

# Graphic Design

USA

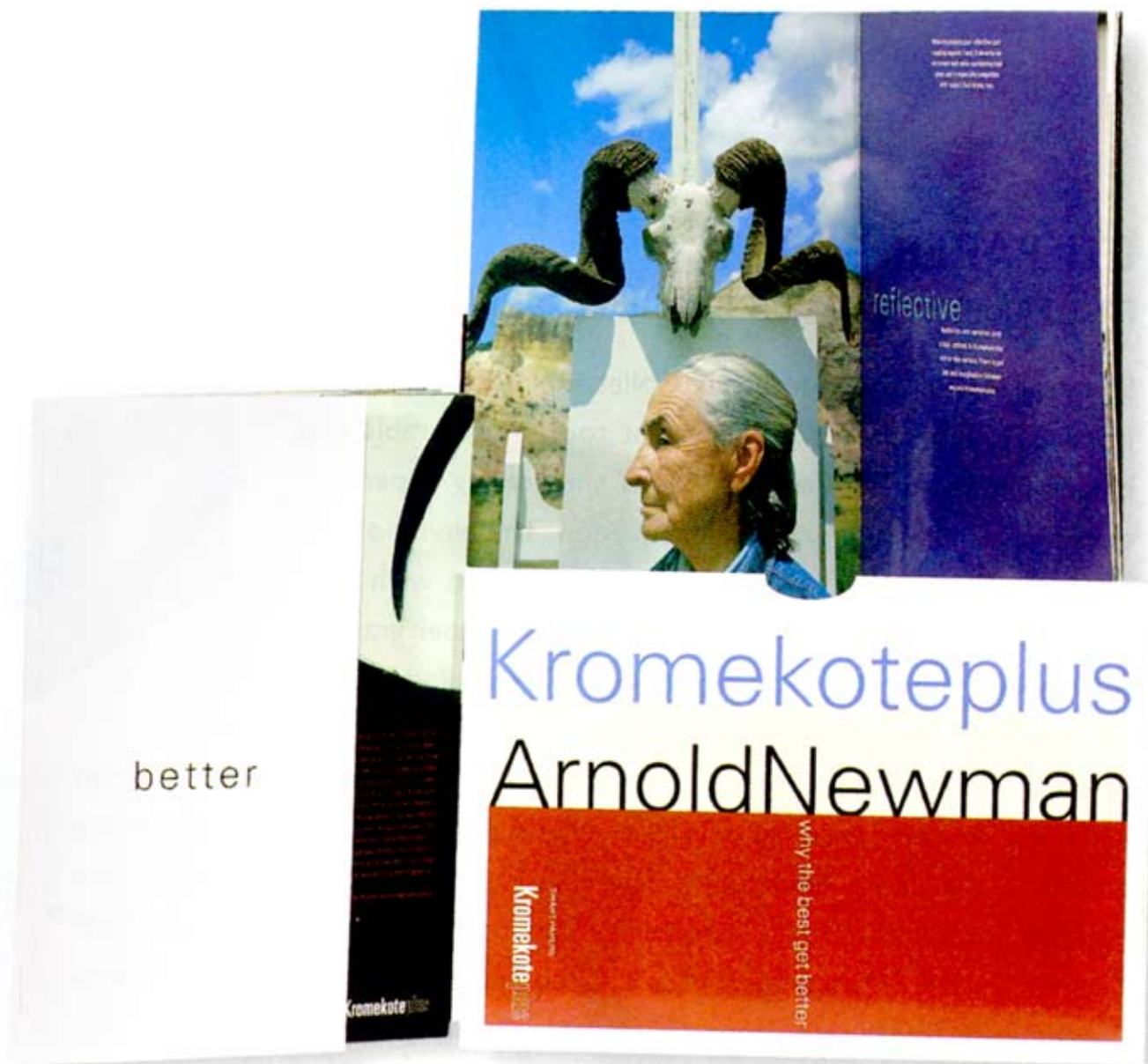


MARCH 2002

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## SMART

ARNOLD NEWMEN ON WHY THE BEST GET BETTER



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### ARNOLD NEWMAN ON WHY THE BEST GET BETTER

Hamilton OH: In creating “Why the best get better,” the newest print promotion for its flagship Kromekoteplus line, Smart Papers spotlights some of the greatest American artists – as depicted by legendary portrait photographer Arnold Newman. The piece, designed by Nesnadny + Schwartz of Cleveland, presents a selection of “artistic giants who made their mark because they were relentlessly striving to create their own vision.” Among the artists featured in the piece are Picasso, Georgia O’Keefe, Martha Graham, Martin Scorsese, Truman Capote. Arnold Newman pioneered the concept of using the surrounding environment to capture the essence of a subject in the latter part of the 20<sup>th</sup> century. Kromekoteplus brings new technical upgrades to the original Kromekote, which was among the first coated printing papers produced in the U.S., introduced in 1992 by Smart Paper’s predecessor Champion International. Smart Papers says, “We made Kromekote brighter, glossier, stiffer, more printable and longer lasting. We made the best better. We made Kromekoteplus.”