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DeFrain Named in Graphic Design
USA's People to Watch for 2008

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press release

For Immediate Release

Canton, Georgia – Grant Design Collaborative is excited to announce that Associate Creative Director Matt DeFrain has been featured in the “People to Watch for 2008” issue of Graphic Design: usa – currently on newsstands. The publication annually spotlights creative professionals forecast to be among the biggest influencers in the graphic design community for the coming year. According to GDUSA publisher Gordon Kaye the publication honors individuals that are “respected for their talent, leadership, success, insight, business savvy, community service, and newsworthiness.”



The article touches upon DeFrain’s personal history and career highlights and allows him to weigh in on the current state of the industry and its responsibilities to promote and practice sustainable design. Grant Creative Director and President Bill Grant states, “We’re pleased to see Matt’s amazing body of work being recognized by his peers. His ability to craft holistic, strategically designed business solutions has become an invaluable contribution to the services we provide to our clients at Grant Design Collaborative.”

About Grant Design Collaborative

Grant Design Collaborative designs business experiences from product to market. Founded in 1996 by president and creative director Bill Grant, the firm generates impactful and enduring results through an integrated design approach to product, research, strategy, naming, identity, collateral, advertising, publicity, interiors, interactive, video and distribution.

Its diverse team transforms the business landscape for clients, creating opportunities to redefine product categories and invent entirely new ones. A single source for designing business experiences from product to market, Grant has partnered with clients ranging from enterprising upstarts to established Fortune 500 companies. These include Adobe Systems, Aquafil USA, Blackberry Farm, Blue Ridge Commercial Carpet, F&D Advisors, Geiger International, Georgia Pacific, Herman Miller, International Paper, Jaipur Rugs, Muzak, Set Wallcovering Systems, Steelcase and Walden Resort & Spa.

For more information on Grant Design Collaborative, please visit: www.grantcollaborative.com

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