

HOLLYWOOD'S RISING STARS

Get to know the talented creatives behind STARMEN Design Group, and how this boutique design agency is becoming the industry's best kept secret for emerging and existing businesses.

by MICHELLE ANDRIZZI



STARMEN's Co-Founder & Principal, Armen David (left) and Creative Director, Anthony Wiktor (right)

photograph by ALEX VASILESCU

Two years ago, Armen David and Anthony Wiktor stood at the corner of Hollywood and Cahuenga Boulevard, wondering if the building in front of them was to be headquarters for their design firm, STARMEN Design Group, Inc. Together, they roamed the building's floors -- as designers, they envisioned the renovations. As businessmen, they envisioned the potential. And then, in total agreement, they were certain STARMEN would evolve most fittingly in the center of the entertainment capital. After all, these men were there to create and revitalize brands. So, they shook hands, stepped into their office, and made it happen.

One could imagine STARMEN staff preoccupied with the hustle and bustle of tourists and paparazzi right below their noses. And yet, day after day, STARMEN absorbs this high energy and puts it right back into their work. Perhaps the location enhances the work -- always a steady flux of action, inspiring and engaging the creative team. Situated in the heart of Los Angeles,

STARMEN separates itself from the plethora of design companies by remaining independent, creatively led, and modest enough in size to work closely with clients. Together, along with their team of brand strategists, copywriters, designers, and programmers, STARMEN realized it had to do more than just change appearances.

While appearances remain at the forefront of LA living, STARMEN set out to fully revitalize brands on all communication fronts. They didn't want to find themselves merely beautifying someone's logo; they wanted to build brand experiences and translate visual dilemmas into imaginative and creative design. The emphasis they placed on communicating successful design for their clients allowed STARMEN to expand beyond their Hollywood flagship and into satellite offices in Chicago and New York. STARMEN went from local to national within a five year span. The positive growth has encouraged STARMEN to continually drive action -- constantly reminding one another to think bigger, play more, and take more risks. They get serious about

brand strategy, corporate identity, and interactive design. They've created new brands, revitalized those in need, and delivered communications on design strategy elevating their clients' brand assets. Exactly what a client wants.

Clients also want to be certain the firm they hire has a multitude of work experience -- and STARMEN has just that. They've already worked with hundreds of clients, ranging in industries -- media, hospitality, arts, technology, and, of course, entertainment. Regardless of the field, STARMEN's forward thinking, brand-conscious approach leads to measurable results for the client. "STARMEN proved to be a dynamic firm that revamped not only our site, but our brand," said President of Runway Magazine, James Buccelli. "They demonstrated professionalism and produced something fresh with strict adherence to deadlines."

While their work varies among clients, the STARMEN team crafts new brands with traditional design skills and sound commercial knowledge. David, a Los Angeles native, grew up with the grandeur of LA at his fingertips. He encountered the commercial world on a daily basis. This over saturation of product and industry resulted in a desire to hone his marketing and business degrees, along with his love for design, into one identifiable result: a design firm. Anthony had similar aspirations. So, they joined forces. Wiktor, a Chicago native, brought thorough experience in art direction and a distinct eye for interactive media.

He's refined user experiences and produced print and interactive materials while working for Hollywood's "Big 3" -- Universal, Warner Bros. Studios, and Disney. His success in Chicago enabled STARMEN to open their first satellite office in his familiar territory. The down-to-earth mid-west upbringing gave him -- and STARMEN -- perspective on what clients are looking for: honest, inspiring work.

And it's this same honest, inspiring work STARMEN produces that resonates with target audiences. Even as technology and standards evolve, the team approaches the challenges of the new decade with greater skill and creativity. STARMEN will continue to deliver robust and cutting-edge solutions to shape a multi-sensory pathway for a brand -- and create a narrative journey for both client and company. Aiming to surpass

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convention, STARMEN has become an award-winning agency -- solidifying the idea that perhaps a smaller, sharper firm equates to overall, better execution.

Learn more about STARMEN on the web:

www.starmenusa.com

WHAT WE DO

Striving to produce more value for brands STARMEN specializes in 3 complex disciplines.

STRATEGY

- Brand Analysis & Strategy
- Brand Consulting & Positioning
- Brand Architecture
- Marketing Strategy
- Competitive Benchmarking
- User Experience Strategy
- Naming & Copywriting
- Brand Management & ROI
- Social Media Strategy

DESIGN

- Brand Identity Design
- Interactive Web Design
- User Interface Design
- Corporate Collateral Systems
- Sales Support Materials
- Investor Communications
- Media & Press Kits
- Retail & Package Design
- Exhibition Design & Planning
- Stationery Systems

TECHNOLOGY

- Website Design & Development
- Microsites & Digital Presentations
- Database-driven Solutions
- Social Media Integration
- Content Management Systems
- Web Application Development
- Site Analytics & Reporting
- SEO Integration & Support
- Web Maintenance & Support
- Mobile and Emerging Platforms