



**Liska + Associates Inc:**  
**comprehensive brand and communication strategies**

In 2002, we had opportunities to help our clients build strong brands through consulting, strategy, planning and design. We worked on a number of large-scale projects for clients in the hospitality, museum, fashion and beauty industries, to name a few. Many of the pieces featured here show our contribution to the branding process from the ground up, starting with naming, logo, and visual identity development, and moving to the design of marketing materials, web interfaces, signage and merchandise.



**Hotel 71**  
Chicago's newest  
urban hotel  
experience

**71**

**Hotel 71**

71 East Wacker Drive Chicago 312.346.7100 [www.hotel71.com](http://www.hotel71.com)

454 oversized guestrooms ■ H2O Plus Spa bath products ■ In room amenity bar featuring Dean & DeLuca products ■ Oversized bath sheets ■ Luxurious 300 thread-count bed linens ■ Complimentary broadband Internet access ■ River and panoramic city view rooms ■ Lifestyle shop ■ 10,000 square feet of meeting and event spaces ■ Penthouse with 360° views of Chicago



Address: http://hotel71.com/

go

ROOMS AT 71

HOTEL 71 FEATURES

TOUR 71

EAT AND DRINK AT 71

EXPERIENCE CHICAGO

PLAN EVENTS AT 71

RESERVE ROOMS

71

**Hotel 71**

71 East Wacker Drive  
Chicago, Illinois  
60601

t 312.346.7100  
f 312.346.1721

**Chicago's hotel at the center of everything**

Overlooking the Chicago River just off Michigan Avenue at Wacker Drive, Hotel 71 is a destination for those looking for an alternative to the mainstream four-star hotels. Travelers enjoy a unique and memorable experience melding style, comfort, functionality, a high level of service and breath-taking

