





CELEBRATING  
TWENTY YEARS  
IN THE LIFE OF



*Tornado*  
DESIGN

As we celebrate 20 years since the formation of the studio, we wanted to pause and take a look back at two decades of work, laughs, tears, and paying the bills.

Digging in the archives turned up some true milestones, embarrassing photography, and projects we completely forgot about.

A random selection of these follow.

The common thread is a love of design, an attention to detail, and an appreciation for the art of typography.

We don't really like to toot our own horn, so we asked a few clients and associates, each of whom has played a role in our success, for their thoughts. They were very kind.

We hope this book pleases the eye, entertains and inspires. Perhaps even inspires some new clients to pick up the phone and give us a call.

For all the support and encouragement which has fueled our drive, sense of humor, and ability to stay creative, we would like to thank our families, friends, coworkers, teachers and mentors, starting with these two gentlemen...

# FATHERS & MENTORS



**TD:** Hey Al, what's your favorite typeface?

**Al Quattrocchi, Sr.:** After forty years as a typographer, these are some of my thoughts on typefaces. As a typesetter in New York City and Los Angeles, I had the good fortune to work with the top ad agencies in the country. The art directors and designers decided on the typefaces to be used. It was our job to set the type typographically correct, which entails more than spelling the words correctly.

Good copy, art direction and design are essential in creating a good ad. The typefaces that works with the ad being created are also essential. When all these components come together you have the making of a good ad.

Being traditional, I go back to the old standards. In setting text I always liked the Futura family of typefaces. I like using the Franklin Gothic family for subheads. Both families have lots of weights to choose from, so you can mix and match to your preference. I am also fond of Liteline Gothic to be used for text.

Headline faces are so numerous it's hard for me to make a choice. However I do prefer san serif faces over serif faces for headlines.

What is the best typeface ever? Now that's easy. It's the one that works with the ad being created. Good type will enhance a good ad.

***Al Q. Sr. served his apprenticeship at the New York School of Printing. He worked at Kings Typo, The Comp Shop and City Typo in NYC. He was acting foreman at Andresen Typographics in Los Angeles from 1976 to 1990.***

# THEY BROUGHT US INTO THE WORLD AND SHOWED US THE WAY.

**TD:** Hey, David - what's your problem?

**David Smith:** Well, since you asked... What's up with designers these days? I remember when we'd actually have to DRAW! Pencil and paper, really! We'd do layouts, sketches, overlays 'til we were blue - Don't interrupt me, Jeff - I'm on a roll here. What! You say you can do all that on a dang computer? And easier? And faster? Make changes with a click? Maybe I retired too soon.

The years I was a graphic designer (1960-2000), most of that time before computer design programs became so useful, illustrations were used a lot to tell a simple, effective story. Now, I think, it's a little more tricky, with so many fantastic options literally at your fingertips. The challenge for graphic designers today is to not use too many of them at one time.

Pick a message and layout that tells the story and sells the viewer. Designing ads, logos, brochures is like painting a watercolor. Know when to leave it alone. Tornado Design seems to have these abilities. A reason they are so popular with their clients. Or, it could just be good genes.

Congratulations Jeff & AI Q.

*David Smith attended Art Center in Los Angeles, (attended means he didn't graduate). After several years with two large corporations, he founded his own graphic design company, David Smith Design & Advertising, in Los Gatos, California - where he had a wide variety of clients. Now retired, he plays tennis, golf and paints.*



2



YEARS

1992 | 2012

VENICE FAMILY CLINIC

# IN FOCUS POSTER

One of our very first projects as Tornado Design. Our friend Max's vintage camera collection inspired the design for this poster for a photography exhibition in conjunction with The Venice Art Walk. All proceeds benefited the Venice Family Clinic, providing eye care for homeless and low-income families.

Distance Test Chart  
Venice Family Clinic  
1992

20  
200



20 FT  
6.1 M

20  
100

# I N

30 FT  
9.0 M

20  
50



50 FT  
15.2 M

20  
25

# F O C U S

25 FT  
7.6 M

20  
20



20 FT  
6.1 M

## A Profile of Student Photographers in Southern California

Your eye for photography can help improve the sight of others.

**In Focus: An Exhibition and Sale of Student Photography** in conjunction with **The Venice Art Walk** benefiting the **Venice Family Clinic**, the nation's largest free medical clinic. Proceeds from the sale will provide eye care for homeless and low-income families.

Curated by **Robert Sobieszek**, Curator of Photography, Los Angeles County Museum of Art and **David Fahney** and **Randee Klein**, Co-Owners of Fahney/Klein Gallery.

Preview and Reception for the Artists: Saturday, May 22, 4 to 7 pm

Venice Art Walk Exhibition: Sunday, May 23, Noon to 5 pm

Westminster Elementary School Auditorium, 1010 Abbott Kinney Boulevard, Venice.

To obtain more information about the Venice Family Clinic and the H.A.N.D.S. Committee, please call 310-670-9280.

Design by Sarah Budge and Heidi. Photography by Bob Sog. Camera Operator: Michael O'Brien. Photo Studio: Proton Studio. Printing by Edward Cline.



Vincent  
1889



Kosode with Flower Bag

Detail  
Japan, first half 18th century  
Paper-wood spinning and silk  
thread embroidery on silk  
Tobean



"Mauritana in Domestic"  
from Nürnberg Tracht  
("Morish Woman in Her  
from Nürnberger Costu  
Germany, 1577  
Gift of Mr. and ...



Paul Bevers

Boston, 1735-1818

Repeper from a visiting serv

er Art Museum, Worc

ter, Gift of Francis

Paris in memory

er Art Museum, Worc

ter, Gift of Francis

Paris in memory



Standard Bearer

CICA, Haida, Maa

ter, Gift of Francis

Paris in memory

er Art Museum, Worc

ter, Gift of Francis

Paris in memory

Los Angeles County  
Museum of Art

Autumn 1991

Volume 1

Number 1

# Inside

L A C M A



Herter Brothers

Paris Mirror, 1873

United States, 1864-1906

Photograph by Adam Katz

Los Angeles County  
Museum of Art

Spring/Summer  
1993

Volume 11  
Number 11

## The Ralph M. Parsons Foundation Does It Again: \$1 Million Award To LACMA

This spring brought a \$1 million grant from the Ralph M. Parsons Foundation. This generous matching challenge grant is the second major gift for photography from the Parsons Foundation. In 1984, their initial \$1 million grant spearheaded the

development of LACMA's Photography Department and the establishment of an endowment for programs and new acquisitions.

Thanks to the leadership of the Ralph M. Parsons Foundation, the museum's photography collection has been enhanced by more than 2,700 works and medium spans the 150-year history of post-World War II American photography. The new Parsons Foundation challenge grant will combine with subsequent matching funds to nearly double the Photography Department acquisition budget.

Continued inside

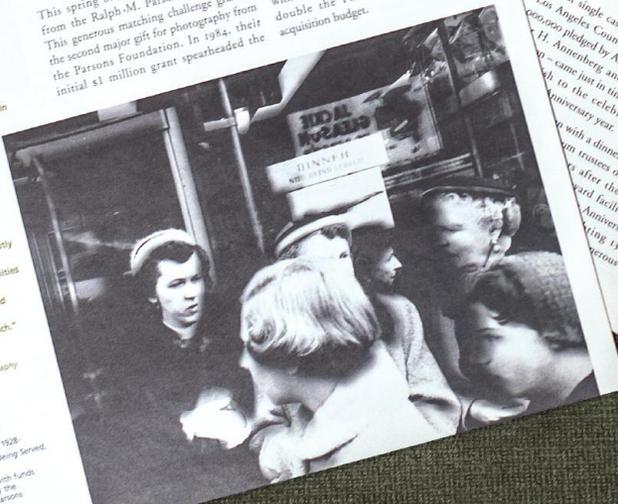
"This very generous grant from the Ralph M. Parsons Foundation provides the museum with an exciting opportunity to maintain

a competitive edge in building a major museum collection of photographic fine art, and affords us the opportunity to greatly increase our opportunities for programming and educational outreach."

Robert Soltessek,  
Curator of Photography

William Klein  
United States, 1928  
Gunter Now Being Served,  
1955

Purchased with funds  
provided by the  
Ralph M. Parsons  
Foundation



## INSIDE LACMA

With its first issue of a new periodic exclusively for Friends of the County Art Museum

Walter and Louise Annenberg, standing before Queen Victoria's 1840 coronation tiara from the Annenberg Collection.

## THE ANNENBERG GIFT Largest Cash Gift Ever Caps 25th Anniversary Year

The largest single cash gift ever received by the Los Angeles County Museum of Art — \$10 million — came just in time to provide the museum with the celebration of its 25th anniversary year.

Nearly 3,000 museum members and donors also responded to requests for contributions to mark the 25th Anniversary. The net result was the addition of just over \$100,000 to the museum's endowment fund for special exhibitions support, in addition to the Annenberg gift.

The museum's notable success in its brief history is a result of the dedication, loyalty, and remarkable generosity of its members and donors. Everyone involved can take great pride in the world-renowned excellence of the collections, exhibitions, and programs of the Los Angeles County Museum of Art.

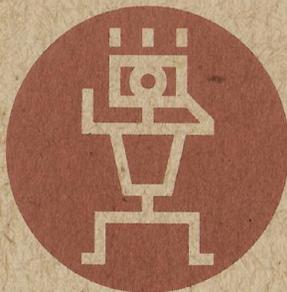


*"I first partnered with Tornado Design when we worked on a periodic newsletter exclusively for very special friends of the Los Angeles County Museum of Art, which debuted during the museum's 25th Anniversary year. Designed to complement the monthly Member's Calendar magazine, Inside LACMA provided an inside perspective on museum activities and gave recognition to some of the members and donors whose generosity supported LACMA's ongoing success. Distribution was to the museum's most prominent and discerning supporters, so the look and feel of the piece had to be just right... and it was!*

*Never since has producing a newsletter been such a fun project. Fresh, creative, insightful, on time and on budget – working with Tornado Design is sweet, indeed!*

*Congratulations, Jeff and Al, on Tornado's first 20 years!"*

*-Jan Saiget, Cedars-Sinai Medical Center*



**PAUL TUROUNET**

P H O T O G R A P H E R

P.O. BOX 326  
ALEXANDRIA  
LOUISIANA  
71309-0326

318-442-7873

The Museum of Neon Art

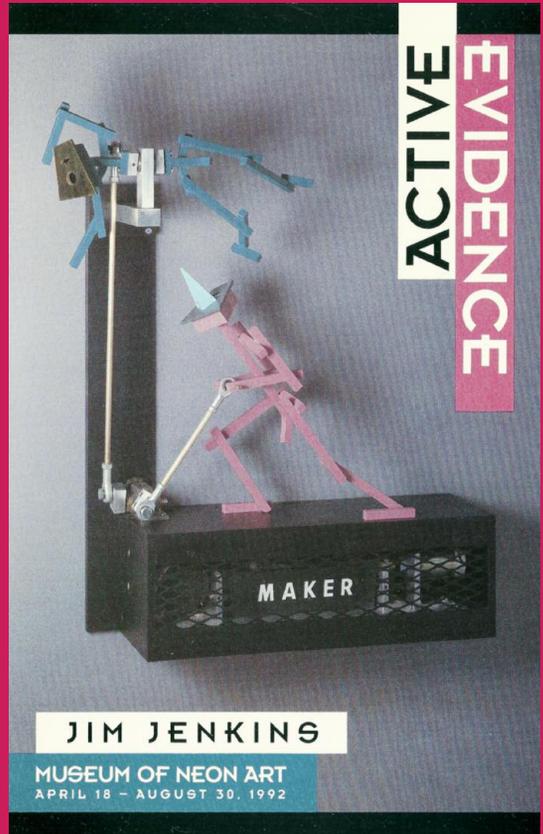


Anniversary Exhibition

*"I wanted them to be neon artists.  
But NO-O-O-O!!!  
They wanted to shine as  
GRAPHIC DESIGNERS.*

*And you have. Congrats on your 20th.  
Thank you for your award-winning work for the Museum of Neon Art."*

*-Lili Lakich, Neon Artist & Founding Director, Museum of Neon Art, Author*



JIM JENKINS

MUSEUM OF NEON ART  
APRIL 18 - AUGUST 30, 1992



*"Jeff Smith and Al Quattrocchi are the Simon & Garfunkel of design. One's got funny hair. One's got no hair. They make sweet design harmony with visual hooks you can't forget. Oh, and even better, they get along A LOT better than ol' Paul & Art."*

*- Shawn Amos, Freshwire*





PERFORMING TREE

# HALLOWEEN AT THE HANGAR INVITATION

Performing Tree is a nonprofit organization that educates children through a variety of arts experiences. This invitation to their annual Halloween fundraiser held at the Santa Monica Airport combines the whimsical art of Mexican artist José Guadalupe Posada with symbols of aviation. Spooky stuff.



93



PERFORMING TREE  
 IS A NON-PROFIT ORGANIZATION THAT  
 EDUCATES CHILDREN THROUGH A  
 VARIETY OF ARTS EXPERIENCES  
 WHICH EXCITE THE IMAGINATION,  
 STIMULATE INDIVIDUAL CREATIVITY,  
 AND ENHANCE LEARNING.

**HALLOWEEN AT THE HANGAR**

SINCE 1973, PERFORMANCES ARE  
 WORKSHOPS IN MUSIC, DANCE, DRAMA,  
 VISUAL ARTS, FOLK ARTS AND LITER-  
 ARY ARTS HAVE SERVED MORE THAN  
 SIX MILLION CHILDREN IN SCHOOLS,  
 LIBRARIES AND COMMUNITY CENTERS  
 THROUGHOUT SOUTHERN CALIFORNIA.



FRIENDS & FOLK!

PERFORMING TREE INVITES YOU TO  
 CELEBRATE HALLOWEEN BY  
 OUR ORIGINAL HANGAR CONCEPT  
 ON SATURDAY EVENING. ALL INCLUDES THE  
 GHOSTLY GO-TOGETHER FROM 7:00-11:00 PM  
 AT HANGAR ONE, SANTA MONICA AIRPORT

WEAR A COSTUME!

JOIN US FOR A SPooky EVENING (DO YOU'VE FORGOT?)  
 A NIGHT FOR THE GHOSTS, BAY  
 TASTY FOODS, SPOOKY FUN, AND TOYS,  
 AND LOTS OF TRICKS AND TREATS.  
 DONATIONS OF \$25 TO OTHER'S GREAT CAUSES!

LIVE MUSIC & DANCING!



**HALLOWEEN AT THE HANGAR**

YES, I'D LOVE TO SPEND MY HALLOWEEN HANGAR' OUT AT THE HANGAR.  
 PLEASE REWARD ME \_\_\_\_\_ TO CANCEL AT \$25 PER PERSON.  
 (TICKETS WILL BE AVAILABLE AT THE GHOST FOR \$25)



CHECK PAYABLE TO PERFORMING TREE, INC.  
 PLEASE POST BY OCTOBER 24.

BORRY, I

CONTR

FOR YOUTER

**HALLOWEEN AT THE HANGAR**

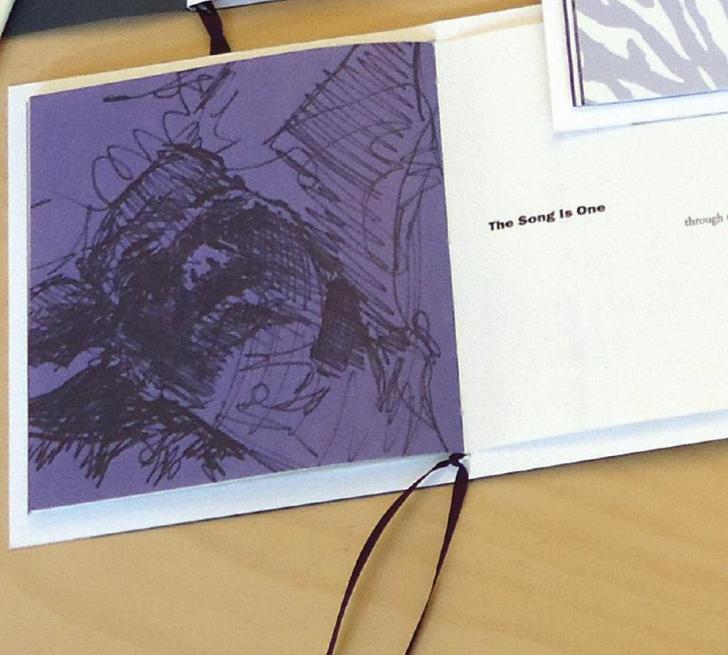
RSVP



600 MIKE LOUIE  
 8000 BAY STREET  
 APT. 45  
 SANTA MONICA  
 CALIFORNIA 90405



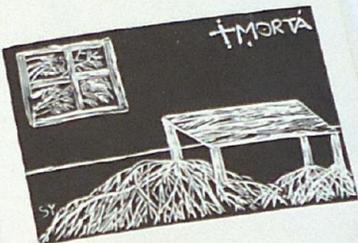
**HALLOWEEN AT THE HANGAR**



**A 5th Season**

The duck of  
late night -  
willows  
chickling  
through  
on my  
wooden  
deck.

Each river of  
grain is  
broken,  
cut off  
from earth.



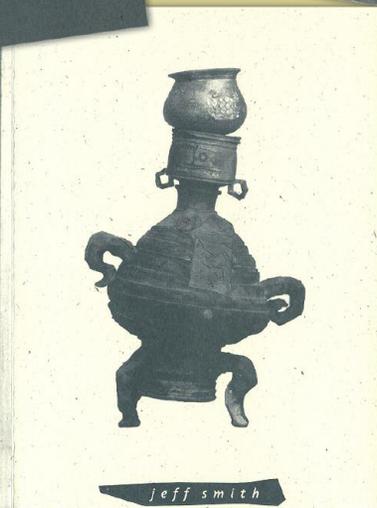
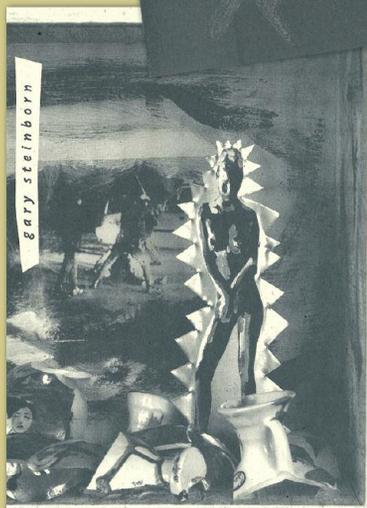
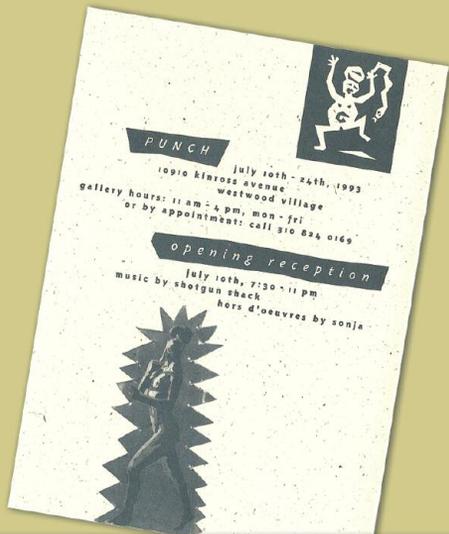
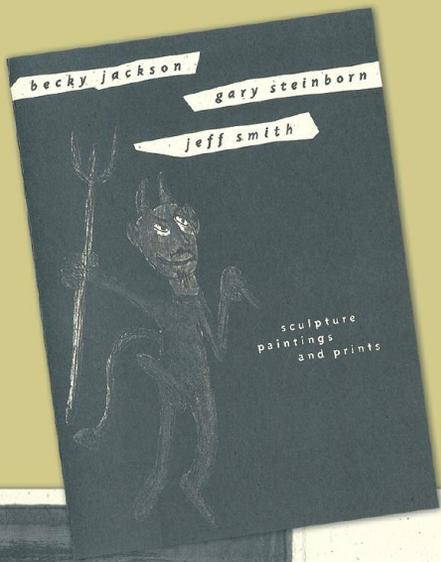
A song dances  
this evening  
the gray wind chimes.

I stir in sleep  
relieved to hear  
the new wind.

For each night  
the rhapsody is borne,  
I dream of true wind

that weaves  
through bending voals,  
stirring men of clay







TWICE GIBSON

P H O T O G R A P H Y

K A T E G I B S O N

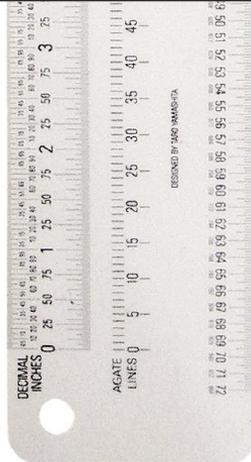
113 NORTH LA BREA AVE

LOS ANGELES CA 90036

FONE 213 549 9080

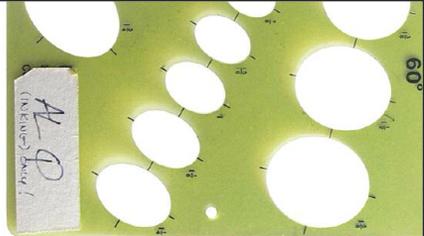
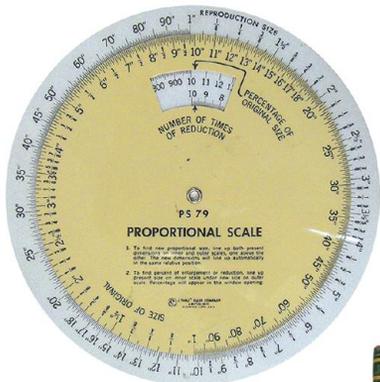
PHAX 213 549 9081

# THE TIMES THEY ARE A-CHANGIN'!



We've been doing this so long, we've seen a lot of things come and go, including waxers, lucys, stat machines, paste-up tools, press type, stripping (not what you think), Syquest drives, type houses, and even other design studios. We're proud to still be forging ahead, building on our past, and looking towards the future.



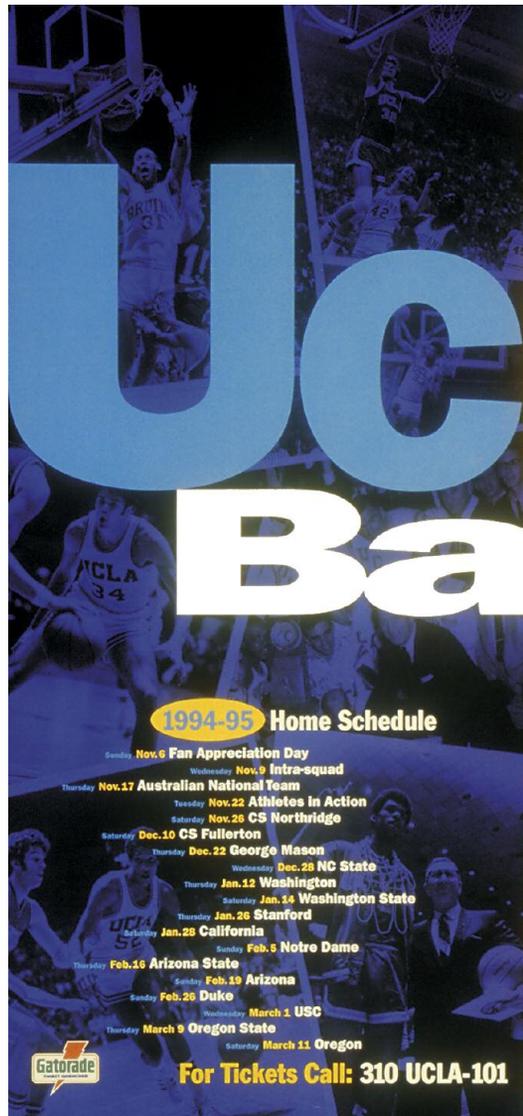


UCLA ATHLETIC DEPARTMENT

# UCLA BASKETBALL POSTER

This poster promoting the '94 - '95 season features many of the great players in the 75-year history of UCLA's distinguished basketball program. The Bruins capped a strong season by winning the men's national championship, once again.

# 94



The poster features a collage of basketball action shots in shades of blue and white. Large, semi-transparent letters spell out 'Uc' in blue and 'Ba' in white. Below this, the home schedule is listed with dates, days of the week, and opponent names. The Gatorade logo is at the bottom left, and the ticket information is at the bottom right.

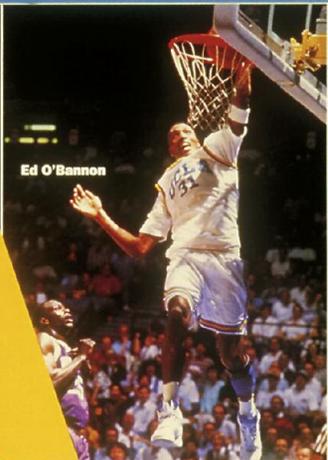
## 1994-95 Home Schedule

Sunday	Nov. 6	Fan Appreciation Day
Wednesday	Nov. 9	Intra-squad
Thursday	Nov. 17	Australian National Team
Thursday	Nov. 22	Athletes in Action
Saturday	Nov. 26	CS Northridge
Saturday	Dec. 10	CS Fullerton
Thursday	Dec. 22	George Mason
Wednesday	Dec. 28	NC State
Thursday	Jan. 12	Washington
Saturday	Jan. 14	Washington State
Thursday	Jan. 26	Stanford
Thursday	Jan. 26	California
Thursday	Feb. 16	Arizona State
Sunday	Feb. 19	Arizona
Sunday	Feb. 26	Duke
Wednesday	March 1	USC
Thursday	March 9	Oregon State
Saturday	March 11	Oregon

**For Tickets Call: 310 UCLA-101**



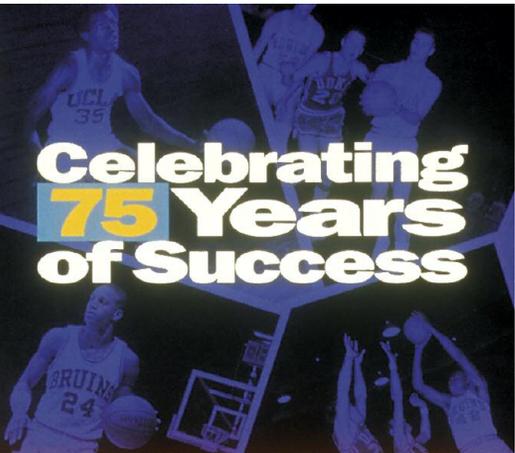
Charles O'Bannon



Ed O'Bannon

LA

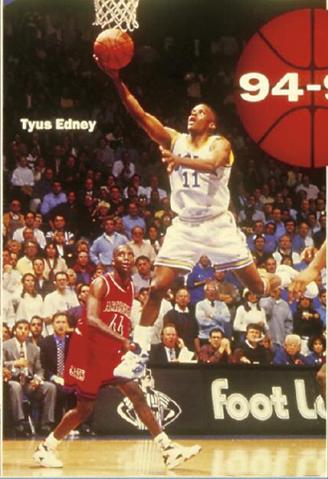
sket



# Celebrating 75 Years of Success



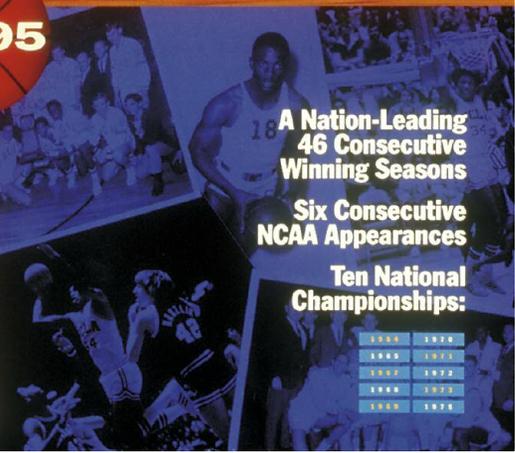
George Zidek



Tyus Edney

94-95

ball



**A Nation-Leading  
46 Consecutive  
Winning Seasons**

**Six Consecutive  
NCAA Appearances**

**Ten National  
Championships:**

1950	1970
1955	1971
1957	1972
1958	1973
1959	1974



## WE'RE PUTTING TOGETHER THE BEST THREESOME SINCE THESE GUYS ROAMED THE INFIELD.

"TINKER TO EVERS TO CHANCE!"  
The phrase recalls three men forever linked through time  
who together defined how to turn the double play.

Now that ANDERSON PRINTING, DIGITAL EDGE and  
ANDRESEN COLOR are all coming together in one location, we're bringing  
the same sense of teamwork, dedication and excellence to  
the world of printing that these gents brought to the game of baseball.

ANDRESEN COLOR also fields Major League graphic teams at our shops in  
Santa Monica, San Francisco, Santa Ana, Phoenix and Tucson.  
We never drop a ball. Give us a call. We'd love to tell you about our new  
capabilities and show you how, together, we can make THE BIG PLAY.

PHONE 213-460-4115  
FAX 213-460-6876



855 NORTH CAHUENGA  
LOS ANGELES  
CALIFORNIA · 90038

Unifying Traditions of Pride and Precision with Today's Technology.

Design: Tornado Design Copy/Research: Alan Truax

***“Al and Jeff are a lot like  
Mickey Mantle and Willie Mays,  
only better!”***

*-Drew Andresen, Andresen Digital*



Intaglio

The word "Intaglio" is written in a stylized, orange, cursive font. A green leaf icon is positioned above the letter 'a'.

# THE WELL IS FAR FROM DRY.



**Pat: The Best of Old School Vols. 1 & 2**  
Rhino drops a bomb with 2014's best old school rock & roll. Bonus tracks on the way.



**The Sun Records Collection**  
A 16-track, 16-disc set on the birth of rock 'n' roll, featuring tracks from Jerry Lee Lewis, Johnny Cash, B. B. King, and Elvis Presley.



**The Monkees**  
Look for all five original Monkees albums, each with previously unreleased tracks and revised notes and session information, to be released over the next six months.

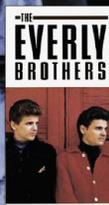


**Allen Ginsberg: Holy Hell! Jelly Roll - Poems And Songs (1948-1993)**

Four CDs featuring Ginsberg's first reading of "Howl" and songs with The Clash and Bob Dylan.



**Just Can't Get Enough: New Wave Hits Of The '80s, Vols. 1 & 2**  
The first of 10 volumes tracing the evolution of alternative.



**The Everly Brothers: Heartaches And Harmonies**

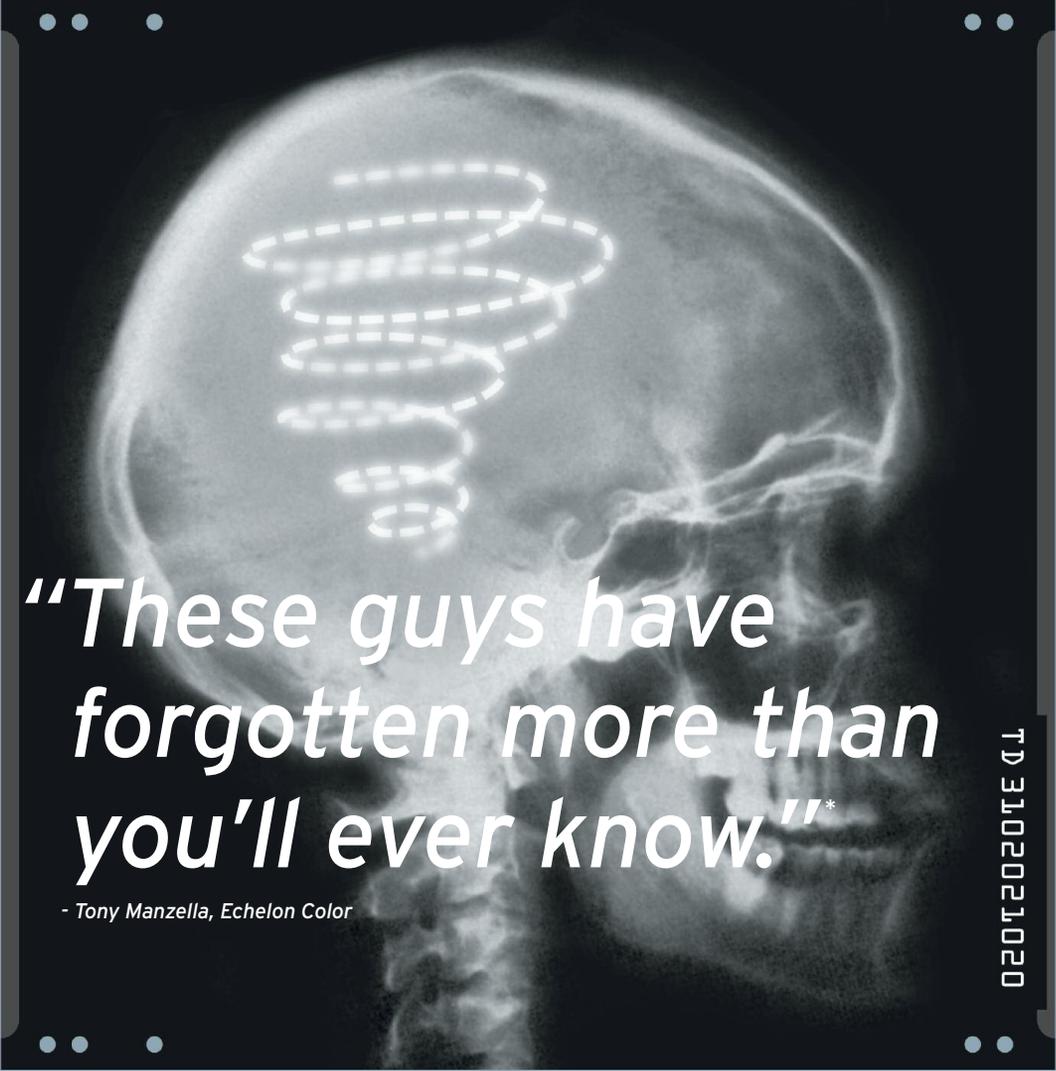
Over 100 songs used discs including every major hit. Includes 100+ tracks of rare and previously unreleased songs.



**Baseball's Greatest Hits, Vols. 1 & 2**  
Rhino steps up to the plate with two volumes of baseball songs, speeches, and poetry.



Celebrating 16 years of milking the vaults for everything they're worth.



*“These guys have forgotten more than you’ll ever know.”\**

- Tony Manzella, *Echelon Color*

TD 3102021020

*\*Tony may be right, and we’re pretty sure we know why...*

**CAUTION:**  
**FLAMMABLE MIXTURE**  
**DO NOT USE NEAR**  
**FIRE OR FLAME**

N.Y.F.D. C. of A. No. 838



**WARNING:** MAY PRODUCE DAMAGE TO  
CENTRAL AND PERIPHERAL NERVOUS SYS-  
TEM BY SKIN CONTACT OR BY INHALING  
VAPORS. CONTAINS *n*-HEXANE (CAS 110-54-3).

