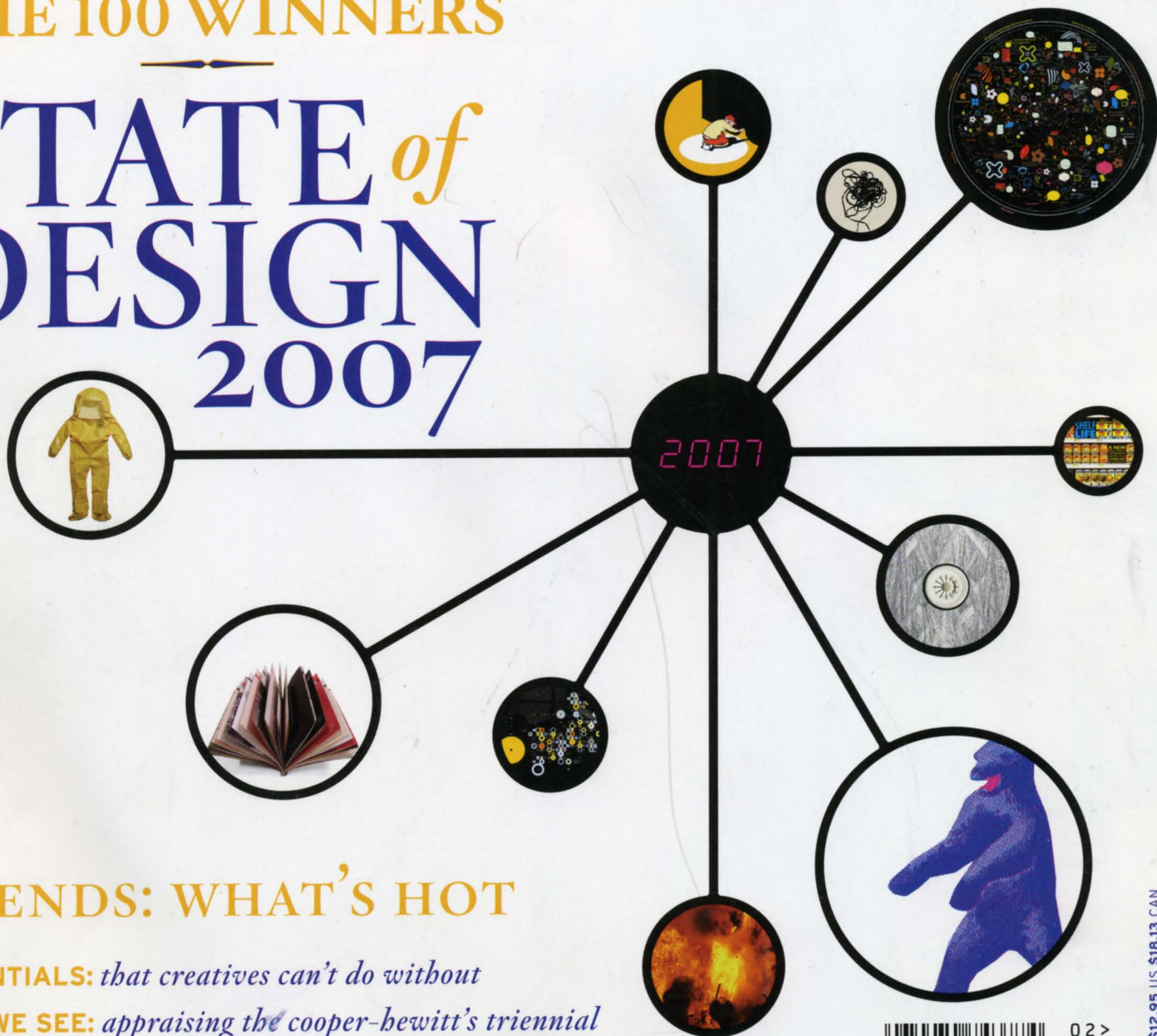


STEP

INSIDE DESIGN

THE 100 WINNERS

STATE *of* DESIGN 2007



TRENDS: WHAT'S HOT

ESSENTIALS: *that creatives can't do without*

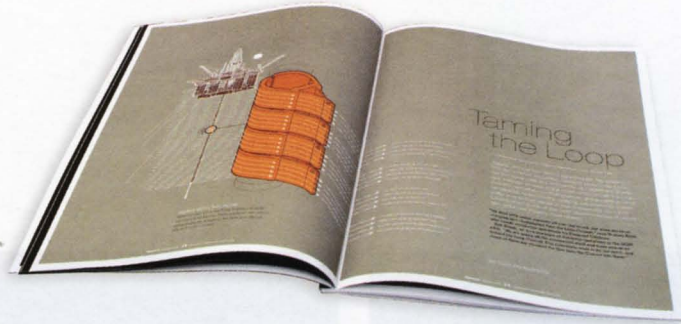
HOW WE SEE: *appraising the cooper-hewitt's triennial*

20 FACTORS: *to keep freelancer relationships safe*

HAIL THE KING OF CHAOS: *sean adams interviews martin venezky*



DESIGN FROM THE INSIDE OUT



40 RIGSBY DESIGN

Rigamarole is a sophisticated news magazine at the front line of communications for the world's third largest offshore drilling firm, Diamond Offshore Drilling. With broad content that includes everything from new drilling technology to compelling interviews with industry leaders and the personal ruminations of employees, this particular feature spotlights Diamond Offshore's mastery of one the world's most deadly ocean currents in the Gulf of Mexico.

"Rich oil deposits lie underneath this constantly moving force," explains Rigsby Design principal Thomas Hull. "Diamond Offshore wanted an article that quickly and simply explained the innovative engineering behind drilling in and around this force of nature."

The finished feature met the client's goal precisely. "I like things to be simple," says Hull, "to communicate powerfully—even ... things like drilling for oil. This was a complex bit of engi-

neering and storytelling that we pared down to its most basic elements." Jameson Simpson's illustrations are right on target. Masterfully rendered and easy to understand, they hit what Hull calls "the 'sweet spot' of visual communication." The piece continues to serve as a useful tool for Diamond Offshore when demonstrating its leadership in offshore drilling technology to analysts and laymen. *by Dana Rouse*

