a layout, work with you to fine tune it, print it and put all the pieces together to bring your vision to life.

Whether your needs include invitations, prayerbooks, programs, logos, menus, or any other printed material, ZMC provides you with guidance and support as you prepare to celebrate life's milestones.

[Pin it](#) [Like](#) You like this.



Exquisite Custom Design, Layout, Printing and Production

Website, logo design, photography



This gallery of B'nai Mitzvah Innovations profiles cutting edge approaches to B'nai Mitzvah.

First, begin your exploration of our six areas of experimentation with a button below.

Second, enjoy browsing through each of the snapshots in the collections.

FAMILY ENGAGEMENT

BECOMING AN ADOLESCENT

MENTORING

PARTICIPATING IN COMMUNITY

INNOVATIVE RITUAL

REPAIRING THE WORLD

6th Grade Family

B'nai Mitzvah Brit

B'nai Mitzvah University

Beneath the Surface

Beyond the Barchu

Brit Atid

Family Legacy

Family Retreat

Family Torah Study

Pre-B'nai Mitzvah

reBar

Retreats

Family Legacy Project

In helping to prepare young people to become b'nai mitzvah, Temple Israel of Hollywood initiated a family legacy project to help students and their parents record as much of their family's history as possible. Students are asked to search for historic family documents, photographs, family trees, recorded memories, memoirs, and ritual items, and they select an elderly family member to interview. Students are given a list of questions to draw upon, or they can ask their own questions. Each student then creates a presentation to share with peers and families during a Family Legacy Faire.

Lessons Learned

In learning about these family members, children gain a sense of family identity and a greater sense of their family history. Older members of the families also find great satisfaction in relating their stories to future generations.

Program Info

Grade levels: 5

Learners: Children (pre-B'nai Mitzvah), Extended Family Members

Everyone in the target audience is required to participate in the program.

