





## Paprika

without the slightest conflict of interest. "Each company has its own personality and niche, which directs the design in a certain manner from the start," he stresses.

The firm employs several young staff designers as well as interns from the design fundamentals classes Gagnon teaches at Université du Québec à Montréal. "It's important to mix freshness and new ideas with experience," is his philosophy. Recent UQAM graduate and typography connoisseur David Guarnieri has been turning the Madame Chose bobby-pin headline into a typeface ready to use on other Commissaires projects. Richard Bélanger has been working on the new paprika.com Web site, organizing 300 images and solving such technical issues as how to get the site to resize itself to any screen. On a recent afternoon he was adding to the site images of

Left: **Brochure for Periphère.** "In a counterintuitive creative leap, we started out with the brand idea first and energized it emotionally to communicate the luxury and sensuality the Periphère line of sofas and tables represents—while the furniture itself was still in the prototype stage. The result was a pure, minimalist yet contemporary style, bringing the brand to life at the rhythm of life itself. Our visual materials were an intimate play of discretion and daring, for an aesthetically reserved yet emotionally charged art-of-living image. The very real expectations of the brand identity went a long way toward preparing critics and consumers alike for the Periphère collection's successful 2001 launch." François Leclerc, art director; Richard Bernardin/Michel Touchette, photographers.

"A packaging of five different tisane boxes made for **Café Union**. This is a good example of the complexity that comes with creating packaging with two languages. In this case, both French and English had to be equally presented on the boxes. We also had to create unity, while keeping the identification between each box easy and clear. And we wanted this packaging to distinguish itself from the other tisane and tea boxes. We decided to play with the size of the characters and oversized the 'instruction' information to make it more dynamic and less classical. We also integrated illustrations appropriate to each tisane flavor." Richard Bélanger, art director; Martin Gagnon, illustrator.

This page: "Showroom made for **Baronet Silver** in 2005. We were mandated to create the identity and comprehensive branding program for Baronet Silver, a new sub-brand of Baronet. It was about reuniting the most exquisite and luxurious collections of the Baronet production under a 'silver brand.' After creating the identity and branding program, we were in charge of the environmental design of the second Baronet Silver showroom. We created illustrations, photographic 'collage' and exploited a 'bullet screen' reminiscent of the logo: everything in black, white and silver only. The result was highly sophisticated, contemporary and elegant." David Guarnieri, art director.