

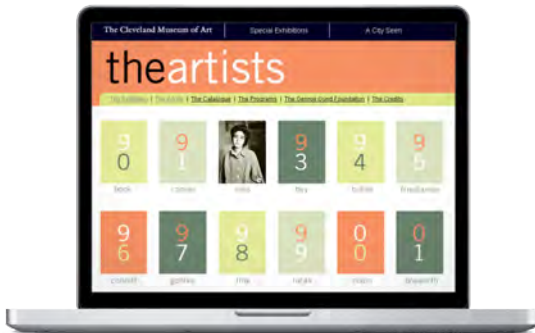


acityseen

This is as good as it gets—the opportunity to celebrate the achievements and the contributions of one of your most esteemed clients coupled with the chance to bring to the public eye the work of exceptionally talented photographers whose art you’ve championed over the years.

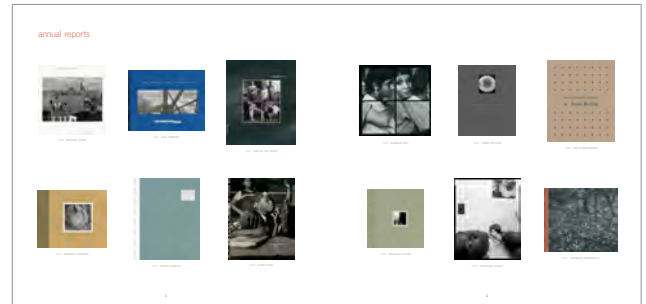
The 2002 exhibition at the Cleveland Museum of Art, *A City Seen: Photographs of the George Gund Foundation Collection*, celebrated the 50th anniversary of Gund’s founding and showcased the photography featured in 12 years’ worth of annual reports created by Nesnadny + Schwartz.

Mark Schwartz, president and creative director at N+S, had the honor of curating the exhibition, and N+S designed and produced all of the event-related materials. Everything—the exhibition itself, marketing materials, gift shop merchandise, a 180-page hardcover book, postcards, posters, rack cards, the complete invitation system for the opening and related events, and the exhibition website.



Top left: A City Seen exhibition graphics. **Top and middle right:** Exhibition design for A City Seen. **Middle left:** Cover of invitation for opening reception. **Bottom left:** A City Seen website. **Bottom right:** T-shirt and postcards featuring various photographers' work.





Top left and right: Cover and selected spreads from *A City Seen* book. Photographers included Michael Book, Lois Conner, Judith Joy Ross, Dawoud Bey, Linda Butler, Lee Friedlander, Gregory Conniff, Frank Gohlke, Larry Fink, Douglas Lucak, Nicholas Nixon and Barbara Bosworth.
Bottom left: *A City Seen* poster.