Avoid inhaling vapors or skin contact. Use only in  
well ventilated area. When using do not eat, drink  
or smoke. If swallowed do NOT induce vomiting.  
**CALL PHYSICIAN IMMEDIATELY.**

For more information contact your local

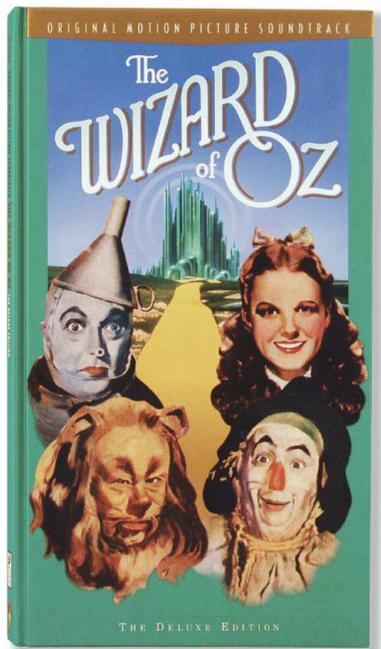
BESTINE

SOLVENT  
and  
THINNER

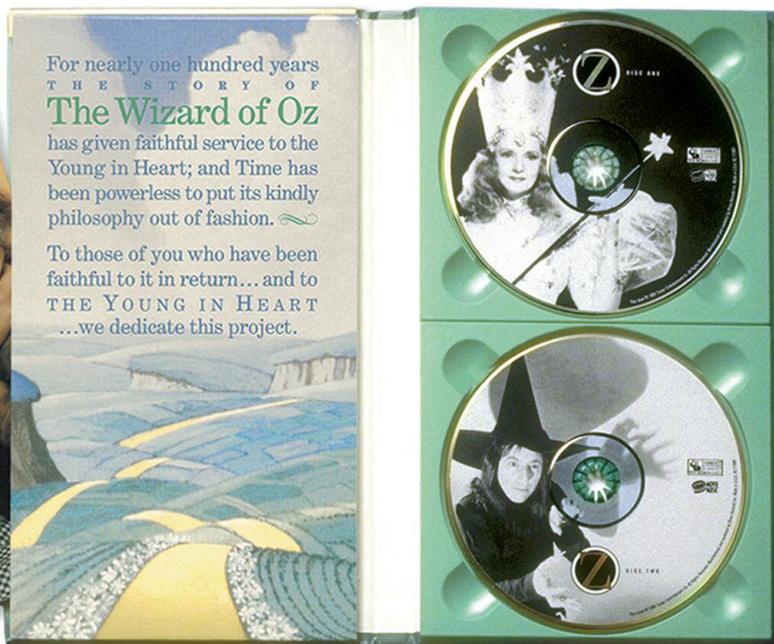
RHINO MOVIE MUSIC/  
TURNER CLASSIC MOVIE MUSIC

# SOUNDTRACK COLLECTION

In 1995, Rhino Records acquired the rights to release a collection of soundtracks drawing upon a library of classic films from the M-G-M, Warner Bros. and RKO studios, including some of the most important and beloved movies in Hollywood history. Our complete design solution for the series included a label identity, consistent branding for packaging, unique promo pieces, and point-of-purchase materials. The result is a critically-acclaimed collection of over 50 titles that set the standard for classic motion picture soundtracks.

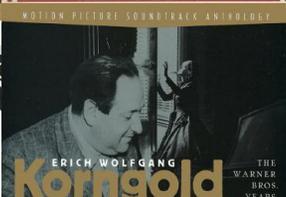
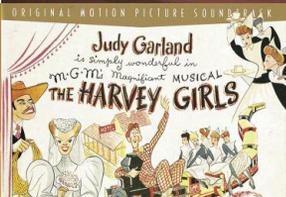
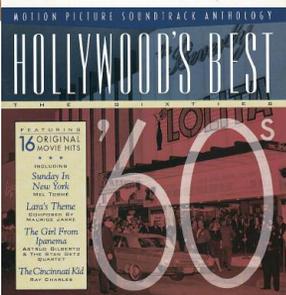
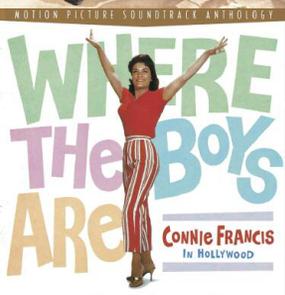
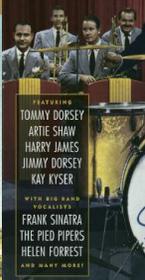
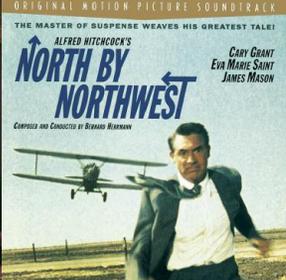
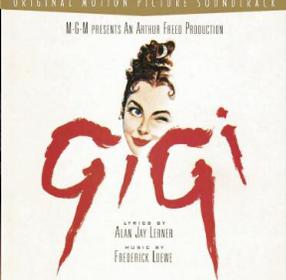
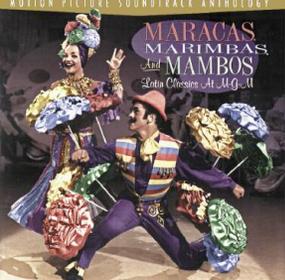
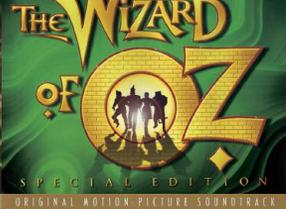
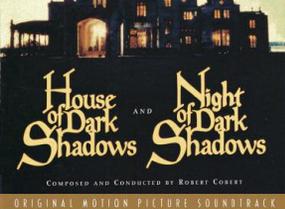


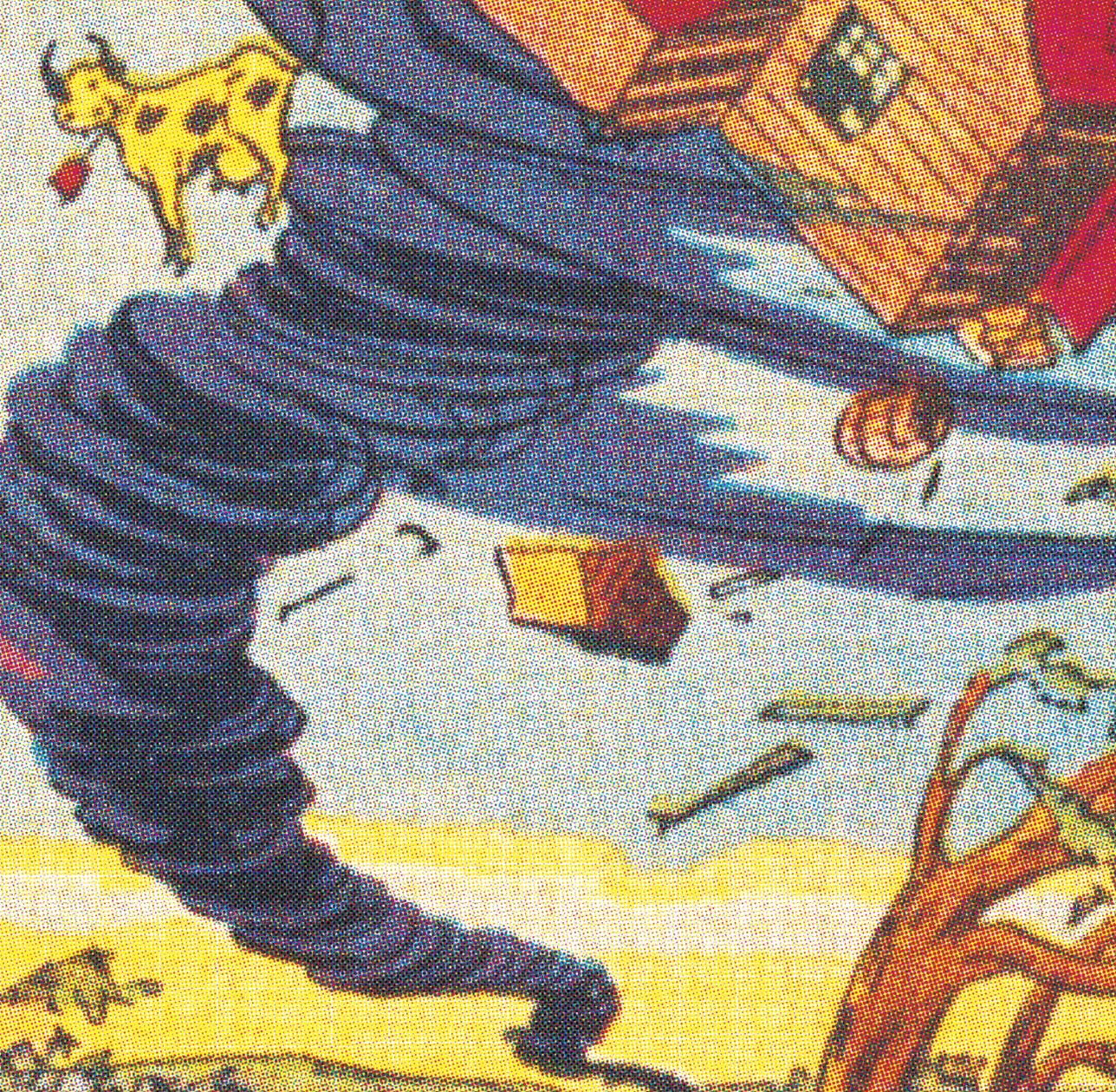
95



*The Wizard Of Oz Deluxe Edition*







*“Each with a brilliant eye for unique and effective design, Jeff Smith and Al Quattrocchi have taught me to embrace the positive value of negative space.”*

*- Marilee Bradford, The Film Music Society*

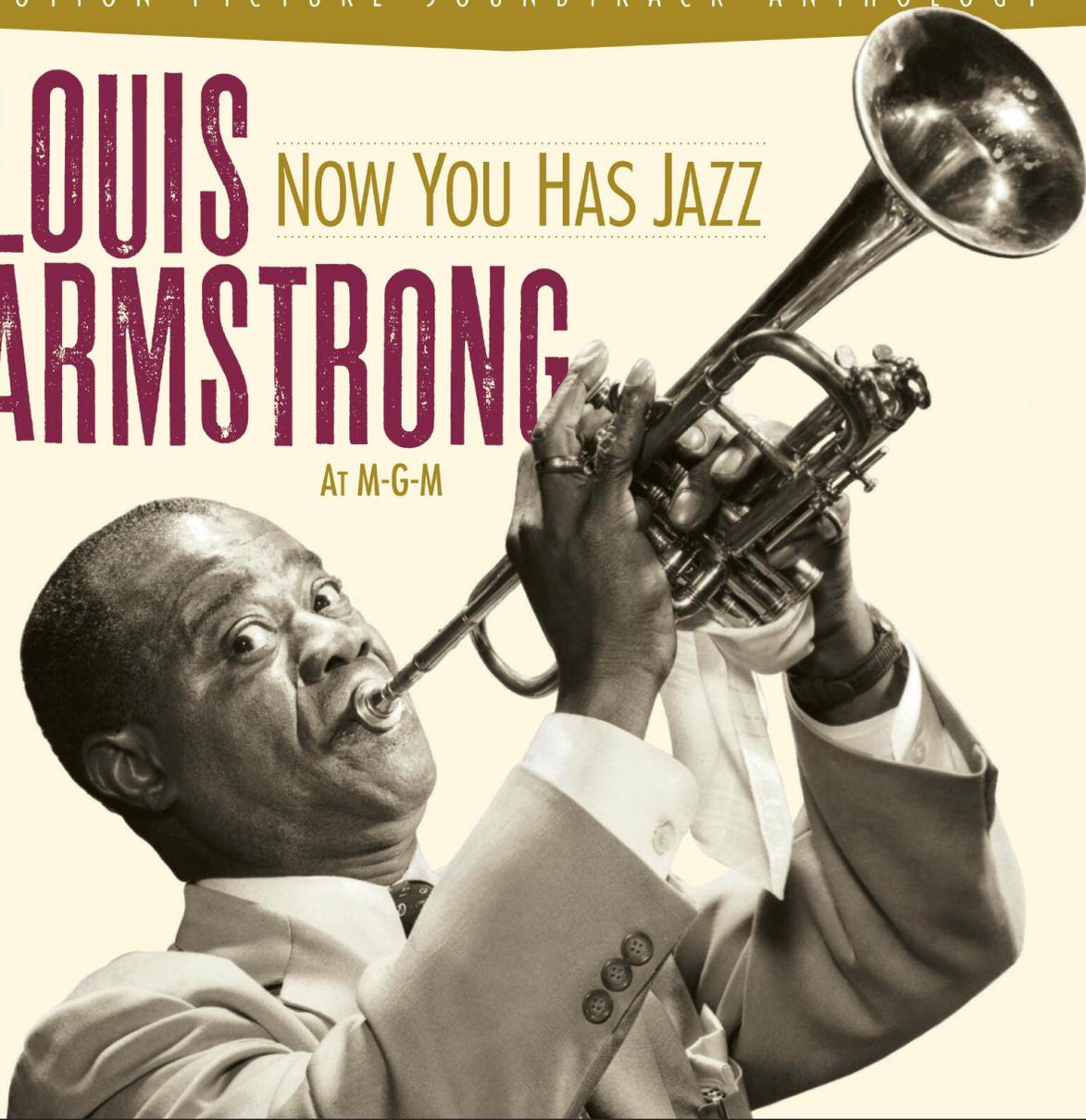


MOTION PICTURE SOUNDTRACK ANTHOLOGY

# LOUIS ARMSTRONG

NOW YOU HAS JAZZ

AT M-G-M

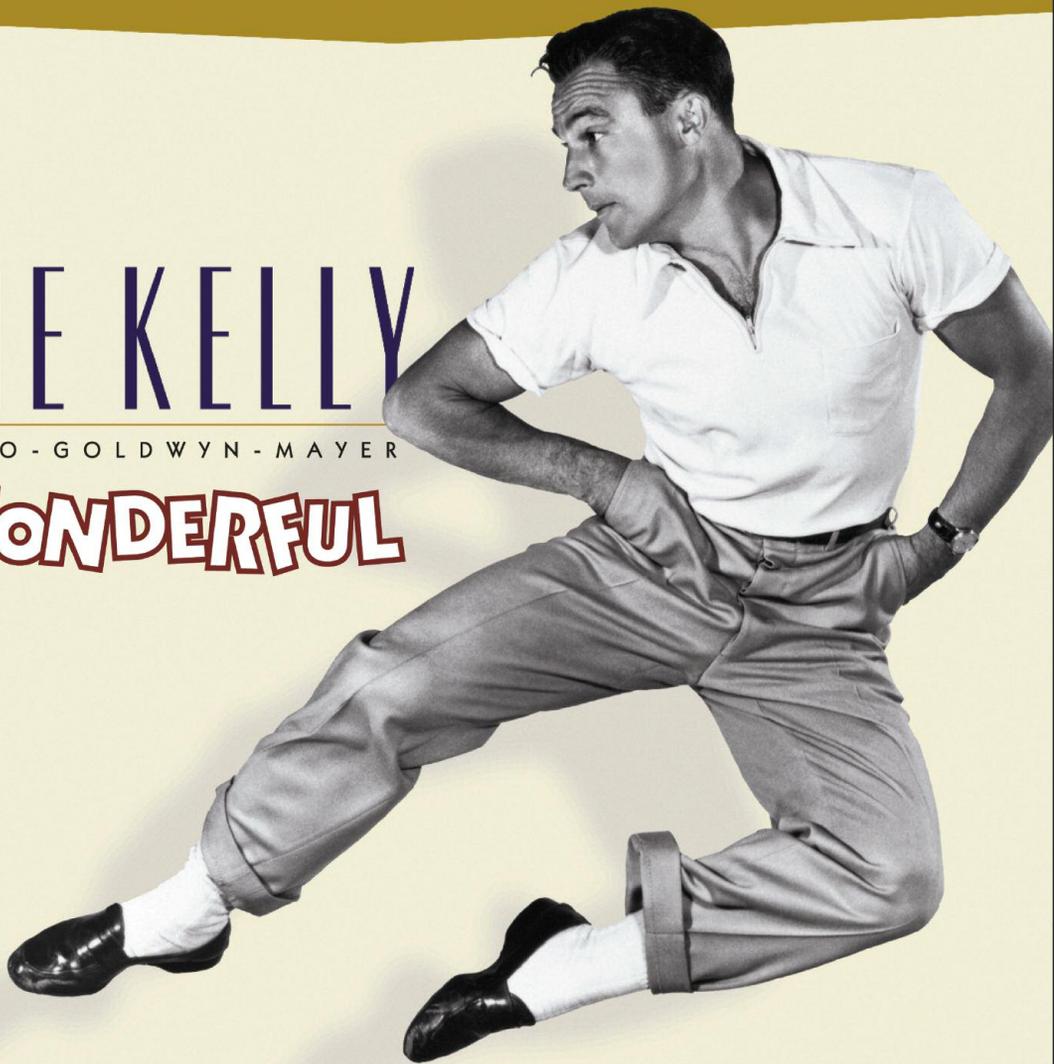


MOTION PICTURE SOUNDTRACK ANTHOLOGY

# GENE KELLY

AT METRO-GOLDWYN-MAYER

## 'S WONDERFUL



SAMUEL GOLDWYN COMPANY

# BIG NIGHT

Stanley Tucci's film, the story of two brothers who own a struggling gourmet Italian restaurant in competition with a successful spaghetti house across the street, was a big hit with audiences and critics alike.

Working with limited unit photography and a small budget, we searched for a way to convey the humor, conflict, and romance of the film. The final key art was composed of a background photo, stills of the actors, and a special shoot of the film's other star: the food.

*Buon appetito!*







¡UN ESTRENO EXCLUSIVO DE NUEVAS SERIES EN AMERICA LATINA!

¡viene En febrero!

Steven Spielberg

PRESENTA  
**PINKY  
Y  
CEREBRO**

¡Una Nueva serie Animada  
¡una Nueva Locura!

Una nueva serie animada de Warner Bros. presentada en forma exclusiva por WBTV-El Canal Warner.

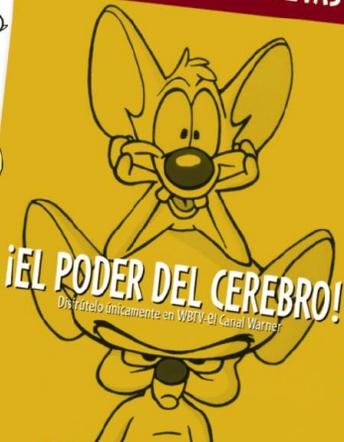
Comenzando en febrero usted podrá contar con el más divertido y contagioso mundo de dos científicos de laboratorio que planean apoderarse del mundo en "Steven Spielberg Presenta a Pinky y Cerebro". Después en marzo viene el estreno de "Misterios de Siesta y Piñón", en abril, "Steven Spielberg Presenta a Freakazoid!".

De lunes a día 7, dos a la semana, WBTV-El Canal Warner es su nuevo hogar para el mejor entretenimiento familiar. Series animadas, de comedia, de acción, de aventuras y películas... ¡todo está aquí en WBTV-El Canal Warner!

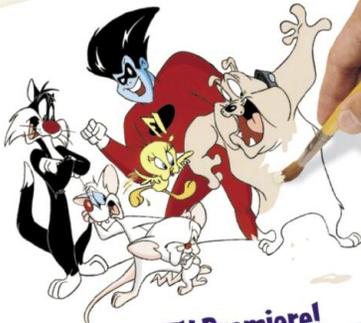
Para mayor información, por favor comuníquese con la oficina de ventas. ¡Hoy comienza!

BOGOTÁ: 54-9-375-3110  
MÉDICA: 55-9-878-3477  
CALIFORNIA: 90-9-205-5235  
MÉDICA: 51-9-233-8415  
ESTADOS UNIDOS: 818-977-4822  
MÉDICA: 19-9-241-8866

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**¡EL PODER DEL CEREBRO!**  
Disponible únicamente en WBTV-El Canal Warner



**A WBTV Premiere!  
Animation So New The Paint's Still Wet!**

See it first in Latin America and Brazil.  
Brand new episodes of three hilarious new animated series:  
Steven Spielberg Presents Pinky & the Brain, The Sylvester & Tweety Mysteries  
and Steven Spielberg Presents Freakazoid!

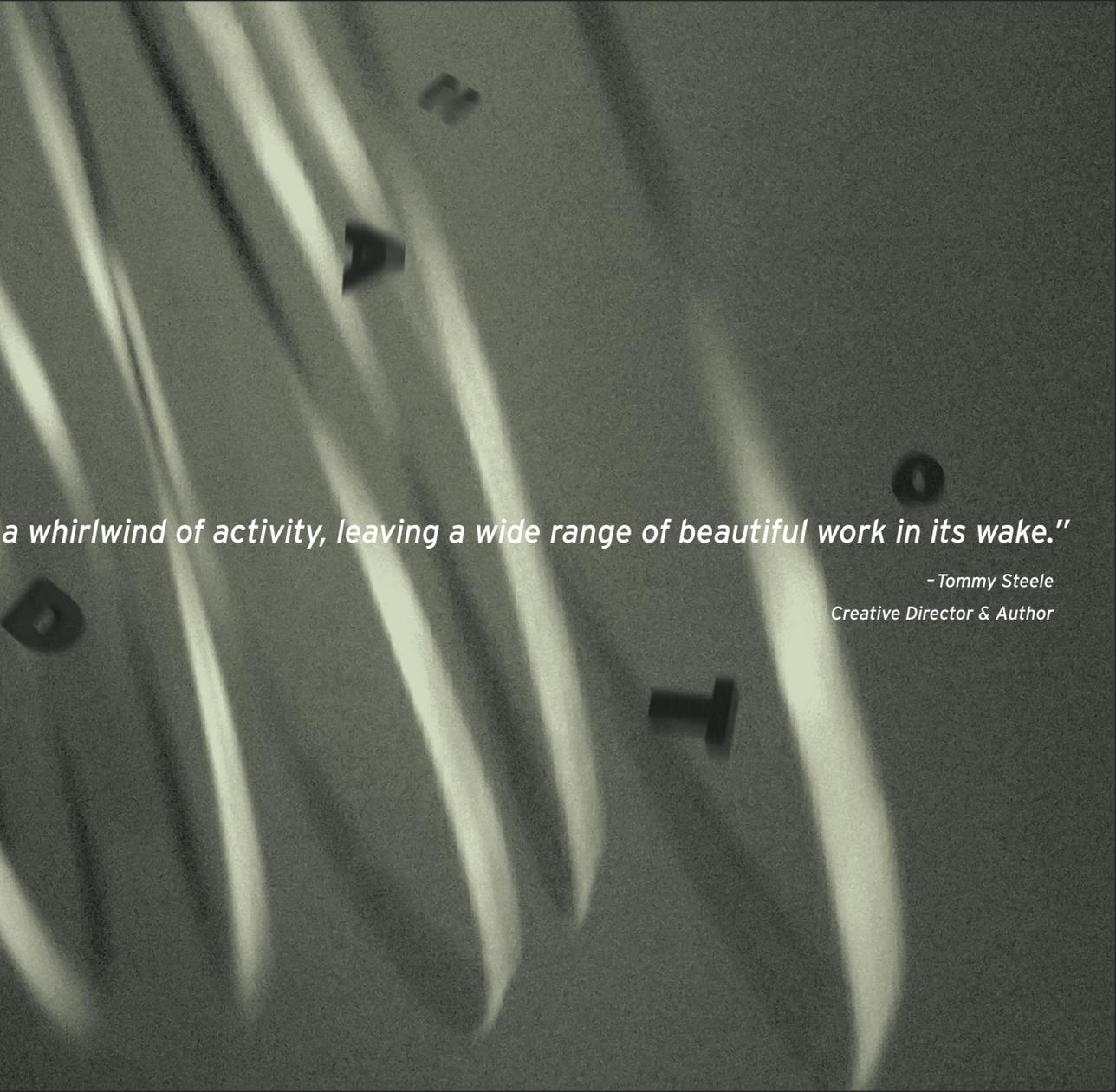


**WBTV-The Warner Channel: Great Entertainment For The Entire Family!**  
FEATURING WORLD FAMOUS AND BRAND NEW ANIMATION, AWARD-WINNING ACTION-ADVENTURE AND COMEDY SERIES,  
AND LEGENDARY WARNER BROS. MOVIES.





*"Tornado is an **F5** on the design scale. Behind the scenes,*



*a whirlwind of activity, leaving a wide range of beautiful work in its wake."*

*-Tommy Steele*

*Creative Director & Author*

RHINO RECORDS

# **SUPERFLY**

## **DELUXE EDITION**

To celebrate the 25th anniversary of the film *Superfly*, Rhino commissioned Tornado to design a reissue of the film's groundbreaking soundtrack by Curtis Mayfield.

The 2-CD set reproduces the original LP's die-cut cover and groovy logo by type legend Ed Benguiat. Combining the film's original '70s style with a modern sensibility, we strove to make the package a reflection of Mayfield's timeless, socially-conscious lyrics.

97





**Tornado**  
**BRAND**

**RACING  
FORMULA**

**THE HEAVYWEIGHT SOLUTION**

NET 48 FL OZ. 1.419 LITRE

*Albie*

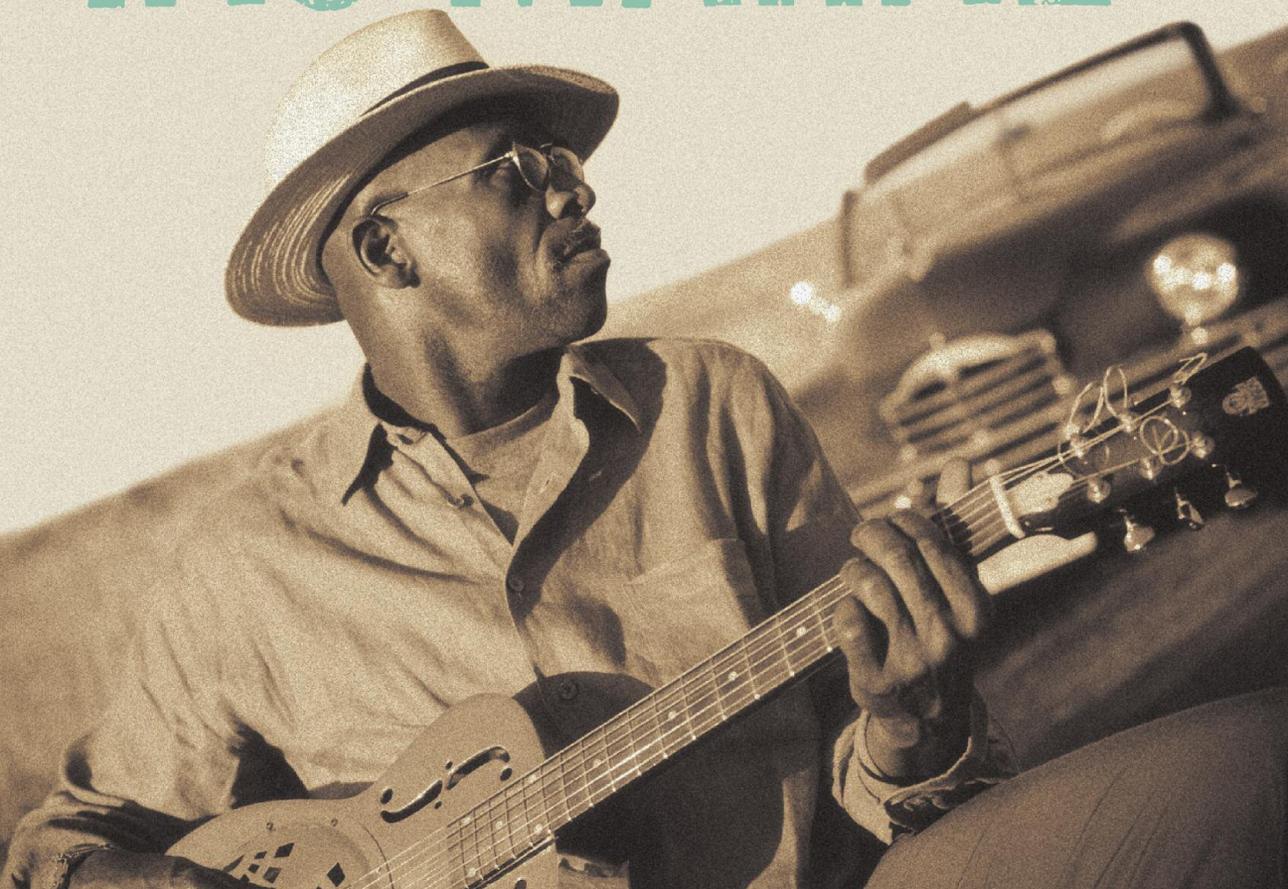
**Tornado**  
DESIGN

PIT CREW



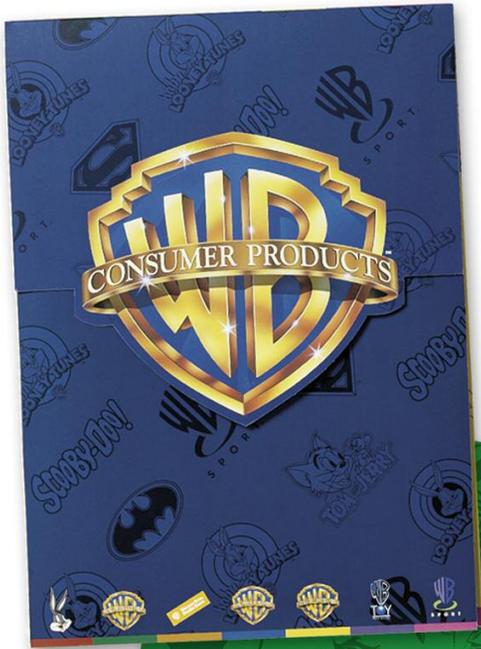
# TAJ MAHAL

## Señor Blues

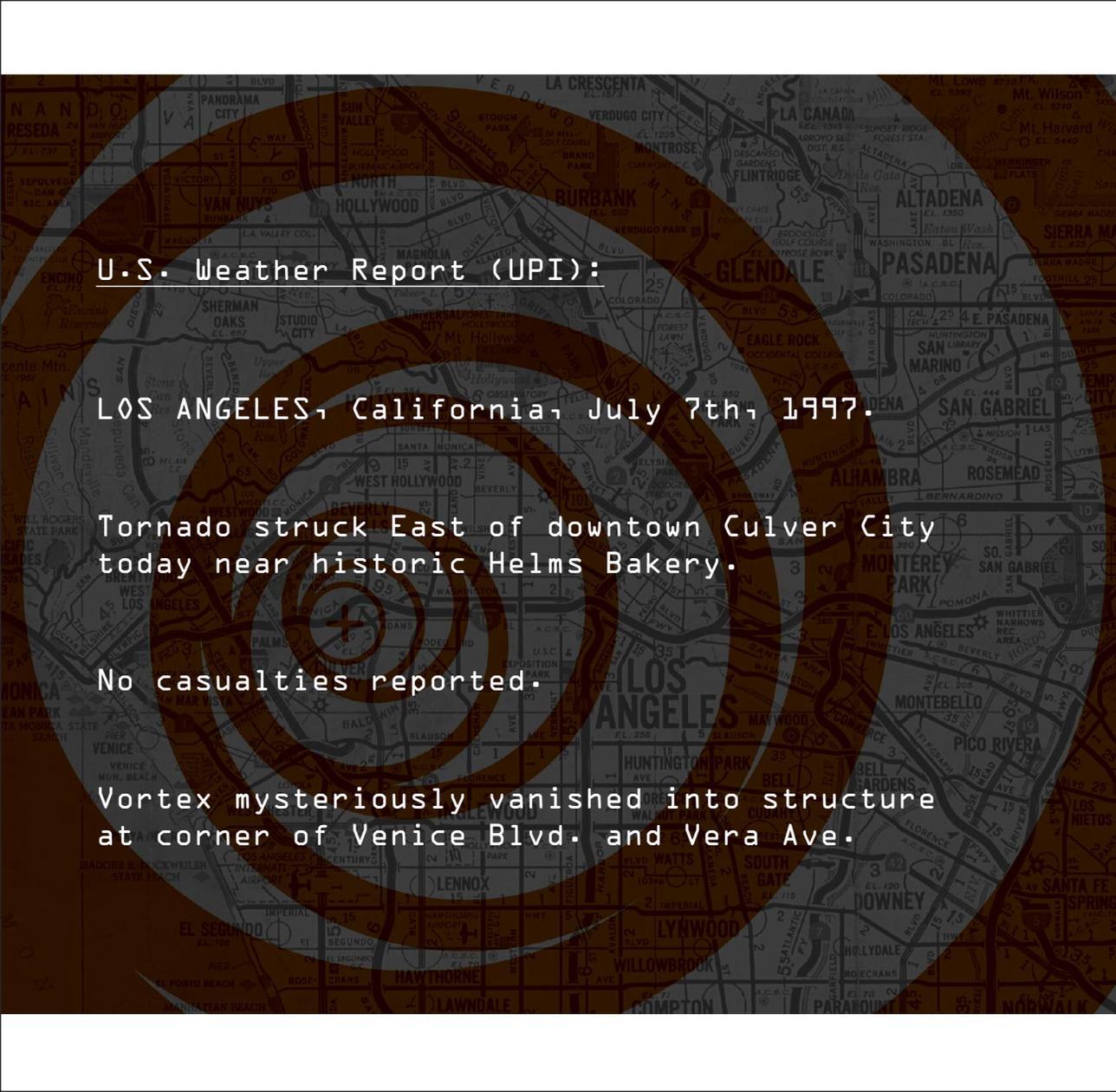


*“Besides their obvious charm, amazing good looks, and prowess on the basketball court, Jeff and Al have always been top-notch professionals to work with too. We started working together over 14 years ago, and not only have they always brought fresh ideas, hard work, and great value to my projects, they’ve bailed me out of tough situations more than once as well! I look forward to the next 20 years of working together, and really appreciate having you guys as friends too.”*

*- Herb Agner, Universal Music Enterprises*







U.S. Weather Report (UPI):

LOS ANGELES, California, July 7th, 1997.

Tornado struck East of downtown Culver City today near historic Helms Bakery.

No casualties reported.

Vortex mysteriously vanished into structure at corner of Venice Blvd. and Vera Ave.

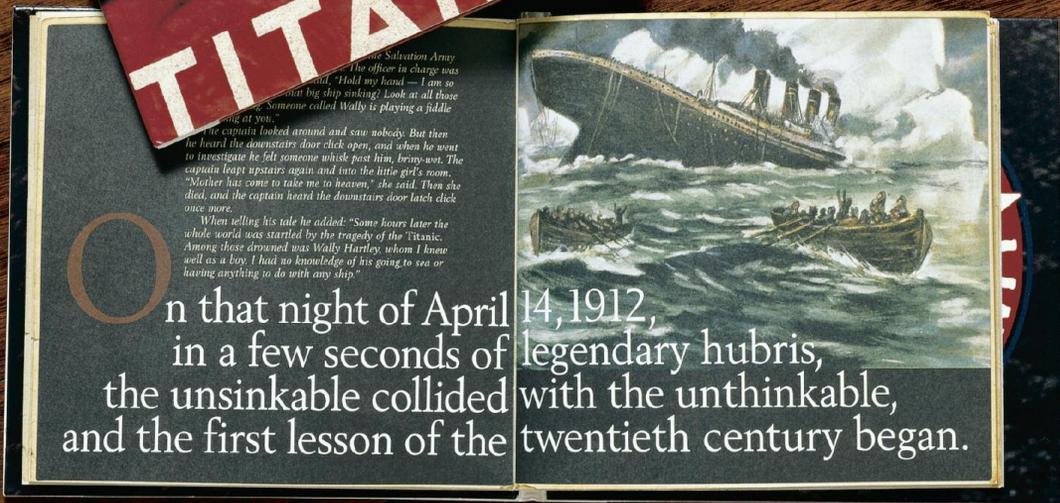
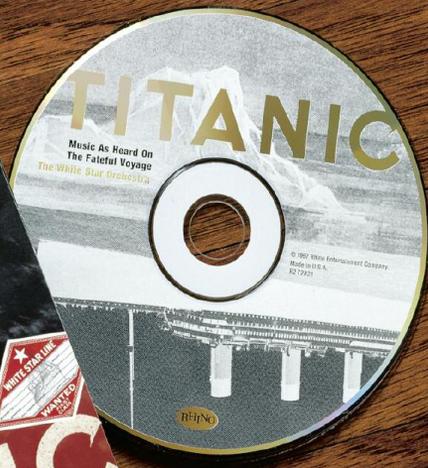


# OUR FIFTEEN MINUTES.

As you can tell by the look on our faces onstage at Radio City Music Hall, we were surprised as anyone when our package for an obscure niche record, *Titanic: Music As Heard On The Fateful Voyage*, scored a Grammy® for Best Package. We shared the art direction credit with our cohort Hugh Brown.



