DIVA DESIGN CATALOGUE OF WORK

OUR DESIGN SERVICES INCLUDE

Advertising (Newspapers & Magazines)
Branding (Logos & Trademarks)
Brochures
Catalogs
CD Packaging
Corporate Communications
Environmentally Friendly and Sustainable Design
E–Publications and Interactive PDFs
Events (Exhibitions and Conferences)
Limited Edition Publications
Packaging
Posters and Banners
Presentations (on Paper or Digital)
Promotional & Sales Kits
Publications of All Kinds
Social Media
Specialty Promotions
Web Design & Online Promotions

THE ART OF VISUALIZING IDEAS

DIVA DESIGN is a New York City–based design studio providing high–end, professional design services from concept to completion. Through teamwork, dedication and commitment to seeing projects through from start to finish, we deliver high–quality products to our clients. We pay great attention to our clients' unique identities and needs. We are a team of "divas" and "divos" who create outstanding design by adding the "diva touch." We find pleasure in watching our clients grow and enjoy assisting them in the continued success of their businesses by providing them with an eye–catching and professional public image. We believe in building strong, ongoing relationships.

Diva Design was established in 1998. Our client base is varied and ranges from businesses and financial institutions to non–profit organizations, universities, foundations and individuals.

Diva Design is located in the heart of the fashion district in midtown Manhattan.

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Cynthia Volk Asian Art
New York City Asian Art Gallery

Logo, branding development and stationery system for a New York City Asian art gallery.

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Logo Designs

1. Streamline Material Resourcing
2. Leadership Institute, Teachers College, Columbia University
3. Center for Social Emotional Learning, winner of American Graphic Design Award
4. Center for Educational Outreach and Innovation
5. Leaders Count, Wallace Foundation
6. Hechinger Institute on Education and the Media

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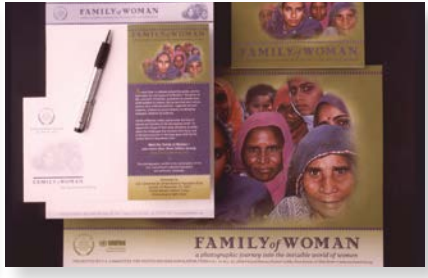

***Family of Woman* Exhibition**
U.N. General Assembly Lobby

A photography exhibition sponsored by the U.S. Committee for the U.N. Population Fund. Diva Design facilitated the large-scale photo enlargements, framing, panel designs, printing, mounting and lamination. We also designed and produced all promotional materials, including the invitation, posters, stationery, gift bag and imprinted pen.

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Baron Capital Investment Conference, Metropolitan Opera House, New York

Since 2005 we have designed more than 30 items each year for this annual one–day event for over 4,000 conference participants. Projects have included large–format banners and signs (4 to 340 square feet), t–shirts, tote bags, programs, kiosk posters, banner stands and podium signs. At each event, investors are treated to a surprise live performance; entertainers have included Sting, Barbara Streisand, The Counting Crows, James Taylor, Jon Bon Jovi, Diana Ross, Rod Stewart, Elton John, Cher, Bette Midler, Jerry Seinfeld, Sheryl Crow, Paul Simon, Billy Crystal, Stevie Wonder, Neil Diamond, Jewel and Celine Dion.

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10th Anniversary of Diva Design Self-Promotion

A client gift marking the 10th anniversary of Diva Design. Package includes assortment of four gourmet chocolates with Diva logo decoration, letterpress-printed thank-you card and custom wax seal decoration.

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Self-Promotions

1. Valentine's Day Emergency Kit

Diva Design understands the importance of romance. We designed a package for our clients that includes Champagne, Love Potion No. 9, chocolates and a candle. The promotion was awarded the American Graphic Design Award.

2. Read My Lips

We created a flipbook with a secret message, packaged with custom herbal lip balm. This promotion was awarded the American Graphic Design Award.

3. Diva Birthday Cake

In typical Diva fashion, we want to have our cake and eat it too. Cupcake Café created this vanilla-iced lemon poppy cake for us, with our logo made from delicious butter frosting blossoms. This promotion was awarded the American Graphic Design Award.

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Invitation for Teachers College Special Lecture by Maxine Greene

An elegant two-color invitation on uncoated stock, this invitation was created for one of many lectures held at Teachers College, Columbia University, by the renowned Maxine Greene, Ph.D., founder of The Maxine Greene Foundation.

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CD Packaging for Mairéad

The assignment was to create an album that communicates “air.” In collaboration with New York photographer Alan Roche, we developed a striking CD package consisting of a Digipak, a folded insert with lyrics and a CD.

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Lycée Français
Annual Reports

A series of annual reports for a renowned private French International school. The client needed an innovative yet clear presentation of its annual finances that would appeal to a mostly European audience. Our solution was a sophisticated palette and minimal but elegant typography, a look that defined the reports for years.

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Music From China Postcards

This small and thriving non-profit group wanted a look that combined Chinese tradition and modern elements while appealing to an American audience. Here, Diva Design put together images of Chinese silk fabrics and the beautifully crafted Chinese instruments featured in the Music From China concert series.

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Detail with high-gloss spot UV coating

Cynthia Volk Asian Art 2011 Brochure

We were challenged by this New York City Asian art gallery to take elements from their freshly designed identity system (by us) and create a brochure for their "White On White" themed exhibition. Our beautiful solution showcased the artwork photography with a minimal pallet, subtle typographic treatments, and a striking cover. Special production techniques and a meticulous attention to detail throughout the printing process ensured that our happy clients saw a marked increase in gallery trafic and sales.

Winner of 2011
American Graphic Design Award.

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