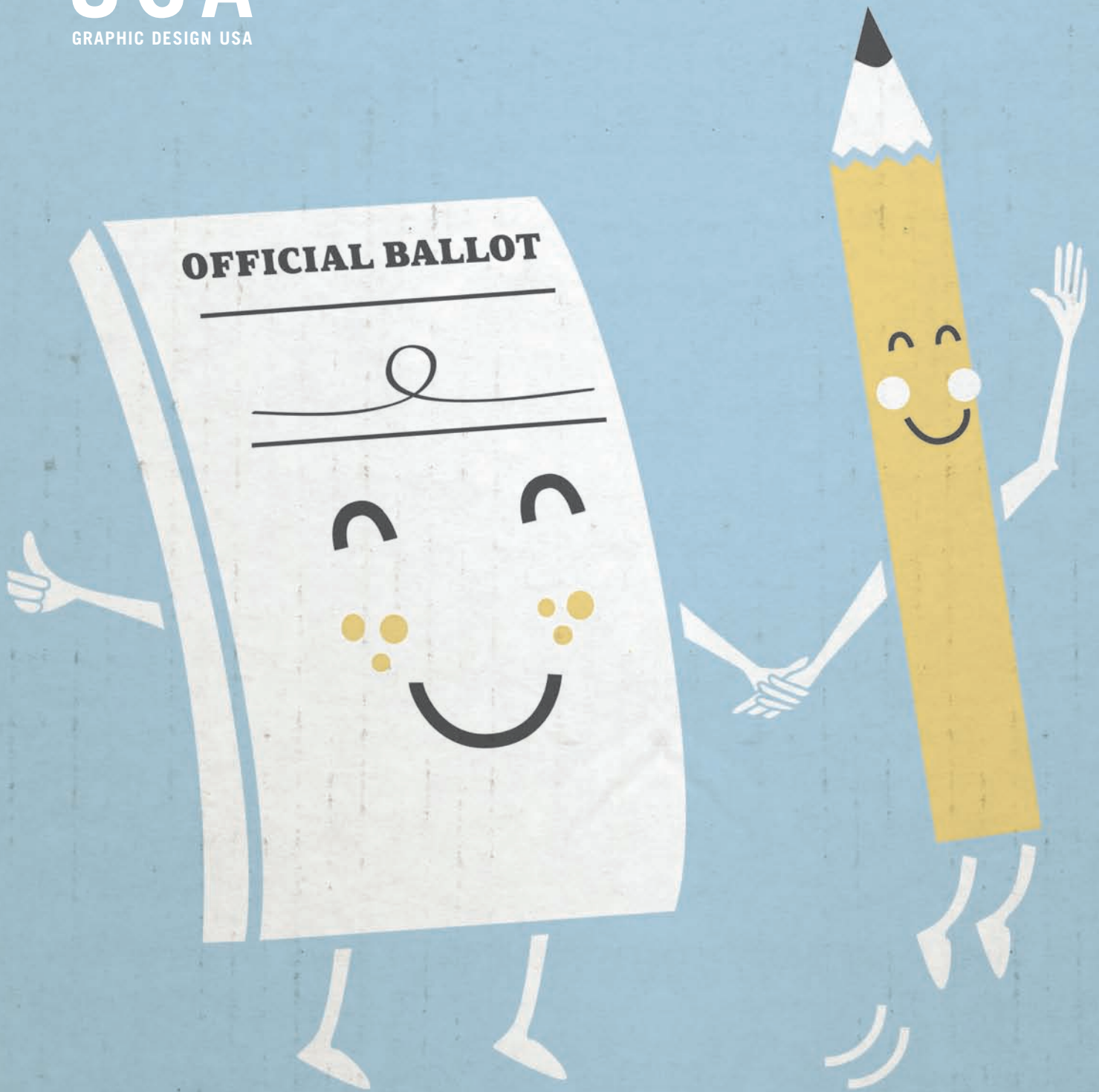


# GOING GREEN

METHODOLOGIE TURNS TWENTY  
ICONS ENLIVEN METALLICA'S DEATH CD  
WIENEN + KENNEDY TIRE OF PLANET





**| JAQKD UP OVER DESIGNER WINES |**

SAN FRANCISCO CA

What do you get when you mix a graphic design team with some grapes and a sense of whimsy – a new wine with eye-catching labels and playful names to boot. JAQK Cellars, so named for Jack, Ace, Queen and King, is the brainchild of graphic designers Katie Jain and Joel Templin and wine industry veterans Craig Maclean and Bernard La Borie. Jain and Templin are co-founders and creative heads of San Francisco-based Hatch Design, whose clients include Coca-Cola, Apple, Target Stores and Quiksilver. The JAQK team is producing eight limited production wines, with four from the Napa Valley appellation and four with a California appellation. The wines are playfully named for the high-stakes world of gaming — High Roller, Soldiers of Fortune, Black Clover, Pearl Handle, 22 Black, Bone Dance, Her Majesty and Charmed — and images from playing cards prevail on the company's marketing materials. Contact: [www.jaqkcellars.com](http://www.jaqkcellars.com)



**Taking Publicity Undercover** BOULDER CO

The creative team at TDA Advertising & Design took promotion to a new level, using invisible ink in their debut job for new client USA Network. To create pre-Emmy buzz among the Academy of Television Arts and Science judges for the network's new spy show *Burn Notice*, USA Network, NY, mailed 14,000 "FYC" or For Your Consideration kits printed in invisible ink. TDA creatives, led by Jonathan Schoenberg and Thomas Dooley, designed slip-covered three-panel, hardcover kits holding a UV flashlight and instructions for reading the hidden images, press blurbs and Emmy nomination news. Under white light, the kit appears blank apart from instructions; in black light, all is revealed, in keeping with the show's espionage theme. Contact: [www.tdaad.com](http://www.tdaad.com)