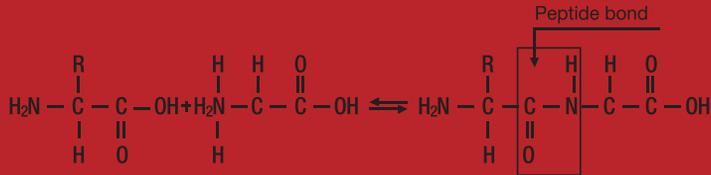
*1997 Grammy Award Winner*  
*Best Recording Package*



# Strange but true.

*During the live broadcast of the 40th Annual Grammy Awards at Radio City Music Hall, performance artist Michael Portnoy dances on stage during Bob Dylan's performance with the words "SOY BOMB" mysteriously scrawled on his chest. Al and Jeff witness the event from their seats in the audience after receiving their Grammys during the pre-telecast.*

*Ten years later, after months of doctor visits and blood tests, Al discovers he has a severe allergy to, none other than... SOY. Can anyone say, Twilight Zone?*



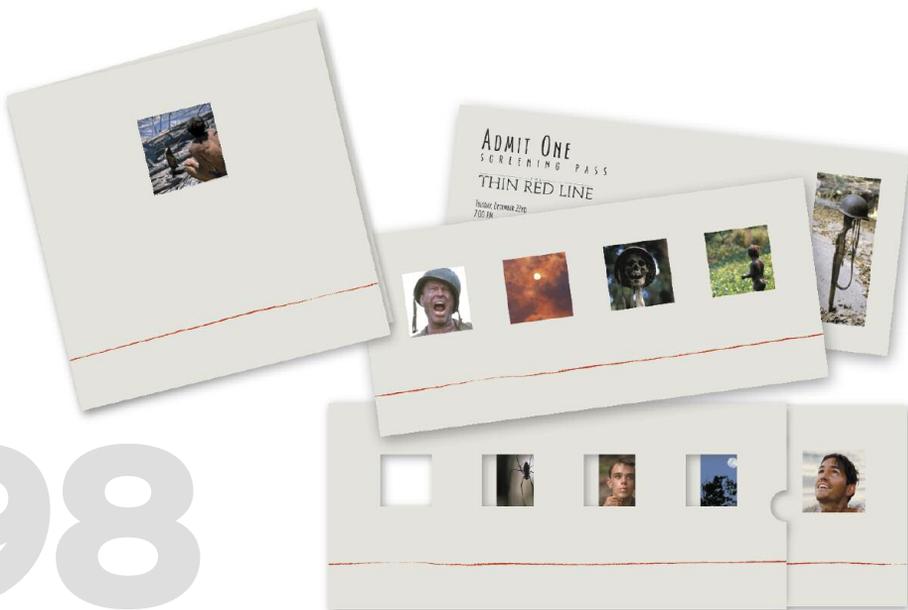
the chemical formula for soy



20TH CENTURY FOX

# THE THIN RED LINE

Terrence Malick's gripping WWII epic called for a promo piece that would portray both the beauty and the horror of the film. With this in mind, we created a screening invitation and 80-page book featuring portraits of each character reproduced on vellum. Ghosted images and sepias contrast with the stunning color unit photography. Handwritten text conveys the feel of a soldier's field journal.



98

YOU PUNKS ARE ALL LEARNING NOW— AND OH DOES  
IT HURT! THIS WAR'S ONLY STARTING BEHIND THIS  
COMPANY THERE'S TEN OTHERS LIKE IT, STRETCHING  
CLEAR BACK TO WASHINGTON, ALL OF THEM DEDICATED  
TO GETTING YOU UP HERE FULLY EQUIPPED TO  
GET YOUR ASSES BLOWN OFF YOUR JUST PART  
OF A MACHINE YOU'RE A CCG. THIS AIN'T NO WAR,  
THIS IS A REGULATED BUSINESS VENTURE.



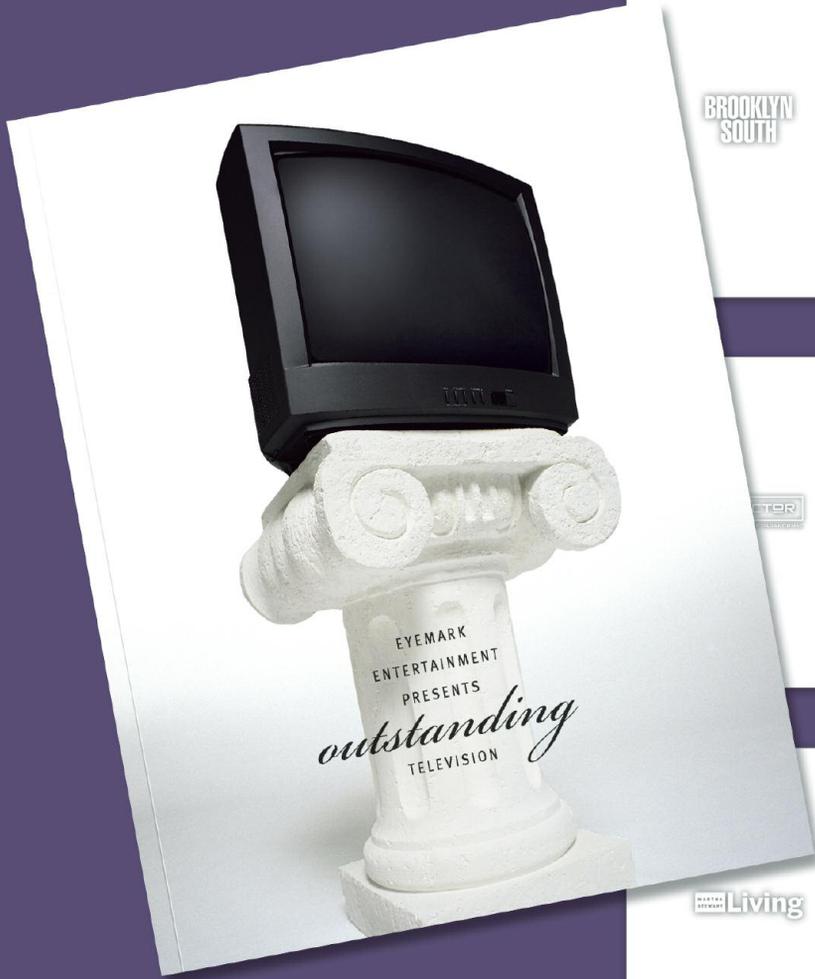
WELSH

YOU PUNKS ARE ALL LEARNING NOW— AND OH DOES  
IT HURT! THIS WAR'S ONLY STARTING BEHIND THIS  
COMPANY THERE'S TEN OTHERS LIKE IT, STRETCHING  
CLEAR BACK TO WASHINGTON, ALL OF THEM DEDICATED  
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GET YOUR ASSES BLOWN OFF YOUR JUST PART  
OF A MACHINE YOU'RE A CCG. THIS AIN'T NO WAR,  
THIS IS A REGULATED BUSINESS VENTURE.



WELSH





BROOKLYN  
SOUTH



ENTER  
CONTEST



WEEKLY  
LIVING





# OKTOBERFEST PARTY

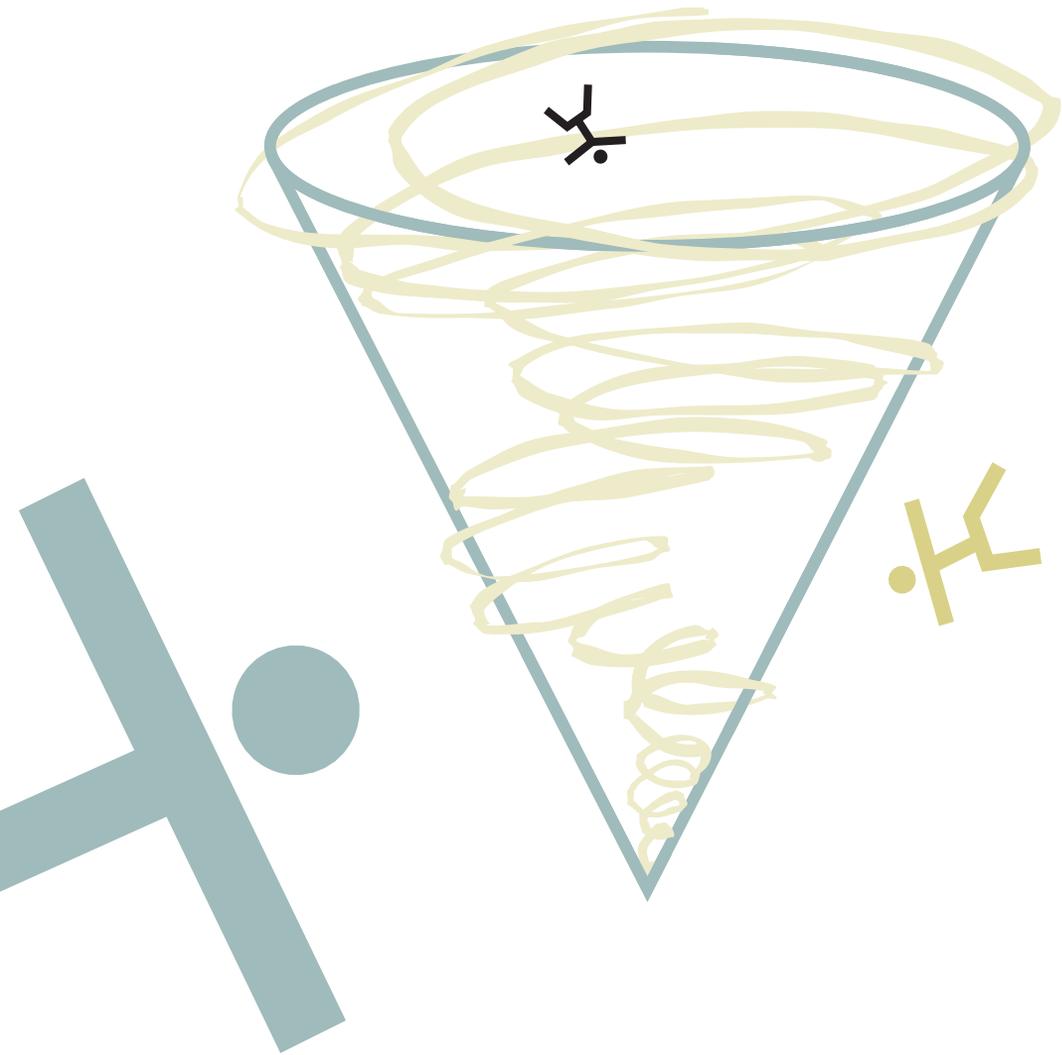
To thank our clients for a great year in 1998, Tornado hosted an Oktoberfest celebration. Invites featuring instructions on the infamous "Chicken Dance" were sent out encouraging guests to come "sing and schunkel." Enclosed with each invite was a screen-printed coaster. Polka music filled the air, brats and knockwurst roasted on the grill, and ice cold keg beer washed down the pretzels and peanuts. Each guest left with a full stomach and an official Tornado pint glass. Prost!





**TORNADO**

**OKTOBERFEST 1998**



*“True talent, indisputable creative and unfaltering integrity, is what makes Tornado Design a world class leader. Jeff and AI have fostered a reputation based on their dedication, vision and genuine respect for their craft and their clients. It has been an honor and a gift having worked with them. I have no doubt they will not only leave a legacy, but a distinguished mark in the design world. My sincerest thanks to the both of you, and Happy 20th!”*

*- Tiffany Iino, Disney ABC Network Group*

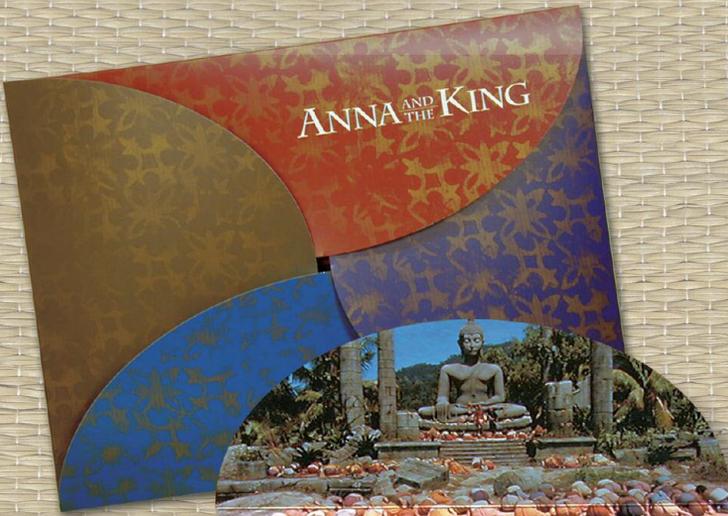
TWENTIETH CENTURY FOX

# ANNA AND THE KING

*Anna And The King* was shot in Thailand, famous for its overwhelming beauty. Inspired by a lotus blossom, our press kit design folds by overlapping and interlocking each section on top of the next. Wrapped in metallic gold textile patterns, the “flower” blooms revealing a world rich with color, texture, and exotic imagery.



99



# ANNA AND THE KING

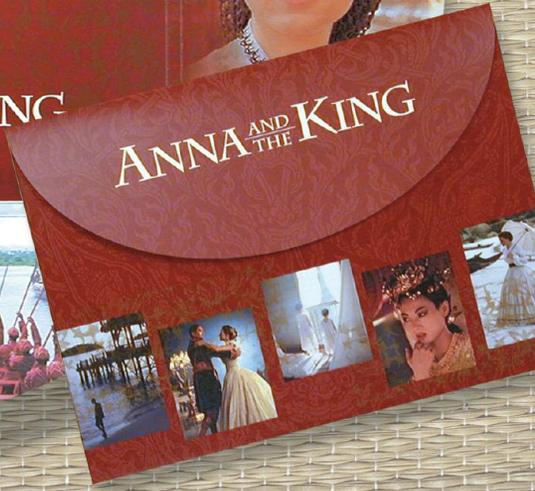


*I* T WAS ALWAYS SURPRISING HOW SMALL A PART OF LIFE IS TAKEN UP BY MEANINGFUL MOMENTS. MOST OFTEN, THEY ARE OVER BEFORE THEY START, EVEN THOUGH THEY CAST A LIGHT ON THE FUTURE AND MAKE THE PERSON WHO ORIGINATED THEM UNFORGETTABLE...



ANNA HAD SHINED SUCH A LIGHT ON SEAM.

# ANNA AND THE KING

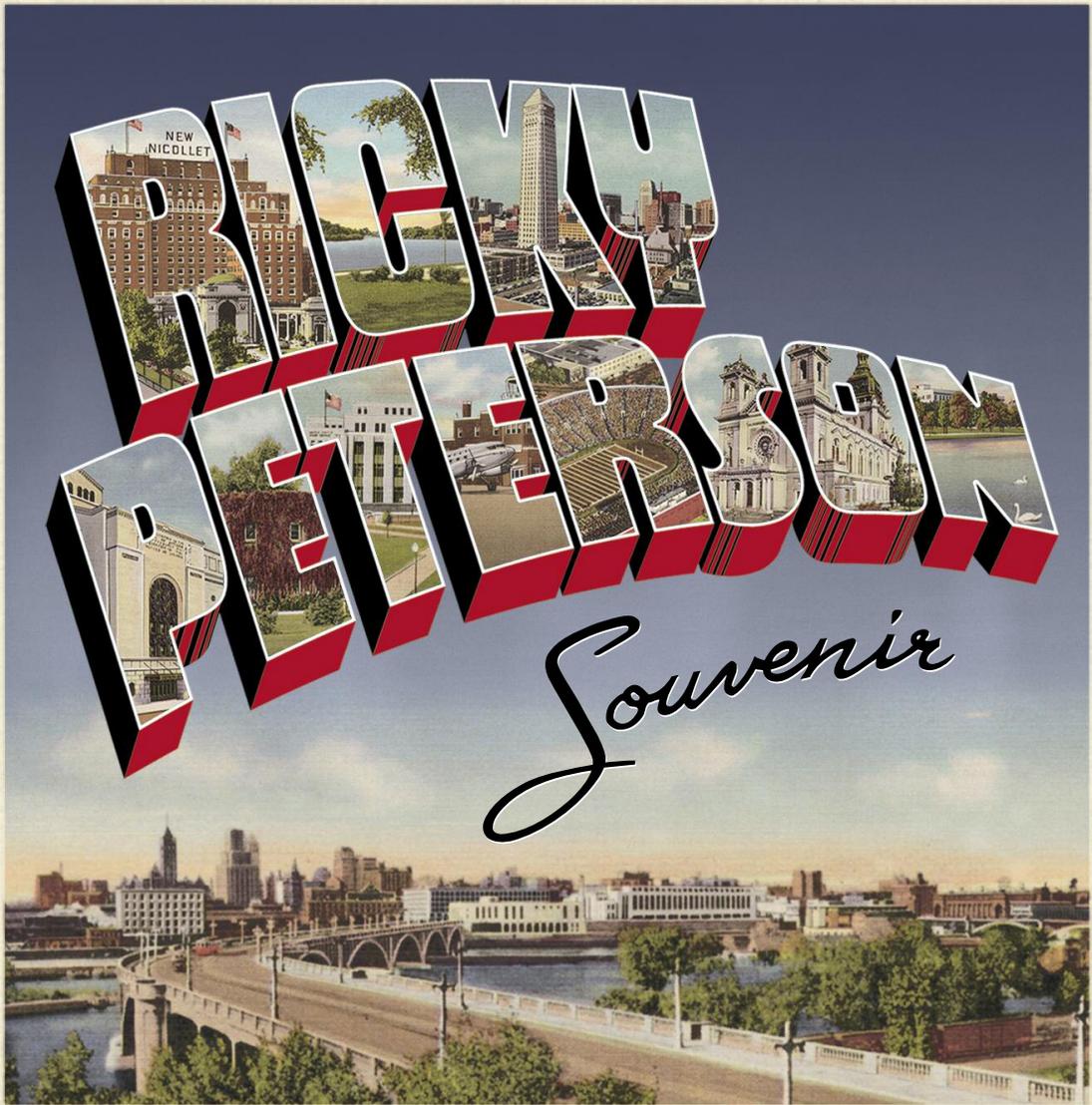


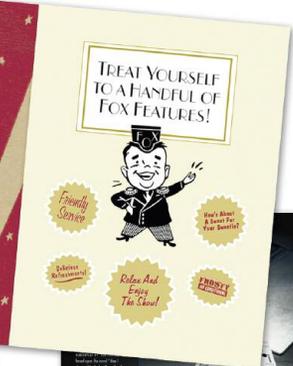
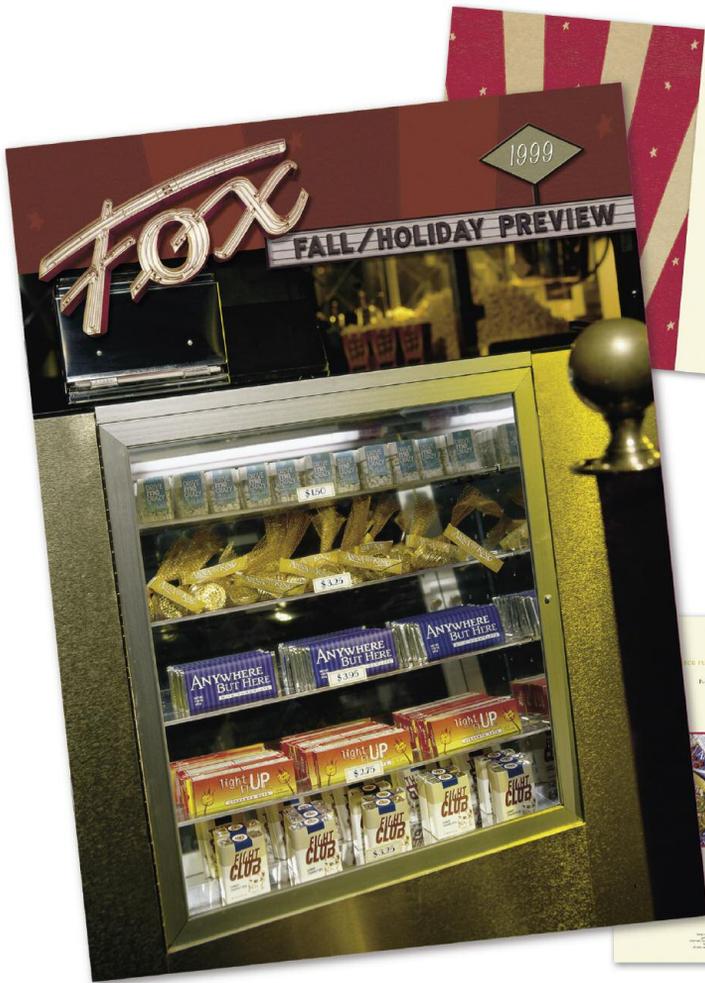
# ANNA AND THE KING

THIRD AVE. BRIDGE, SHOWING MILLING SECTION

# NEW JERSEY

*Souvenir*

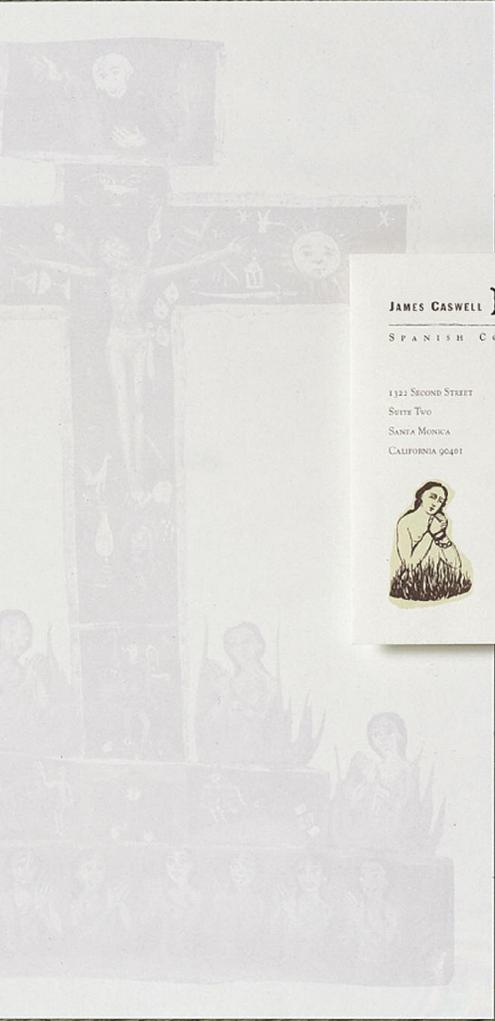




*"To quote the Brooklyn alphabet, Jeff and Al are fucking A-list guys!"*

-Ron Slenzak, Photographer





JAMES CASWELL **Historia**

SPANISH COLONIAL ART

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SUITE TWO  
SANTA MONICA  
CALIFORNIA 90401



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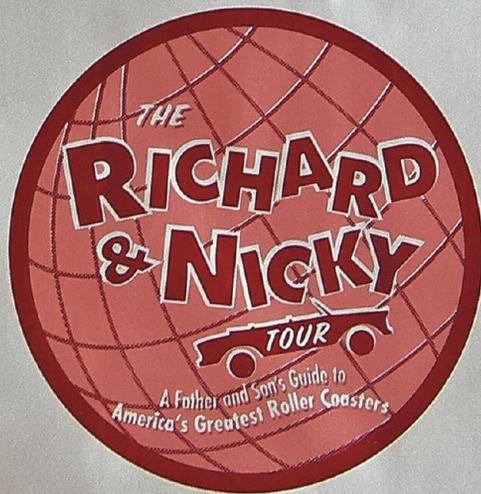


1322 SECOND STREET, SUITE TWO  
SANTA MONICA, CA 90401  
TEL: 310 394 3384 FAX: 310 597 3330

*“Whenever I need something wacky, inspired, professional, off-beat and of the top quality I turn to Tornado to do an incredible job.”*

*- Richard Kraft, Kraft-Engel Management\**

*\*The only client wacky and inspired enough to have us design a custom barf bag.*



**BARF BAG**

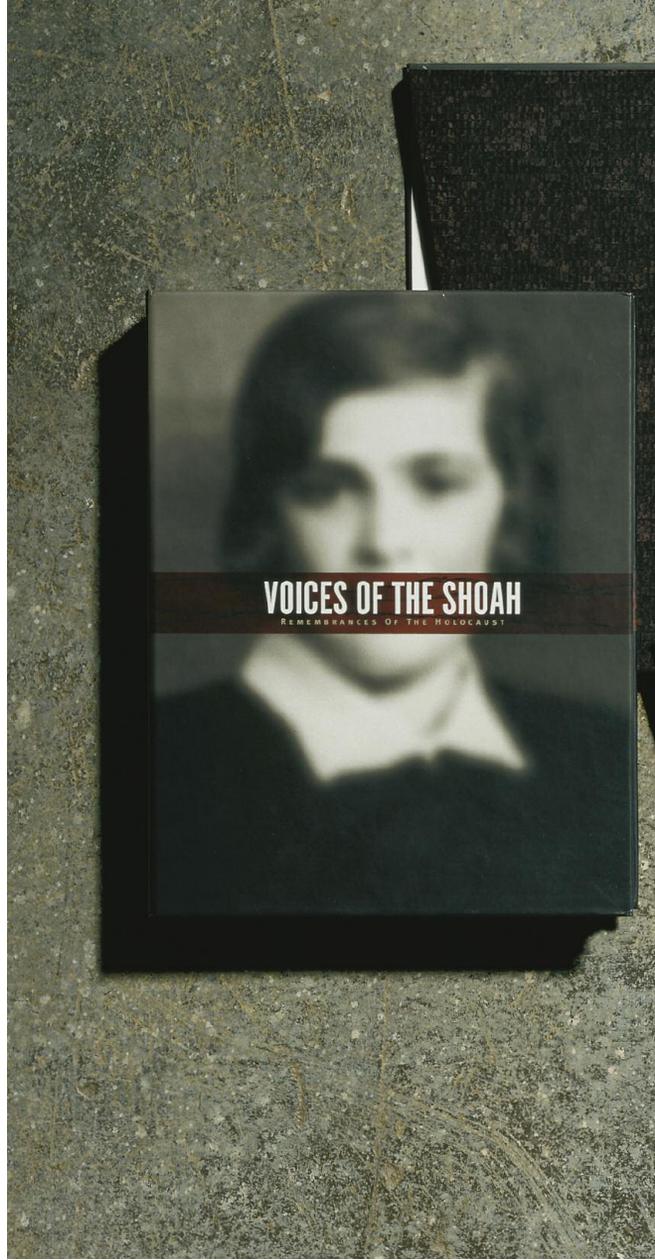
RHINO RECORDS

# VOICES OF THE SHOAH: REMEMBRANCES OF THE HOLOCAUST

This historic collection is the first-ever audio documentary of the Holocaust as told by survivors and witnesses interviewed in North America and England. The powerful stories gathered here testify to the horrors of the Shoah as well as the immeasurable strength of the human spirit.

The collection includes a 100-page hardcover book with transcripts of the audio selections, historic photos, biographies, a comprehensive time line, explanatory essays, maps, and a glossary.

Our design objective was to bring order and clarity to a vast amount of information, creating an accessible educational tool that respects the emotional content.



## VOLUME 1:

**INTRODUCTION**  
**LIFE BEFORE THE SHOAH**  
**ANTI-SEMITISM AND HITLER'S RISE TO POWER**  
**EFFORTS TO ESCAPE**  
**IN WAR**  
**LIFE IN THE GHETTOS AND MASS EXECUTIONS OF JEWS**  
**DEPORTATION TO LABOR AND DEATH CAMPS**

## VOLUME 2:

**RESISTANCE**  
**DEATH MARCHES AND LIBERATION**  
**POSTWAR SICKNESS AND RECOVERY: LOOKING FOR A FUTURE**  
**A NEW LIFE IN AMERICA AND A SURVIVOR'S PHILOSOPHY OF WAR**  
**CONCLUSION**

## VOLUME 3:

**KINDERTRANSPORT: SAVING THE CHILDREN**  
**AN AMERICAN-JEWISH SOLDIER AT THE LIBERATION OF DACHAU**  
**TWO AMERICAN SOLDIERS WITNESS THE HORRORS OF DACHAU**  
**AN AMERICAN MILITARY RABBI SEES HOPE TO NEWLY FREED SURVIVORS**

## VOLUME 4:

**INTERVIEWING THE SHOAH: LEVINE WRITS THE KNOWLEDGE OF EVIL**  
**ONE ONLY STORY: A CONVICTION IN HUNGARY**  
**EPILOGUE**

# TRANSCRIPTS OF THE VOICES OF THE SHOAH

VOLUMES 1-4



**SHMUEL (SHMOO) HERSHKOVITZ**  
 BORN NOVEMBER 23, 1909,  
 ZILCHOW, POLAND,  
 ISRAEL

Shmuel (Shmoo) Hershkovitz was born in Zilchow, Poland, in 1909. He was one of the few Jews in his town who survived the Holocaust. He was deported to the Łódź Ghetto and then to the Kraków Ghetto. He was liberated by the British in 1945 and spent the rest of his life in Israel.

## VOLUME 1, TRACKS 1-2 INTRODUCTION

**[JIMMY RAYNE:]** It's almost as if you've lived on borrowed time, a time that will soon be over. In one sense, your life could have ended, but it didn't.

**[LARI CAYLOR:]** Sometimes I go to Dodge Stadium, and I look around, and I think about what would happen if the government suddenly decided to take the citizenship of all the Belgians or the Mexicans, or there was an announcement, "All European-born folks get out of the U.S. in 90 days." It's incomprehensible how you can take everything that I see and just wipe it out.

**[LEONARD BARNHEIMER:]** In school they asking me, "Do you have nightmares?" I said, "Nightmares, dreams, I never because I live with it. Day and night."

**[ESKA METERS:]** They visit all my mother's family. They killed my mother and my sister—their father. I can never forgive them. They killed my husband, who never had a chance, he was 27-year-old, a wonderful person, and they killed all his family.

**[CECIL MANTON:]** Why do they take away my mother's kids when she has a grandpa and grandma and uncles and aunts and cousins? Why?

**[CECIL MANTON:]** Why do they take away my mother's kids when she has a grandpa and uncles and aunts and cousins? Why?

**[LARI CAYLOR:]** And so it gives you kind of a strange feeling in life. That this is like a special game to me.

**[SHARONDA HELLER:]** My name is Elliott Gould, and welcome to voices of the Shoah. The Shoah was the systematic annihilation of all Jews in Europe during World War II. The Shoah was the systematic annihilation of all Jews in Europe during World War II. The Shoah was the systematic annihilation of all Jews in Europe during World War II.

## THE LINE OF THE HOLOCAUST

The line of the Holocaust is a line that separates the past from the present. It is a line that is drawn in the sand, and it is a line that is drawn in the sand. It is a line that is drawn in the sand, and it is a line that is drawn in the sand.

1933

Adolf Hitler becomes Chancellor of Germany.



John Rapp in Austria, 1945.

## VOLUME 1, TRACKS 3-7 LIFE BEFORE THE SHOAH

**[LARI CAYLOR:]** My name is Lari Caylor. I was born in Vienna, Austria, in 1939.

**[MAYRA:]** I was born in December 1928 in Lodi, Italy.

**[CECIL MANTON:]** My name is Cecil Manton. I was born in London, England, in 1928.

**[SHARONDA HELLER:]** My name is Sharonda Heller. I was born in London, England, in 1928.

**[ESKA METERS:]** My name is Eska Meters. I was born in London, England, in 1928.

**[LEONARD BARNHEIMER:]** My name is Leonard Barnheimer. I was born in London, England, in 1928.

**[JIMMY RAYNE:]** My name is Jimmy Rayne. I was born in London, England, in 1928.

**[MAYRA:]** My father was an Ottoman Turkish consular official and he was very wealthy. He had a very good education and he had a very good job.

**[LARI CAYLOR:]** We had two brothers and two sisters. We were very close together and we were very happy.

**[JIMMY RAYNE:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[SHARONDA HELLER:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[ESKA METERS:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[LEONARD BARNHEIMER:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

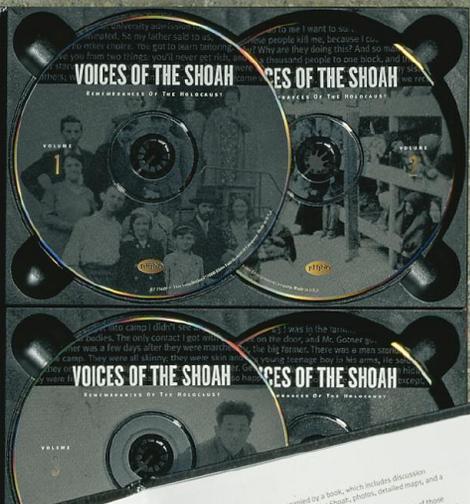
**[JIMMY RAYNE:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[SHARONDA HELLER:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[ESKA METERS:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[LEONARD BARNHEIMER:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.

**[JIMMY RAYNE:]** I was born in London, England, in 1928. I was a very happy child and I was very close to my family.



**JIM RAPP**  
 BORN DECEMBER 23, 1909,  
 IN VIENNA, AUSTRIA

Voices of the Shoah is accompanied by a book, which includes discussion questions, a time line and overview of the Shoah, photos, colored maps, and a comprehensive index and glossary.

All the voices you will hear, with the exception of my voice, are voices of those who lived through the experience of the horrors of peaceful life before World War II and the people who directly experienced the horrors of peaceful life before World War II and the people who directly experienced the horrors of peaceful life before World War II.

# VOICES OF THE SHOAH

REMEMBRANCES OF THE HOLOCAUST



An All-Star Tribute to the Hammond B3 Organ

# ORGAN-IZED

John Medeski  
Art Neville  
Jimmy Smith  
Jack McDuff  
Joey DeFrancesco  
Galactic  
Michael Omartian  
Mike Finnegan  
Ricky Peterson  
Reuben Wilson  
Mick Weaver  
Larry Goldings  
Tommy Eyre

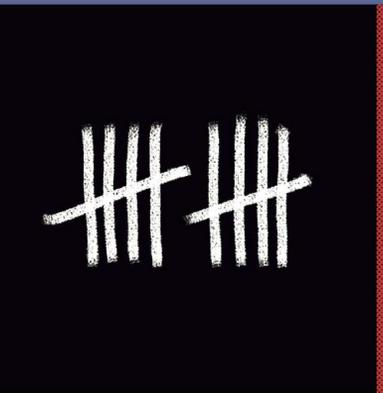
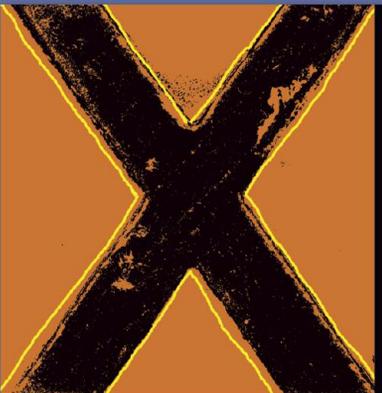
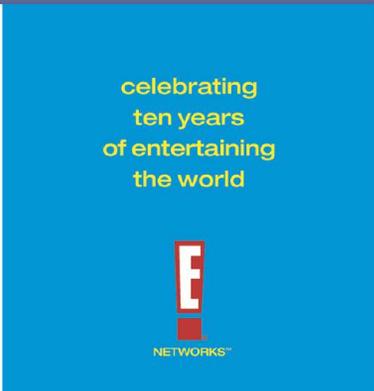


The logo features the word "mocean" centered within a large, circular, blue shape that has a wavy, scalloped border. The background is a solid yellow color. The letter "m" is yellow, the square is yellow, and the letters "ocean" are white.

m ocean

*La Dijonnaise*





HALF  
**FULL**  
ENTERTAINMENT



*“I had the great fortune to be Jeff’s college roommate, thereby being introduced to an incredible array of art, music and culture that otherwise might have passed me by. Our friendship matriculated with with his and Al’s launch of Tornado Design and I’ve had the continued great fortune to work with the dynamic duo on several occasions. They’ve created award-winning logo and brand work for my company as well as imaged a variety of projects for various broadcast and cable television projects that I’ve been involved with. Don’t let their casual demeanor obfuscate the dynamic energy and vigilance they bring to making their work anything less than superlative. Aside from that, they’re two super-cool dudes. Love those guys and love Tornado Design!”*

*- Kim Rozenfeld, Sony Pictures Television and Half Full Entertainment*



Tornado

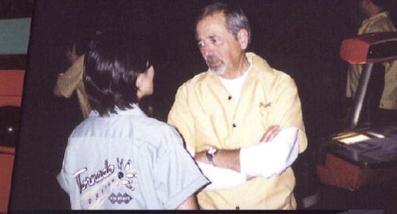
B O W L I N G

O-RAMA

COCKTAILS



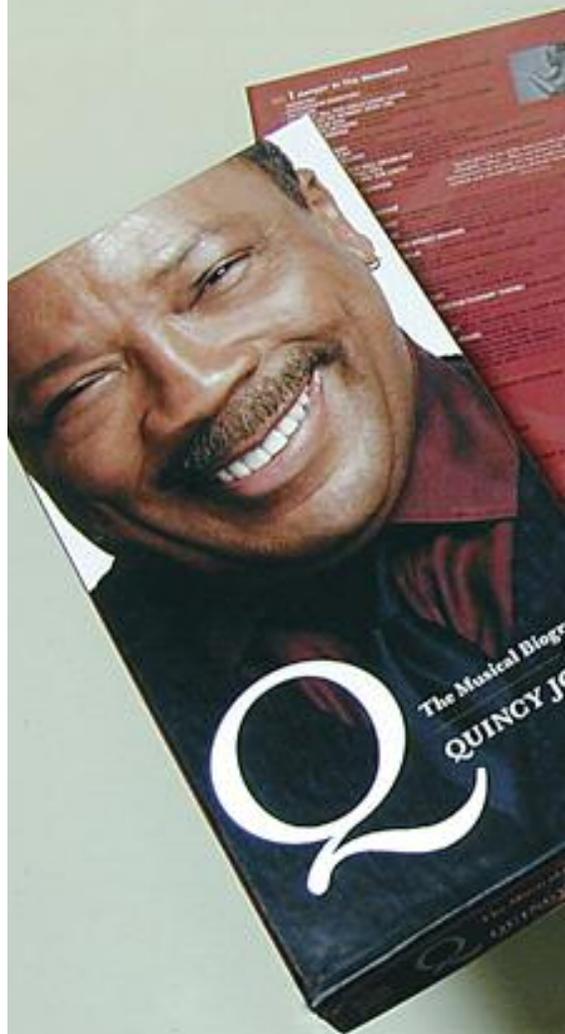




QUINCY JONES/RHINO RECORDS

# Q: THE MUSICAL BIOGRAPHY OF QUINCY JONES

How do you visually represent a career that spans five decades, includes collaborations with hundreds of artists and performers, and crosses multiple musical genres? You do your homework. Well aware of Quincy's passion for detail, we spent weeks sorting through his archives, photographs and memorabilia, and then combed thru the liner notes to find the best location for over 200 images. A muted color palette and timeless typography complete the sophisticated look.



