



Brainworks Design Group, Inc.

Booth # 755

Sea-Air-Space 2009, Washington, D.C., May 4-6, 2009

Brainworks creates striking visual image for Sea-Air-Space 2009

National information architecture firm pioneered emotional response communications.

Brainworks Design Group, Inc., Booth # 755, specialists in communications for higher education, business and health care, has worked with the Navy League to create the image that has become the icon of Sea-Air-Space 2009, the world's largest maritime exposition. The firm, based in Monterey, California, and New York City, has also teamed with the Naval Postgraduate School (the U.S. Navy's landmark education and research institution, widely known as America's national security research university) to create and produce communications materials and tools.

"It's an honor to work with an institution as vital and groundbreaking as NPS," says Alfred Kahn, president and CEO of Brainworks, "and we were, in turn, very excited to have the opportunity to create a dynamic image and focal point for this important conference." Brainworks designed the Sea-Air-Space 2009 poster, and the image appears on signage, stage set and the conference website.

Some two decades ago, Kahn and the firm he founded pioneered the concept he named "emotional response communications," in which striking images and direct voice connect with the target audience in a more emotional, visceral, lasting way. Brainworks has used this technique while designing information architecture and messaging for higher education institutions and other health care and business entities nationwide. The firm maintains a results-focused orientation and a commitment to large-firm capabilities with a small-firm ethic.

“We don’t do the revolving door thing with our clients,” Kahn says. “We deal with each client directly, with the creative team always on the front line. In this way we can understand each client, capture what’s unique, respect special circumstances of systems or security, and become true team players in the sense that Brainworks becomes an extension of the client itself. I think the common practice of assigning a new junior account representative every three months to take the lead is a disservice to both the client and the creative firm. It may sound crazy, especially these days, but we’ll turn away work rather than become too large to really serve the creative and communication process effectively.”

For more information and samples of their work, visit the Brainworks booth at the conference, visit www.brainwks.com or call 800-492-7246.