Year Implemented: 2015

Areas:
Family Engagement

About Us

Temple Israel of Hollywood

Hollywood, CA

920 members

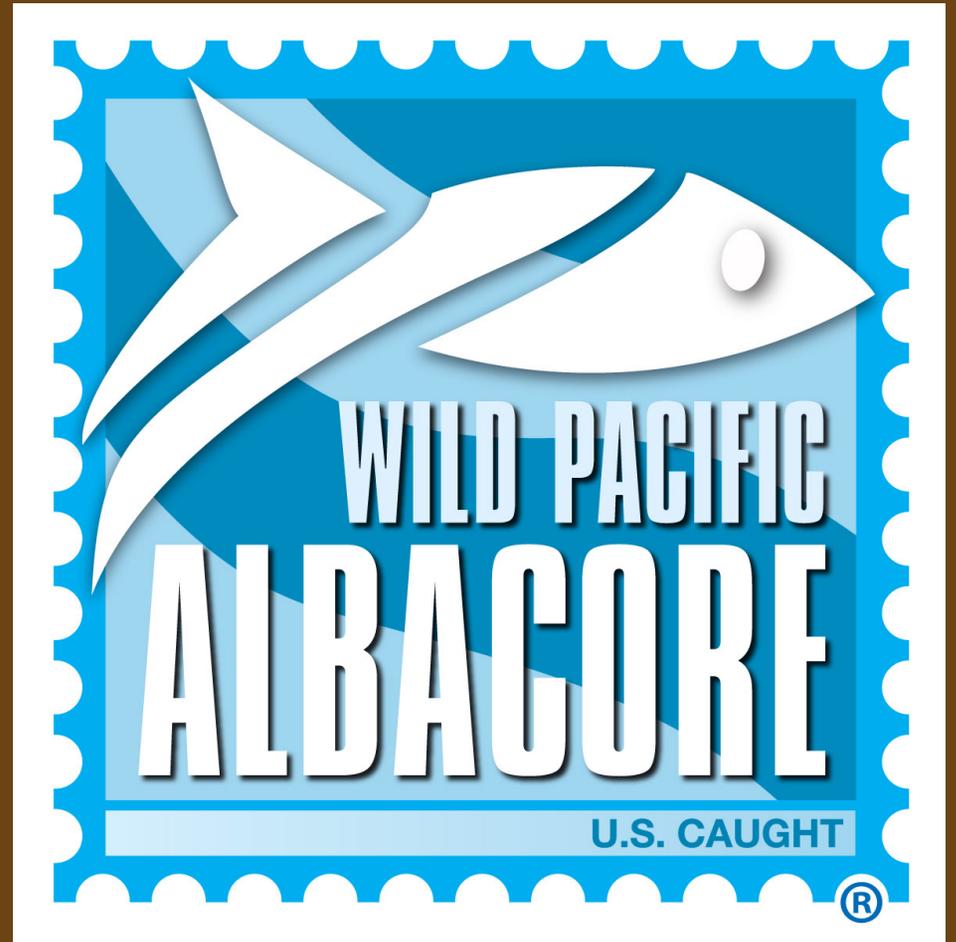
Reform Congregation

B'nai Mitzvah each year: 60

Links

tiah.org





Logo design. Clients: Waste Management, Wild Pacific Albacore.

KICKING
ABUSE
IN THE ASS



brutally
honest
A memoir

KIM O'HARA

Founder, A Story Inside Writing Workshops
Healing Women Through Their Words

Book art direction, design and copywriting.

[Photography]



Endeavor, final flight



Cindy Crawford. Client: Pepsi.



Fireworks, personal project



MCCOY
CONSTRUCTION

Retouching. Client: McCoy Construction.



Lawyer headshots. Client: Wolf Group.