01





2934 Beverly Glen Circle  
Suite 280  
Los Angeles, CA 90077



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2934 Beverly Glen Circle	310	476-8173	fax
Suite 280			
Los Angeles, CA 90077			

*David Swartz*  
President

[www.hiresmusic.com](http://www.hiresmusic.com)

*David Swartz*

2934 Beverly Glen Circle  
Suite 280  
Los Angeles, CA 90077

310 471-9026 tel  
310 476-8173 fax

[www.hiresmusic.com](http://www.hiresmusic.com)

# BOBBY "Blue" BLAND



## The Anthology

DUKE  
PEACOCK



2001 PREVIEW



RELEASES JUNE 1

WRITER: BAZ LUHMAN

WRITTEN BY BAZ LUHMAN & CRAIG PEARCE  
PRODUCED BY MARTIN BROWN, BAZ LUHMAN,  
FRED BARON

CAST: NICOLE KIDMAN, EWAN MCGREGOR,  
JOHN LEGUIZAMO, JIM BROADBENT,  
RICHARD RoxBURGH

*Moulin Rouge is a celebration of love and creative imagination set in the infamous, gaudy and glamorous Parisian nightclubs of the cusp of the twentieth century. Director Baz Luhrmann gives us period design and modern - Juliet's brings together unique musical picture experience. Ewan McGregor plays a young poet who is plunged into the heady world of the Moulin Rouge, where he begins a passionate affair with the club's most notorious and beautiful star, played by Nicole Kidman.*



# MOULIN ROUGE



2001 PREVIEW



*"I have long held the belief that finding joy in our work is the secret to life. Anyone can find joy in the love of family, or in the love of a soul mate or even in the love in a hard fought game of hoops. But to find joy in the everyday workings of the thing you do to make a living; therein lies the secret to a good and successful life.*

*Anyone who has spent even five minutes with Al and Jeff can recognize the look on their faces and the glint in their eye when they're talking about an idea, a photograph or an obtuse line across a blank page as one of pure and unequivocal joy.*

*As a long time friend and admirer of their work I congratulate Al and Jeff on 20 years of joy and wish them no less than 20 more."*

*- Bobby Moresco, Academy Award-Winning screenwriter for Crash*



*"This is the best  
toffee in the world"*

- Al's Mom



*The  
Original*



# AL & PAUL'S

**Butta-Bing!™**

**GOURMET NEW YORK TOFFEE**

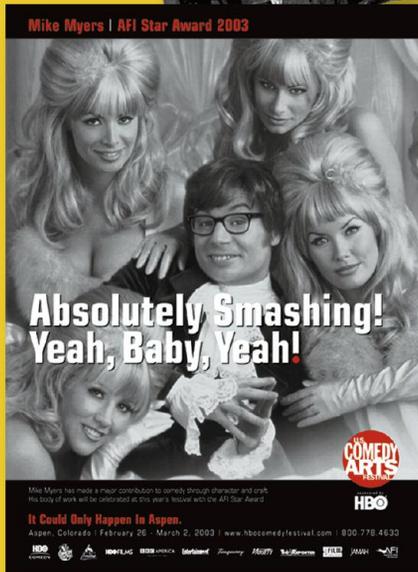
HBO

# U.S. COMEDY ARTS FESTIVAL

We launched our relationship with HBO by creating a new identity for their Aspen, Colorado, comedy festival. They were so happy with the new branding that for the next three years Tornado created all the print materials for the event, including program guide, posters, ads, direct mail, banners, signage, and more.



02



## It Could Only Happen In Aspen.

AFI Star Award  
**Mike Myers**



**J. Edgar! The Musical**

FEATURING  
Kelsey Grammer  
John Goodman  
Harry Shearer  
Michael McKean  
Christopher Guest  
Tom Leopold  
Justin Owen  
Annette O'Toole  
Tress MacNeille  
Nancy Cartwright



**Bob Odenkirk & David Cross**  
Mr. Show: Hooray For America

Hardball WITH  
**Chris Matthews**



Freedom of Speech Award:  
**Michael Moore**



Freedom In The Arts:  
AN EVENING WITH  
**Kevin Smith**



The **Phil Hendrie Show**



**U.S. Comedy Arts Festival**  
Aspen, Colorado | February 26 - March 2, 2003



*“Tornado Design: Like their namesake, Al and Jeff’s design work is fast-moving, powerful and forceful.*

*Unlike their namesake they don't go in circles, they have unusually sunny dispositions, (even after multiple client changes), and most importantly, if your office happens to be in a trailer park you can still have them over without fear of devastation. Speaking from personal experience, working with a real tornado never got anyone a Grammy®.”*

*- Hugh Brown, Creative Director, Photographer & Artist*

THE VERY BEST OF

# FLEETWOOD MAC

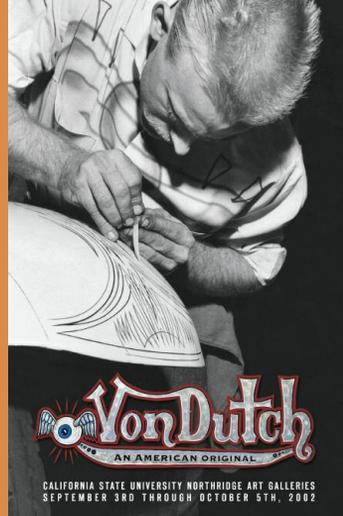


In 2002, in one of the shortest moves in history, Tornado relocated across Venice Boulevard to a new home inside the historic Helms Bakery building. After schlepping our stuff across the street, we got right back to work trying to make some bread.



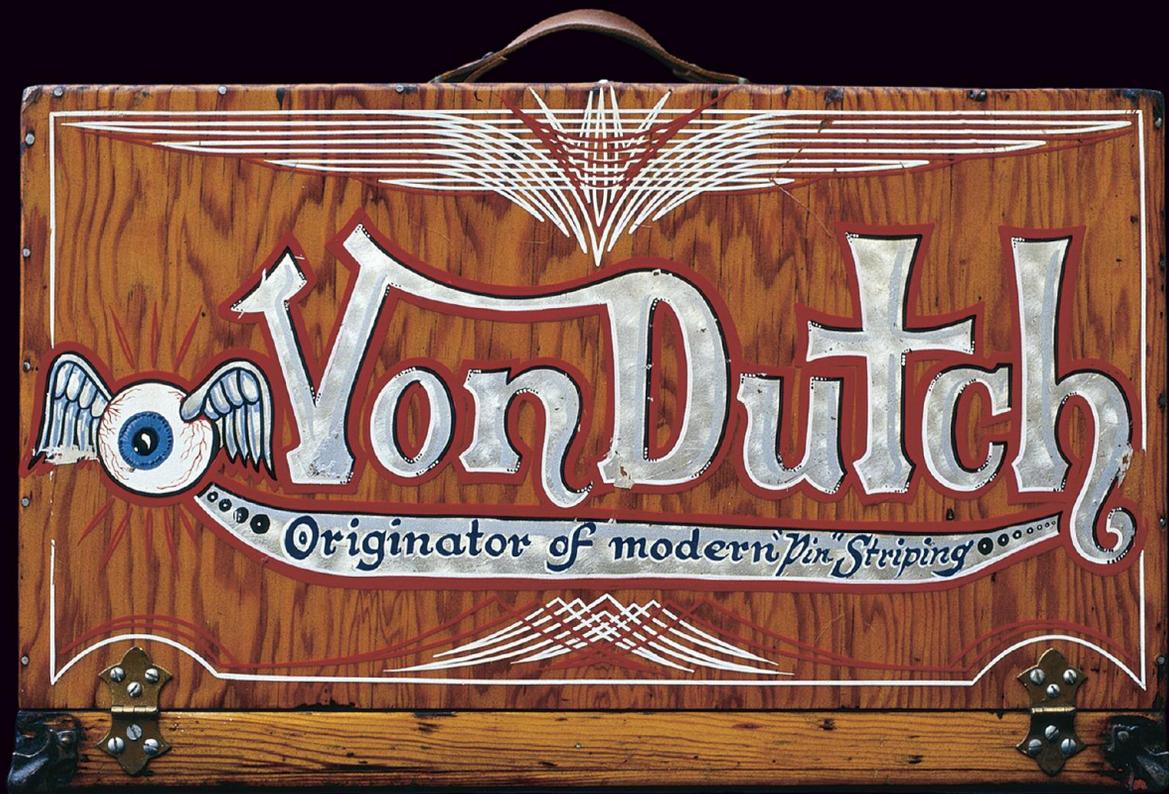


# VON DUTCH EXHIBITION



*Von Dutch: An American Original*, an exhibition of the artistic works of Kenneth Howard, opened at the California State University Northridge Art Gallery on September 3, 2002, and traveled to Cal State Fullerton's Grand Central Art Center in January 2003. The first and only solo Von Dutch exhibition of its kind, along with a tribute show of contemporary artists entitled *Dutched!*, was curated by Al Quattrocchi, Jeff Smith, and Aaron Kahan of Tornado Design, and Douglas Nason and Greg Escalante of Copro/Nason Fine Art Galleries. In addition to organizing the show, Tornado also designed all accompanying materials: exhibition signage, poster, gallery guide, invitation, and more.





*Von Dutch's brush box, originally handed down by his father, sold for \$310,500 at the Brucker Collection auction in 2006.*





*Left: Jeff, Al and Aaron pictured with Louise Lewis of CSUN in front of the custom exhibition sign created by talented artist and pinstriper Jimmy C.*



*Right: Greg Escalante and Doug Nason at the opening with Von Dutch's sister, Virginia Howard Reyes.*



*Left: Al visits with the late Barry Feinstein at his home in Woodstock, NY. The famed photographer graciously allowed us to use his iconic images of Kenneth Howard for the exhibition, poster, and later the cover of our book, The Art of Von Dutch.*



*Right: Aaron hangs out with the rest of the Burbank Choppers at the opening.*

*"...Hopefully you can come to the West Coast to see this show – it is a show not to be missed. I don't think even the organizers of this exhibition fully understand his significance. Kenny Howard (AKA Von Dutch) was the consummate backyard hot-rod artist, and he was gifted with an imagination that can only be compared with a 'runaway train'.... "*

- Robert Williams in Juxtapoz Magazine



## Von Dutch AN AMERICAN ORIGINAL

California State University Northridge Art Galleries | September 3rd – October 5th, 2002

This exhibition was made possible in part by the generous contribution of the following sponsors:

ANDERSON PRINTING



AUTOGraphic



sappi



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SHOUT! FACTORY / DREAMWORKS

# FREAKS AND GEEKS

Over 35,000 TV viewers petition for the DVD release of a series that only ran one season. That's devotion. We tapped into our own high school memories to craft both a commercial release and a deluxe yearbook package for hardcore fans. Collaborating extensively with show creators Paul Feig and Judd Apatow allowed us to infuse the package with loving detail. Did we forget to say this show rocks?



03



**"Tornado Design did an amazing job on our Freaks and Geeks and Undeclared DVD packaging. The Freaks and Geeks deluxe yearbook edition is gorgeous - my favorite of all the DVDs I have ever been involved with."**

**-Judd Apatow**



**JIMMYCLIFF**  
anthology

**THE SINGING MACHINE**

Premiere CD/Cassette  
Karaoke System with on-screen lyrics

THE LEADER IN HOME KARAOKE™

**CD Player**  
Play your music CD's & Karaoke CD-Gs

**Connects to Your TV**  
Display lyrics video on your TV screen

**Completely Portable**  
Use in your car

**Wind Cabinet**  
For smooth sound quality

**Auto Voice Control**  
Keeps the tempo constant

**Auto Beat Control**  
Keeps the tempo constant

**Compatible with**  
any microphone

**Two Headphones**  
for fun at all times



Karaoke Discs &  
Microphone Included  
SMC-100

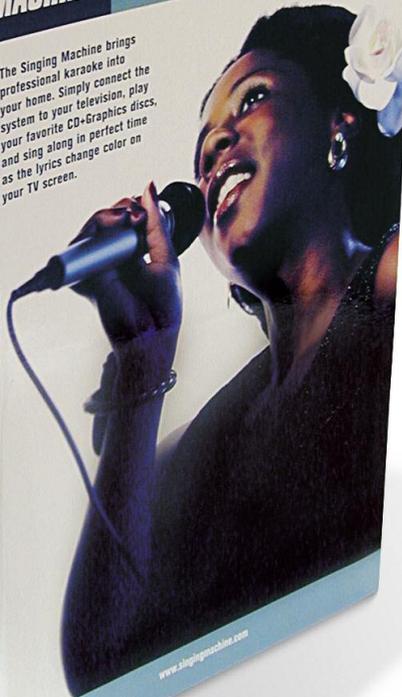
[www.singingmachine.com](http://www.singingmachine.com)

**THE SINGING MACHINE**

Premiere CD/Cassette  
Karaoke System with on-screen lyrics

THE LEADER IN HOME KARAOKE™

The Singing Machine brings professional karaoke into your home. Simply connect the system to your television, play your favorite CD-Graphics discs, and sing along in perfect time as the lyrics change color on your TV screen.



[www.singingmachine.com](http://www.singingmachine.com)



*A Tornado self-promo logo that pays tribute to Mattel's contribution to custom car culture.*

# TORNADO

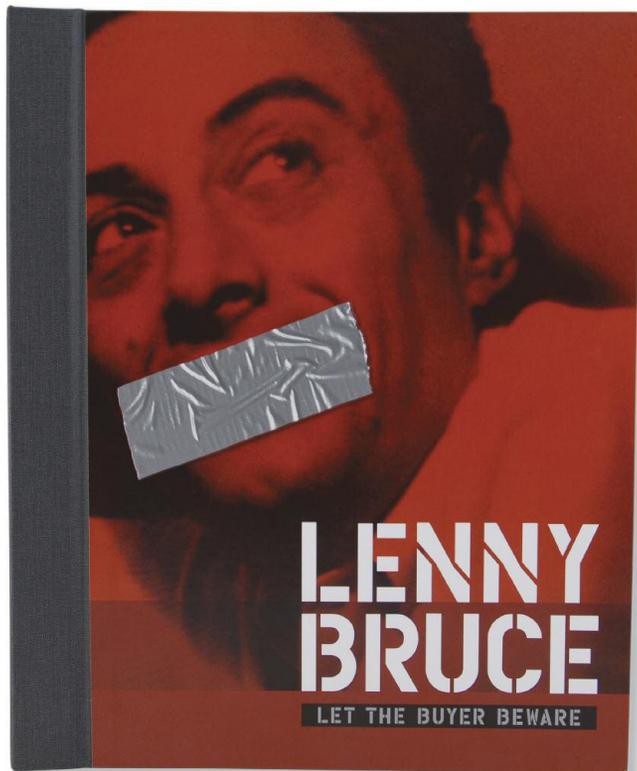
DESIGN



SHOUT! FACTORY

# LENNY BRUCE: LET THE BUYER BEWARE

Blacklisted by the establishment, Lenny Bruce (1925-1966) was a brilliant, outspoken satirist unafraid to speak about such then-taboo topics as sex, race, religion, and politics. We knew this package worked when people tried to peel off the "duct tape" printed in a spot metallic ink. Their effort to uncover the comic genius was richly rewarded once they explored the revealing 80-page book and 6 CDs of recordings beneath the cover.



04

## LENNY BRUCE

WORDS AND MUSIC BY BOB DYLAN

Lenny Bruce is dead but he ghost lives on and on  
Never did get an Edison (Edison award, never made it to Synanon)  
He was an outlaw, that's for sure  
More of an outlaw than you ever were  
Lenny Bruce is gone but his spirit's still on and on.

Maybe he had some problems, maybe some things that he couldn't work out  
But he sure was funny and he sure told the truth and he knew what he was talkin' about  
Never robbed any churches nor cut off any babies' heads  
He just took the hits on high places and he showed a fight to his toes  
He's on some other shows, he didn't wanna live anymore.

Lenny Bruce is dead but he didn't commit any crime  
He just had the insight to rip off the lid before his time  
I rode with him in a taxi once, only for a mile and a half  
Seemed like it took a couple of months  
Lenny Bruce moved on and like the ones that killed him, gone.

They said that he was sick  
'Cause he didn't play by the rules  
He just showed the vice men of his day  
To be nothing more than tools  
They starved him and they isolated him  
Like they do with punks and chicks  
He fought a war on a battlefield  
where every victory hurts  
Lenny Bruce was back, he was  
the brother that you never had.

Written by Bob Dylan  
© 1962 Specialized Music

81



## Conspiracy to interfere with the 4th Amendment const

Continued from Lenny I  
In the final, the committee and its own report.  
John J. Abadi, charged Lenny's encroachment into the  
constitution for its own sake. But the committee

found "certain factors that would require, during and  
regularly, and resist the worst case, or Carter's words,  
"the committee wishes to emphasize its understanding  
and appreciation of the problem."  
The documentary Lenny Bruce: A Life in  
and the FBI was introduced to an Academy Award  
in 1976, but its producer Robert Altman had no  
prejudice. "It was a documentary about the  
Hollywood, all well. And from the subject, 'The  
Hollywood against the law, writing in a 6 million to one'  
Lenny really stood in appreciation."

When rock star Bruce showed an award  
at the Golden Globe ceremony in 2005, he said:  
"This is a killing, brother." However, the FCC said that  
he had not violated the broadcast guidelines. Because his



## THE RECORDINGS

### DISC I:

When the Good Road Is Closed,  
The Bad Road Will Never Be Open

1. **ARE THESE ANY MESSERS  
HERE TOMORRY?**
2. **THE CLAP**  
Track 1 & 2 from "The Stranded Stranger" (not available)  
Album: *Remember an Old-Fashioned San Francisco* (CA  
1962) (reissued)
3. **LENNY ON COMEDY PT. 1**  
Documentary (with John F. Lee, San Francisco, CA  
1961) (reissued)
4. **ON THESE SQUARES**
5. **FATHER FLORES'S TRUMPET**
6. **LIMA, OHIO**
7. **INTRODUCTION BY  
"THE BELLFLOWER JAMES SCHWY  
WHAT WAS I TALKING ABOUT?"**
8. **THE BULLDOG**
9. **EXPLANATION OF FRANK BELL  
AND BULLETS**
10. **CONSPIRACY ON THE STEVE  
ALLEN SHOW**
11. **TAKING RECORDS TO THE MESSERS**
12. **THE LAWYER'S WILLY STORY**  
Tracks 1-12 (reissued at The Day, New York City  
1961) (reissued)
13. **HOW TO RELAY YOUR COLORED  
FRIENDS AT PARTIES (with Ella Miles)**  
Documentary of The Times of New York City (1961)  
Disc 1 (reissued)



© 1962 Specialized Music

# Four Tops *Anthology*

50TH ANNIVERSARY

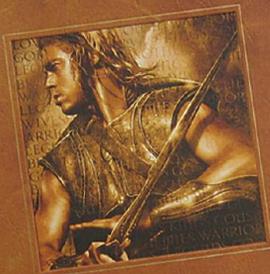


**MAKE MUSIC**



**NOT WAR!**

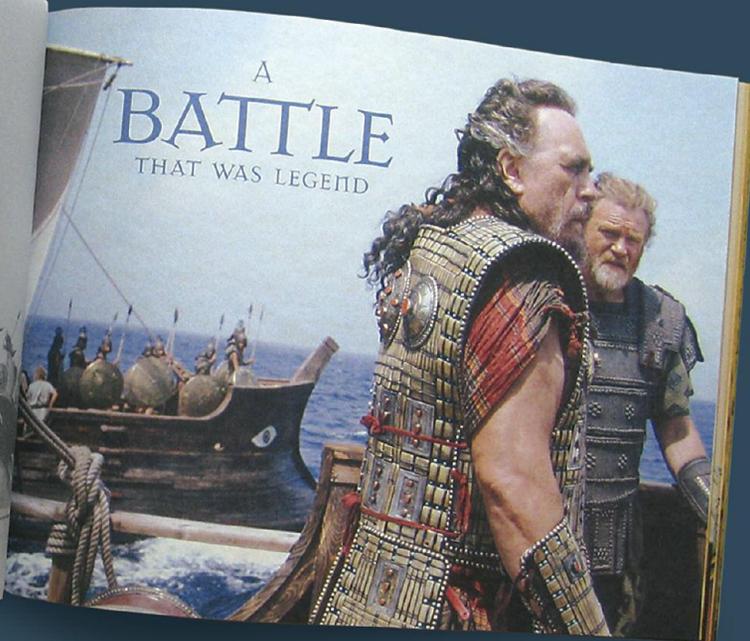
**RHINO**



# TROY



A  
BATTLE  
THAT WAS LEGEND



THIS WILL BE THE GREATEST WAR  
WE NEED THE GREATEST WARRIOR.  
WE NEED ACHILLES.

—HECTOR

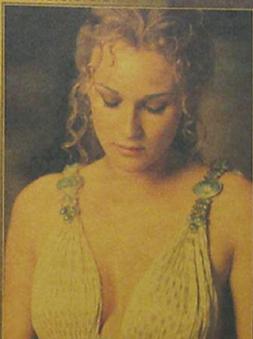


FATHER, I'M SORRY FOR THE PAIN  
I'VE CAUSED YOU.

DO YOU LOVE HER?

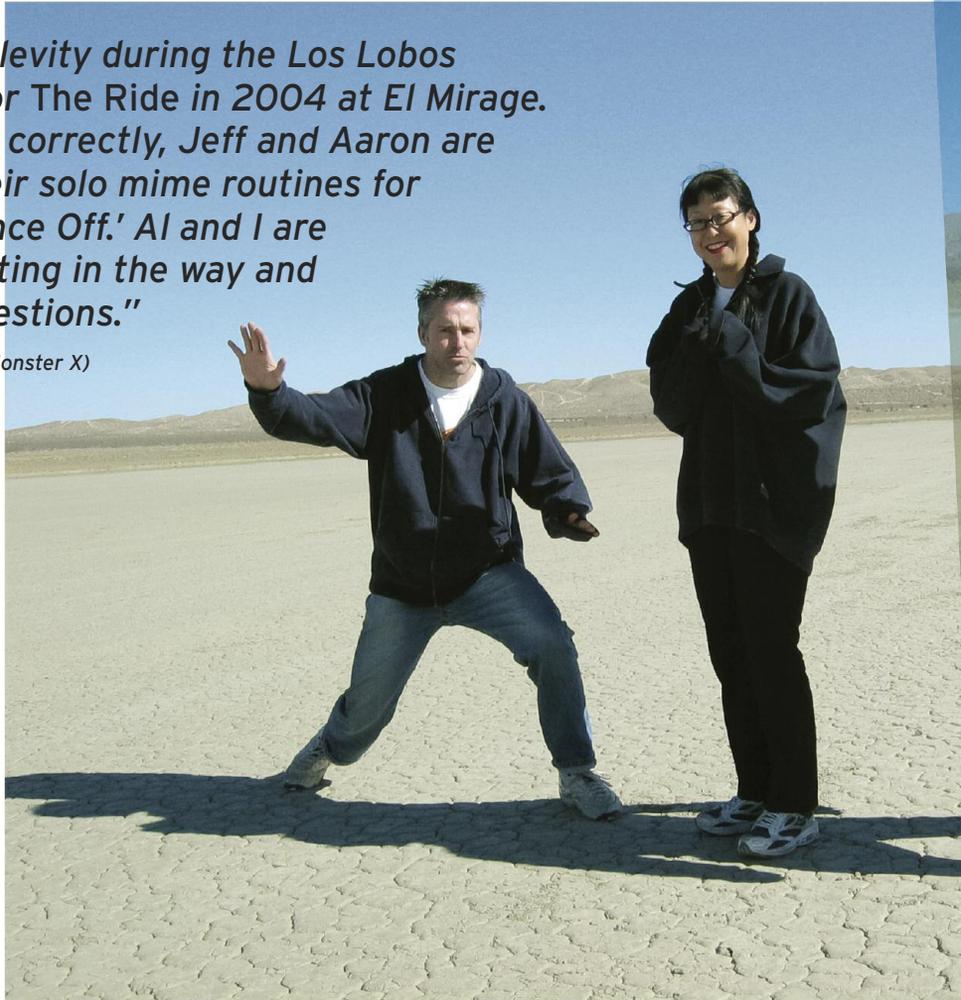
YOU'RE A GREAT KING BECAUSE  
YOU LOVE YOUR COUNTRY SO  
MUCH. EVERY BLADE OF GRASS,  
EVERY GRAIN OF SAND, EVERY  
ROCK IN THE RIVER — YOU LOVE  
ALL OF TROY. THAT'S THE WAY  
I LOVE HELEN.

I'VE FOUGHT MANY WARS IN  
MY TIME. SOME WERE FOUGHT  
FOR LAND, SOME FOR POWER,  
SOME FOR GLORY. I'VE NEVER



*"A moment of levity during the Los Lobos photoshoot for The Ride in 2004 at El Mirage. If I remember correctly, Jeff and Aaron are practicing their solo mime routines for the AIGA 'Dance Off.' Al and I are (as usual) getting in the way and offering suggestions."*

*-Coco Shinomiya (aka Monster X)*







*The AIGA, The Professional Association for Design, asked us to create an image to represent the Packaging category for their Grown in California design competition in 2004.*



**BLAST VEGAS!**  
*At The Derby*

*An identity for AIGA's 2005 Members' Blast party  
at the historic Brown Derby building in Los Feliz.*

WALTER N. MARKS, INC.

# HELMS BAKERY MUSEUM

A world-renowned bakery that made history as well as baked goods, the Helms Bakery was a defining part of Southern California culture from 1931 until 1969. Home of the official bread of the 1932 Olympics and the first bread on the moon, the historic building has been converted into retail and commercial space, not to mention the home of Tornado Design. We delved into the Helms archives to design a 50-foot curved wall featuring historic photos, ephemera, and informative text. An authentic 1948 Helms coach and looping period films are also included in the installation.

05

*The Helms Bakery Museum is located within the H.D. Buttercup furniture store downstairs from our office. Stop by and soak up some local history.*

# HELMS BAKERY MUSEUM

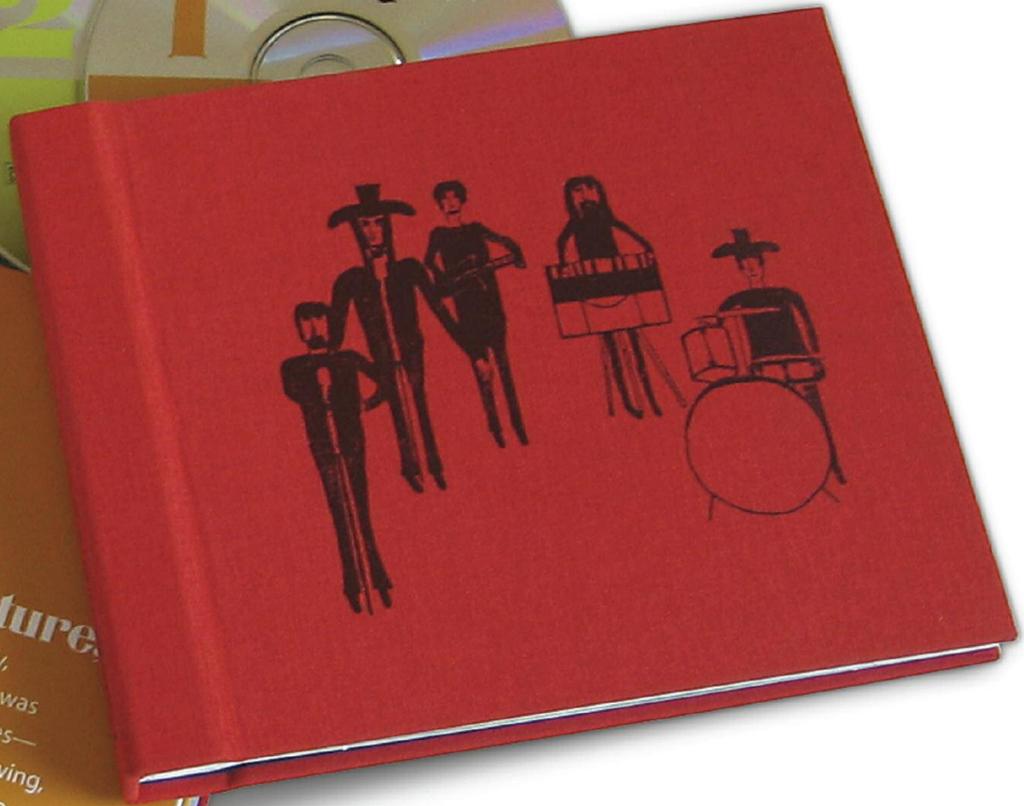




**Doug Sahm**

**was a force**  
a manic, barely-contained burst of  
enthusiasm and rapid-fire hipster  
also a bottomless repository of  
country, rock 'n' roll, R&B, blues, jazz,  
polka, Mexican conjunto and norteño  
all of which he played with effortless  
and boundless passion.





of nature,  
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musical genres—  
z, Western swing,  
ño, and more—  
s proficiency

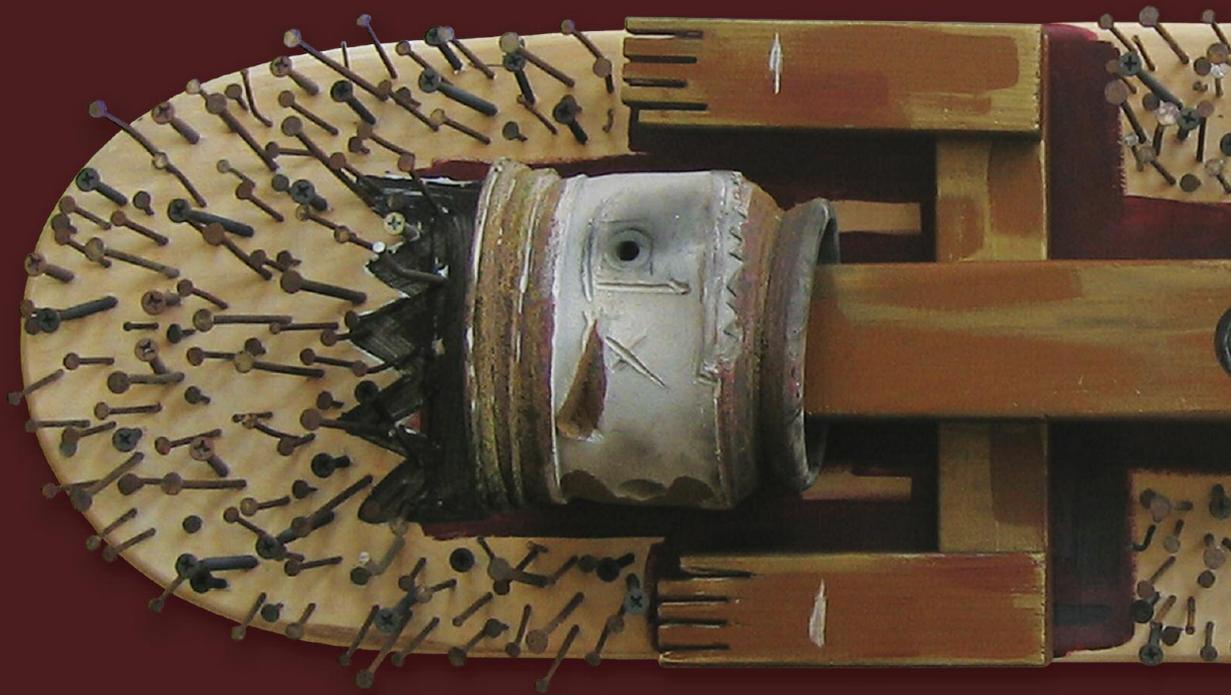
# X

## LIVE IN LOS ANGELES



*"I've worked with Tornado for over 14 years now – first at Rhino and for the last nine years at Shout! Factory. They continue to be our 'go to' designers. They do top quality work in diverse styles and mediums – and are as comfortable with a '50s look as with a completely modern, timeless approach. They are extremely committed to what they do and their attention to detail is consistently excellent."*

*- Garson Foos, Shout! Factory*





*A sculpture Jeff created in 2005 for a skateboard deck silent auction benefitting AIGA Los Angeles.*





*"When L.B. Mayer ran M-G-M in its golden days, his studio motto was 'Do it Big, Do it Right, and Give it Class!' I think L.B. must have been smiling down from heaven when Jeff and Al took on the Herculean task of packaging the studio's great movie music in compact disc form. They did it big, they did it right, and they gave everything class...right down to the face labels! Happy Anniversary!"*

*- George Feltenstein, Warner Bros.*

## ED ROTH... THE CRAZY PAINTER (1919-1992)

Born in Beverly Hills, California in 1932, Ed Roth learned to drive at the age of twelve. As a child he was obsessed with cars and car culture, sometimes taking apart the family car just to learn how they were built. As a teenager, Roth and his friends often raced cars in search of thrills and late model engines with which to build custom cars and hot rods. This pursuit combined innovation, rebellion, and freedom of expression in a way that had never been tried before and his ventures became a rallying emblem of youth culture during the late 1950s and early 1960s.

After graduating from Bell High School in 1949, Roth studied mechanical engineering prior to entering the Air Force in 1951. While stationed in North Africa, Ed polished his drawing skills, sketching the wild custom cars that he wanted to build when he returned to the United States.

Upon returning to Southern California, Ed joined with Oscar "The Baron" Crozier to open The Crazy Painters. This establishment quickly became the premiere outpainting shop in Southern California, offering striping, scalloping, lettering, flange painting, and other personalized surface treatments for almost any vehicle. Hot rod clubs also hired them to design logos and artwork for their newsletters. With the spread of their popularity, Roth, and his contemporaries such as Ron Dutch elevated striping and lettering to a pop art form.

## ED ROTH THE CUSTOMER (1929-2001)

Ed Roth built his first car, the Outlaw, in 1959. Unusual for the day, it did not incorporate any factory made steel body panels or even a production chassis. Instead, Roth fabricated his own frame on which he mounted a cutaway Plester form that was later used as a mold to create its fiberglass body. Fiberglass allowed Roth to rethink custom cars and he was able to completely eschew the mass produced. Factory made body work upon which customers usually relied. Rather than using an existing form, Roth was free to create something truly unique. From 1960, each successive Roth car was featured in custom car magazines such as Car Craft and Custom



## ROTH STUDIOS AND THE BUSINESS OF MONSTERS (1959-1970)

Ed Roth founded Roth Studios on Silenus Blvd. in the Los Angeles suburb of Maywood, in 1962. Roth Studios served as a design studio, factory, body shop, and mail order warehouse from which Roth sold shirts and decals to fans across America. During this time, Roth created the beloved rodster "Rat Fink," that symbolized the counterculture's rebellious attitudes. Rat Fink's timeless success can be attributed to his status as a nonconformist expression of rebellion and alienation, over present themes among adolescents.

