

# A Cabinet of Curiosities

**HONORABLE MENTION:**  
Graphic Litho

*Most Innovative Solution  
to a Client Problem*



**The Need:** When creative collaboration results in beautiful art, the best way to celebrate is to put everything on display. Colgate University staff in Hamilton, New York, worked together to develop the Phantom Museum Wonder Workshop, an art show at the Picker Art Gallery. The university wanted to showcase the university staff members' hard work, so they turned to Graphic Litho to develop an eye-catching product to gain attention and praise for the show and for Colgate University's Department of Art and Art History.

**The Solution:** Graphic Litho pulled out all the stops, designing a one-of-a-kind foldout piece. The narrative inside describes the efforts put in by Colgate University's Department of Art and Art History staff members and the Picker Art Gallery to create such an exciting show. The piece also acted as a catalog of the art displayed at the Phantom Museum Wonder Workshop and, as a bonus, each foldout featured removable, postcard-sized pictures of works of art.

**The Result:** The unique foldout with removable parts required many steps in production and posed an interesting set of challenges, but, in the end, Colgate University was pleased with the result. One could say that the foldout marketing piece was a masterpiece of its own.