Bat Mitzvah



Lightning storm, Estes, Colorado



Fred Melamed, actor



Bear in Alaska, personal project



Flying bird, personal project

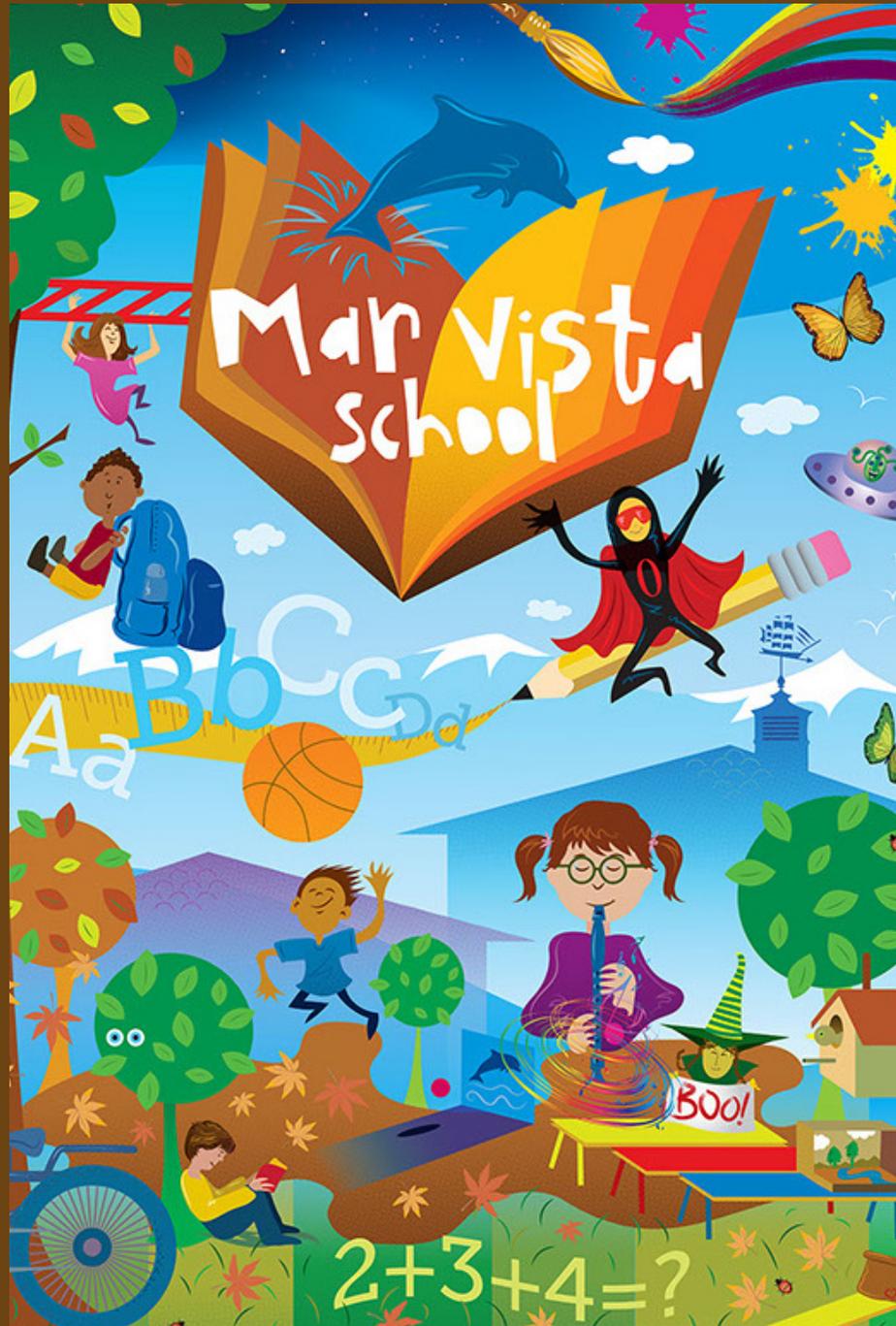


Grand Canyon, personal project

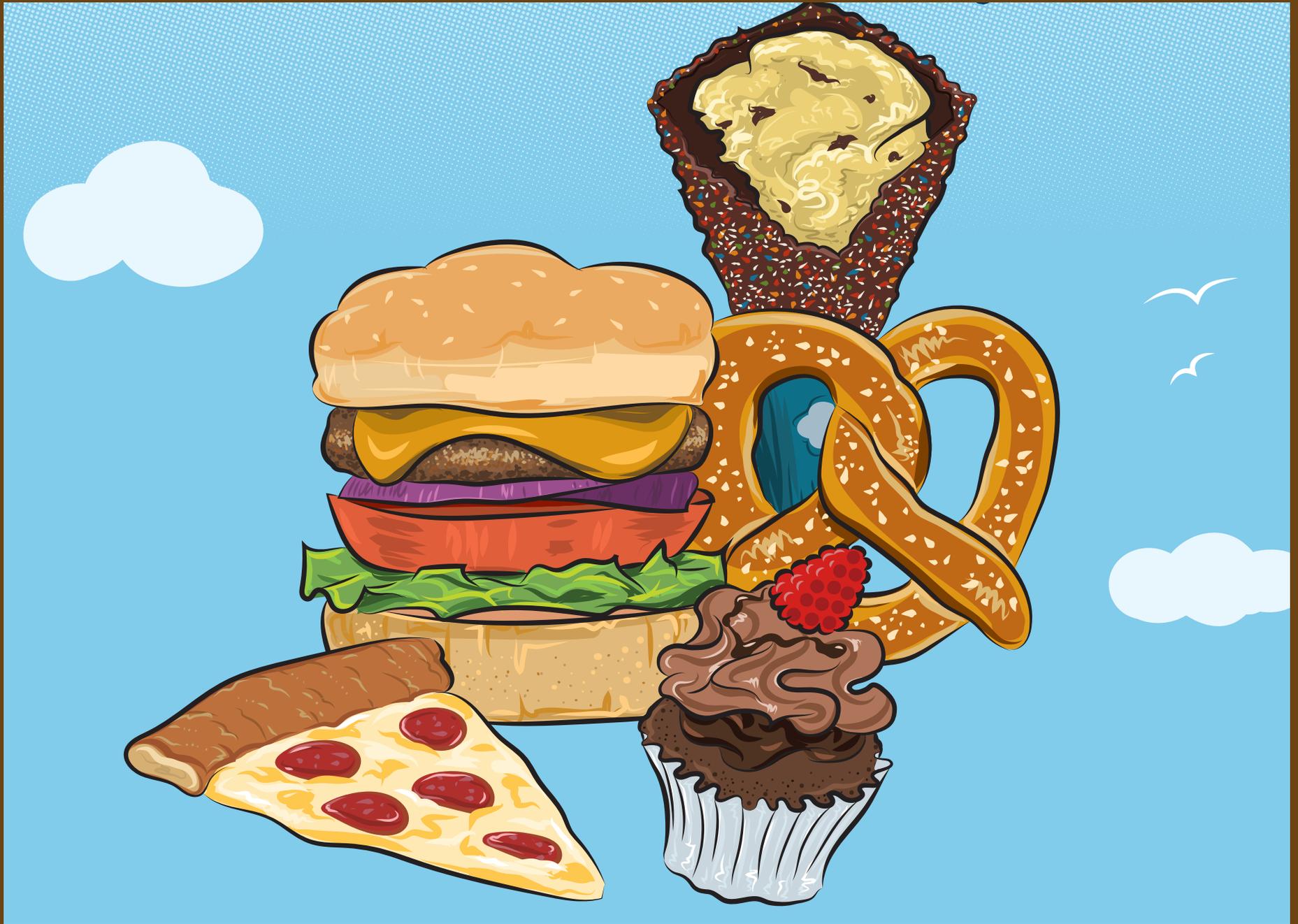


Horse in Solvang, personal project

[Illustration]