Roth Studios operated through 1970. During its 10 years of existence Roth employed numerous now famous artists such as Ed Newton, Robert Williams, and Dave Mann. They produced a highly recognizable body of counterculture monster network and

## 1959 Outlaw

A 1949 Cadillac single row motor engine and its iron-on-steel body were mounted in Maywood, the Outlaw was sold at just \$1,000. This prototype has remaining steel business.

## 1961 Road Agent

Road Agent was the first four-wheeled show car built by Ed Roth. It was powered by a Chevrolet Corvair engine mated to an imported Corvair transmission. The chassis was built up from a 1937 Ford subframe modified to accept a Volkswagen tractor bed. Road Agent was featured on the cover of the April 1964 issue of Hot Rod & Custom magazine.

## 1962 ROTAR

ROTAR was equipped with two 1600cc Triumph motorcycle engines that were fed on their sides and connected to high-speed fans that created the cushion of air on which ROTAR hovered. The bottom was made of brass and the top was made of steel. It was finished after three or four years.

## 1963 Mysteryion

The Mysteryion featured a number of electronic features such as a radio that could be controlled by a remote control.

## RAT FINK IN A CHANGING WORLD (1966-1970)

Roth blamed the Beatles for destroying hot rod culture. According to Roth, "Guys were spending more money on music—records and guitars and sound equipment—than they were spending on cars." In the late 1960s, teenagers who were interested in using the family toys were interested in going to make rock 'n' roll rather than custom cars. In an effort to adjust to the trend away from custom cars, Roth began experimenting with custom trucks. First using V8 engines, and later shifting to imported Honda and Volkswagen power units. But as the 1960s drew to a close, first sales were lackluster, and Roth's trucks were not accepted the way his show cars had been only a few years earlier.

In 1967, a number of important events precipitated the decline of Roth Studios. Roth's cars ceased to be featured in automotive industry magazines. His contract with Bovey also ended. And although Roth courted the bikini set with his self-published Choppers Magazine, he soon ran afoul of the Hell's Angels. After a series of threats, letters, and "The Battle of Maywood" shootout at his shop, Roth decided it was time to close Roth Studios. In 1970, he sold his cars and most of the contents of his studio to Jim Bruckner, owner of Movie World in Buena Park, California.



## RAT FINK REVIVAL (1970-present)

After closing Roth Studios in 1970, Ed Roth returned to sign painting and pinstriping for a living. He spent several years, including three decades alongside fellow counterculture artist Ron Dutch at Movie World in Buena Park, California, and at the Merry Farm. Roth continued to create custom cars and parts for enthusiasts.



June 23, 2007 – February 3, 2008  
Gordon R. Howard Gallery  
Petersen Automotive Museum  
Los Angeles, California



MICROCARS  
the minimum in motoring

GALLERY GUIDE  
October 28, 2006 through June 3, 2007

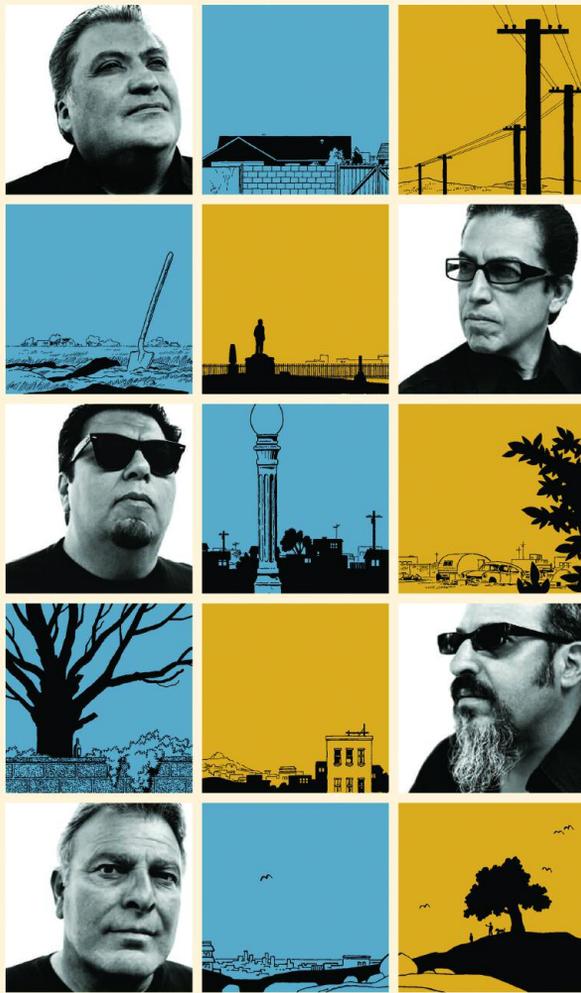
Petersen Automotive Museum, Los Angeles, California

Going Topless in Style:  
The American Convertible



GALLERY GUIDE  
March 31, 2007 through October 7, 2007, Grand Salon

Petersen Automotive Museum, Los Angeles, California



# LOS LOBOS THE TOWN AND THE CITY

FEATURING ILLUSTRATIONS BY JAIME HERNANDEZ

FAIRLANE EXHIBIT CO.

# IDENTITY & CAPABILITIES BROCHURE

This brochure for a seasoned trade show booth design-and-build studio stressed the company's state-of-the-art capabilities combined with old school customer service. The owner's love of custom cars and '50s culture informed the feel of the piece, as well as the redesign of their logo.



07

## Problem? No problem.

Need graphics? Photography? Spokespeople? Rentals? Portables? Modulars? Permanent installations? We have them. Can get them. Or will build them. No matter what you need, chances are Fairlane has resources at the ready to make your trade show or special event a success.

### WIREFRAME DRAWINGS

See your sample exhibit blueprints using the latest Computer-Aided Design (CAD) software.

### 3D RENDERINGS

It's easy to make decisions with full-color, 3D images of your booth created during the fabrication process.





## If the last thing you need is the stress of another trade show, the first thing you need is us!



*Service with a Smile!*

Give us a call today to talk about what we can do for you.  
714.593.9400

Sure. We win awards for show stopping design.  
Yes, we're famous for newfangled technology.

Of course, we can manage your entire trade show process from A to Z.

But what really makes us, well, us, is good old fashioned customer service. Maybe it's the sunny California weather. Or the waves crashing on Huntington Beach down the street from our warehouse that put us in a good mood. Whatever the reason, we're folks who actually like to make our customers happy.

This isn't one of those corporate, red tape joints with voice-activated multi-tasking 9.5 attitudes. We're people you can actually get on the phone and who are excited about great design. We ensure your show comes off without a hitch... and with a whole lot of new customers.

## Fun isn't a word normally associated with trade shows. We're changing all that.

From start to finish (or at any stage in between) Fairlane runs your trade show effectively, efficiently and yes, with a friendly smile. We will save you loads of time. Boatloads of bucks. And the stress of doing it all yourself! What's more, we're on location throughout the show to address all your needs. In the end, your exhibit will look better and generate more sales. Who knows? It might even be fun.

## DESIGN AND FABRICATION

### State of the art exhibits. State of the economy prices.

We can rev up your current booth. Or start from square one. Large or small, simple or complex, conservative or cutting edge, our award-winning design crew is ready to roll. We'll discuss your needs in detail, provide wireframe drawings and 3D renderings for approval, then build an exhibit that fits your budget and your brand.



## INSTALLATION AND DISMANTLING

### Roll in. Roll out. Easy as pie.

We set up and dismantle your exhibit. Prepare and submit show forms. Act on your show contractor point person. And back you up 24/7 with a Fairlane rep stationed at every trade show.

## TRANSPORTATION AND STORAGE

### We go the extra few thousands miles.

After we build your exhibit and you approve it, our warehouse crew prepares it for pick up and one of our shipping partners delivers it straight to the show. When the show is over, we store your booth in one of our warehouses in Southern California, Las Vegas or Orlando.

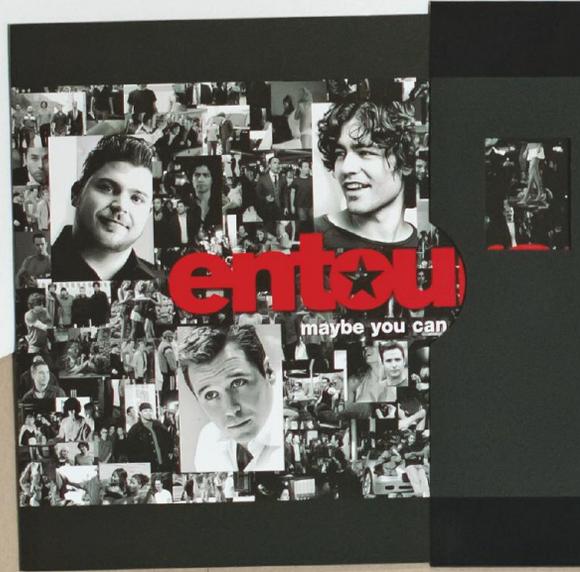


## CASE STUDIES | A few of our award-winning exhibits



**BOLTHOUSE PRODUCTIONS** • sbe  
7966 Beverly Boulevard, 1st Floor  
Los Angeles, California 90048

**entourage**



***"I don't know why they're called Tornado. They're fantastically fun, helpful, constructive, creative, and deliver the goods – which is not very tornadish if you ask me. Maybe they want to be dark and mysterious? Ok, I'll give them that. Tornado Design – fonts of creativity on-demand AND, by the way, also super dark and mysterious."***

***-Lauren McMahon, HBO***

**entourage**<sup>SM</sup>

THEATER & PARTY PARKING PASS



**entourage**<sup>SM</sup>



**entourage**<sup>SM</sup>





OPEN 24 HRS

24 H. 8am - 8pm

Jack  
Pot  
Play to  
Win Here!

WINE OF THE  
MONTH  
Spirits

KWIK  
-E-  
MART

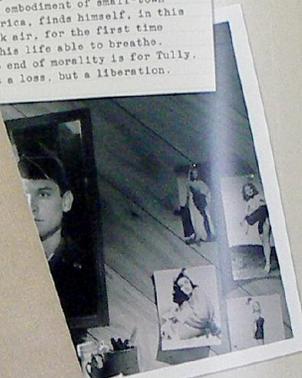
OPEN 24 HRS

# THE GOOD GERMAN

WAR DEPARTMENT  
RESTRICTED

WAR DEPARTMENT • RESTRICTED

Corporal Tully (Tobey Maguire), the embodiment of small-town America, finds himself, in this dank air, for the first time in his life able to breathe. The end of morality is for Tully, not a loss, but a liberation.



BERLIN CONFERENCE • POTSDAM

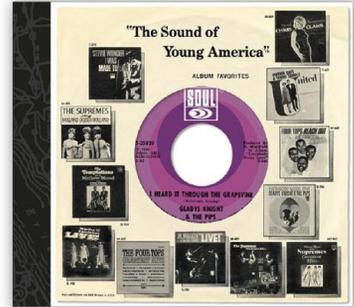
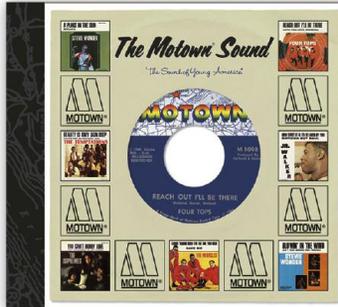
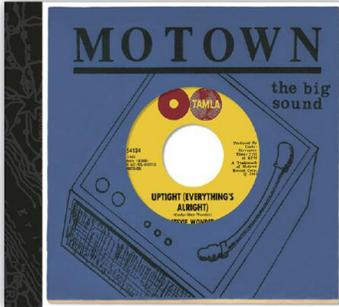
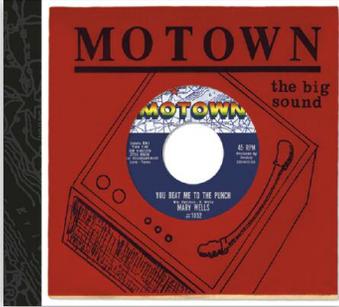
UME / MOTOWN / HIP-O

# THE COMPLETE MOTOWN SINGLES COLLECTION

Berry Gordy's hit factory, propelled by the blazing beat of infamous house band the Funk Brothers, provided the soundtrack for the Sixties and beyond. We've designed numerous releases chronicling the history of Motown, including *The Complete Motown Singles*, which documents every single released, year-by-year, in a series of 15 multi-disc sets, each featuring a repro vinyl 45 single slipped into the cover.



08



LOUISE'S

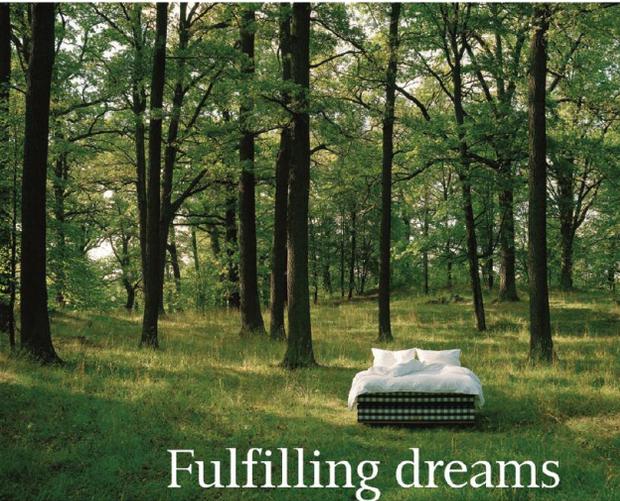
TRATTORIA

30<sup>TH</sup>



HANDMADE ITALIAN

SINCE 1978



Fulfilling dreams

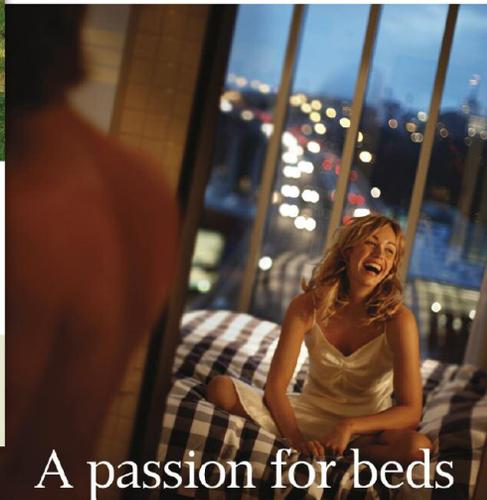
**Hästens**   
Since 1852

From \$5,175 - \$64,950

New York | SoHo | 80 Greene Street | 212.219.8022  
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A passion for beds



A passion for beds

**Hästens**   
Fulfilling dreams  
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22  
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*Jean-Luc*

**BEGHIN** INC.



FEAR AND LOATHING  
IN LAS VEGAS

GONZO GRIDLOCK  
1973-1974

FEAR AND LOATHING  
IN SAIGON

DISC 1  
Hell's Angels

FEAR AND LOATHING  
IN LAS VEGAS  
THE CASSE

HELL'S ANGELS



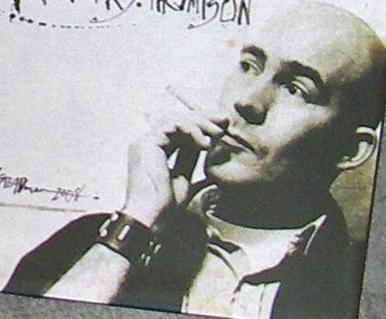
On March 18, 1968, from Gary  
...ing that he was a piece on the  
... the state, and within days the front  
... the state - Barry Jones, a 24-  
... had been a Hell's Angel's wife  
... his first encounter with Frank  
... subculture, and Frank  
... were a handful of reporters  
... about the "culture shock"  
... back to his hometown.  
... Angeles - "Manuscript  
... at the hotel on May 17  
... ... from his 1961 "Honor  
... of Henry Miller." In the end of  
... with publisher Proke to write a full-length  
... Angeles

NANO



The  
**GONZO**  
Tapes

THE LIFE AND WORK  
OF  
DR. HUNTER S. THOMPSON

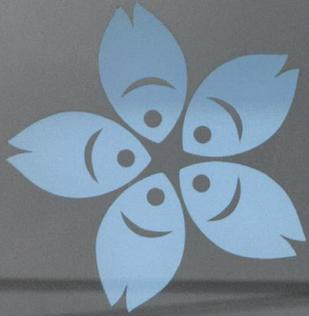


Robert M. 2008

*“Congratulations to Al, Jeff and the Tornado crew on their 20th Anniversary! Both Al and Jeff have been true angels to our program here at CSU Northridge. I know they studied and graduated from Art Center and UCLA, respectively, but they have not only taken on CSUN interns year after year, they’ve also hired CSUN graduates! More importantly, they’ve been committed to helping our students be the very best they can be in the field of graphic design by visiting us as guest speakers, conducting workshops, and Al even entertained us as a professor for a semester...until the drive into the valley nearly gave him an ulcer. So, now you know one of the reasons their business has been so successful: with Al’s insane, manic personality and business prowess, along with Jeff’s calm, cool, collected thoroughness, thoughtfulness and vision...it’s a match made in design heaven!*

*We at CSUN are especially grateful for Jeff and Al’s commitment toward nurturing young minds. On behalf of CSU Northridge and the Art Department, I want to congratulate both of them on their continued success.”*

*- Dave Moon, Director, CSUN, The Center for Visual Communication*



# Sakura

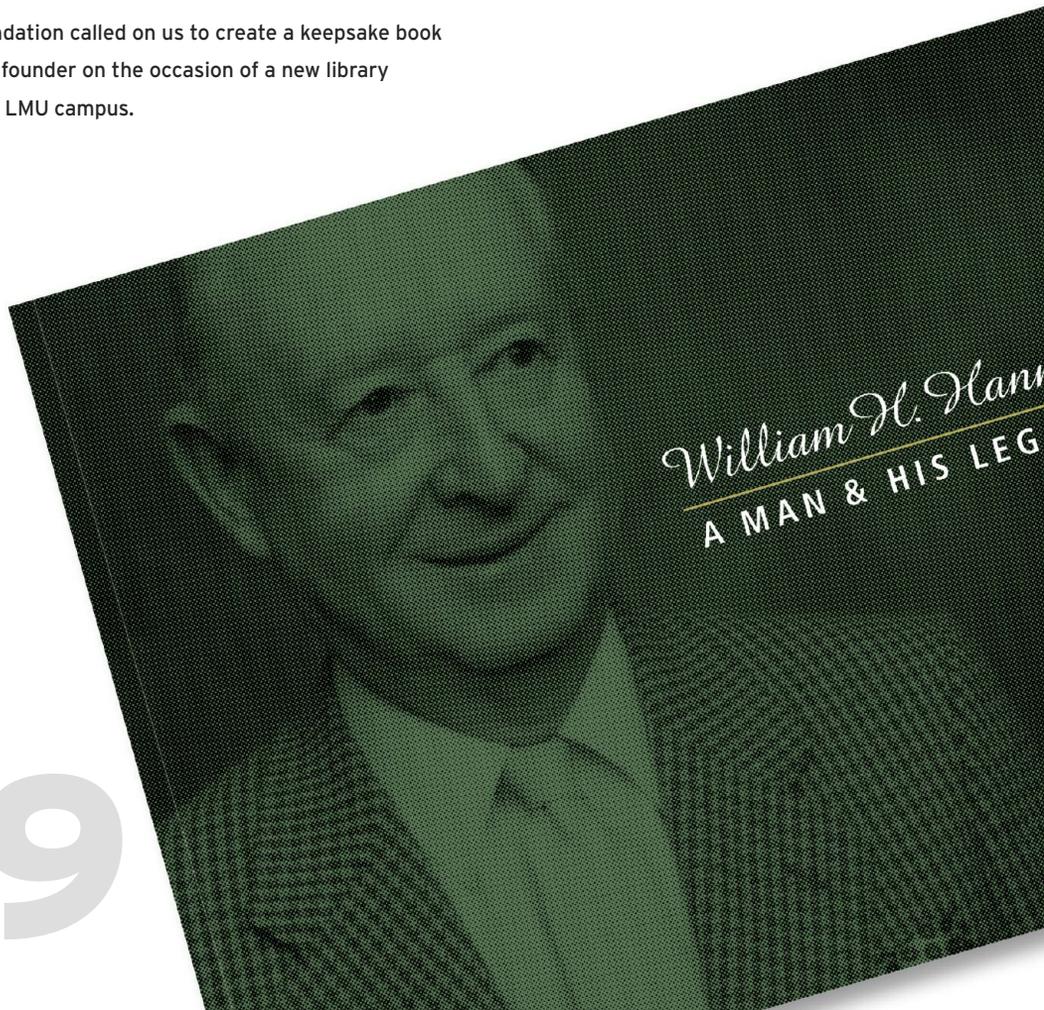
Japanese Restaurant

WILLIAM H. HANNON FOUNDATION / LOYOLA MARYMOUNT UNIVERSITY

# WILLIAM H. HANNON

## A MAN AND HIS LEGACY

The Hannon Foundation called on us to create a keepsake book celebrating their founder on the occasion of a new library dedication at the LMU campus.



09



The Hannon family moved to Hawaii in 1928, where William Herbert Hannon practiced medicine.

William H. Hannon goes to school at the home in San Agustin, where he was raised with his four brothers and sisters.

William Herbert Hannon's legacy, much like the man himself, is a combination of intimate touches and great ambition.

The children who play on Hannon Field at St. James Catholic School in Torrance are the millions of children who brought lives to Woodstock and Playa del Rey, the streams of students and missionaries who ran across of Father Ignace Jense, the patients who received medical care at an endowed medical facility... all benefits from Hannon's business acumen and generosity.

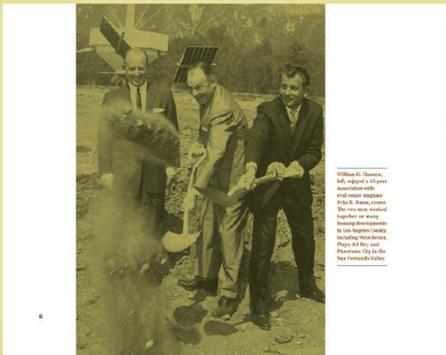
Hannon was a private man with a public spirit. Yet his beginning came four hours of the day of his career on the beach of his philanthropy.

The Hannon Family had been hit hard during the Great Depression of the 1930s. To go to his brother, made it a point not to let the economic troubles affect her children's education. She continued to send



them to Catholic schools, despite the cost. William, born October 2, 1918, and his brothers attended Holyday High School, while his sister went to St. Marys Academy. His father, William, died in 1934, just after Hannon graduated at Loyola University. Because the family could not afford the tuition, Hannon enrolled in the well-respected High Duty, S.J., president of the university, to ask that William be allowed to attend with the promise of paying back the \$200 tuition once he graduated and started working. Once agreed,

ron  
ACY



William H. Hannon, left, engaged in kite surfing and kite flying with his four brothers. The kite was used together in many sailing adventures. In San Agustin, California, Hannon learned to fly kites. He and his brothers used to fly kites on the beach in San Fernando Valley.



Hannon was "the undisputed Southern California kite surfer, recognized in the history of Kiteboarding California society." He was a member of the Southern California Kiteboarding Society, a non-profit organization.

"His introduction to the kite surfing of the sand was monumental, he created the kite surfers deep and genuine. It was the determination to make the kite surfing better than what existed and allowed him to become a kite surfer in Southern California."

In the early 1950s, Hannon developed the property adjacent to San Fernando Airport, the life and business center, and, including in his love of kite surfing, founded the San Fernando Kite Surfing Club. When Hannon and his wife moved to the 1970s, he moved his kite line into the San Fernando Valley. Most of the time, he spent his weekends walking and the crowd of kite surfers running, which became quite successful.

Those who knew Hannon personally talk fondly of his humor and lack of pretension. "He had not one arrogant good thing, but he had a quite modest," Collins recalled.

"He was neither a snob nor an international politician or a publicity hog. He was a man of unbridled generosity, of integrity, of character and of integrity. He was a good man," Collins said.

Friends and business associates talked about Hannon's fondness for being there to dine at the Roney's Big Boy restaurant near his office. "Our ladies took about his truck, and during that time he would tell me all sorts of stories about his kite, the funny way he made his money, and how he made it because of his 'kite work,'" recounted the former assistant vice president of Loyola University, Joseph J. J. "I had one of the greatest fun from him. He was a man of enormous sense, very bright, not pretentious, and loved money. The only material thing he owned was his house." One of Hannon's business associates, Richard Johnson, jokes about how Hannon would go to breakfast with him but that Hannon would only offer food and a cup of coffee. Then, Hannon would sit and eye delicately eggs, sausage and fruit brought with white table linen, coffee and water served in brass cups.

One of Hannon's closest friends, Nancy B. Cunningham, who is secretary of the William H. Hannon Foundation, also remembered how valued family was to Hannon, and how he made an extra effort to bring the family together for his birthday. He would offer ask his close and neighbor what was the greatest day of the year. Those who answered with Hannon's birth date were rewarded with a quarter. "On or closer to October 2, his birthday, he would throw a beautiful birthday party which became known as the Greatest Day of the Year," she recalled. "My family was invited to this special day. We looked forward to them. The best part of the party was the 'party ice cream' (parents) would drop handfuls of coins on the floor and watch all the kids scramble for them. He used to say, 'Everyone was happy with a jingle in his pocket, and that was true after these parties.'"

Hannon's philanthropy began in the mid-1970s, when he joined the board of the Fritz B. Barnes Foundation. He held various positions, becoming chairman in 1983. Joseph Kaufman, president of the Barnes Foundation, said, "William H. Hannon made the Foundation what it is today. He was a great officer and chairman until November 1994, serving in addition to establishing his own William H. Hannon Foundation in 1983.

Catholic hospitals, churches and residences were high among Hannon's priorities. His contributions to Little Company of Mary Hospital in Torrance built a wing and enabled many equipment upgrades in quiet and unobtrusive ways. He also helped some of his favorite religious orders. For example, he donated swimming chairs to a group of Religious of the Sacred Heart of Mary sisters. Hannon delighted in a picture of them relaxing in two chairs around a swimming pool.

William H. Hannon's generosity extended to religious orders. One example of his generosity was the donation of swimming chairs to the Sisters of the Sacred Heart of Mary.



Petersen Automotive Museum

2009-2010

# Teacher's Guide

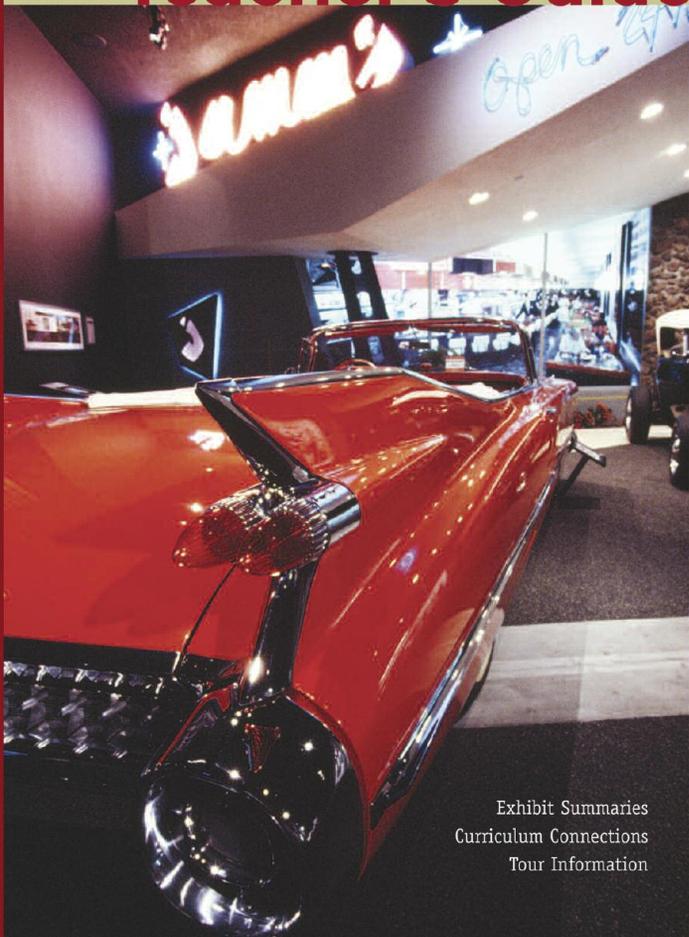


Exhibit Summaries  
Curriculum Connections  
Tour Information

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- 8 Third Floor: Perm
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## Petersen Auto School Tour P

Contact Inform  
Phone 323-9  
Fax 323-9  
Email tours  
Mail Scho  
Pete  
606  
Los

# 1ST FLOOR PERMANENT EXHIBITS



## Streetscape: The Car and The City in Southern California

The Streetscape features historical displays that chronicle the evolution of car culture in the 20th century. The lifelike dioramas show places and people that existed throughout Southern California, including a blacksmith shop in 1901 where 17-year-old Harry built a 2-cylinder steam engine. The exhibit also shows how that bring back the streetscape and how we understand the city.

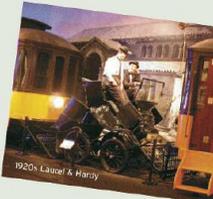
### Curriculum Connections

The historical content of the Streetscape complements the California Social Science, grades K-4 and 8-12. Students are introduced to concepts like chronological timelines and development, and American culture and lifestyle throughout the entire exhibit.

- Kindergarten:** Learning and Working Now and Long Ago; K.4, K.6
- Grade 1:** A Child's Place in Time and Space; 1.2, 1.3, 1.4
- Grade 2:** People Who Make a Difference; 2.1, 2.5
- Grade 3:** Continuity and Change; 3.1, 3.5
- Grade 4:** California: A Changing State; 4.1, 4.4
- Grade 8:** United States History and Geography; 8.12
- Grade 9:** Our State in the 20th and 21st centuries
- Grade 10:** World History, Culture, and Geography; The Modern World; 10.1
- Grade 11:** United States History and Geography; Continuity and Change in the 20th century; 11.2, 11.5, 11.7, 11.8

### Study Topics

- **How People Travel:** the vehicles they drove, the roads they drove on, and transportation alternatives that have existed over time.
- **How People Live:** the influence of the automobile on residential community development and lifestyle changes.
- **How People Consume:** the growth of car-related businesses such as gas stations and dealerships, and the influence of the automobile on advertising, restaurant's markets, and other consumer-based businesses.
- **How People Have Fun:** racing, touring, and the customized car as a means of individual expression.
- **The Public Cost of Private Transportation:** how the high institutional structures, such as freeways, to accommodate the growing automobile-based transportation systems.



# Welcome

We are pleased to present you with our 2009-2010 Teacher's Guide. This annual publication is designed to orient school teachers to the abundant educational resources housed here at the Petersen Automotive Museum. Serving as your reference guide, this booklet will help you design your curricula using the Museum's exhibitions and collections to help enrich students' learning experience. In the Guide, you will also find useful information about many benefits offered only for teachers throughout the year.

The Petersen Automotive Museum is located on Los Angeles' historical Miracle Mile, anchoring Museum Row at Wilshire Boulevard and Fairfax Avenue. This stretch of Wilshire was the world's first shopping district specifically designed for customers arriving by cars. Telling such stories is the automobile and its impact on American life and culture using Los Angeles as the prime example. The automobile is perhaps the defining technology of the 20th century and can be used as an excellent tool to teach history, science, visual arts and more.

The Museum is open for school tours year round, so there is never a bad time to bring your class for an exciting educational field trip to explore the history of the automobile and Southern California.

"There are towns in the East that boast an automobile to every one hundred of the population... Los Angeles, with a quarter of a million people, has an automobile for every eight persons. It is without exception the banner automobile city of the world."

- Los Angeles Times, January 23, 1907



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64-6386  
64-6422  
@petersen.org  
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ersen Automotive Museum  
50 Wilshire Blvd.  
Angeles, CA 90036



Ry Cooder • Nick Lowe  
& Joachim Cooder

# THEY DRIVE by NIGHT

with special guest

Juliette  
Commagere

DUBLIN 6/10-12  
BELFAST 6/14  
AMSTERDAM 6/17-18-19  
ANTWERP 6/21  
BRUSSELS 6/22  
PARIS 6/24  
MILANO 6/26  
ROMA 6/27  
ZURICH 6/28  
BARCELONA 6/30  
MADRID 7/1  
BILBAO 7/2  
LONDON 7/5-6  
GATESHEAD 7/6  
EDINBURGH 7/9-10



# JACKSON 5

I WANT YOU BACK! UNRELEASED MASTERS





# Enlighten! ONE ARTIST



We conceptualized and curated an exhibition at the Helms Bakery to showcase our friend Daniel Cytrynowicz' Lamp-In-A-Box products.



THE NIGHT OF LIGHT || 11.21.2009  
ART LAMP SHOW BENEFITING INNER-CITY ARTS

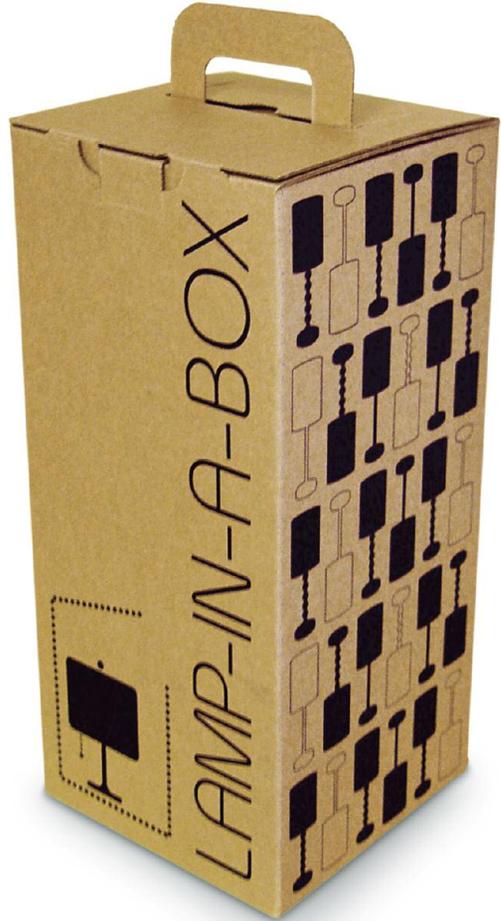


...ct, enlisting over 85 artists to create original lamp shade artwork. A portion of all sales benefited the good work at Inner-City Arts.

LAMP-IN-A-BOX

# RETAIL BOX & CATALOGS

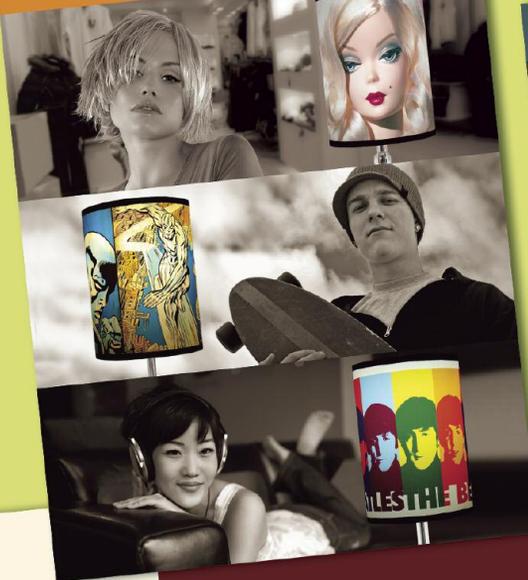
These affordable, modern lamps have custom printed shades and come in an ingenious box, making them a perfect gift item. The catalogs we designed clearly display the ever-expanding collection of artwork available to choose from.



10

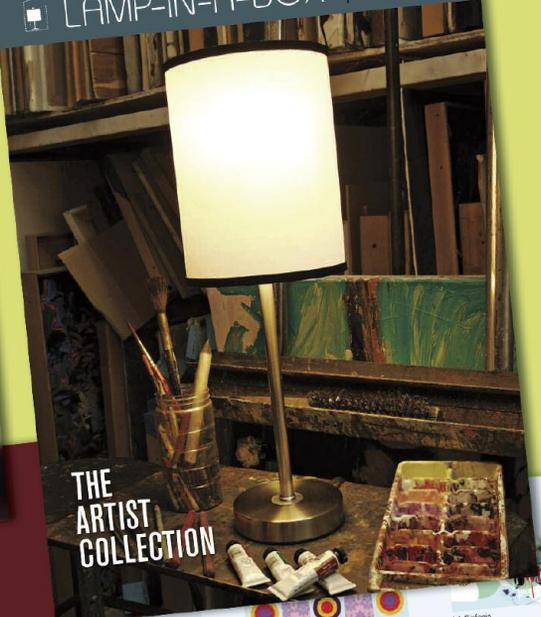
LAMP-IN-A-BOX

your life.  
your lamp.



