

Steve*

*If you're going to nominate a Steve to the Hall of Fame, this is the Steve to nominate.

STEVE SANDSTROM

Brilliant design, inspired thinking, enlightened branding, and many other things Steve would never say about himself.

The problem with writing about Steve Sandstrom is that no matter what you write you end up short changing him. You probably already know Steve, or you know his work, and you probably wish you'd done it. Steve is a master, plain and simple. He's even an official Graphis Master according to Graphis magazine. He's done incandescent, jaw-dropping work, won every award, and worked with, for, and over the best in the business on the design, advertising, and branding sides of the industry. The following pages will make the case, a rather obvious one, that Steve belongs in the One Club for Creativity Hall of Fame.

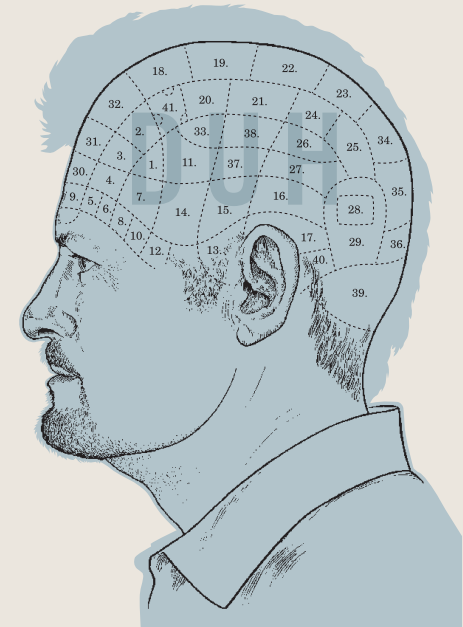


FIG. 47(a) – *Steve Sandstrom*

Ask Steve for an apple, and he'll
give you a fruit basket.

Steve is famous for overdelivering. It's not that he sees it that way, it's just whatever the business problem demands, Steve's going to give it his full attention.

ST-GERMAIN

When was the last time people made toasts to the actual bottle?

St-Germain is an artisanal French liqueur crafted from freshly-picked elderflower blossoms. From its identity you may think it was a rebrand of a product from Pre-War France, but, *non*, this is not the case. It was a relatively recent entry. St-Germain was intentionally developed as a brand with dual citizenship: Made in France, launched simultaneously in the US and France. The visual language draws heavily on traditional motifs of French luxury—all the way down to its custom rococo “wallpaper” incorporating illustrations of the elderflower blossoms themselves. At every touchpoint, the costumer was meant to read the brand as the embodiment of its tagline, “*Vie Parisienne en Bouteille.*” Paris in a Bottle. The tone of voice was new as well, called Frenglish, almost as if the author was a French native who primarily now speaks English.