Rigsby Design | ART DIRECTOR: Thomas Hull | DESIGNER: Thomas Hull | ILLUSTRATOR: Jameson Simpson
COPYWRITER: Scott Redepenning | CLIENT: Diamond Offshore | CONTACT: www.rigsbydesign.com



56 RIGSBY DESIGN

Every rug is a sentient being, each bearing silent witness to multiple lifetimes of human drama, according to Azerbaijani legend. Like walls, these beautiful rugs could tell some stories, if they could speak, and if they could, they would tell them to Carol Piper.

“Carol Piper knows rugs,” says Rigsby Design principal Thomas Hull. “As we met with her to talk about her project she would begin to tell us stories about the rugs, where they came from, what the habits and customs of the peoples who created them were, how they were used,” he says. “These stories illuminated our own storytelling in creating this limited edition book of rugs.” Only 200 copies of this lovely little book were printed as gifts for friends of Carol Piper

Rugs. The book contains eight little stories about rugs—by such storytellers as E.M. Forster, Charles Dickens and Scheherazade—complementing photographs of eight extraordinary antique rugs. “We tell stories, both as human beings and as designers,” says Hull. “It’s in our nature. This piece has created opportunities for Carol Piper Rugs and exposure at a new level for the firm,” he says. “We’re currently planning Volume II.” **S** by Dana Rouse

Rigsby Design | ART DIRECTORS: Lana Rigsby, Thomas Hull | DESIGNERS: Thomas Hull, Lana Rigsby | PHOTOGRAPHER: Terry Vine
CLIENT: Carol Piper Rugs | CONTACT: www.rigsbydesign.com