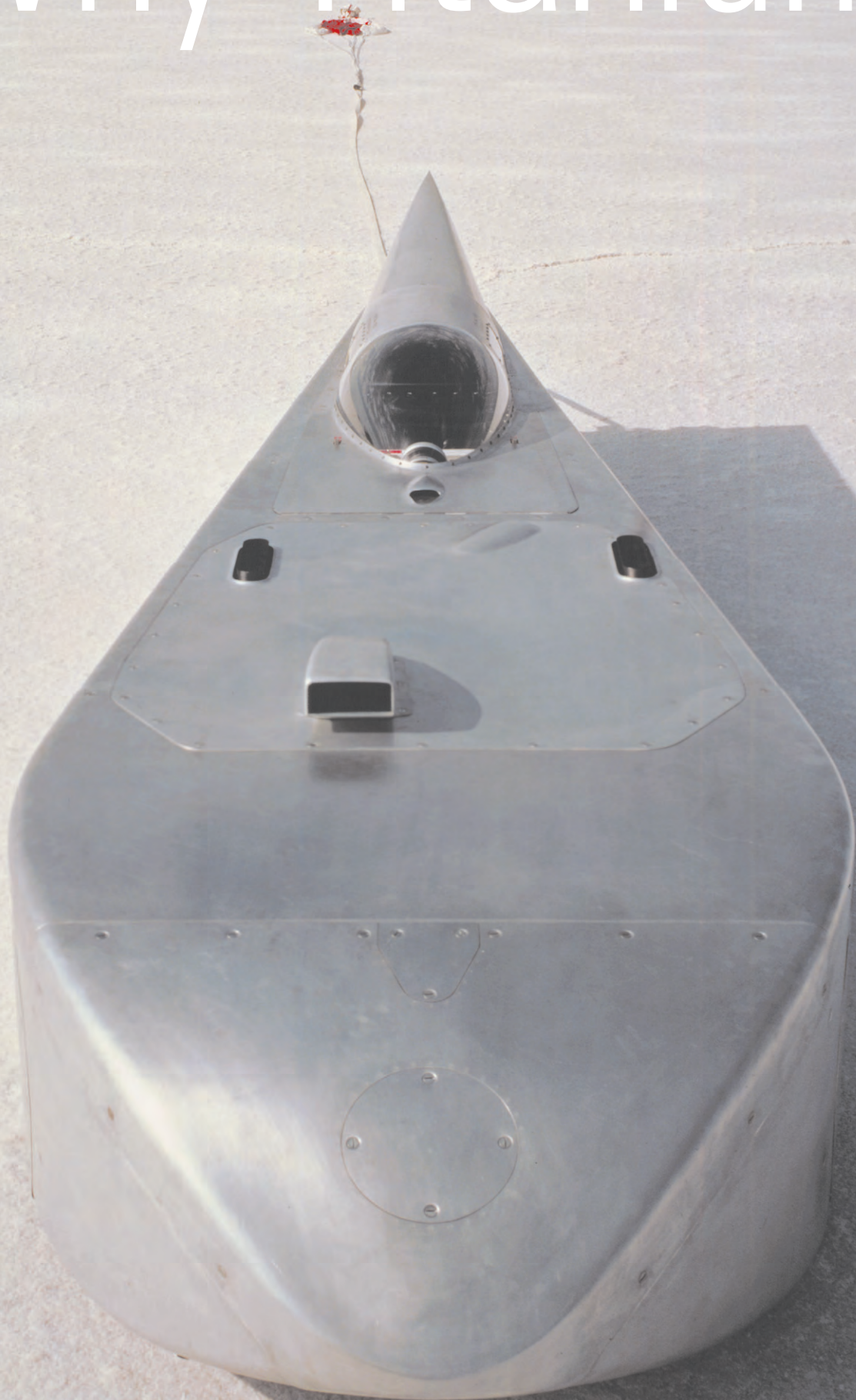


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© 2002 HOTEL 71 CHICAGO

# Why Titanium?





RIANM



25 YEARS



**HUBBARD  
STREET  
DANCE  
CHICAGO**

JIM VINCENT,  
ARTISTIC DIRECTOR

A photograph of two dancers in vibrant red, flowing costumes performing a piece. The woman in the foreground is in a dynamic, almost horizontal pose, with her arms raised and her body arched. The man behind her is also in a similar pose, looking towards her. The background is dark, making the red costumes stand out.

**HUBBARD STREET  
ELECTRIC**



# New York City Guide

The  
Economist

*The essential guide for  
the business traveller*

[www.economist.com/cities](http://www.economist.com/cities)

A fashion advertisement featuring a woman with shoulder-length brown hair, looking slightly to the right. She is wearing a black, long-sleeved cardigan with intricate lace detailing on the sleeves and a black, V-neck, long-sleeved top underneath. The background is a plain, light grey. The brand name 'ELIETAHARI' is printed in a white, sans-serif font across the middle of the image.

ELIETAHARI

@ Welcome to Expand Beyond

Back Forward Stop Refresh Home AutoFill Print Mail

Address: @ http://expandbeyond.com/ go

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**PocketDBA Supports the World's Top 3 Databases:**

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- DB2

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- Unix & Windows Servers
- Routers
- Firewalls



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Internet zone

Winter  
2002

Volume  
35

Number  
2

# FORDHAM

FOR ALUMNI, PARENTS AND FRIENDS OF FORDHAM UNIVERSITY

A large, dark bronze statue of a muscular man with his arms raised in a gesture of triumph or defiance. The statue is set against a city skyline at dusk, with several tall buildings visible in the background. The sky is a deep blue, and the buildings have some windows lit up. The statue is the central focus of the image, and its shadow is cast on the ground in front of it.

## Transcending Tragedy

The University Lecture Series

War on Terrorism Inspires a Renewed  
Sense of Purpose in the R.O.T.C.

Changing of the Guards

The 2001-2002 Basketball Rams



HUBBARD  
STREET  
DANCE  
CHICAGO

liquidlibrary



sears gift registry

JACK & SHIRLEY  
LUBEZNIK  
CENTER  
*for the arts*

MAKE  A BETTER PLACE

 Mahogany Home


71

 Exitwhere

Hubbard Street Dance Chicago  
Sears Gift Registry  
Mahogany Home

Liquid Library  
Lubeznik Center for the Arts  
Hotel 71

NEC Total Trade  
Make a Better Place  
Exitwhere Clothing




**Ô DE LANCÔME**

Inspiration

Fragrance

Products

Quiz



sparkling  
invigorating

PRINT    QUIT    GLOSSARY

HISTORY OF PERFUME

FRAGRANCE NOTES

PHYSIOLOGY OF THE OLFACTORY SENSE

PRODUCTION OF RAW MATERIALS

MEN'S & WOMEN'S FRAGRANCES

QUALITIES OF A FRAGRANCE

TOP / HEART / BASE NOTES GAME

FRAGRANCE TRIVIA

LANCÔME FRAGRANCES

