

Liska + Associates Inc:

strategic +
creative +
audience-centered +
solution-driven

brand programs +
web design +
advertising +
identity +
package design +



We Create Possibilities
2005 Motorola Corporate Citizenship Report





MOTOKRZR K1



MOTOKRZR

reflect discover optimize individualize

www.motorola.com



BUSINESS GRAPHICS

500 DESIGNS THAT LINK GRAPHIC AESTHETIC AND BUSINESS SAVVY
STEVEN LISKA, LISKA + ASSOCIATES

ROCKPORT



LUXURY REDEFINED



The Plaza

RETAIL COLLECTION

INTRODUCING 160,000 SQUARE FEET OF UNPARALLELED LUXURY RETAIL SPACE
AT THE GATEWAY TO THE WORLD'S MOST EXCLUSIVE RETAIL CORRIDOR.

OPENING 2007.

EXCLUSIVELY OFFERED BY ROBERT K. FUTTERMAN & ASSOCIATES

212.599.3700

RKF

ELAD
PROPERTIES

600

NORTH FAIRBANKS

ARCHITECTURE THAT WILL SET THE BAR
FOR THE 21ST CENTURY

- FLEXIBLE
- OPEN
- MODERN
- URBAN
- MINIMAL
- SLEEK
- IDEAL

- THE BUILDING
- LOCATION
- ARCHITECTURE
- FLOOR PLANS
- CONTACT



Obtain the Property Report required by Federal Law and read it before signing anything. No Federal agency has judged the merits or value, if any, of this property. Because we strive to offer the best product and our policy of continual improvement to design and construction, all designs, improvements, building amenities, room dimensions, aerial views and pricing are subject to change without notice. The architect's rendering may differ from the completed project.



Exclusively marketed by



CHICAGO
BOARD
OPTIONS
EXCHANGE
2005
ANNUAL
REPORT



rebecca taylor



Lucien Lagrange

The Search for Elegance

Written by Robert Sharoff Photographs by William Zbaren



time is plastic





Northwestern Memorial
HealthCare

Making A Difference

2006 Annual Report





stay.
a modern
dog hotel



Joan Maloney
517 West 46th
Prudential Douglas Elliman
Contemporaine

300 West 18th Street
Stay. a modern dog hotel
20 Henry
Hixon

NSX Blade
BellTel Lofts
Bill Zbaren
Motorola Innovation Center



Send the right message.

Define yourself.

CRANE & CO.

FINE COTTON LETTERHEAD, ENVELOPES, BUSINESS CARDS, ANNOUNCEMENTS AND INVITATIONS.
CRANE.COM/BUSINESS



Motorola Corporate

From environmental graphics to employee benefits resources, Liska designs a wide variety of branded material for multiple business units at Motorola. This year, we also designed the company's annual corporate citizenship report. The report features bold imagery and graphics that help the company communicate its actions and goals with clarity while also reinforcing the company's brand image.



Motorola Mobile

In 2006, Liska helped Motorola launch several iconic phones, including the MOTOKRZR—the next generation of the revolutionary RAZR. Liska designed a full suite of marketing materials that showcase the functionality, unmistakable style and luxurious finishes of the KRZR. The marketing materials are downloadable and used by divisions and distributors worldwide.



Rockport Publishers

Liska wrote, curated and designed *Business Graphics*, the first comprehensive book in over a decade to focus on the relationship between design and business. The book features fifteen case studies that demonstrate how strategic design helps businesses grow and evolve. It also includes hundreds of effective design solutions created for businesses worldwide.



RKF/The Plaza

The legendary Plaza hotel in New York City is being converted and will include a luxury hotel, private residences and premium retail. Liska designed elegant presentation materials and advertising to help RKF attract the finest international retailers to the landmark location.



Schatz Development

600 North Fairbanks is one of the most architecturally significant new residential projects in Chicago. Designed by internationally acclaimed architect Helmut Jahn and developed by Schatz Development, the project required sophisticated marketing support to reach an audience that appreciates articulate design and a modern aesthetic. In addition to designing the award-winning website, we produced a video that features interviews with the architect.



Chicago Board Options Exchange

Liska has designed branded communication materials for CBOE for over ten years. The 2005 annual report centered on the concept of change and the specific ways that CBOE adapts to meet the demands of an ever-evolving marketplace. Throughout the annual, callouts refer to change and images reflect the dynamism that fuels CBOE's continuing transformation.



Rebecca Taylor

Designer Rebecca Taylor creates exquisitely feminine clothing, shoes and accessories. This year, we designed brand advertising for Japanese consumers that features the sensual quality and attention to detail that define Rebecca Taylor design. We also designed a web-based look book that allows international wholesale buyers to view garments by pieces, collection, delivery date and runway looks.



Lucien Lagrange

Architect Lucien Lagrange is noted for his ability to design buildings that adapt to the surrounding environment and individual client needs. Liska designed a monograph that showcases the qualities that define Lagrange's body of work and imagery that expresses his vision of architecture and lifestyle.



ToyWatch USA

ToyWatch is a retail phenomenon. The line of fashion watches carry a distinctive style and are distributed through upscale retailers including Neiman Marcus and Bergdorf Goodman. Liska developed packaging, stationery, website and banner ads that capture the cachet and style of the ToyWatch brand.



Northwestern Memorial HealthCare

Liska designed the 2006 annual report, *Making a Difference*, with a focus on the important role that nurses play in the lives of patients and the overall success of the hospital. Photography and editorial content communicate the range and reach of services and expertise nurses provide.



Crane & Co.

Crane & Co. is one of the most respected paper mills in the U.S., known primarily for its finely crafted, 100% cotton business and social stationery. Liska designed a series of ads and direct mail packages that emphasize the distinctive quality of Crane paper and position the company as the definitive choice for luxury paper.

