

Why Open?

We help people figure out what they need to say—and use design to say it in ways that surprise, engage and inform. We're not some giant advertising agency, production company or "new media" firm. But we do the kinds of things that those places do. How? By combining our experience with the resources of talented collaborators and the encouragement of great clients, we keep re-inventing ourselves to get things done. The result? Interesting, relevant work that people respect.

"Above all, Open aspires to create work that answers questions that the clients don't even know how to ask."  
— *Graphics International*

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Why Open?

We are smart  
and we work hard.

The first step towards doing good work is finding good people to do it with. We are designers, photographers, artists and writers. We like to take things apart, see how they work, and put them together again. And we love figuring out solutions that help you understand what the problem really was in the first place.

“Open has a great ability to interpret a company’s vision into unique and exciting graphic design. They were extremely responsive to our needs and a pleasure to work with. I feel confident recommending their services to anyone. Open rules!”

DeeDee Gordon  
[co-founder,  
Look-Look,  
Los Angeles CA]

Scott Stowell founded Open in 1998. Before that, he was the art director of Benetton’s international youth magazine Colors in Rome, Italy. Before that, he was a senior designer at Tibor Kalman’s design studio M&Co. in New York. Before that, he received a B.F.A. in graphic design from Rhode Island School of Design. And before that, he grew up in North Chelmsford, Massachusetts. Scott teaches design at Yale University and recently served as the vice president of the New York chapter of the American Institute of Graphic Arts.

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We know some  
really good people.

We work on lots of different kinds of projects by putting together teams of collaborators and consultants when we need them. That way, whether we're doing print production, motion graphics or web development, we're always working with the people that are right for the job.

"In these critical times, Open's design work for The Nation has been sophisticated, smart and hard-hitting. A weekly magazine schedule is brutal, yet week in and week out Open transforms our political and cultural ideas into coherent and exciting graphic design."

Katrina vanden Heuvel  
[editor-in-chief,  
The Nation,  
New York NY]

We've recently worked with:

- Fluid (post-production and visual effects)
- Hoefler Type Foundry (type design)
- Post 391 (editing and post-production)
- Quakebasket (music and sound design)

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Our clients “get it.”

We’re lucky to have worked with many smart clients. They work for tv networks, museums, advertising agencies and publishers. They are architects, filmmakers, writers and artists, among other things. What do all of these people have in common? They have something interesting to say, and want to make sure lots of people hear it. And we’re happy to help.

“Working with Open has been a pleasure. They are smart, their design concepts are very sophisticated and keyed to client needs, and their presentations are impeccable. They work with speed, focus, humor and flexibility—all the things you could ask for.”

Cara Mertes  
[executive director,  
POV,  
New York NY]

Our clients include:

- American Museum of the Moving Image, Astoria NY
- EarthAction, Amherst MA
- MTV, New York NY
- The Nation magazine, New York NY
- Nickelodeon / Nick at Nite, New York NY
- POV · Point of View, New York NY
- Smithsonian Folkways Recordings, Washington DC
- Wieden & Kennedy, Portland OR & Amsterdam, The Netherlands

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Our work gets noticed.

We like to see what other designers are doing. Meanwhile, we're proud of what we do and want to let people know about it. So we enter competitions, publish work (we've recently been featured in magazines like +81, Graphics International and Communication Arts) and participate in design events whenever we can.

"Open understood our firm and then translated our personality to the web. They helped us redefine how we think about ourselves and our mission. We wanted our website to be distinctive and Open delivered. Working with Open was creatively and intellectually rewarding...and fun."

Henry Myerberg  
[partner,  
Helfand Myerberg  
Guggenheimer architects,  
New York NY]

We've received awards from:

- American Institute of Graphic Arts
- Art Directors Club of New York
- Society of Publication Designers

And our work has been featured in:

- fastcompany.com
- The Village Voice
- wallpaper\*

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