

pinkergreen: INSIDESIGN

6.12.2009

2009 BoNE Show



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Untitled Art Project
from Bravo.

because seven "ate" nine
Merde Il Pleut
Boston, Dinner is
served...

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pinkergreen

Pinkergreen is an award-winning branding and design firm headquartered in Boston. With progressive talents and a diligent mission-minded focus, our women-owned and operated team provides Companies with branding and creative solutions.

Pinkergreen specializes in developing fully integrated turn-key campaigns consisting of identity development, print collateral, and interactive design.



We had a great time at the AIGA [BoNE Show](#) last night. As the Pinkergreen years go by, I realize how tightly knit the Boston Design community is. I swear, we either knew—or were acquainted with—half the attendees. My husband's firm won a BoNE. Many of our mentors were in the crowd, as were a lot of fresh faces.

I thought the event design for this year's show was pretty well executed. The deconstructed Green theme served as a sharp contrast to the lucky charm theme of the '07 exhibit. My favorite element was the bright green twine typography. I can only imagine how long it took to execute! Here's a nice [behind the scenes look](#) of setting up the show (via the [BoNE Show blog](#)).

Some of the impromptu talk boxes were hilarious. My favorite was the designer who wrote "B(hiring)" and taped up a bunch of their business cards. *Whatever it takes, right?!* "B(Arthur) r.i.p." took a close second.

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1 COMMENTS:

 Jason said...

The exhibit took 7 days to install and over 8 months to plan. I only joined the team in last month but it was a great experience. I didn't see the b(hiring) but I'm glad you highlighted it. That's definitely the deal right now!

JUNE 13, 2009 12:21 PM

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