LAMP-IN-A-BOX

your life.  
your lamp.



THE  
ARTIST  
COLLECTION

Lamp-In-A-Box aims to redefine the perception and experience of lamps. Working with both fine artists and iconic brands, Lamp-In-A-Box strives to make table lamps unique, affordable, fun and relevant to modern lifestyles. Based in Culver City, California, the company is an offshoot of the custom lighting manufacturer MauraDaniel, now celebrating its 10th anniversary.



Lamp-In-A-Box lamps are 20 1/2" tall. Shades are 7" in diameter and 9 1/2" tall and are designed to work with Lamp-In-A-Box bases.  
Lamp-In-A-Box bases are available in UL listed and unlisted versions.  
Maximum wattage for lamps is 75 watts.



Danielo Mulseno  
Candoco en Barraco

LA Sifonia  
Mi Poree



**GEORGE  
THOROGOOD**

★ **AND** ★ **THE** ★

**DESTROYERS**

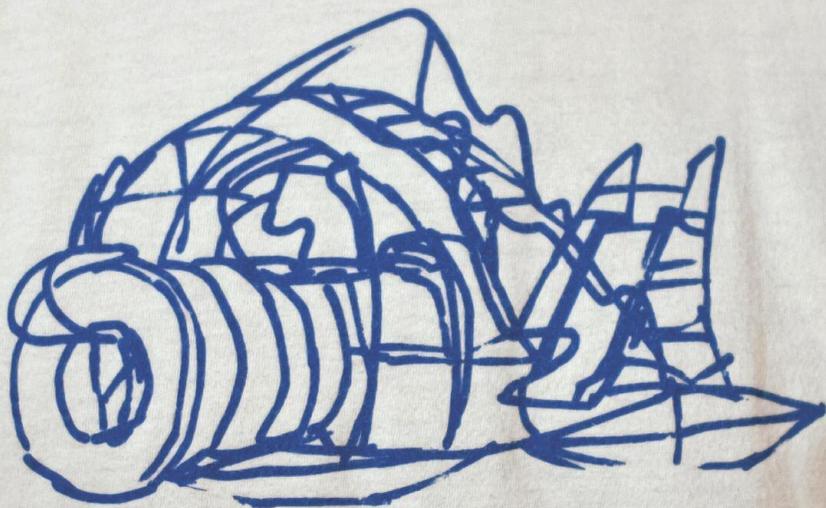
**THE DIRTY DOZEN**

**THE RIGHT BRAIN**  
**CUITAR METHOD**



*The Right Way To Learn To Play*

BY JAMES MCVAY



**PLAY MOUNTAIN PLACE**  
**CELEBRATING 60 YEARS!**

Reconnect.  
Remember.  
Celebrate.  
Envision.  
Revitalize.



**PLAY  
MOUNTAIN  
PLACE**  
**CELEBRATING  
60 YEARS!**  
1949-2009



Join Us At The  
Play Mountain Place  
60th Reunion!  
April 9-11, 2010



**Friday, April 9**  
**7-10 pm**  
**Reception at**  
**Gregg Fleishman's**  
**Studio**

3850 Main Street  
Culver City, CA 90232  
Free. Donations  
gratefully accepted.



**Saturday, April 10**  
**10 am-4 pm**  
**Annual Bazaar**

Crafts, entertainment,  
bake sale, raffle, and  
Memory Café  
Small entry fee

**7-10 pm**  
**Dinner at the**  
**Bluebird Cafe**

Delicious Mexican  
buffet. Dine and dance  
under the stars.  
8572 National Blvd.  
Culver City, CA 90232  
13 & over: \$25  
12 & under: Free



**Sunday, April 11**  
**11 am-2 pm**  
**Brunch at PMP**

Gather in the Memory  
Café for a meal with  
friends old and new  
13 & over: \$15  
12 & under: Free

Please consider giving  
an additional donation to  
help cover costs  
for another family.

Play Mountain Place  
has always been  
inclusive. Please don't  
let finances stop you  
from participating in  
this special weekend.



**Please RSVP by**  
**April 2nd so we can**  
**hold space for you.**

Return the enclosed  
reservation card.

For questions or  
additional information,  
please email:  
PMP60th@gmail.com  
or call 323.870.4381

Visit us on Facebook!



**Play Mountain Place**

*A Program of The Institute for  
Humanistic Education & Parenting*

6063 Hargis Street, Los Angeles CA 90034-2613  
Phone 323.870.4381 Fax 310.839.4896  
www.playmountain.org





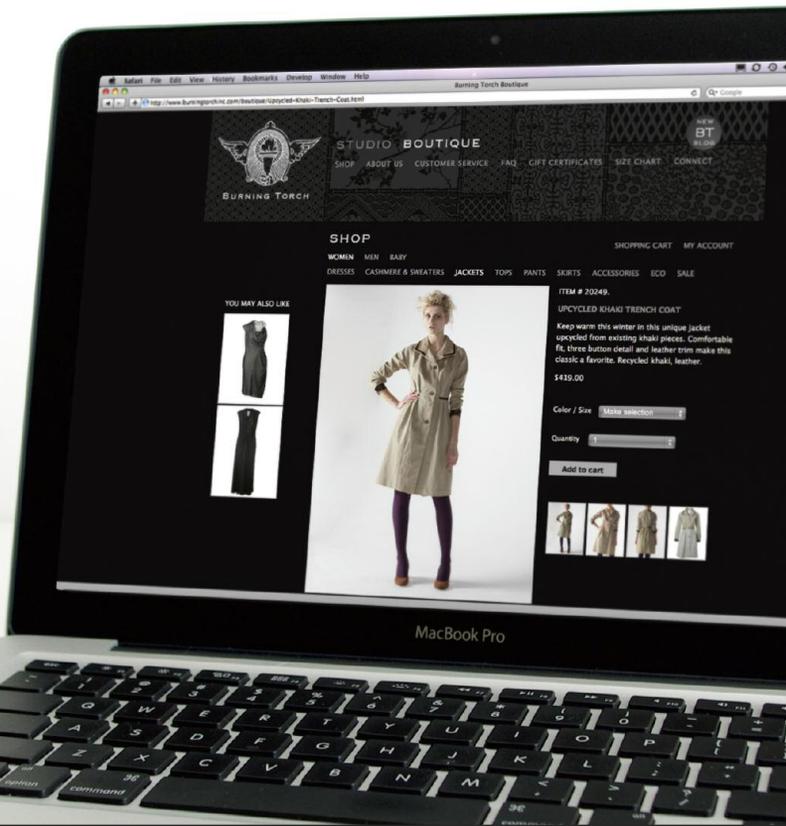
BURNING TORCH

# BRANDING, WEBSITE & LOOK BOOKS

Since 2005 we've helped craft all communications for Karyn Craven's progressive fashion brand, Burning Torch, including seasonal look books, online presence and store, and the recent launch of their flagship boutique on Abbot Kinney in Venice.

*"Working with the Tornado team is truly an inspiring experience! While bringing a unique and creative vision to the process, they always capture the essence of our brand. Congrats on your 20th anniversary... Keep rocking!"*

-Karyn Craven, Burning Torch



11

BURNING TORCH  
SPRING 2013



WINTER  
2011

SUMMER  
2012



# Diana Ross & The Supremes

50th ANNIVERSARY | The Singles Collection | 1961-1969



# The Temptations

50th ANNIVERSARY | The Singles Collection | 1961-1971





LONG RUN

PRODUCTIONS

*“Al and Jeff designed my production company logo  
- Long Run Productions - and they did an amazing  
job. They listened carefully to what I wanted it to  
convey in mood and tone...and they nailed it!”*

*- Francie Calfo, Long Run Productions*







*The* **Helms Bakery**

Celebrating Our 80th Birthday: 1931-2011

*"In working with Jeff and AI, I conjure a smile and good fun. You both bring such authenticity and good design to every project I present to you. I am lucky, and the legacy of the Helms Bakery is superbly fortunate, to have Tornado Design on-board. Toot - toot.."*

- Walter Marks III, Walter N. Marks Realty



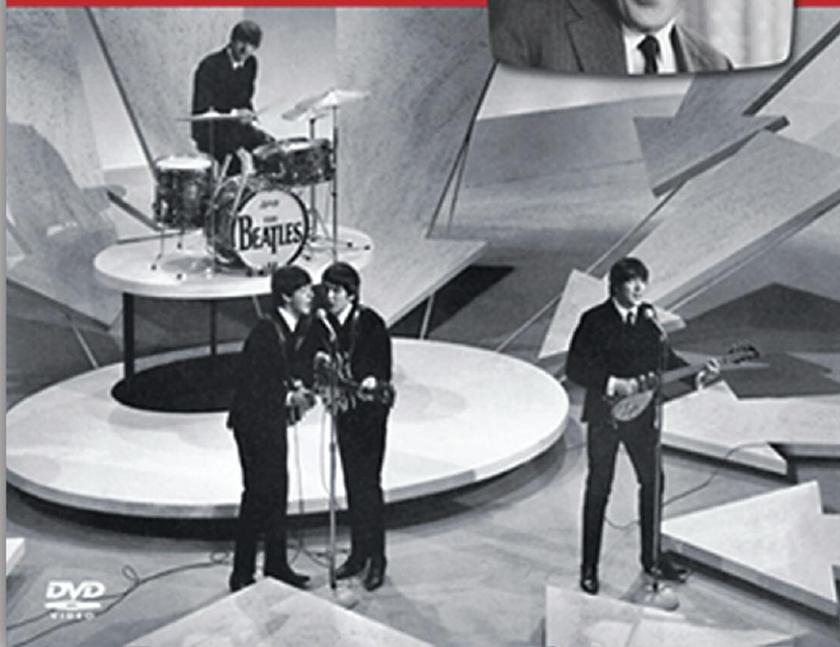
The ④ Complete

# ED SULLIVAN SHOWS

STARRING

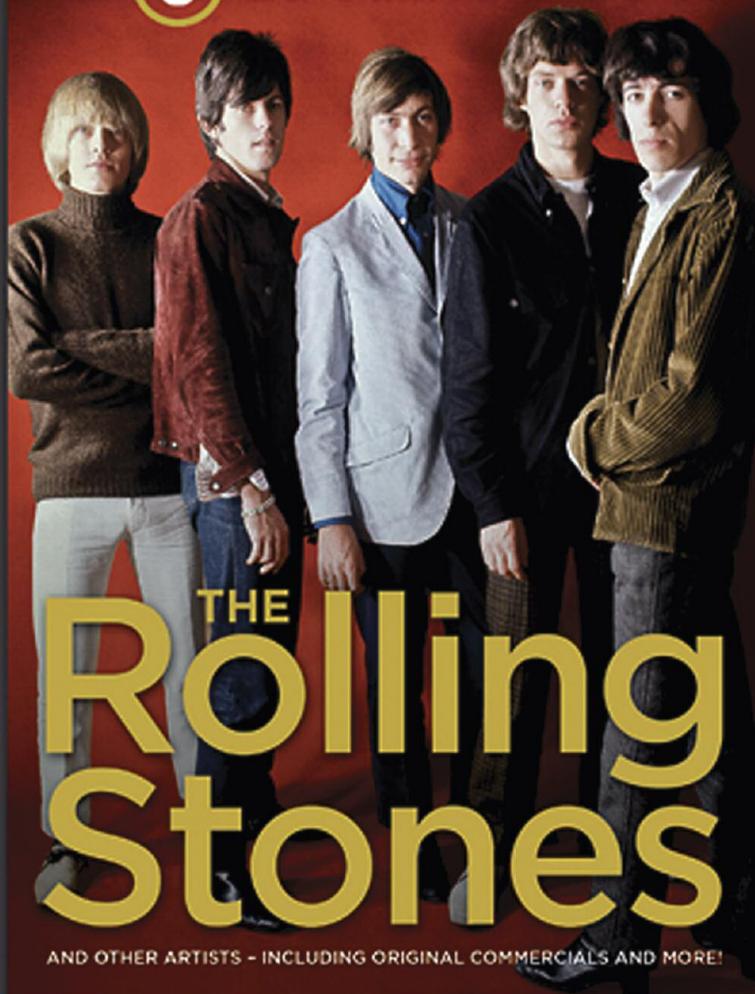
# THE BEATLES

And Other Artists - Including Original Commercials and More...



DELUXE COLLECTOR'S EDITION

All **6** Ed Sullivan Shows



THE  
**Rolling  
Stones**

AND OTHER ARTISTS - INCLUDING ORIGINAL COMMERCIALS AND MORE!

LOUISE'S TRATTORIA

# BRANDING, MENUS, WEBSITE & ADVERTISING

We were approached by Louise's Trattoria in 2008 to work on their 30th Anniversary campaign. The relationship grew as we ushered them through a rebranding, site relaunch, menu redesign, and more. What has emerged is a reinvigorated brand with a fresher look and cohesive communications.



12

Winner Top 10 Best Italian Restaurant in L.A.! -Citysearch

**PRIX FIXE MENU** Start your week off right with a delicious, 3-course dinner at a fantastic price.  
MONDAY-WEDNESDAY | 4:00-CLOSE  
\$14.95 PER PERSON

BRENTWOOD | LARCHMONT VILLAGE | LOS FELIZ PASADENA | SANTA MONICA | WEST LOS ANGELES  
CONVENIENT DELIVERY - ONLINE ORDERING - DISTINCTIVE CATERING  
(877) LOUISES LOUISES.COM





WINNER TOP 10 BEST ITALIAN RESTAURANT IN L.A.!



Since 1978

"It's my neighborhood place. I eat there all the time. I love the people and the food."

-Huell Howser, Producer/Host, "California's Gold" on PBS



Village Special Pizza

LOUISE'S  
PARK  
&  
DINE  
GREEK THEATRE  
SHUTTLE

Dine. Shuttle. Enjoy.  
Click for Info.

**Park & Dine for Greek Theater**

Enjoy a delicious, 4-course, prix fixe dinner with no-hassle parking and convenient shuttle service to the Greek.

**Wine-Down Weekends**

Half price bottles of wine all day Friday & Saturday. Click for PDF.

**Join our Insider's E-Club**

Click here to join.

**Catering For Any Occasion**

Our platters of pasta, let Louise's handle all the details! Packages start around \$10 pp.

**Check Out Our New Menu**

New items & great value!

Sign up for Louise's Insider's E-Club to receive emails with special offers!

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**APPETIZERS**

**14 Vegetable Minestrone**

Made from scratch daily. Topped with shaved Grano-Padano cheese. 11 Cup / 1.5 Lb. 11

**Jumbo Fried Ravioli**

Filled with smoked mozzarella, roasted tomatoes, and Italian herbs. Dusted with Pecorino Romano and garlic, then served with a pesto Alfredo sauce. 8.5

**Nona's Meatballs**

Lean salmon and pork with fresh herbs and Pomigiano-Reggiano. Served with spicy tomato sauce. 9

**Burrata & Roasted Beets** VEGETARIAN

Local Burrata, organic beets, and aged balsamic vinegar. 9

**Baked Porrobbio**

Mashed potato filled with roasted artichokes, spinach, and Italian cheeses. 9.5

**Ahi Tartar**

Sashimi-grade tuna chopped, fresh cucumber, red onion, and cilantro served with wonton chips. 10

**Fritto Misto**

Fried zucchini, shrimp, and calamari served with arancini and tartar remoulade. 11

**Crab Cakes**

Lump meat crab cakes served with spicy aioli and Japanese slaw. 11

**GREENS**

**Cheese Caesar**

Crisp romaine, Grano Padano, Pecorino Romano, and toasted garlic crostini. 9

**Add grilled chicken breast**

**Sonoma**

Baby organic lettuce, Sonoma goat cheese, sundried tomatoes, and pine nuts, with balsamic vinaigrette. 10.5

**Montecito**

Baby organic lettuce, roasted tomatoes, beets, goat cheese, caramelized walnuts, and balsamic vinaigrette. 11

**Louise's Chop**

Mixed greens, roma tomatoes, bell pepper, cucumbers, granaio cheese, and mozzarella, chopped and topped with citrus aioli and pepperoncini, with house vinaigrette. 10

**Antipasto Chop**

Louise's Chop salad with Genoa salami, pepperoni, and provolone. 12.5

**BBQ Chicken Chop**

Louise's Chop salad with tender BBQ chicken and balsamic vinaigrette. 12.5

**Thai Chicken**

Baby lettuce, mango, bell pepper, wonton, peanut, cucumber, cilantro, and marinated chicken, with spicy Thai peanut dressing. 12.5

**Cobb**

Fresh greens with tomatoes, smoked Bacon, Crispy fried chicken, avocado, scallions, and chopped egg, with Gorgonzola dressing. 13.5

**Sesame Ahi Tuna**

Seared ahi, organic greens, cilantro, scallions, mandarin, bell peppers, carrots, and wontons, with sesame ginger vinaigrette. 12.5

Add to any salad: Grilled Chicken 3 \$16pp 4 \$18pp 5 \$20pp 5

Add soup or a side salad to any dish: Cup of Minestrone or Classic Caesar 3 Louise's Chop or Sonoma Goat Cheese 4

**SEAFOOD**

**Linguine & Clams**

Fresh clams, D.O.C. white wine, parley, and garlic. 12.5

**Blackened Tilapia**

Pan-seared, served with broccoli spears and a arriochi cream sauce. 14

**Fettuccine di Mare**

Tender prawns and sea scallops sautéed in a lemon garlic cream sauce. 16

**Lingine Pescatore**

Sea scallops, prawns, clams, mussels, fresh fish, and linguine in a garlic tomato sauce. 16

**Grilled Salmon**

Fresh Atlantic salmon with a light Chardonnay sauce, served with garlic mashed potatoes and grilled vegetables. 18

**Ginger Glazed Salmon**

Grilled salmon served over Japanese vegetables with a soy ginger reduction. 18

Louise's Farm... of Angelenos, on...

**MEAT**

**Chicken Piccolo**

Chicken breast, lentils, served with garlic. 8

**Chicken Marsala**

Chicken breast, fresh mushrooms, served with garlic. 9

**Chicken Parmig**

Breaded chicken, tomato sauce, served with linguine. 9

**Chicken Balsano**

Grilled chicken marinated with balsamic, served with broccolini. 9

**Rosemary Beef**

USDA Choice filet mignon, served with gorgonzola butter. 3

**PASTA**

**Gluten-free pasta**

Spaghetti Aglio Olio, served with garlic. 11

**Angel Hair Con**

Fresh plum tomatoes, served with garlic. 11

**Penne Arrabbiato**

House tomato sauce, served with garlic. 11

**Fettuccine Alfredo**

Fresh egg fettuccine, served with parmesan. 11

**Rigatoni Amatriciano**

Rigatoni tossed in a sauce of Pecorino Romano. 11

**Penne Asparago**

Asparagus, melted cheese, served with linguine. 11

**Tagliatelle Bolognese**

Fresh egg fettuccine, served with sauce. 11

**Spaghetti with Wild Mushroom**

Spaghetti with fresh egg fettuccine, served in a Chardonnay. 11

**Pappardelle with Spicy Sausage**

Pappardelle with spicy sausage, served with linguine. 11

**Cajun Jambalaya**

Prawns, spicy hot sauce, served in a light bowl. 11

**Add to any pasta**

**RAVIOLI**

**Four Cheese Ravioli**

Fresh pasta filled with ricotta, parmesan, and Pecorino Romano. 11

**Alli Tomato With**

Alto Tomato With fresh pasta filled with ricotta, parmesan, and Pecorino Romano. 11

**Butternut Squash**

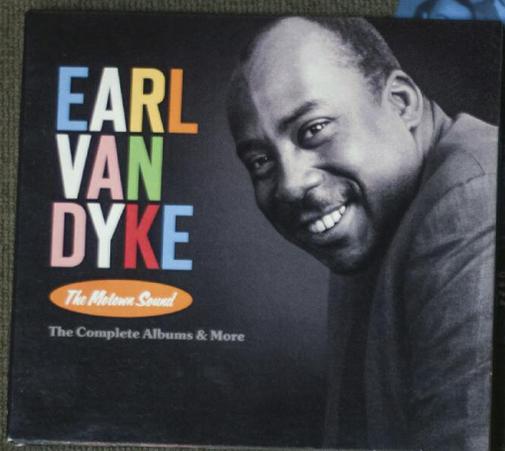
Butternut squash, served with linguine. 11

**Lasagna Bolognese**

White sauce with mozzarella, layered between fresh pasta and meat sauce. 11

**Eggplant Parmesan**

Layers of eggplant, tomato sauce, and Pecorino Romano. 11



# GRAND LEADER

In its earliest days, Motown Records was identified by the unbridled ambition of Berry Gordy, the incandescent songwriting and production of Ike Turner, the stagey charisma of James Brown, the teenage innocence of the Supremes, and the seductive harmonies of the Miracles. In the 1960s, on Motown's growing roster—wasn't yet a "Sound?"



# LOVE ON A REAL TRAIN

MUSIC BY *Joachim Cooder*

## 電車で愛の営み

FEATURING *Juliette Commagere, Matt Costa, Robert Francis  
Inara George, Petra Haden, Jon Hassell, Frank Lyon*

STEREO SOUND



**identity**  
COFFEEBAR+GALLERY

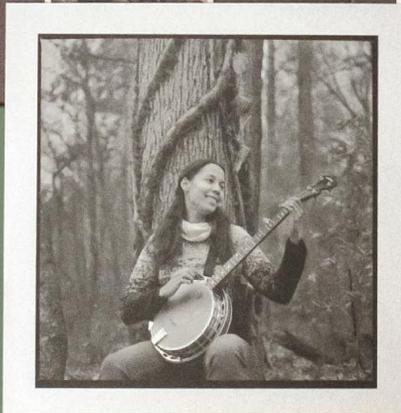
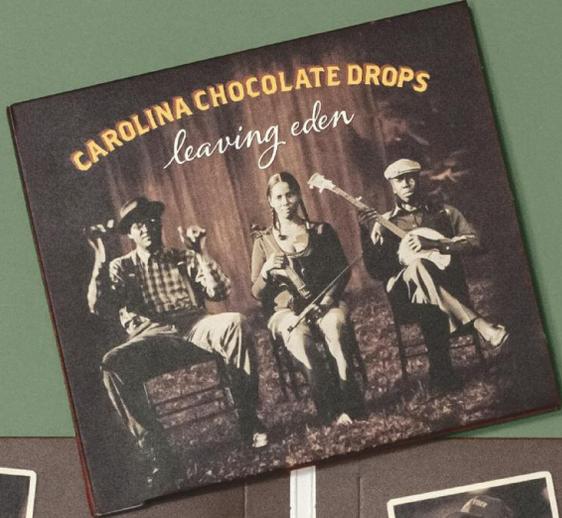


# INTERNATIONAL JAZZ DAY

APRIL 30, 2012

Congo Square, New Orleans





4. **Boodle-De-Bum-Bum** 4:03

(traditional) Ben Curry, arr. by Dom Flemons

(Bring It Forward Music/ASCAP)

Dom Flemons: vocal, 4-string banjo

Hubby Jenkins: mandolin

Rhiannon Giddens: 5-string guitar

Adam Matta: background vocal

This is a piece that was

taken from the album

Leaving Eden

by Carolina Chocolate Drops

and is a traditional

song from the

South

Carolina

Chocolate Drops

and is a traditional

song from the

South

Carolina

Chocolate Drops

and is a traditional

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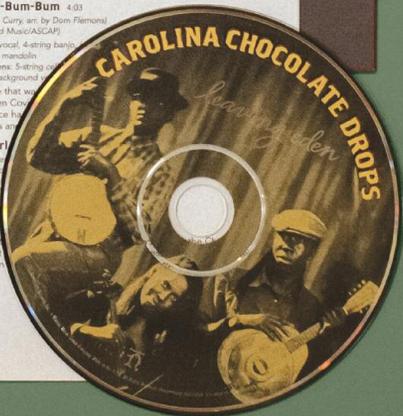
and is a traditional

song from the

South

Carolina

Chocolate Drops





BURNING TORCH

# PLAYA VISTA ELEMENTARY



VALLEY #22



PLAYAVISTA



Ospreys

ELEMENTARY SCHOOL

There's absolutely nothing regular about these guys. In fact, they're some of the most extraordinarily gifted people we've ever met. We've just had the great fortune of having them as repeat customers for many years. We're honored every time.

# REGU



**LARS**

# MASYMAS

You don't always get to work with one of your favorite bands, but sometimes you do. Over and over again.



### If You Were Only Here Tonight

Headliner

It's twelve o' two a.m., another day is gone again  
 Well the sun be my friend or will the night just never end  
 There's no where I could go, no all I find after one  
 I wouldn't have did what I had done

If you were only here tonight

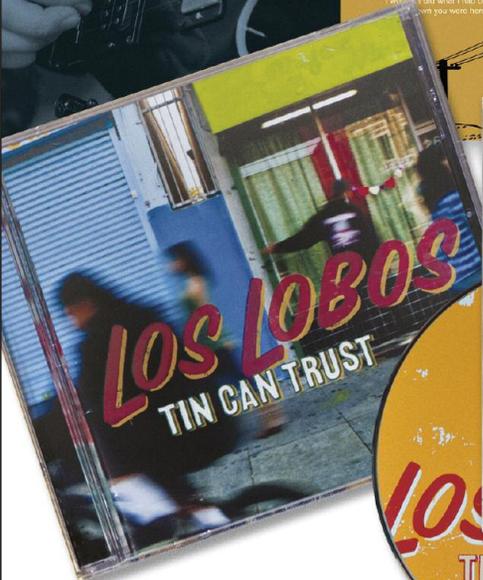
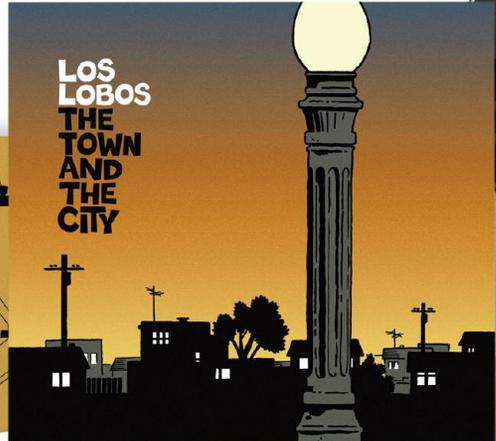
Where am I to go when the clock says 'half past two'  
 Do I stare out in the dark or try to look for you  
 But all I see after three there's no one up just me  
 I wouldn't have did what I done

If you were only here tonight

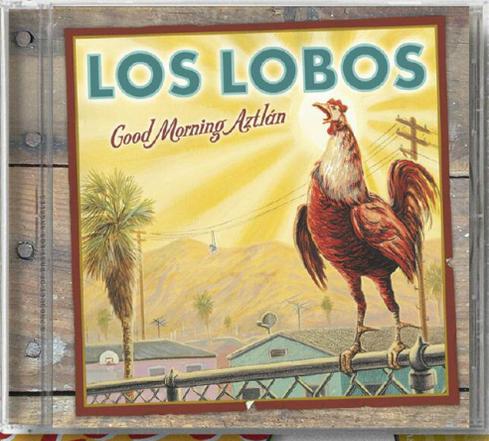
The moon has gone away, lost up in the sky  
 The birds all in the trees with nothing left to say  
 Standing at the door can't believe it's almost four  
 I wouldn't have did what I had done

If you were only here tonight

I wouldn't have put up such a fight  
 If you were only here tonight  
 I wouldn't have did what I had done  
 When you were here tonight



**DONE GONE RT.UE**  
 ©, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025  
 Produced by John Lemos and Los Lobos  
 Recorded by John Lemos and Los Lobos  
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Los Lobos  
THE RIDE



Los Lobos  
THE RIDE

LOS LOBOS  
LIVE AT THE  
FILMSTORE



JULY 29-30, 2004 - SAN FRANCISCO

LOS LOBOS THE RIDE



DAVID HIDALGO

CESAR ROSAS

CONRAD LOZANO

LOUIE PEREZ

STEVE BERLIN

ADVANCE CD  
SCHEDULE FEBRUARY 24, 2004

LOS LOBOS

GOOD MORNING AZTLÁN

Los Lobos - Ride This

THE COVERS EP





LOS



*"It is always great to work with Jeff & Al. They get it. They are artistically driven rather than a corporate machine that cranks out images."*

- Louie Perez, Los Lobos



2001 Grammy Award Nominee  
Best Boxed Recording Package

*THE RIDE*  
**LOS LOBOS**

*TH*  
**LOS**



THE NEW ALBUM  
IN STORES NOW

FEATURING Elvis Costello, Richard Thompson, Tom Waits,  
Mavis Staples, Bobby Womack, Ruben Blades, Café Tacuba,  
Dave Alvin, Martha Gonzalez, Garth Hudson and Little Willie G.

THE NEW ALBUM  
IN STORES NOW

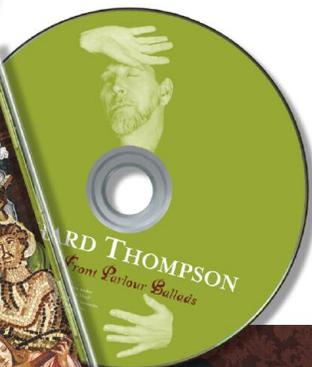
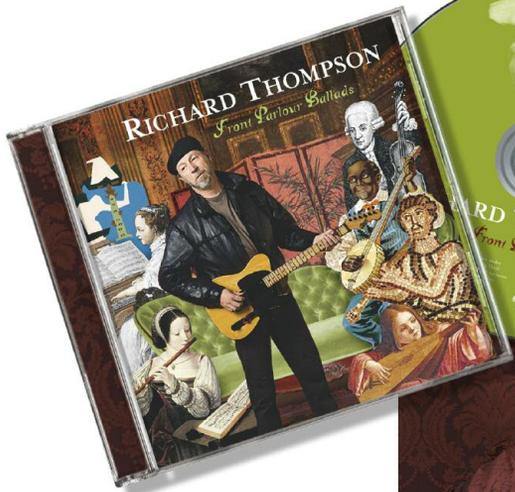
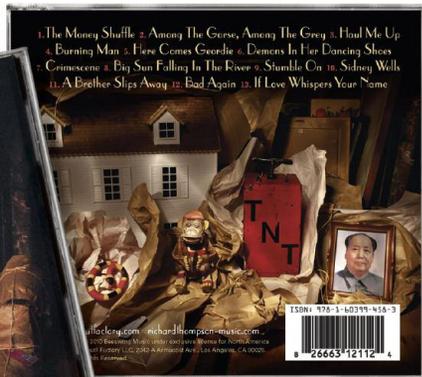
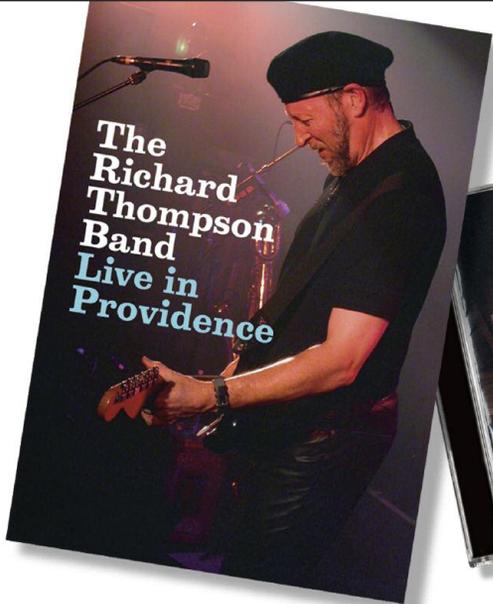
*THE RIDE*

*TH*

# A BRIT WITH WIT

Legendary songwriter and performer Richard Thompson is a class act. An insightful poet, a singular voice, and a true master of the guitar. Our ears perk up every time he calls.





