

**WHICH CAME FIRST**

**THE PRODUCT OR  
THE PACKAGE?**

## **IN THIS ISSUE**

**THE CONTEXTURAL  
RELATIONSHIP BETWEEN  
PRODUCT DESIGN CONSULTATION  
AND PRODUCT PACKAGE DESIGN**

**SYNDECRETE'S RECYCLED  
CONCRETE TILES**

**HOW A STONE PROFILE SHIFTS  
FROM CUSTOM PRODUCT TO A  
STANDARD OFFERING**



PIGMENTS



*The* **MOST BELIEVABLE**  
ARCHITECTURAL STONE VENEER  
IN THE WORLD™



POST-INDUSTRIAL  
BRASS



PLASTIC  
WATER BOTTLES



POST-CONSUMER  
GLASS



DOUGLAS FIR





## CONTEXTURE

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.

StudioConover. A cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment.

David Conover

Cecelia Conover



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

Syndecree 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 Syndecree – 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 Syndecree.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.



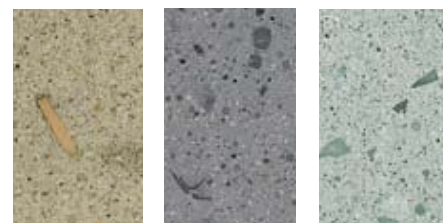
## SYNDECREE TRADEMARK COLORWAY PRODUCT LINE

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 Syndecree 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.



*Left to Right: Green Tea with Wood Chip, Pewter with Clear Plastic, Sky with Clear Glass. Product names by StudioConover.*



**syndecrete®**

LIVE BEYOND THE SURFACE™



*Turtle Ridge  
Profile*

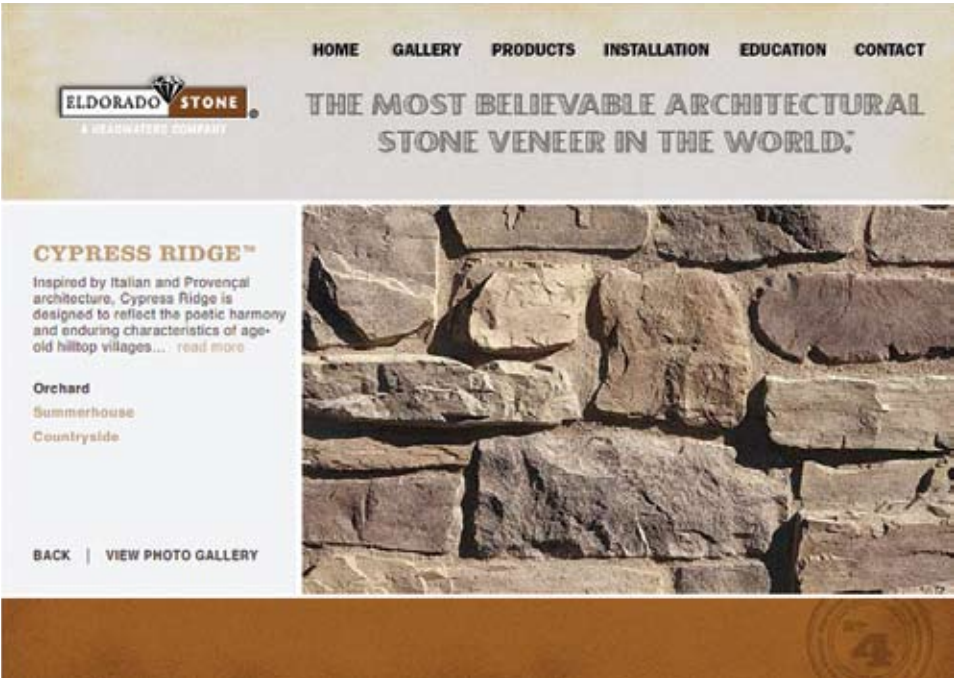




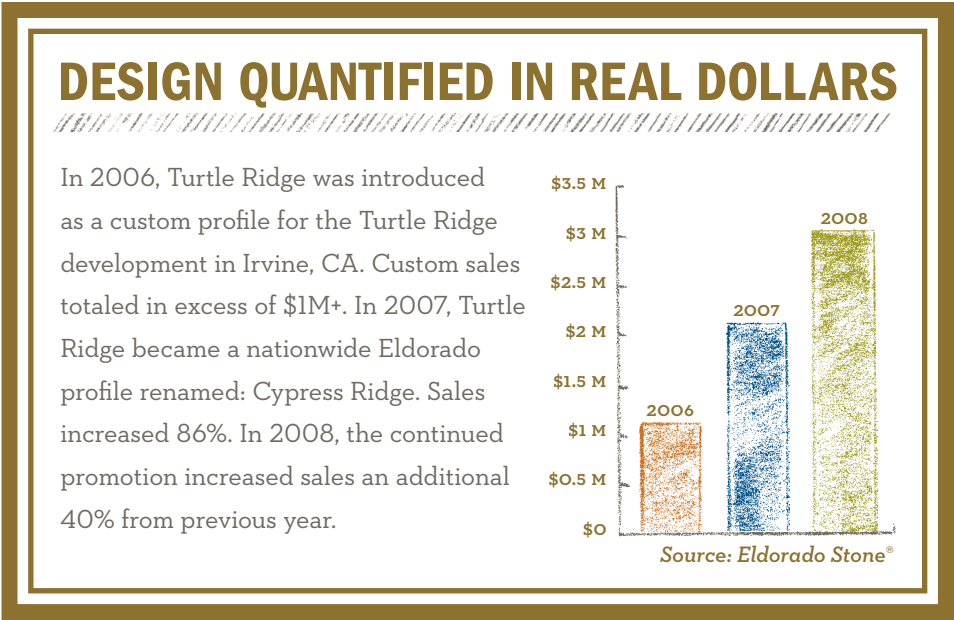
# TURTLE RIDGE... MEET OVERGROUT

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.




The Turtle Ridge profile transitions from a custom to a standard profile and is renamed: Cypress Ridge.



# 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](http://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