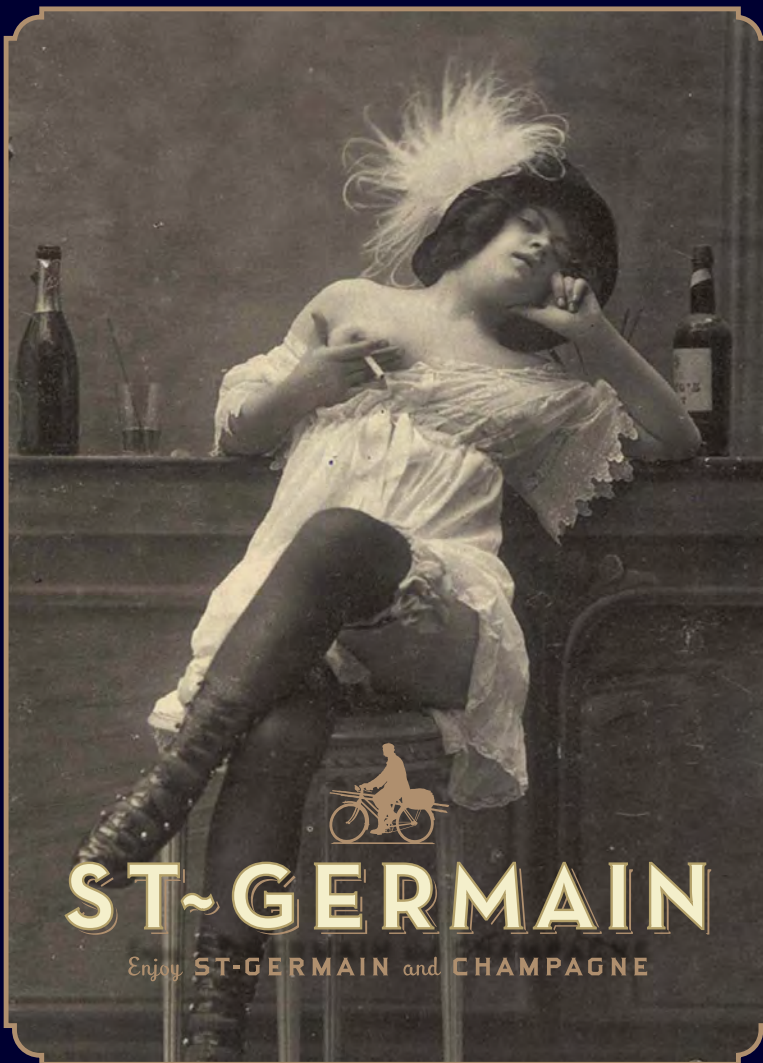
ST-GERMAIN

— DELICE DE SUREAU —





LEARN TO DRINK FRENCH FLUENTLY



Le Flair
BEST IN SHOW
DOUBLE GOLD MEDAL
2007 SAN FRANCISCO WORLD
SPIRITS COMPETITION

THE STORY OF ST-GERMAIN



Fig. 10- IN THE FOOTHILLS of the Alps, for but a few fleeting spring days, this man will gather wild elderflower blossoms for your cocktail.



LIQUEUR ARTISANALE



Le Flair
Boulevard D'Argy
Paris

THE ST-GERMAIN COCKTAIL

A superbly refreshing drink.

2 SHOTS	Champagne* or Dry White Wine**
1 1/2 SHOTS	St-Germain
2 SHOTS	Top with Sparkling Water or Club Soda
Garnish with a Lemon Twist	

METHOD: Stir ingredients in a tall ice-filled Collins glass, mixing completely. Think of Paris circa 1947. Garnish with a lemon twist. Variation: Think of Sartre circa 1947. Be the lemon twist.



*Sparkling Wine, Cava or Prosecco
**Sauvignon Blanc

As featured in *The New York Times*
Food Stuff, Florence Fabricant
Wednesday, February 28, 2007

"Without saying 'drink me' on the label, the new St-Germain elderflower liqueur is as compelling as the vial on the table in *Alice in Wonderland*. With its elegant belle époque bottle, its musky-sweet aroma hinting of Meyer lemon and its mouth-filling honeyed pear flavor, it is hard to resist."









TAZO

The last time Americans cared this much about tea was in Boston 1773.

It started with two guys walking in Sandstrom Partners with a Ziploc bag of tea (they swear it was tea), and asked to create a new brand. Think about tea at the time. Not many people were. Coffee was the thing. Soon after, Tazo was born. Grounded in the history of tea, with all elements becoming the artifacts of an ancient tea culture. The name evoked the origins of tea, and the logo was reminiscent of archaic pictograms. Themed “The Reincarnation of Tea,” packaging copy engaged and rewarded the consumer while building the mystery of the brand. The Tazo brand system was applied to packaging, retail merchandising, collateral, website, apparel, and advertising. The brand is considered the greatest success in tea history, and a pioneer in the LOHAS (lifestyles of health and sustainability category). This success allowed its founders to sell the brand to Starbucks. And in 2009, one of the fellas walked back into Sandstrom with another Ziploc bag, ready to create a new tea brand.