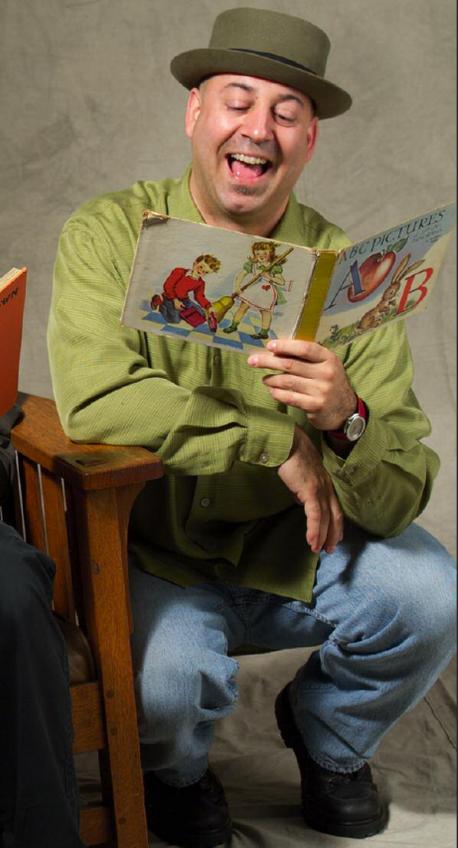
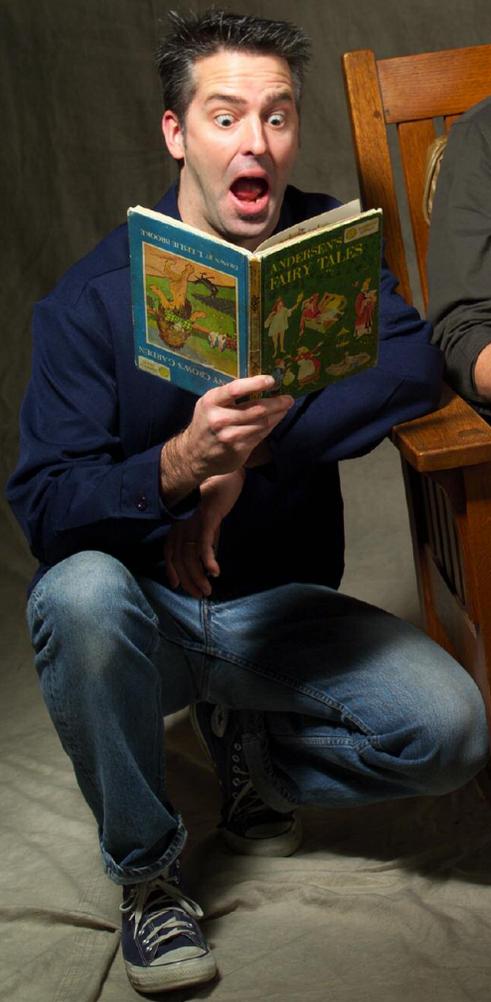
*"I've worked with Al and Jeff on about eight projects now, and keep coming back for more! They never fail to deliver beautiful work, the feedback I get on packaging is tremendous, not to mention they are the nicest people to work with. Tornado, I salute you! Here's to the next 20, and multiples thereof.."*

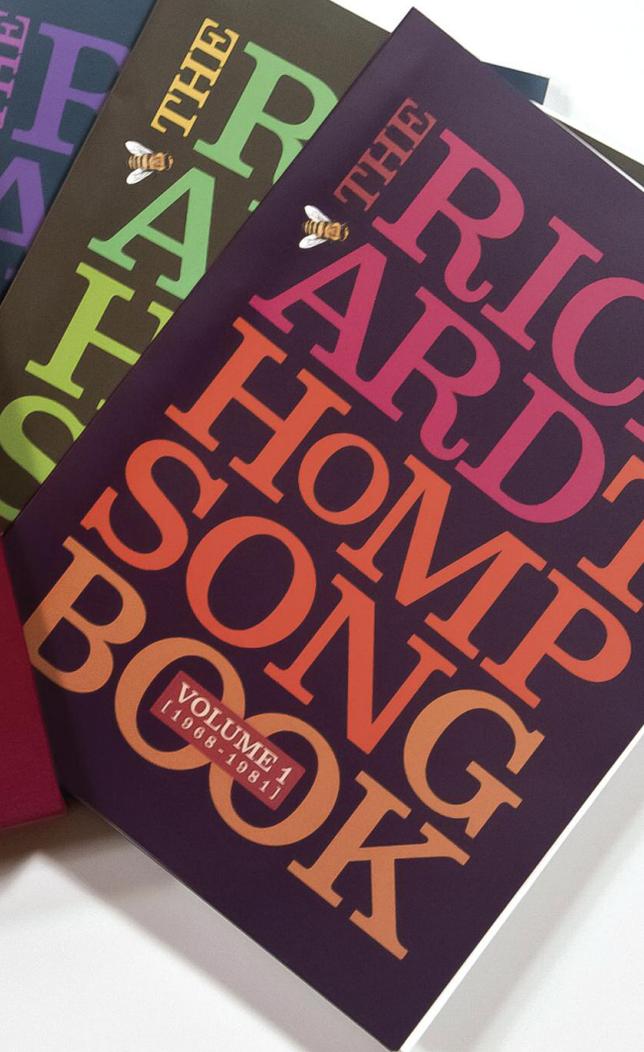
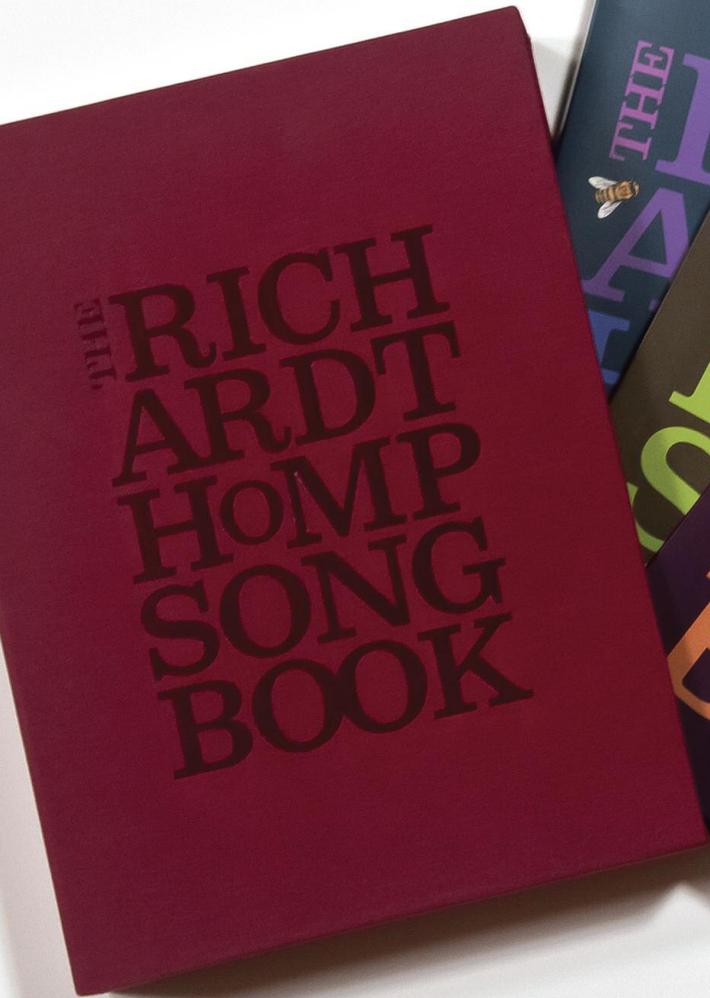
- Richard Thompson

RICHARD THOMPSON



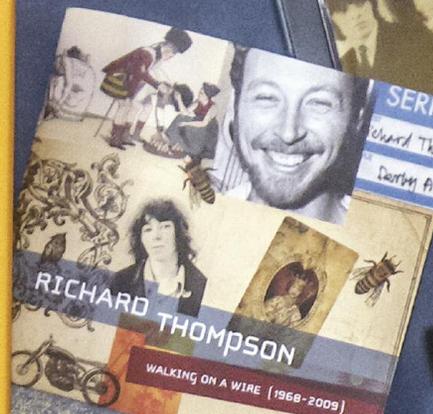
The Old Kit Bag







RICHARD  
THOMPSON  
WALKING  
ON A WIRE  
1968-2009



RICHARD THOMPSON  
WALKING ON A WIRE (1968-2009)



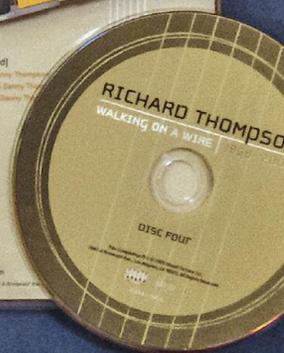
DISC FOUR

1. Hide It Away (Voltage Enhanced)
2. Last Shift - Richard Thompson & Bobby Prevorse
3. Big Chimney - Richard Thompson & Bobby Prevorse
4. Lotteryland - Richard Thompson & Bobby Prevorse
5. Persuasion (Live)
6. Cook's Ferry Queen
7. Bathsheba Smiles
8. Hard On Me (Live)
9. Gethsemane
10. A Love You Can't Survive
11. A Legal Matter (Live)
12. Main Title From Grizzly Man
13. At Bowly's In Heaven (Live)
14. I'll Never Give It Up
15. Dad's Gonna Kill Me
16. She Sang Angels To Rest



richardthompson.com  
richardthompson-music.com

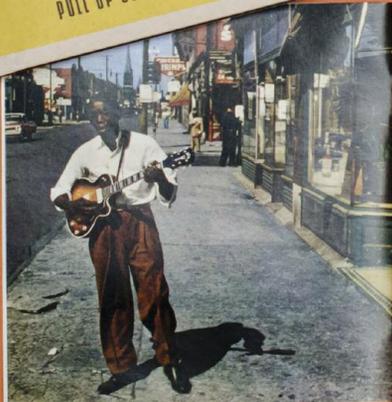
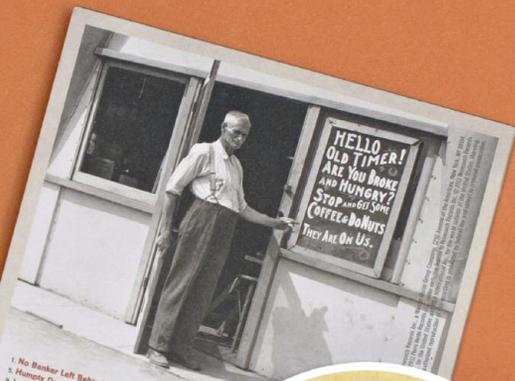
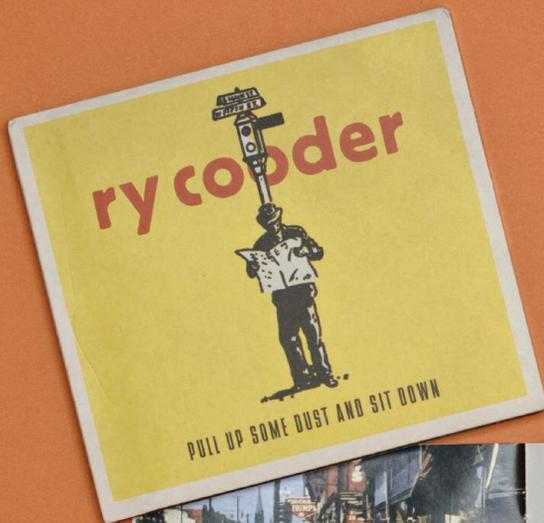
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# STRAIGHT SHOOTER

The best thing about working with the multi-talented and insightful Ry Cooder is simply getting to spend time with a master storyteller.

Collaborating on the artwork to match his vision is just icing on the cake.



## John Lee Hooker for President

When I first came to town, people I was walkin' down Penn I heard a kid talkin' 'bout the White House. I decided that night. And when I got there I said man what's shakin'. They come in here this where the President tang out. What you want I'm John Lee Hooker, I sing the blues. They said the President the blues. I said look man everybody got to have the blues some where you from or where you at.

I decided to make a run for President. I know everyone got in touch with 'em when I sing the blues it's my life. I got the man Detroit. It's called Boon Boon, it tells a tremendous story about the. Every time you hear Boon Boon, that's a dollar change I do. I came to finance my own campaign. I ain't for sale. I keep a fat bank baby, big as a bay babe.

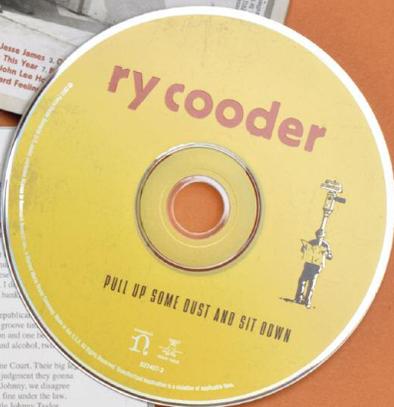
I want everybody to know I'm strictly capitalist. I ain't a Republican Democrat. I got a new program for the nation. It's gonna be gonna be the season. Every man and woman gets one scotch, one bourbon and one beer times a day if they stay cool. Little children gets milk, cream and alcohol, twice a day if they stay involved in school. Now hearse children.

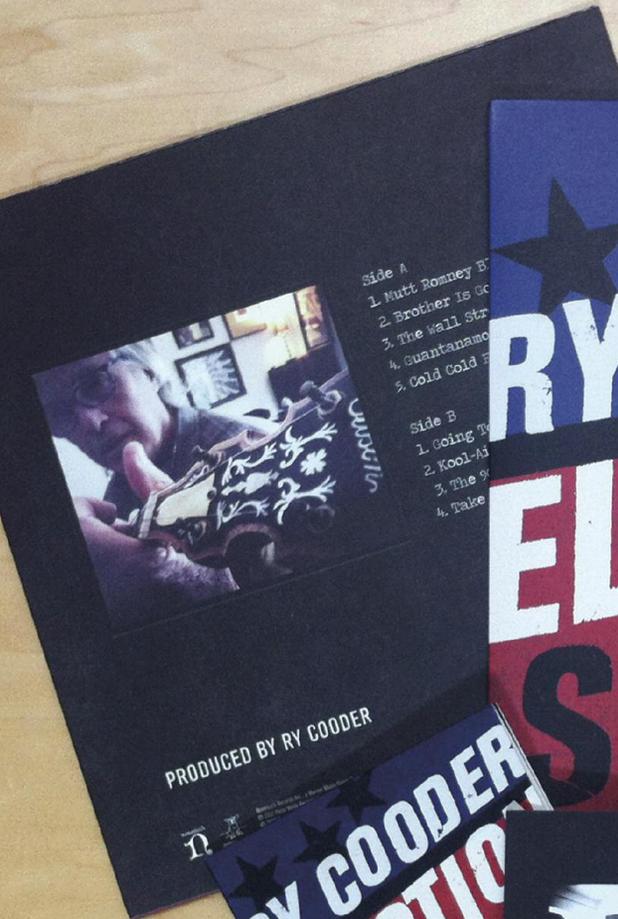
Now I want nine fine lookin' women sittin' on the Supreme Court. Their big feet their skirts drive me out of my mind. And when I need a judgment they gonna give it to me right on time. They call me on the phone sayin', Johnny, we disagree on which one of us you like best. I said honey, you all equally fine under the law.

I'm sharp and up to date. Jimmy Reed, Vice President, Little Johnny Taylor, Secretary of State. I got the foreign policy numbers 444, domestic spending point up, continental clothes, Sartson hats, everybody's on the dance floor.

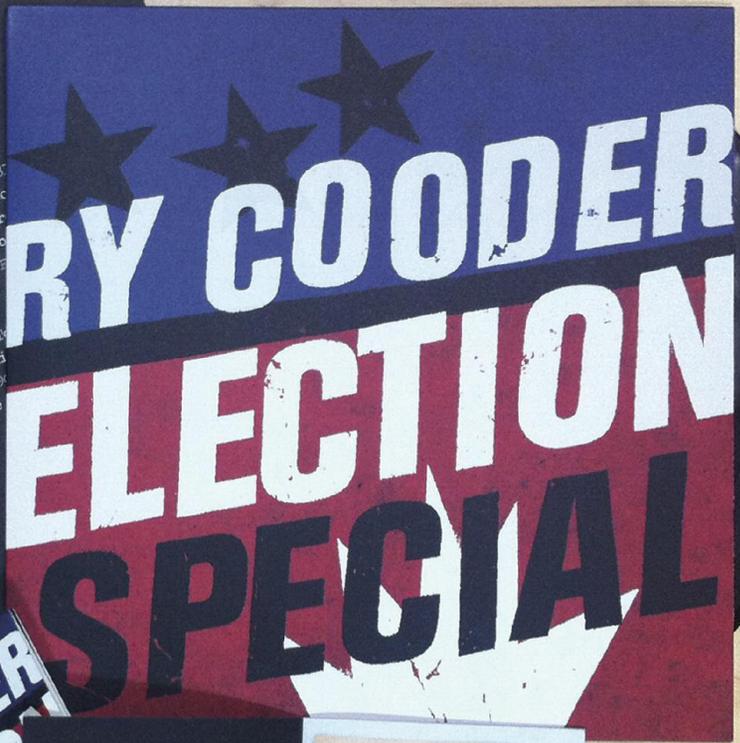
All you backbiters and syndicators, hear what I say. I ain't gonna stand for no trash talking and double dealing. If I catch you messin' 'round the White House I might cut you. I might shoot you. I just don't know. And there's one point I really want to prove. If you vote for John Lee Hooker you know you gonna groove. Don't be fooled by the Republican, don't pity the Democratic, vote John Lee Hooker and everything gone be mellow, knocked out, cooperative.

By Cooder vocal, guitar





- Side A
1. Mutt Romney Blues
  2. Brother Is Co
  3. The Wall Str
  4. Guantanamo
  5. Cold Cold F
- Side B
1. Going Th
  2. Kool-Ad
  3. The G
  4. Take



**MUTT ROMNEY BLUES**

Some Mitt Romney went for a ride  
 Prized up on the highway ride  
 That we bump up on the ride  
 From a broken road and  
 It don't last right don't come right  
 And he like they said all night  
 Where he said I don't don't know  
 'Til they get to battle up and go

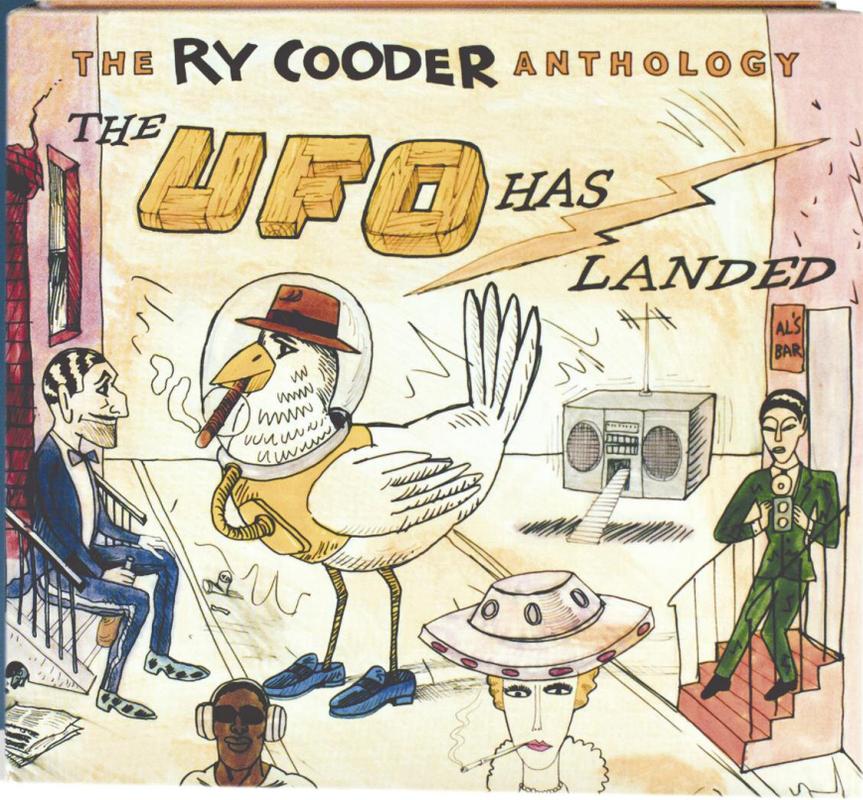
He had to ride who could ride  
 He dog really had to ride  
 And he from another in town  
 To on the road like a broken ride  
 Battle up and go who could go  
 He dog had to battle up and go

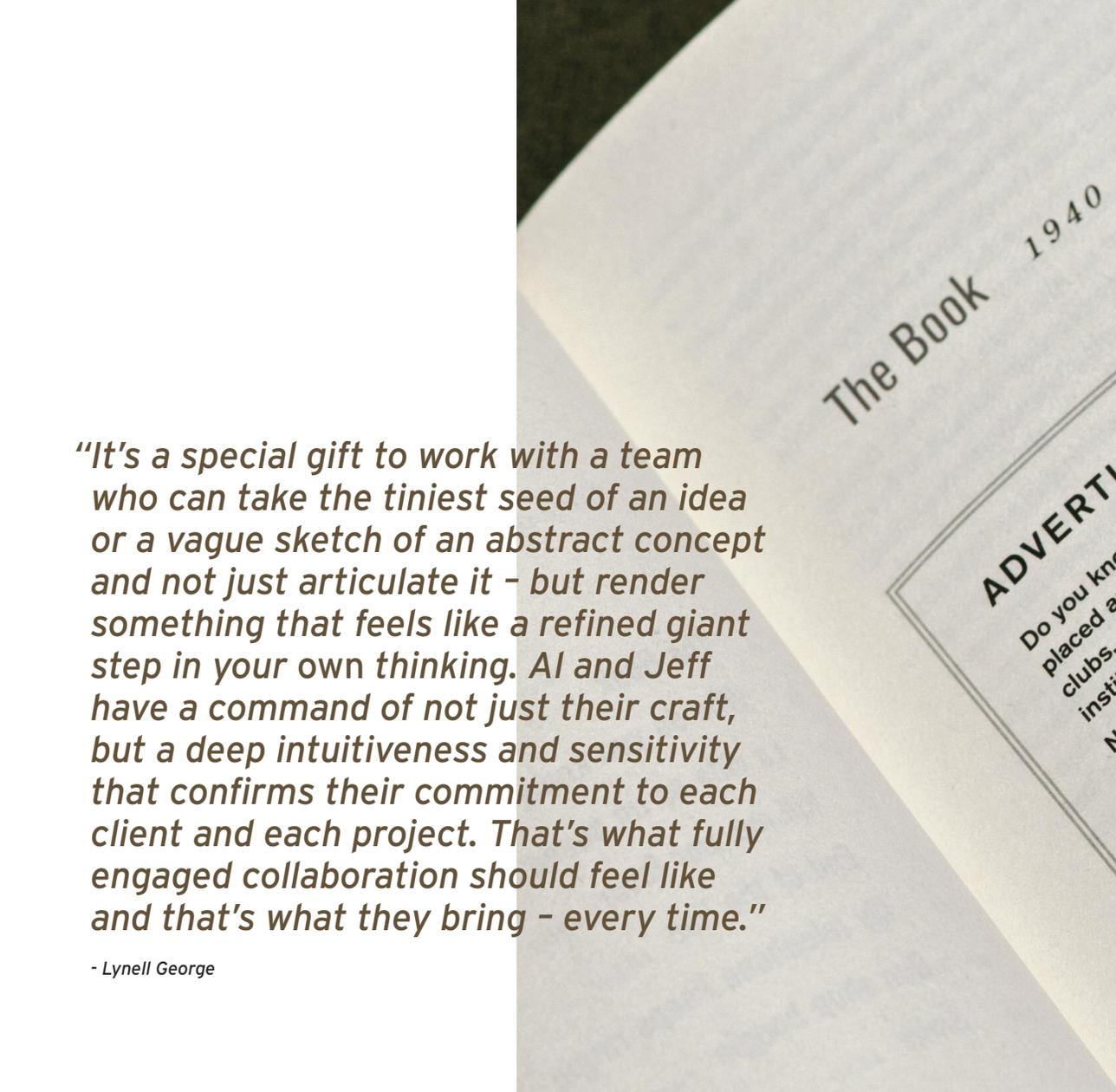
It's been been out we love  
 I won't spread the story 'round  
 All the people and someone  
 You get to ride  
 They're like I was like  
 And the man change  
 You get to go  
 I will love the whole on you  
 And we don't from like our  
 'Cause Mittan have word word

It's been been wrong she could wrong  
 He die was terrible wrong  
 He in from another in town  
 To on the road like a broken ride  
 Battle up and go who could go  
 He dog had to battle up and go  
 Battle up and go who could go  
 He dog get to battle up and go

THE RY COODER ANTHOLOGY  
THE ALAMO HAS LANDED







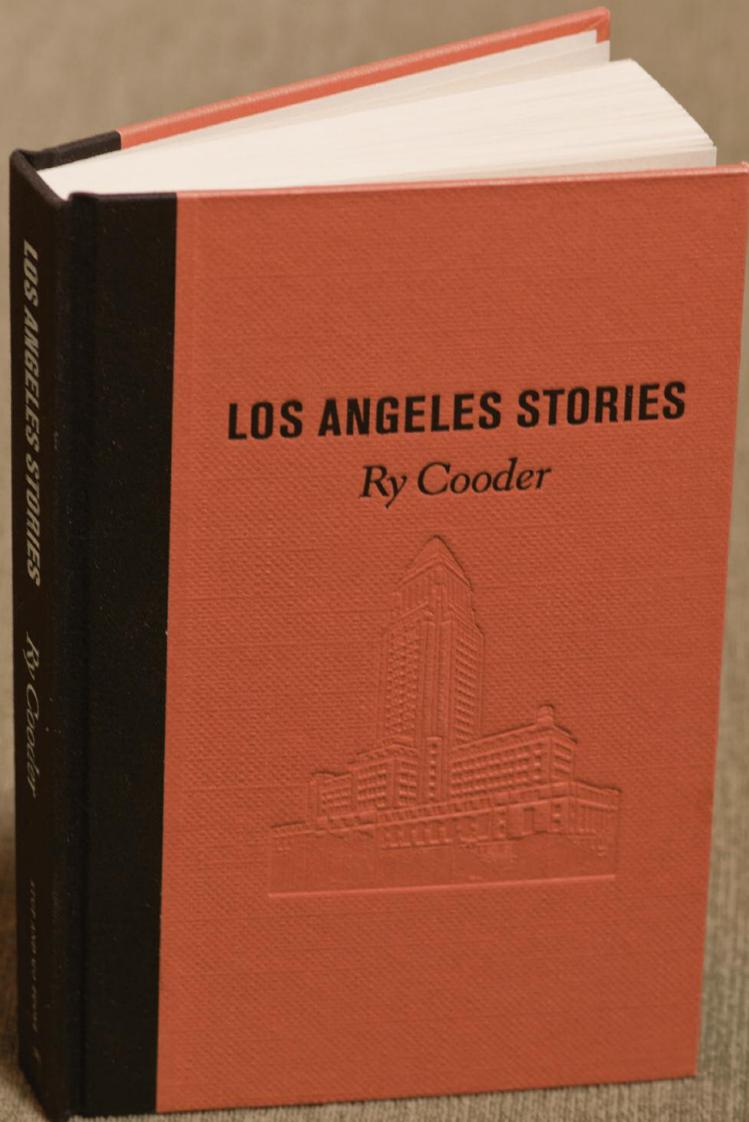
*"It's a special gift to work with a team who can take the tiniest seed of an idea or a vague sketch of an abstract concept and not just articulate it - but render something that feels like a refined giant step in your own thinking. Al and Jeff have a command of not just their craft, but a deep intuitiveness and sensitivity that confirms their commitment to each client and each project. That's what fully engaged collaboration should feel like and that's what they bring - every time."*

- Lynell George

# INDEXING LOS ANGELES

Now that a copy of this DIRECTORY is  
among the commercial bodies, busi-  
ness chambers of commerce and the lar-  
ge institutions throughout the United States  
No other medium on earth can con-  
vey a comprehensive index to the city  
its business, educational and re-  
creational life, and its people.  
No other medium can tell  
of its opportunities and its

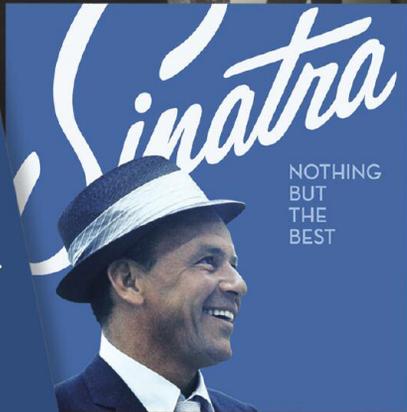
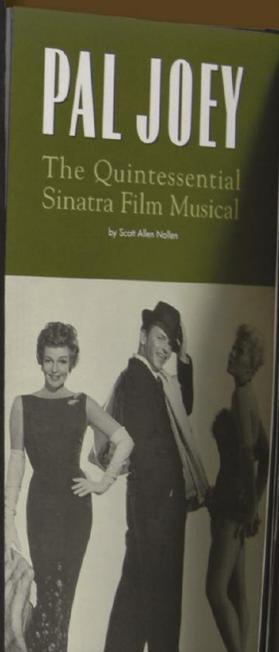
I work for the  
addresses, and job  
and collect the f  
out it in  
an



# OL' BLUE EYES

Tornado has been entrusted time and again with carrying forward the valuable legacy of "The Chairman of the Board." From his estate's official logo to the expansive box set documenting his film music. From swingin' DVDs of him and his pals to the greatest hits package which included a commemorative U.S. postage stamp.





*"Counting the ways I love Tornado Design and the list is long... Having worked closely with Jeff, Al and their team on numerous Sinatra projects, the Ry Cooder Anthology, and a range of other deluxe box sets and packages, I've come to know them not only as immensely talented art directors, but lovely people who build wonderful relationships with everyone they work with, including artists and managers of all stripes. But, in the end, it's their on-the-money, gorgeous art direction and design that keeps those of us that have worked with them coming back for more."*

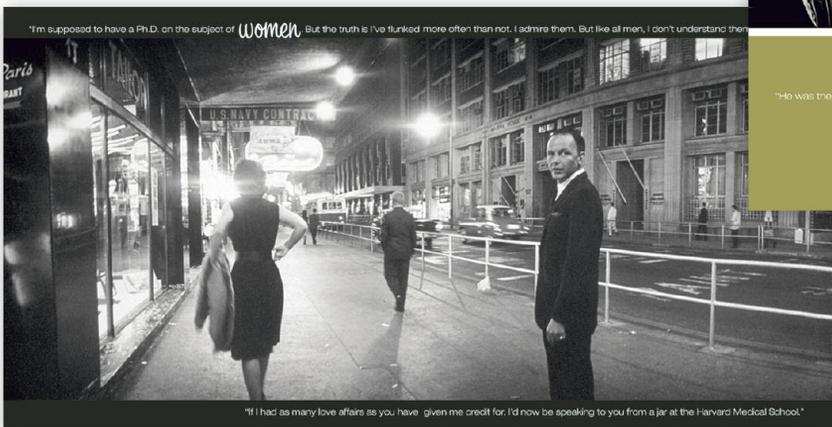
**-Maria McKenna**

"They usually say that an artist is as good as his material, and I think that is sort of a cliche that holds true. If you're lucky enough to get a great love song you're ahead of the game."



"He was the epitome of what singing was all about: beautiful sound,

*smooth as silk*



"I'm supposed to have a Ph.D. on the subject of **women**. But the truth is I've flunked more often than not. I admire them. But like all men, I don't understand them."

"If I had as many love affairs as you have given me credit for, I'd now be speaking to you from a jar at the Harvard Medical School."



...k progress, impeccable phrasing, intelligence and fire of heart."  
—Bob Dylan



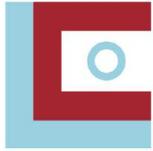
"I consider myself among the luckiest people in the world to have been able to make a career out of what I love to do—interpret wonderful music. There's nothing like loving what you do. For sixty years I've done what I loved most—sing. Fortunately for me, you were out there listening. Together we got through the good times and the bad. Pretty good arrangement (you should pardon the pun). I drink to you. May you live to be a hundred, and may the last voice you hear be mine."

**IDENTITY  
CRISIS  
HOTLINE:  
(310) 202-1020**





WONDERWORLD  
ENTERTAINMENT



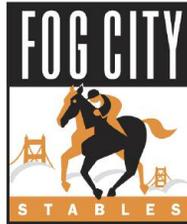
LILY CHAN  
PHOTOGRAPHY



Los Angeles Museum of the Holocaust



ALPHA VIRTUAL



MID-PACIFIC  
MEDICAL GROUP



VANGELOS  
MANAGEMENT





APATOW  
PRODUCTIONS



THE FILM MUSIC SOCIETY

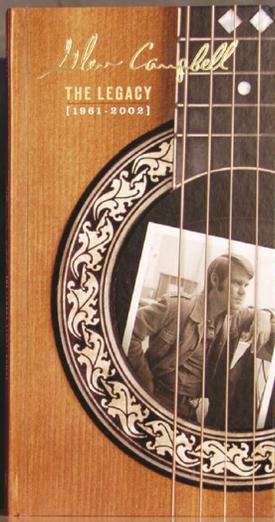
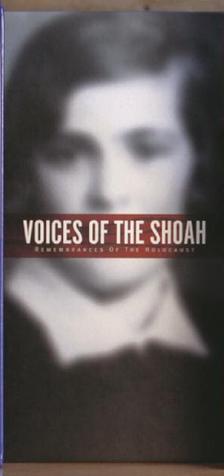
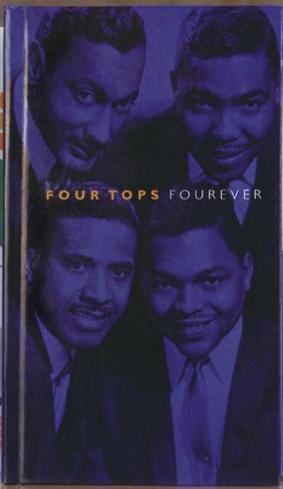
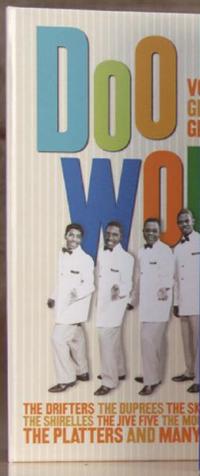
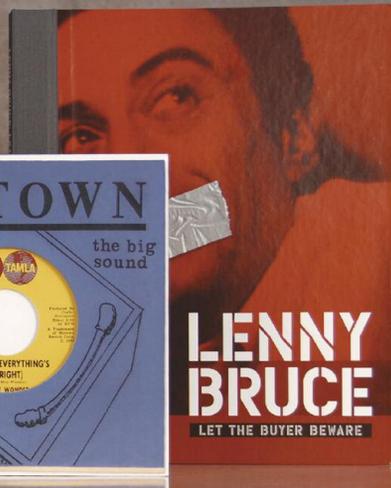
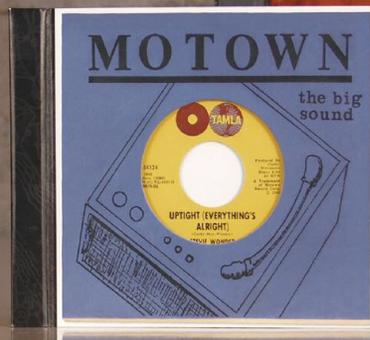


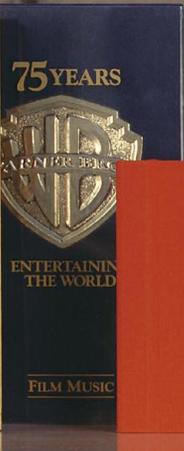
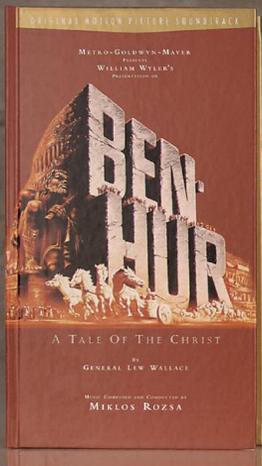
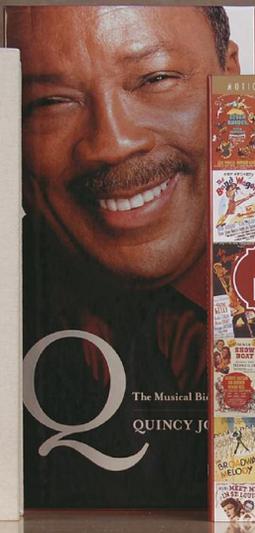
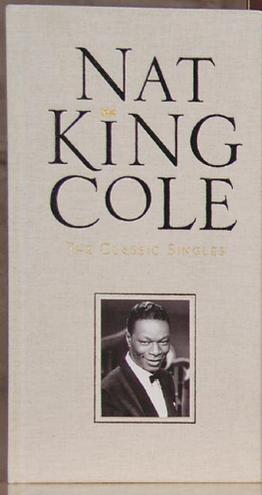
Lashfully



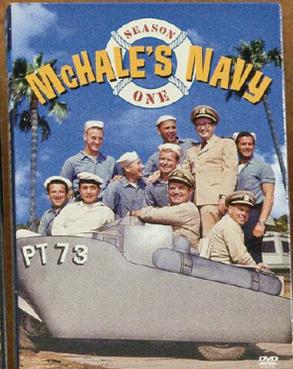
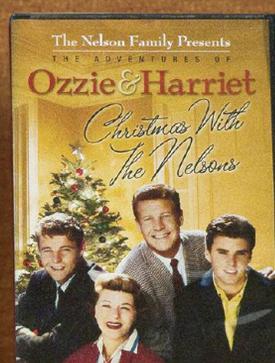
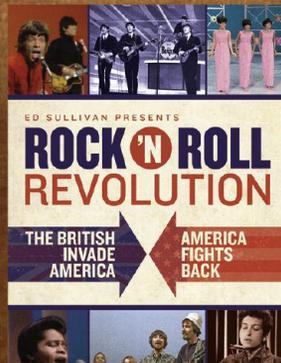
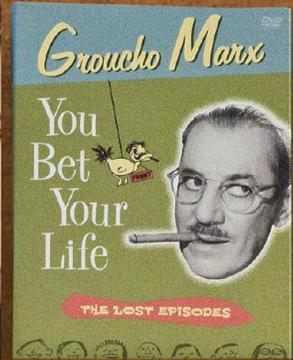
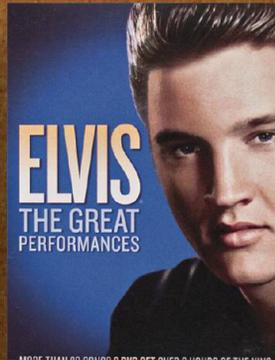
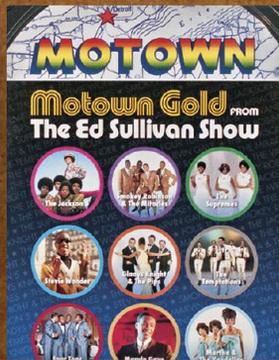
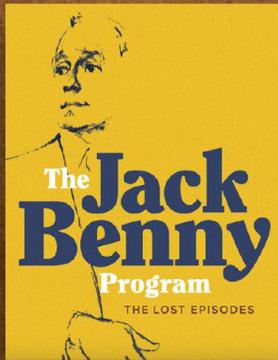
# THINKING INSIDE THE BOX

While some people these days don't seem to care if their music even comes in a package, we still love to wrap it up in a big ol' boxed set and throw in a free coffee table book. Go ahead, call us old-fashioned.



