

Sappi Presents

PEACE, LOVE

AND

UNDERSTANDING

The AGI Congress  
Chicago, Illinois

# Why McCoy?

## **1 PROPRIETARY SILK FINISH**

— A one-of-a-kind finish for those who want the ultimate tactile and print experience.

## **2 PREMIUM INGREDIENTS**

— Better print uniformity and surface promotes clarity, detail and intense color.

## **3 SIDE-TO-SIDE CONSISTENCY**

— The most consistent printing surface available, so it prints easier and looks more uniform side-to-side.

## **4 FADE RESISTANCE**

— Unique coating formulation ensures lasting whiteness and image integrity.

## **5 ENVIRONMENTALLY RESPONSIBLE**

— Boasting 10% Post Consumer Waste, FSC® and SFI® Chain of Custody and SFI® Fiber Sourcing certifications. 100% of the electricity used to manufacture McCoy was generated with Green-e® certified renewable energy.

## **6 ENHANCED OPTICS**

— Engineered to deliver optimal contrast and vivid color.

## **7 A WIDE RANGE OF BASIS WEIGHTS**

— An expansive range of basis weights offered—including 80 to 100lb text as well as cover weights up to 130lb.

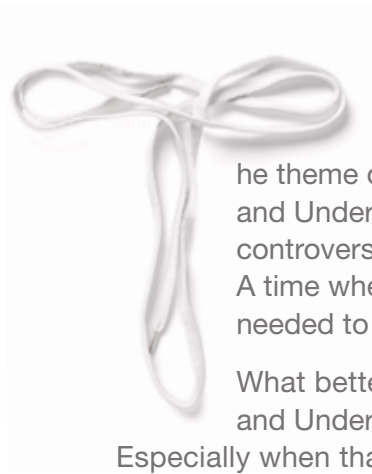
**MCCOY** There are few things as inspiring to a designer as a blank canvas. So many incredible possibilities to explore. And no paper offers as inspiring a canvas to draw upon as McCoy. Like its name, McCoy is the real deal—extraordinary optics, proprietary silk finish, unparalleled ingredients. A paper whose performance on press is only matched by its continued ability to set the bar by which all other papers are judged.

**ALLIANCE GRAPHIQUE INTERNATIONALE** More commonly referred to as AGI, is the world's leading professional organization for graphic designers and artists. It is an élite society whose members have been collectively responsible for the identity design of most of the world's top corporations and institutions as well as for countless examples of globally known packaging, publications, illustration and posters.

In 1952 AGI was incorporated in Paris with 65 members from 10 countries. Today there are over 370 members from 32 countries around the world. Each year, AGI hosts a Congress for its members to gather and share their thoughts around art, commerce and education.

Abbott Miller Alexander Isley Anthony Brook Armando  
Milani Artur Rebelo Bernard Stein B. Martin Pedersen  
Bruno Oldani Carin Goldberg Christoph Niemann Dana  
Arnett Deborah Sussman Dieter Feseke Domenic Lippa  
Doug Wadden Edgar Reinhard Edo Smitshuijzen Enzo  
Finger Erich Brechbühl Fang Cao Fernando Gutiérrez  
Franco Balan Garson Yu George Hardie Harry Pearce  
Hans Guenter Schmitz Helmut Brade Heribert Birnbach  
Henrik Kubel Henning Wagenbreth Henry Steiner Ivan  
Chermayeff James Cross Jelle Van Der Toorn Vrijthoff  
Jennifer Morla Jiaying Han Kari Piippo Katsumi Asaba

Ken Carbone Kenneth Cato Kiko Farkas Kit Hinrichs  
Lars Müller Leslie Smolan Leonardo Sonnoli Lizá Ramalho  
Maira Kalman Marina Willer Massimo Vignelli Melchior  
Imboden Michael Vanderbyl Min Wang Michael Gericke  
Michael Peters Nicholas Blechman Niklaus Troxler Paul  
Sahre Paula Scher Paulo Tassinari Pierre Bernard Reudi  
Ruegg Rick Valicenti Robert Appleton R.O. Blechman  
Robert Probst Ahn Sang-Soo Scott Williams Seymour  
Chwast Simon Esterson Stephen Coates Stephan Bundi  
Stanley Wong Steff Geissbuhler Stephen Doyle Taku Satoh  
Thomas Geismar Tomoko Miho Uwe Loesch Woody Pirtle



he theme of the Chicago Congress was Peace, Love and Understanding—a highly topical subject given the controversial wars being waged in the Middle East. A time when countries and cultures around the world needed to come together.