THE GREAT WHEEL-O-TAZO

MOOD WHEEL and SECRET TEA DECODER RING

GOES AROUND. GOES AROUND — For centuries, human beings have relied on the Tazo® tea shaman's ability to artfully blend carefully chosen ingredients of creativity that resulted in teas unlike any ever tasted before. A real testament to these talented tea makers could also match a particular emotion or mood. But with Tazo's many concoctions. These pairings were not a mystery, but a cleverly devised system that revolved around the mystical Tazo wheel. Made of stone and weighing over 300 tons, this device (which could be used as a spinning wheel, steering wheel and Ferris wheel) could, through a system of gears and pulleys, be easily manipulated by a Tazo master who never appeared in public. Fortunately, improvements in technology have allowed later Tazo masters to make the wheel smaller and easier to carry, and now modern Tazo science has harnessed the power of the wheel for you to use in this handy size as a guide to the many wonders of Tazo. Of course, with great power comes great responsibility. Please, always use your Tazo wheel only for good, and no matter how much you may be tempted, never weaken your resolve by dabbling in soybean futures or using it to find lost cats.

Wot. 69.2

Teh. 048h/d

DID YOU KNOW?

Buying and blending Tazo teas is a complex process involving multiple intricate steps, several mumbled chants and a couple of secret handshakes. But it's really not something we can talk about.

If you begin to feel dizzy: Set the wheel to a peaceful scene while enjoying Tazo. Do not attempt to hang wallpaper, shoes or operate heavy equipment.

AMAZE YOUR FRIENDS!
AMUSE YOUR ENEMIES!

THE REINCAR

THE GREAT WHEEL-O-TAZO

FUN FOR ALL AGES!

BATTERIES NOT INCLUDED

BLACK TEAS

TAZO CHAI

EARL GREY

MOOD WHEEL

INSTRUCTIONS

TO USE: Simply point the dial to the mood you desire. The wheel will then reveal the tea that best matches your mood. (With practice, it may also come in handy for gauging the level of a yolk, and the chance of rain at a picnic.)

TEA DECODER RING

HERBAL INFUSIONS

GREEN TEAS

LOTUS

CHINA GREEN TEAS

ZEN

PROBLEMS? QUESTIONS? MALFUNCTION? Contact Tech Support Shaman Jen at P.O. Box 66, Portland, OR 97207.

INSPECTED BY No. 47

TAZO · REFRESHING HUMANITY for 7,000 YEARS ·

LA DÉGUSTATION RÉVÉLÈRE DU JARABERRY (2004-05-16)

Un verre déglacé avec du JARABERRY. Il rafraîchit parfaitement l'été, et l'hiver, il est à mettre au réfrigérateur. Bonne nuit, Tazo, le 17-05-04, à l'occasion de la commémoration perpétuelle de l'ouverture de la première usine de production de Tazo.

DRINK TAZO.

ON OCCASIONS, BLISS ARRIVES IN A TEA CUP.

TAZO

THE REBIRTH OF TEA

DRINK TAZO.

ENLIGHTENMENT SHALL BE YOURS.

TAZO

THE REBIRTH OF TEA

THE BOOK OF TAZO

understanding. And so it came to pass that in certain cultures, Tazo was more valuable than magic pebbles.

Chapter 47
Awake

WHEN WAKEFULNESS is desired, blend strong black teas from Assam with bright, full-flavored Dimbula teas of Ceylon. This produces a tea of character and strength which is invigorating any time of day.

This formula has been used by the more alert members of humanity since the dawn of time [fig. 47] and is destined to be revived in the Great Tazo Re-Awakening of the twenty-first century.