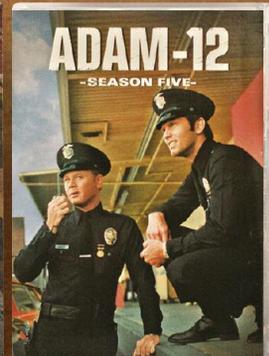
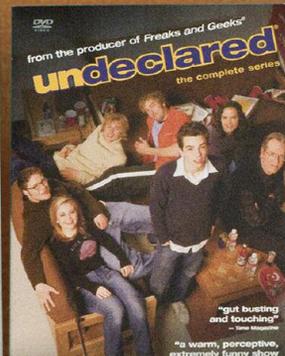
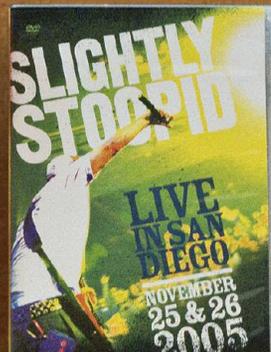
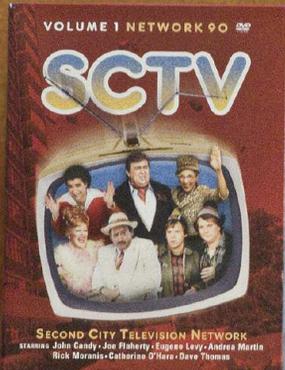
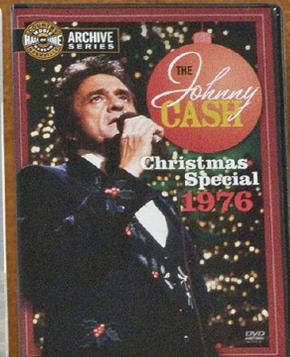
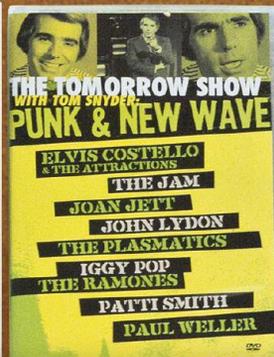
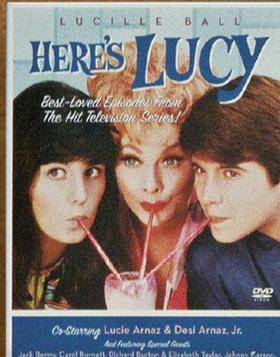
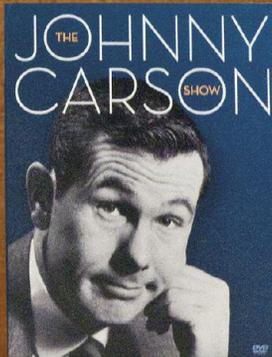


# LEGENDARY PERFORMANCES



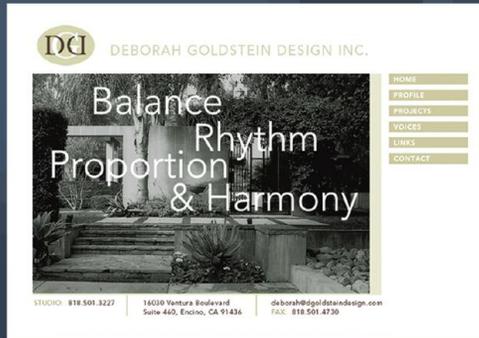
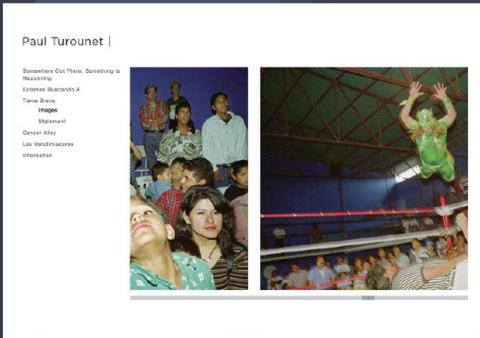
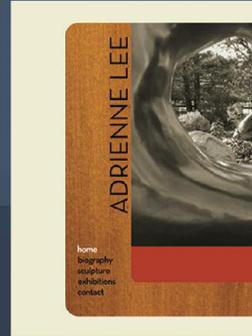
# RMERS

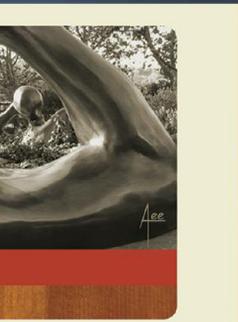
Sometimes we get labeled as being a little "retro" - maybe that's because we are often asked to repackage classic performances by some of the most popular entertainers of all time. We just like filling your shelves with great stuff.



# WEBSIGHTS

We've enjoyed helping many companies find an attractive, intuitive solution for their home on the internet. If you'd like to pay them a visit, check the websites section in our Portfolio at [www.tornadodesign.la](http://www.tornadodesign.la)





MIYOSHI MORIOKA  
ARCHITECTURE - INTERIORS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

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PARTIALS  
PROJECTS  
CONTACT

MIKIKAZU NISHIMACHU SUGIEMITSU TERAMAE  
Luis Flores, Los Angeles California



ROBERT WEMISCHNER  
exploring the sweet and savory world

HOME MENU RECIPES BOOKS EVENTS RECIPES INGREDIENTS FAVORITES LINKS CONTACT



SEARCH

ABOUT WEMISCHNER LINE

After a decade of culinary education, Robert Wemischner has always been intrigued by the four pillars of agriculture: from where to grow to how to cultivate, nurture and harvest, to how to cook. The concept behind the book "The Food Philosophy and Culture" was born from his desire to share his passion for the food he loves to eat. The book is a collection of recipes, stories, and photos that explore the relationship between food and culture. It is a celebration of the food we eat and the people who grow it.

ABOUT THE AUTHOR

ROBERT WEMISCHNER is a professional chef and author. He has worked in some of the best restaurants in the world and has been a judge on the Food Network's "The Restaurant" and "The Restaurant: Star Wars Edition". He is also the author of the book "The Food Philosophy and Culture".

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HOME ABOUT OUR WORK PRESS CONTACT

search is about attaining an understanding of the audience you are acting on that understanding.

In this context, an experience, complex creative, social, cultural and economic context that influences their role of adults but very important age. Great market planning and listening is observing, watching and even the consumer among the consideration of influences, their consideration of dynamics as well. It understands that it reached, acting from both conscious and subconscious in an other awareness of the very influence that brought

Strategy Consulting is a full-service market research and advertising - the formidable challenge of conducting a score of satisfied Fortune 500 clients whose long-term view that challenge.

Welcome to the Bakery!

THE HOME HISTORY RETAILERS GOOD EATS EVENTS CUISINE MAP CONTACT US

A Feast for the Senses - Food, Furniture and Fun.

The Home industry is a desirable one of Low Impact, lower cost and increasing exposure. As a result of a collection of design and home furnishings stores, and a variety of other food to meet with the Home Bakery located in the heart of West LA, a lot of Home Bakery is being created.

TEAM UP FOR THE BEST RESULTS TO 500,000 COOKS WHO WANT TO BE BAKERS!

WHAT'S NEW AT THE BAKERY?

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got press?

Our mission is to successfully position our clients in a class of their own, getting their messages to rise above market clutter with creative campaigns and precise messaging. By increasing awareness, credibility and demand, our entire focus is on your bottom line.

focused



NIKMEL

FURNITURE DEVELOPMENT FOR DESIGNERS & MANUFACTURERS

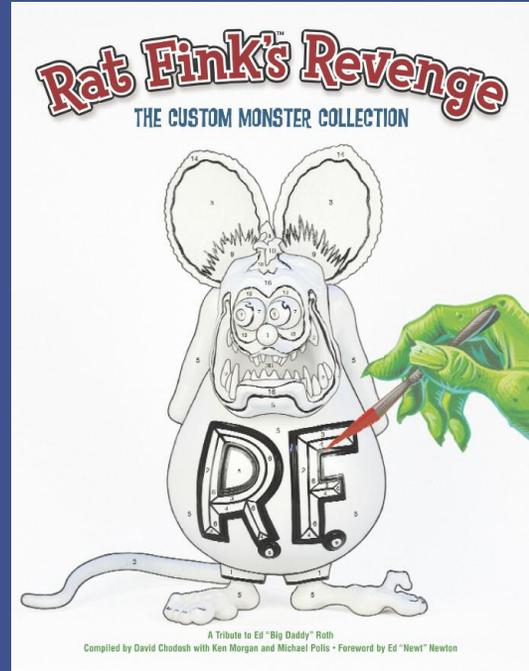
NIK MELLER COLLECTION

Quartzite BEGIN

willie has his own tools and a day without being a life

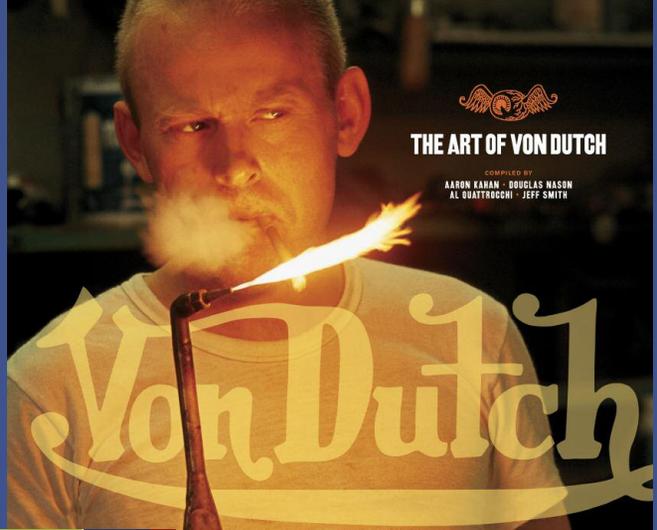
PHONE  
BIOGRAPHY  
INTERVIEWS/VIDEOS  
COLLECTOR'S GALLERY  
PRESS  
LINKS  
EMAIL

ALWAYS  
JUDGE  
A BOOK  
BY ITS  
COVER.



*"Best of luck with your future projects. In my years as buyer for the store there were exceptional projects and books that I felt proud to have brought in and sold to customers eager for quality merchandise. I can say quite honestly that ALL your books were a big part of that."*

- Tony Edwards



# NIGHT OF THE TIKI

THE ART OF SHAG, SCHMALTZ AND SELECTED PRIMITIVE OCEANIC CARVINGS

by Douglas A. Nason  
COPRO / NASON GALLERY

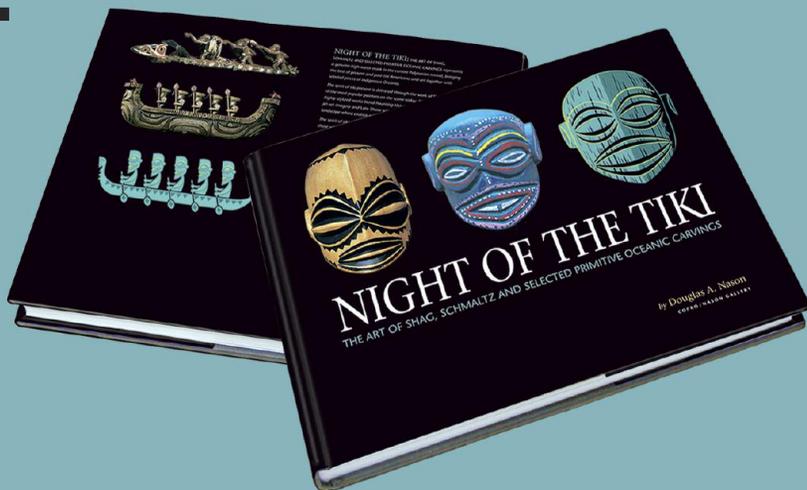
# NIGHT OF THE TIKI

2001

By Douglas A. Nason

Designed by Tornado Design

Published by Last Gasp



## MELANESIA

*The art of Melanesia is best represented by New Guinea, which is the second largest island in the world and comprises of Papua New Guinea on the east and Irian Jaya on the west. More than 1,000 indigenous languages, a diverse physical environment, a history of fierce tribal warfare as well as head-hunting and cannibalism have resulted in many tribes from one another. As a result, each tribal group created its own unique artistic style, making New Guinea the richest and most diverse center of art in Melanesia and, in my opinion, the world.*

*The areas art is essentially the physical expression of the supernatural spirit world. Wood sculptures and masks are the dominant art form and are typically embellished with a profusion of colorful materials including feathers, shells, bones and teeth. Such objects play a vital role in male initiation rituals, ancestral commemoration, various other ceremonies and social prestige.*

— Dr. Arthur C. Mitt, anthropologist and artist



11  
Two figures in canoe  
Spent of New Guinea  
Art by Nason  
© 2001



"He was carving this when they were popular and he continued to carve them when they lost their popularity. Now this one is popular again and Schmaltz is still carving them. Leroy Schmaltz doesn't follow pop culture, he defines it."  
 — C.B. Dougherty, writer, artist, pop culture historian

# LEROY SCHMALTZ

Selected Works from 1969-2001

Courtesy of Oceanic Arts

75



#6  
 The Jeweled 2001  
 acrylic and mixed media on panel, 14 x 20"



#7  
 #8 23 March 2001  
 acrylic and mixed media on panel, 14 x 20"

104

105





*“These days, anyone with a computer and some free fonts downloaded from the internet considers himself a designer. That’s why I was excited to work with Tornado, because I wanted to work with real designers, people who knew what they were doing. The book turned out beautifully. The attention to detail and the graphic ideas that Al and Jeff contributed made the book a real standout.”*

*-Josh Agle aka Shag*

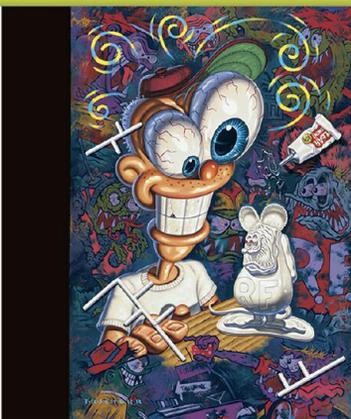
# RAT FINK: THE ART OF ED "BIG DADDY" ROTH

2003

By Douglas Nason & Greg Escalante

Designed by Tornado Design

Published by Last Gasp





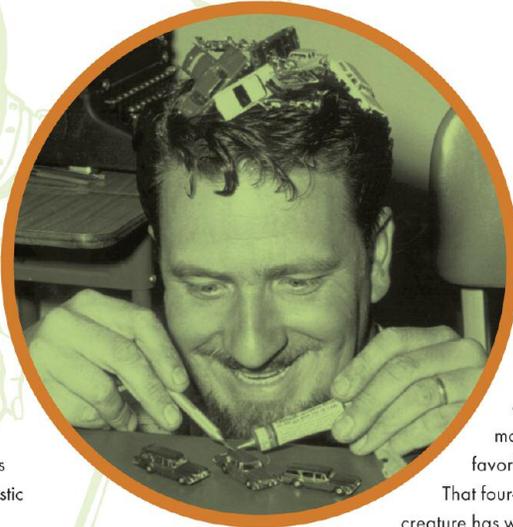
# Model Kits

BY TODD SCHORR

**A** veil of delirium was upon me. It was the early 1960's and I was consumed in a world of monsters. Famous Monsters of Filmland magazine, *The Munsters* and *Addams Family* television shows, Ray Harryhausen movies, *Monster Laffs* and *Mars Attacks* gum cards, and, best of all, plastic monster model kits.

Starting with the *Aurora* movie monster models that had made their debut in 1961, I had been building and painting any and all monster models I could lay my trembling little hands on. Little did I realize, this was all a mere prelude to that crisp autumn afternoon in 1963 when I stepped through the door of our local five-and-dime and laid my nine-year-old eyeballs on Mr. Gasser.

What was a Mr. Gasser and who was this burly looking beatnik called Ed "Big Daddy" Roth? It was truly a moment of revelation. I became gripped in a feverish state of nervous excitement, overcome by this strange hybrid of monsters, Tex Avery cartoon lunacy and fire-belching hot rods. Here was the best of all worlds, as far as my young mind was concerned. From this point on,



dozens of tubes of Testor's glue would be drained of their life-giving fluids for the glory that was finkdom.

I collected all of Roth's fink monster models, but my absolute favorite was Scuz Fink.

That four-armed, three-eyed creature has worked its influence

into more than one of my paintings. Years later, when I finally got to meet Ed, I asked him who had won the Scuz Fink naming contest. I had to laugh when he told me it was a 12-year-old girl from Saddlebrook, New Jersey.

With the onset of my teenage years, my monster delirium slipped into remission, replaced by a new obsession with the female form. Sadly, my beloved fink menagerie was banished to the family attic, where it gradually disappeared into the netherworld of lost childhood possessions. Anyway, it wasn't until the late 1980s that I managed to again collect all the Roth model kits I had as a kid. They now reside proudly with all my other objects of desire that were, and still are, such an important part of my life as an artist.



1964.

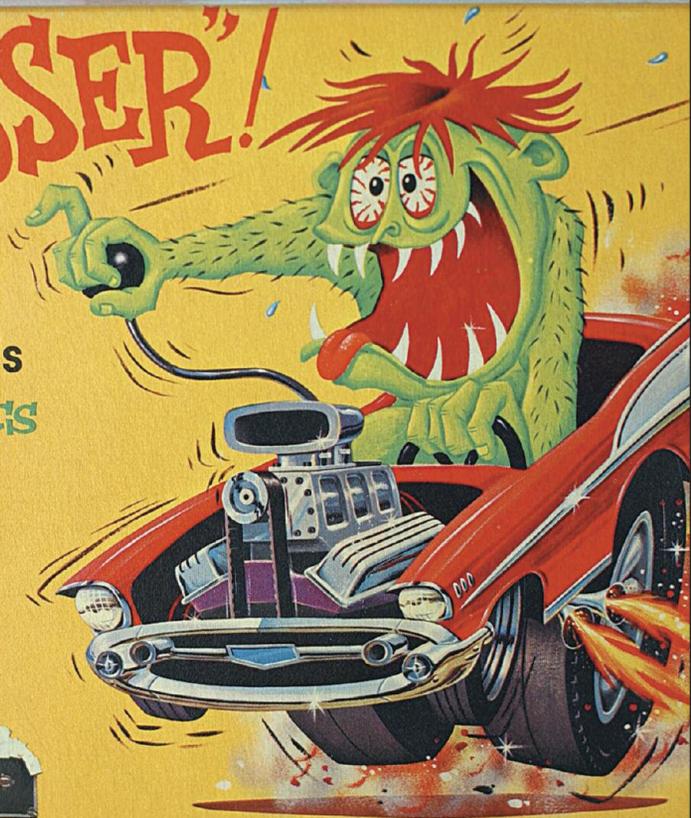
with some miniature wood (c. early '60s).

Name (Big Daddy) named Scuz Fink.

box cover from  
er; collection of

# MR. "GASSER"!

Ed "BIG DADDY" Roth's  
Custom Monsters

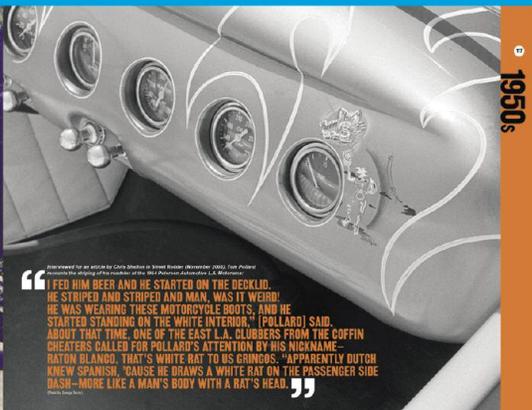
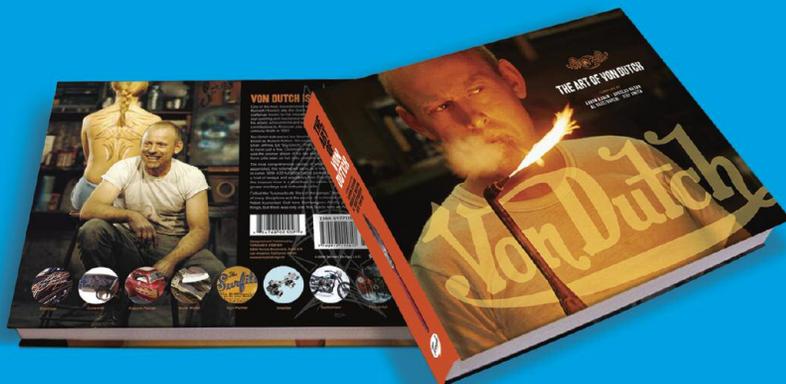


FIRST! In a New Series of **Roth** MONSTERS

# THE ART OF VON DUTCH

2006

Compiled by  
Aaron Kahan, Douglas Nason,  
Al Quattrocchi & Jeff Smith  
Designed & Published by  
Tornado Design





Suzanne Williams worked for the "Big Boy" chain for 10 years on "Customer Magazine" from 1982 to 1985. She was the first person to be hired by the "Big Boy" chain to create the "Big Boy" logo. She was the first person to be hired by the "Big Boy" chain to create the "Big Boy" logo. She was the first person to be hired by the "Big Boy" chain to create the "Big Boy" logo.



by Suzanne Williams & Aaron Cohen

Before the advent of video games, computers and the Internet, even hand-drawn sketches were available, but not accessible. It was limited to hand-drawn sketches and drawings made with a technical pen or a brush. Back when pencils traveled by word of mouth, a young illustrator named Van Dutch was born.

Van Dutch died. Walker Howard was an accomplished sign painter and graphic artist, and among them Howard Dutch's given name was apparently also drawn to him. He received many of his orders through the death of a friend – possibly the apprentice. One of the little-known facts about Van Dutch is that he was an experienced egg painter early in his career. That's certainly a strong correlation between the skills of lettering and those of graphic design, but it's all about angles, form, spacing and clarity. The same sharpness of hand and eye are necessary for both.

What most people don't realize is that Van Dutch was first and foremost a machine. With water he made signs, letters, motorcycle parts, car parts and more, from scratch. It was his ability to create a machine that he could make many of the parts from memory. If he had seen it or the drawing for a part, it was a job he did for him.

Just imagine what an artist this really could be, and he did it. In this way a man is someone who has an obsession with a machine part that needed to be replaced. Especially in a machine part that would keep the machine running and the road. Van Dutch was very keen on all old vintage motorcycle parts.



Dutch's and Walker Howard were an accomplished sign painter and graphic artist. Walker Howard Howard was a machine part that needed to be replaced. Especially in a machine part that would keep the machine running and the road. Van Dutch was very keen on all old vintage motorcycle parts.



Dutch could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it.

Van Dutch could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it.

In some, a line that made him want to finish his parts as accurately as possible. This intuition with old machinery and the decorator – engraving, painting or printing – had a big impact on his art.

Van Dutch was a man of old machinery and vehicles, his knowledge as tall as a machine, and his work environment in sign painting, a craft he had learned that he would be doing printing. After all, decorative printing goes back to the time of the printing press, the machine, the ink, and the hand of the printer. Being a connoisseur by nature and with his background as a technician, it's not a huge leap of imagination to see how Van

Dutch could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it. He could see the line in his mind, and he could draw it.

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CALIFORNIA 56 F 81 340

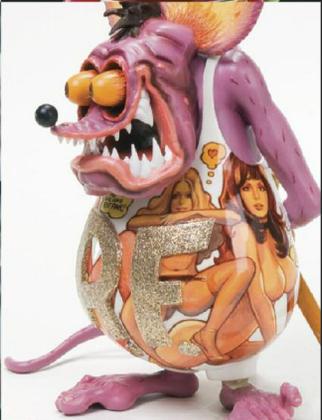
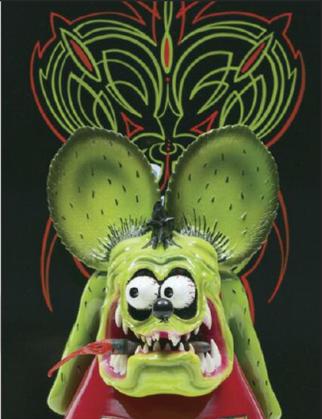














Bernard "Lefty" Kreh

July 17, 1991

Hi Al,

It was fun being with you at Hot Creek Ranch and I hope we share a stream sometime--or better--a salt water skiff.

Enclosed are the drawings of the knots we worked on--and in a separate package I have sent to you a tape that Bob Popovics made for me--I think that you'll find it very interesting.

All The Best,

*Lefty*

Memoirs of a fishing addict! - Al Q



A wire sculpture I made for my good friend, Bob Popovics



Me & Lefty in San Mateo



Getting a casting lesson from the master, Lefty Kreh at Hot Creek.



Schoolie bass,  
Kennedy's Pier,  
Breezy Point



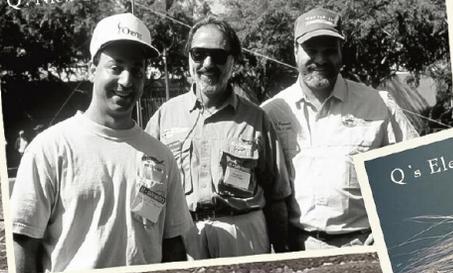
Team Montauk, New York



You never forget the  
first tarpon you catch  
on the fly, especially in  
the Marquesas, Key West.  
Thanks for those  
casting lessons. Lefty  
Bob and Nick!



Q, Nick, Carelone & Bob Popovic in San Marco



Q's Electric Deceiver



Wasque Point Strippers







I've had a lifelong passion for working in ceramics, creating both functional pieces and purely sculptural forms such as these. If I'm ever able to retire, I hope to spend more time getting my hands dirty.

-Jeff

# A SPECIAL THANKS FOR LENDING A HAND.

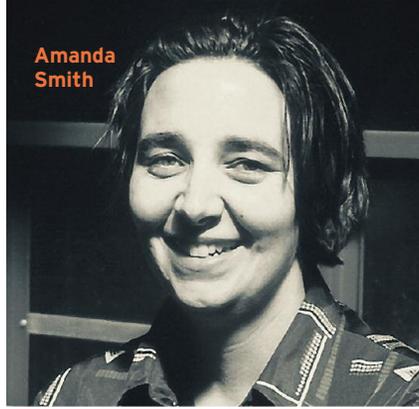
We have always tried to check our egos at the door and concentrate on nurturing a team environment. We've had a bunch of truly great people work with us over the years, including so many interns we can't possibly remember them all. We appreciate the individual contribution made by every one of them. Being a part of the Tornado family has enriched our lives and forged lasting friendships.

Thanks for being on the crew!

*-Al & Jeff*



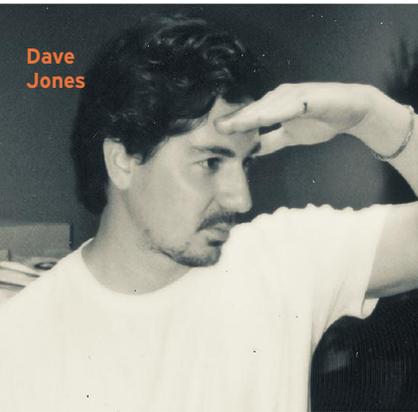
Satomi  
Tanaka



Amanda  
Smith



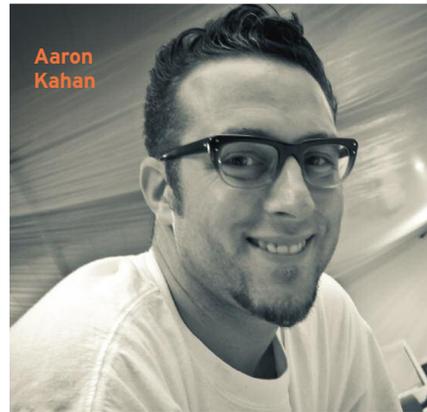
Mikako  
Ito



Dave  
Jones



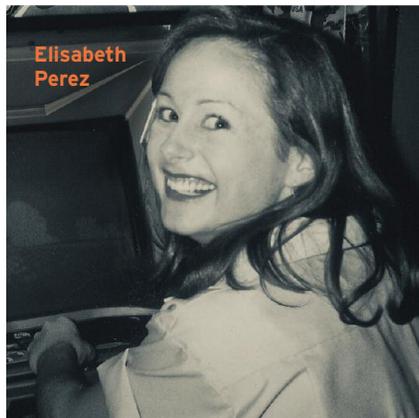
Tritia  
Chang



Aaron  
Kahan



Rowena  
Sim



Elisabeth  
Perez



Lynn  
Bender

# THANKS FOR THE WORK.

After all, where would we be without the opportunity to collaborate with all these cool clients, from A to Z:

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Apatow Productions

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Berman, Berman & Berman, LLC

BMG

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Disney/ABC Network Group

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EMI Music Marketing

Eye To Eye

Fairlane Exhibit Company

The Film Music Society

First Artists Management

Fog City Stables

Fox Broadcasting Corporation

Fox Sports

Good Samaritan Hospital

Hästens Beds

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Helms Bakery

Hip-O Records

Hi-Res Music

Hollywood Records

Howard Gordon

IMAX

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Jimmy Kimmel Live

Kraft-Engel Management

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Louise's Trattoria

Loyola Marymount University

Metro-Goldwyn-Mayer

Mid-Pacific Medical Group

Mocean

Motown

Museum of Neon Art

Nonesuch Records

One Leg Up Dog Training

Paramount

Petersen Automotive Museum

Play Mountain Place

Quincy Jones Music Publishing

Rainbow Acres

Rhino Records

Samuel Goldwyn Company

Shout! Factory

Time-Life

Turner Classic Movies Music

Turner Network Television

Twentieth Century Fox

UCLA Athletic Department

Universal Music Group

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Vangelos Management

Venice Family Clinic

Walter N. Marks Realty

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WonderWorld Entertainment

Windham Hill Records

Yosemite Springs

Z-Barten Productions

And many, many more...



Tornado  
Design

LOS ANGELES



**Thrifty**



**RYDER**



*We would like to dedicate this book to the late and great*  
**Raymond Wood**  
*close friend, mentor, and logo master.*  
**1940 - 2005**



### **creative direction**

Al Quattrocchi & Jeff Smith

### **production assistance**

Satomi Tanaka, Lesley Hartman, Chris Landon & Luisa Hurtado

### **photography**

Bob Compton, Aaron Kahan, Al Quattrocchi, Guiseppe Roncen  
Ron Slenzak, Jeff Smith, Syko Song, Kate Turning

### ***our sincere thanks to:***

#### **collaborators**

Josh Agle, Max Aguilera-Hellweg, Sandow Birk, Connie Brooks, Jimmy C, Burbank Choppers, Joey Chou, Bob Compton, Eric Counter, Norma "Big Red" Edwards, Greg Escalante, Paul Feig, Barry Feinstein, B. Scott Hanna, Jaime Hernandez, Nancy "Lightnin'" Hopkins, Aaron Kahan, Cheryl Kellough, Pamela Littky, Robert McDougall, Michael McIntyre, George Montgomery, Doug Nason, Roberto Maiocchi, James Martin, Robert McDougall, James Minchin, Ken Morgan, Nancy Nimoy, Angela Noesslboeck, Martha Rich, Pete Rosenzweig, Coco Shinomiya, Ron Slenzak, Syko Song, Alan Truax, Kate Turning, Paul Tournet, Suzi Varin, Chris Varosy, Lissa Walker, Keith Weesner, Mark Westermoe, and Ray Wood.

#### **for a job well done**

Hamid Afrasiyabi, Drew Andresen, Jim Brett, Jim Cosgrove, Kenneth Chan, Brit Davis, Alan Forney, Lauri Funai, Kirk Harney, Gareth Kantz, Bruce Licher, Tony Manzella, Rick Olson, Artie Parent, David Podvoiskis, Al Q Sr., Angel & Shelly Rivera, Rusty Sena, Paul Wallingford, and Luke Westlake

#### **supporters**

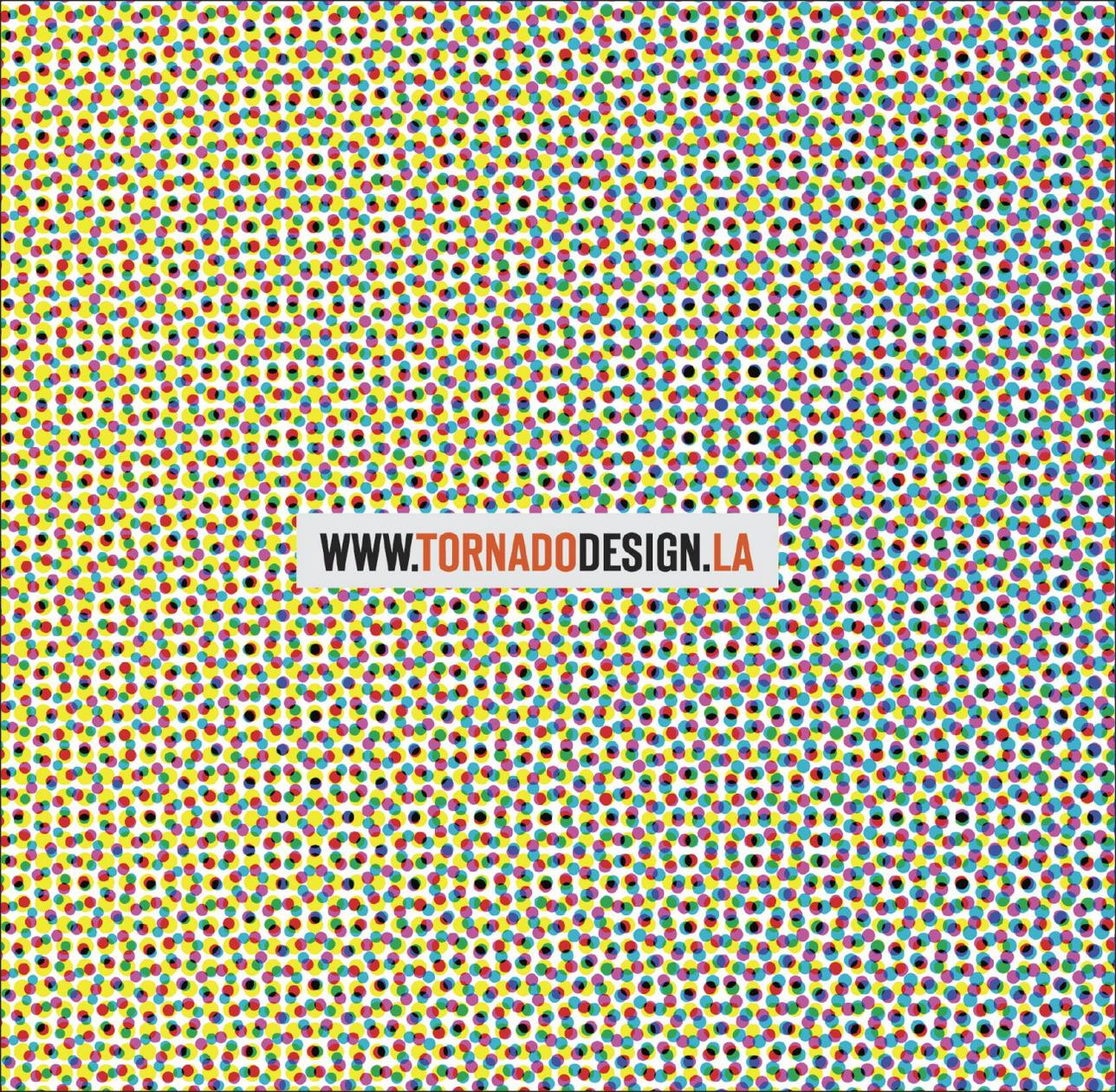
Judy Accardi, Herb Agner, Shawn Amos, Angela Anthony, Judd Apatow, Ron Berman, Hugh Brown, Steve Berlin, Luis Bermudez, Tim Bernett, Marilee Bradford, Rick Brodey, Tony Bush, Lori Carfora, Jim Caswell, Jim Caviola, Risa Chapnick, Ry Cooder, Karyn Craven, Daniel Cytrynowicz, Julie D'Angelo, Jennifer Doebler, Clayton Drescher, Derek Dressler, Greg Escalante, George Feltenstein, Gregg Fleishman, Elizabeth Flynn, Garson Fooks, Richard Fooks, Lisa Gimmy, Kiyomi Haverly, Michele Horie, Len Iannelli, Tiffany Iino, Masaki Koike, Richard Kraft, Nancy Kurshner, Lili Lakich, Adrienne Lee, Pat Mace, Walter Marks, Maria McKenna, Lauren McMahon, Nik Meller, Scott Mitchell, Dave Moon, Bobby Moresco, Annie Morita, Monique McGuffin Newman, Meire Murakami, Jim Oppenheimer, Jeff Palo, Louie Pérez, Jim Pierson, Yunju Ray, Tom Recchion, Paul & Joy Rosenbaum, Jan Saiget, Brian Schumann, Lorrie Shapiro, Wendy Sherman, David Snow, Tommy Steele, Gary Steinborn, Gary Stewart, Karrie Stouffer, Traci Swartz, Taj Tedrow, Richard Thompson, Peleg Top, Pat Tourk Lee, Carter Wicks, Matt Young, Vasi Vangelos, Vartan, and

Surely there are many others we can't quite remember right now. You know who you are. And we thank you, too.

#### **very special thanks**

Janet and Quinn, Sonja and Charlie, our friends and family.





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