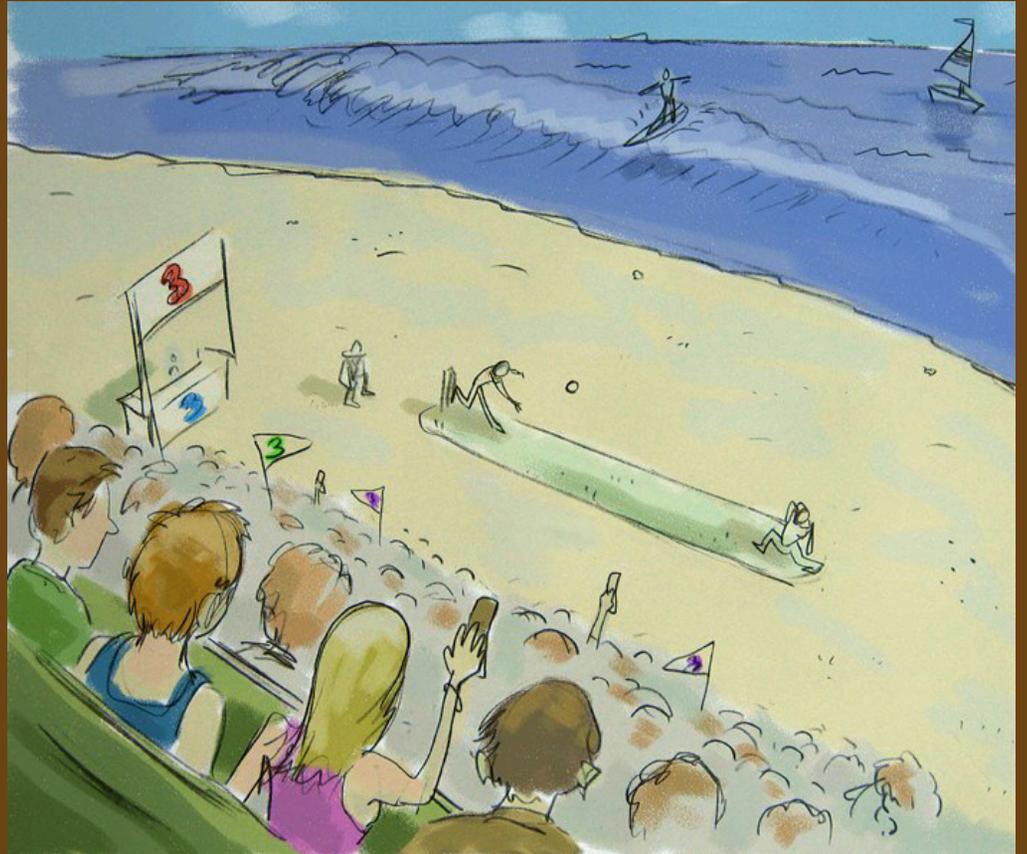
Design, illustration



Advertising design, digital illustration. Client: Seaport Village.



Drawing created with one continuous line



Book illustration and event proposal sketch

Clients

(partial list)

Adidas
 Amgen
 Avery Dennison
 BioDiscovery
 Carl's Junior
 CBS
 Cedars-Sinai Medical Center
 Coldwell Banker
 Colliers
 Creative Publishing International
 Dembo Realty

Hallmark Entertainment
 Harvard-Westlake
 Hear We Go Again
 HP
 Lincoln Towncars
 Mazda
 Motorola
 NFL.com
 NBC/Universal
 Peace Corps
 Pepsi

PG&E
 Seaport Village
 Seeds
 The State of California
 Susan G. Komen
 Breast Cancer Foundation
 WalMart
 Waste Management
 UC Press
 Vans
 Wolf Group



UNIVERSITY OF CALIFORNIA PRESS



THE HEADQUARTERS AT SEAPORT



ST. JOHN