Fig. 47: Once a year of Mesogondoria was his weight in...

by Ku Yuan-chi and as some be merchant. No ance of Tazo to this oversight slight historical

TO REPEAT chapter, tea ample corrobor creation of th as a beverage botanical po other aspects raged among whether the dia. Plantainstakngl

The Tea Shaman's Apprentice

A 21st century guide to fine tea, interesting notions and tidbits.

TAZO

THE REBIRTH OF TEA



CONVERSE

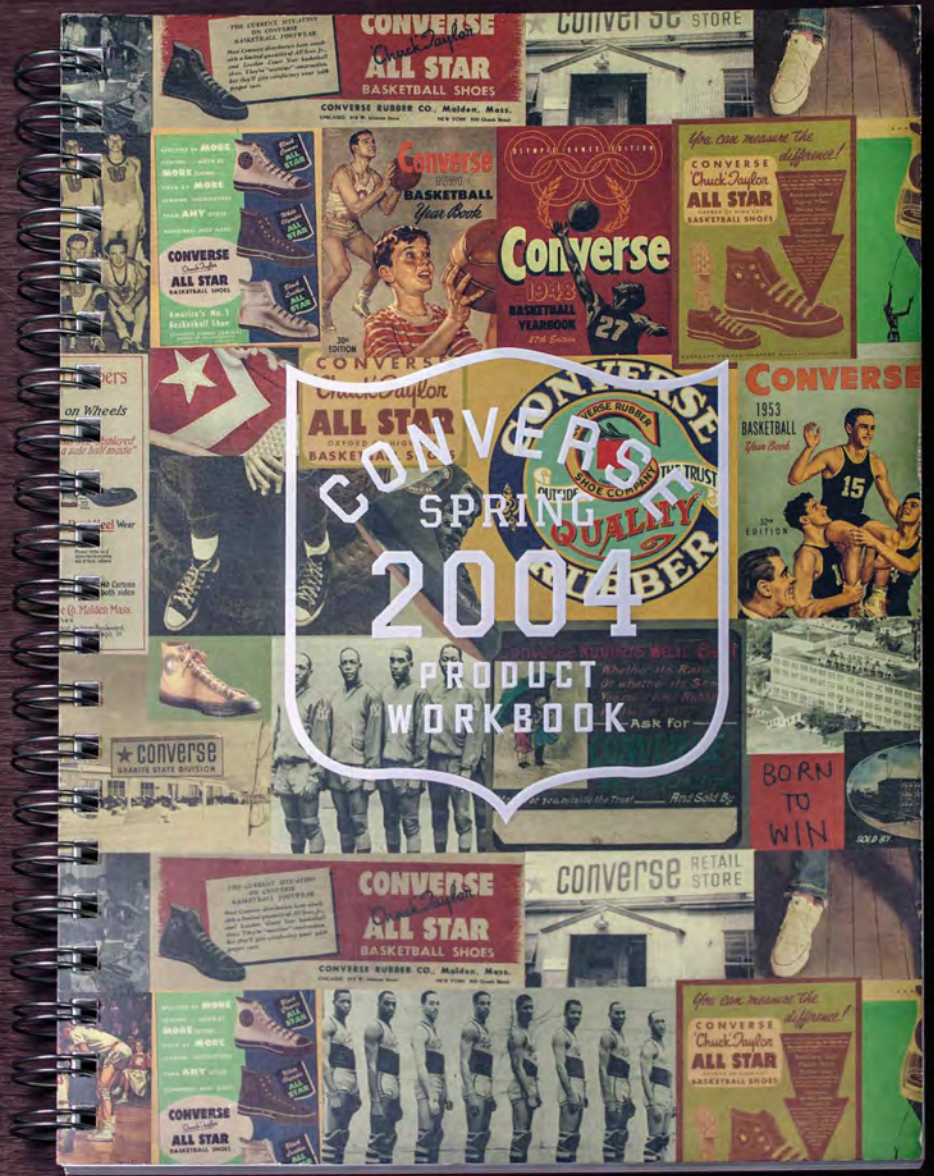
Converse forgot what made them special. Steve remembered.