What better way to explore the theme of Peace, Love and Understanding than to be given a blank canvas?

Especially when that canvas is a Chuck Taylor shoe from Converse—the ultimate American icon. Thanks to the generosity of the folks at Converse, designers were each given a white “Chuck” as part of a distinctly American activity to capture their personal interpretation of the theme. Given a scant 60 minutes to design, the results of the exercise were nothing short of extraordinary.

As you’ll see, what was once a white canvas is now a work of art. 78 works of art to be exact. All of which have been carefully curated and collected in this commemorative book. As you flip through the following pages, it will hopefully provide a sense of the wonderful creative spirit of the AGI Congress. Who knows? Perhaps it will even stir a few feelings of peace, love and yes, understanding.





LEFT  
**MICHAEL PETERS**  
United Kingdom

RIGHT  
**KENNETH CATO**  
Australia





GEORGE HARDIE  
United Kingdom







21



1



21



101



101



14

1 FERNANDO GUTIÉRREZ United Kingdom 2 RUEDI RÜEGG Switzerland 3 STEPHEN COATES United Kingdom  
4 NICHOLAS BLECHMAN United States 5 HERIBERT BIRNBACH Germany 6 LESLIE SMOLAN United States

7



8



9



11



10



HELMUT BRADE  
Germany









JIAYING HAN  
China





ABOVE  
ENZO FINGER  
Norway

BELOW  
STEPHAN BUNDI  
Switzerland





RICK VALICENTI  
United States







2



3



1



4



5

- 1 KATSUMI ASABA Japan
- 2 R.O. BLECHMAN United States
- 3 KEN CARBONE United States
- 4 ALEXANDER ISLEY United States
- 5 BRUNO OLDANI Norway



6

7



8



9



10





JENNIFER MORLA  
United States







LEFT **STEFF GEISSBUHLER** United States RIGHT **DOUG WADDEN** United States





LEFT **EDGAR REINHARD** Switzerland RIGHT **ANTHONY BROOK** United Kingdom





ABOVE  
GARSON YU  
United States

BELOW  
DANA ARNETT  
United States





MICHAEL VANDERBYL  
United States





*Michael Vanderbyl*  
michael vanderbyl

the original  
created the first  
shoe - the  
of all athletic  
w. In 1923,  
an all-star  
proved their  
time. For  
Chuck  
bassador  
Converse,  
America,  
mapping youth, coaching  
clinics, and spreading his  
love for the game.

LEFT  
**PAUL SAHRE**  
United States

RIGHT  
**JAMES CROSS**  
United States











1



2



3



4



5

1 SIMON ESTERSON United Kingdom 2 UWE LOESCH Germany 3 PAULA SCHER United States  
4 ERICH BRECHBÜHL Switzerland 5 KIKO FARKAS Brazil



6



7



8



9



10



11



STANLEY WONG  
China



ABOVE  
**ABBOTT MILLER**  
United States

BELOW  
**CHRISTOPH NIEMANN**  
United States











1



2



3



4



5

1. BERNARD STEIN Germany 2. HENRY STEINER China 3. B. MARTIN PEDERSEN United States  
4. HARRY PEARCE United Kingdom 5. MELCHIOR IMBODEN Switzerland

6 DEBORAH SUSSMAN United States 7 MAIRA KALMAN United States 8 TOMOKO MIHO United States  
9 TAKU SATOH Japan 10 JELLE VAN DER TOORN VRIJTHOFF The Netherlands







SEYMOUR CHWAST  
United States









ABOVE  
**STEPHEN DOYLE**  
United States

BELOW  
**SCOTT WILLIAMS**  
United Kingdom









## Production Notes

**COVER** Printed on McCoy Gloss Cover 100lb/270gsm. Outside: Conventional hi-def 4-color process and match silver metallic inks, spot reticulating dull varnish and overall gloss UV coating. Inside: Two match silver metallic inks plus overall satin aqueous coating.

**INTERIOR** Printed on McCoy Silk Text 100lb/148gsm. Conventional hi-def 4-color process and match silver metallic inks plus overall satin aqueous coating.

**DESIGN:** VSA Partners, Inc.

**PHOTOGRAPHY:** Greg Hanrahan, Mark Smalling

**PRINTING:** Classic Color

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