IN THIS ISSUE

THE CONTEXTUAL RELATIONSHIP BETWEEN PRODUCT DESIGN CONSULTATION AND PRODUCT PACKAGE DESIGN

SYNDECRÊTE'S RECYCLED CONCRETE TILES

HOW A STONE PROFILE SHIFTS FROM CUSTOM PRODUCT TO A STANDARD OFFERING
Defined as “the arrangement and union of constituent parts of anything or any structure”; contexture is an apt description for the work and services StudioConover provides for manufacturers of building materials.

But which comes first? The product or the package? That’s as difficult to answer as the all too familiar chicken and egg riddle. The easy answer is both.

StudioConover has consulted and contracted with Building Product Manufacturers during the early stages of product introduction and has worked with manufacturers refining product and packaging after the product has already been introduced. There’s really no ideal time for when to collaborate. There’s just an ideal studio with whom to collaborate.

**THE SQUARE BROCHURE THAT UNFOLDS TO REVEAL THE BEAUTY WITHIN**

Syndecrete is a cement composite material that uses recycled content. Because of its recycled content it was important to select recycled print components for the brochure and identify the FSC certification that was specified and calculated for the quantity of collateral materials produced.

**LIVE BEYOND THE SURFACE™**

Strategically, it was determined that Syndecrete — with its recycled content and refined modern appeal — was best represented by an Eastern philosophical flavor. The brushstrokes of a Sumi-e master inspired the logomark (opposite page) and the tagline’s double meaning conjures a tranquil feeling and an indication of the product’s capability.

**PHOTO ASSETS**

StudioConover treats photos with respect by designing and programming a photo asset microsite for high resolution images that can be easily delivered to any desktop. Dust off the old file box full of photos and organize them online today.

**THE WEB SITE DESIGN**

“Please remove your shoes before you enter” beckons the Syndecrete.com website. Built to mimic the proportion of the brochure, the site presents the product line in conjunction with beautiful installation images throughout. Serenity now.

**SYNDECRETETM TRADEMARK COLORWAY PRODUCT LINE**

StudioConover was contracted to consolidate a product line from the vast archive of colors and aggregates previously available. Over a period of two days on-site we pored over vast amounts of color pigment, studied various types of available fly ash and confirmed recycled aggregates (see inside front cover) that would be used as source admixture with the color pigment.

*The Syndecrete product sample box is an FSC certified package.*

Once the color and aggregates were narrowed to a manageable amount it was determined that a total of 25 colors would comprise the newly revamped product line. Standard colors were selected from a knowledge-based understanding of color. Aggregates were chosen for both their availability and complement to the standard colors.

TURTLE RIDGE... MEET OVERGROUT

The Irvine Community Development Company hired StudioConover to develop a stone blend that represented the characteristics of Tuscan and Provence-inspired stone-built structures. StudioConover worked closely with Eldorado Stone on three separate profiles.

The real pièce de résistance however was the grout technique. A close study of Old-World structures revealed a wonderfully instinctive yet naive application of the grout which was often slathered on the stone with seemingly reckless abandon. This was the model for the newly built Southern California structures and StudioConover coined this technique “overgrout”. Today it has become as ubiquitous as the Tuscan-style architecture that it is used on.

DESIGN QUANTIFIED IN REAL DOLLARS

In 2006, Turtle Ridge was introduced as a custom profile for the Turtle Ridge development in Irvine, CA. Custom sales totaled in excess of $1M+. In 2007, Turtle Ridge became a nationwide Eldorado profile renamed: Cypress Ridge. Sales increased 86%. In 2008, the continued promotion increased sales an additional 40% from previous year.

WE WROTE THE BOOK (AND DESIGNED IT TOO)

Eldorado Stone produced a hardbound book of their participation in impressive projects that showcased their stone. In order to not appear as merely a promotional piece, StudioConover proposed that the book represent the broader category of stone. Each page captures the beauty of a stone-built structure while cleverly promoting Eldorado Stone. Order one at: www.eldoradostone.com and read all about it for yourself.
StudioConover is a cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment. Capabilities include:

- Product Consultation
- Architectural Color and Materials Specification
- Integrated Branding Strategies
- Packaging and Collateral Design
- Corporate Identity
- Online Design
- Naming

© 2009 StudioConover

For more information visit: www.studioconover.com  Follow us on twitter: studioconover