Converse was nearing bankruptcy and needed help to revive their flagging and once beloved brand. The solution was to go back to their product heritage as the first basketball shoe and leverage their iconic counter-culture brand credentials. A new identity applied to their business papers, packaging, and environmental systems. Then adopt several elements from the ubiquitous All-Star shoes as brand icons, including the rubber sole and grommets. After the success of our first few initiatives, Sandstrom got involved in everything from product and showroom design, to sub-brand naming and iconography to catalogs and point-of-sale. Steve even helped them with their sales presentations. Results? In just two years Converse was back in the black and subsequently acquired by Nike (those guys). It has since grown to become a billion-dollar company and one of the jewels in Nike's sub-brand strategy crown. (If sub-brand strategies had crowns.)



CONVERSE®
VINTAGE
★ 1946 ★
Chuck Taylor™
ALL STAR®







BULLEIT BOURBON

When designing the next great Bourbon brand,
Manifest Destiny comes to mind.

When Seagram Americas purchased a small distillery in Kentucky, they acquired five generations of Bulleit family history and experience. Which partially explains why Bulleit Bourbon is such a great product, and why it was referred to as the frontier whiskey. For Seagram, it was an opportunity to go up against the likes of Jack Daniel's and Jim Beam. But there was one small problem: namely, their marketing budget. Given that Bulleit would only have a tiny fraction of the marketing support of the brand leaders, its success depended almost entirely on its shelf presence and packaging. Enter Sandstrom Partners. Now, fast forward about 25 years and it's been acquired by Diageo and is the fastest growing Bourbon brand in the world. This iconic bottle has even made regular appearances on Paramount Network's *Yellowstone*.

BULLEIT[®] BOURBON

FRONTIER WHISKEY

....

KENTUCKY STRAIGHT BOURBON WHISKEY

MY FAMILY has been making bourbon for generations with Kentucky limestone filtered water and a secret blend of corn and barley malt and rye. My great, great gran'daddy knew a good thing when he tasted it, and I suppose you and I do too.

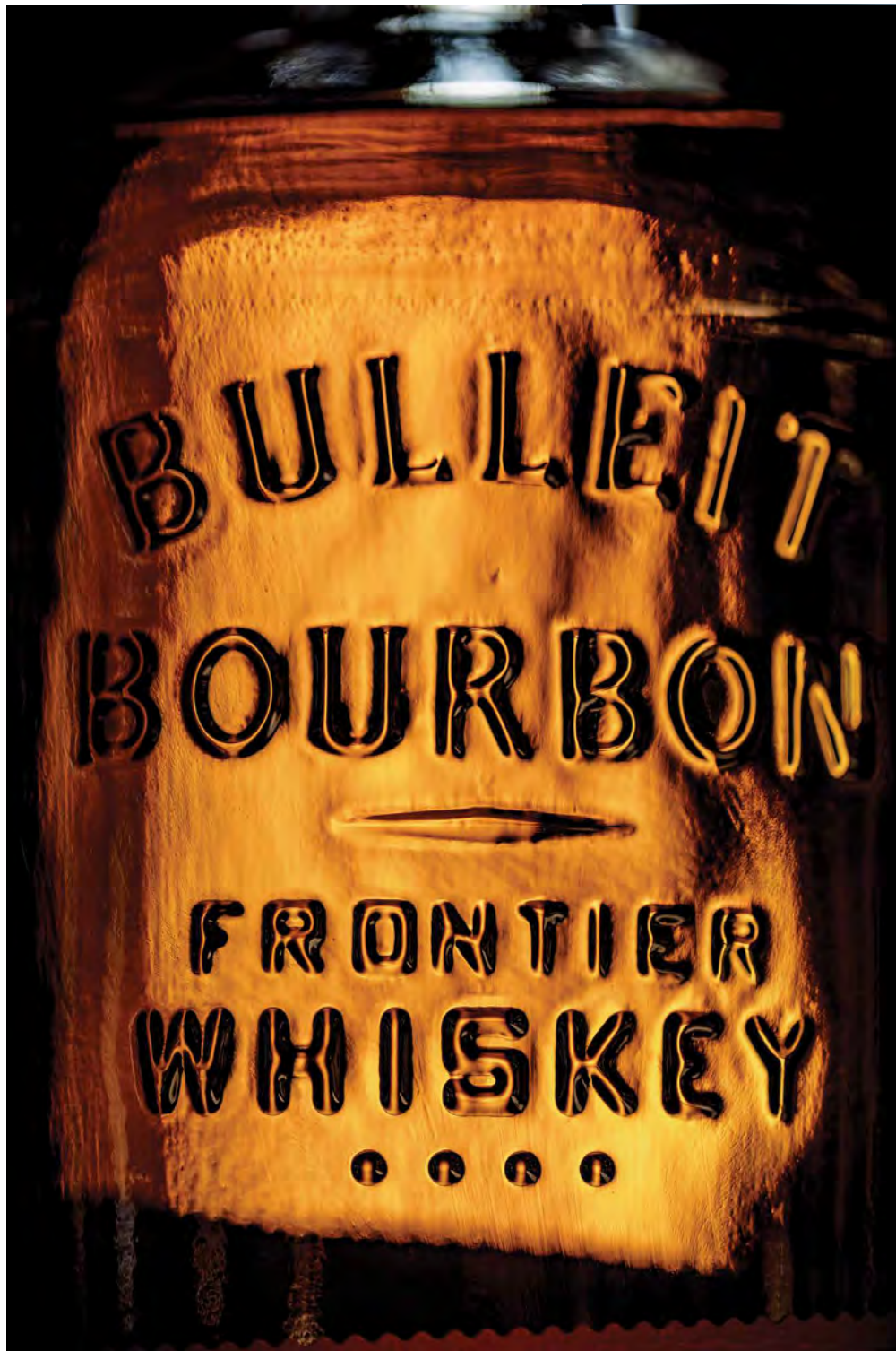
With best personal regards,
I remain Very Truly Yours,

Tom Bulleit
TOM BULLEIT

DISTILLED, AGED AND BOTTLED BY
THE BULLEIT DISTILLING C^o
LAWRENCEBURG, KENTUCKY

PLEASE DRINK RESPONSIBLY









Steve is honored on the wall at the Bulleit distillery.





DISTILLED AND AGED IN THE BULLEIT FAMILY TRADITION

BULLEITTM BOURBON

FRONTIER WHISKEY

KENTUCKY STRAIGHT BOURBON WHISKEY

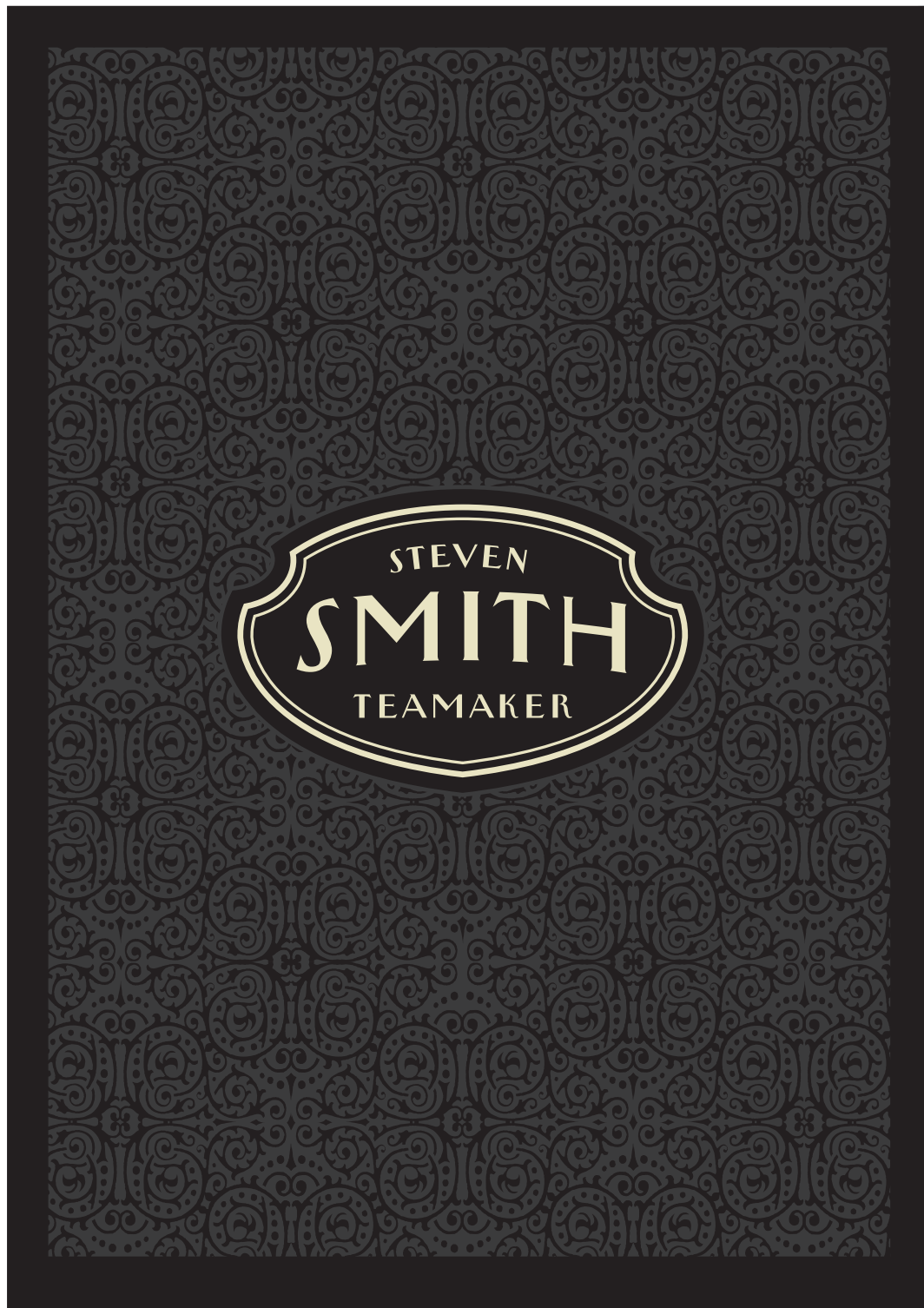
PLEASE DRINK RESPONSIBLY

BULLEITTM KENTUCKY STRAIGHT BOURBON WHISKEY 45% ALC/VOL ©2016 BULLEIT DISTILLING CO. LOUISVILLE, KY

SMITH TEAMAKER

Smith, the most uncommon name in tea.

After reinventing tea in the 90's with Tazo, Steve Smith wanted a second act, so he came back to Sandstrom Partners with a little problem: he wanted to launch a new tea brand, but he was being told there was no room for another one. More importantly (and dauntingly), buyers in the retail grocery channels said, "We're not adding brands, we're eliminating brands." After a pretty thorough analysis of the category, they discovered one major hole in the category: while every brand was chasing after Tazo with functionality and flavors, there seemed to be a clear opportunity for, well, tea. Together, they set out to create the "best little tea brand" in America. The lexicon of tea is full of exotic-sounding names: "Oolong." "Pu-erh." "Matcha." "Mao Feng." To these Steve decided to simply and humbly add, "Smith" Tea, personally crafted by Steven Smith, teamaker, in small batches at the Smith atelier. Buyers soon made room on the shelves for Smith Tea, displacing some of the 'functionality and flavor' brands for a higher quality tea brand.





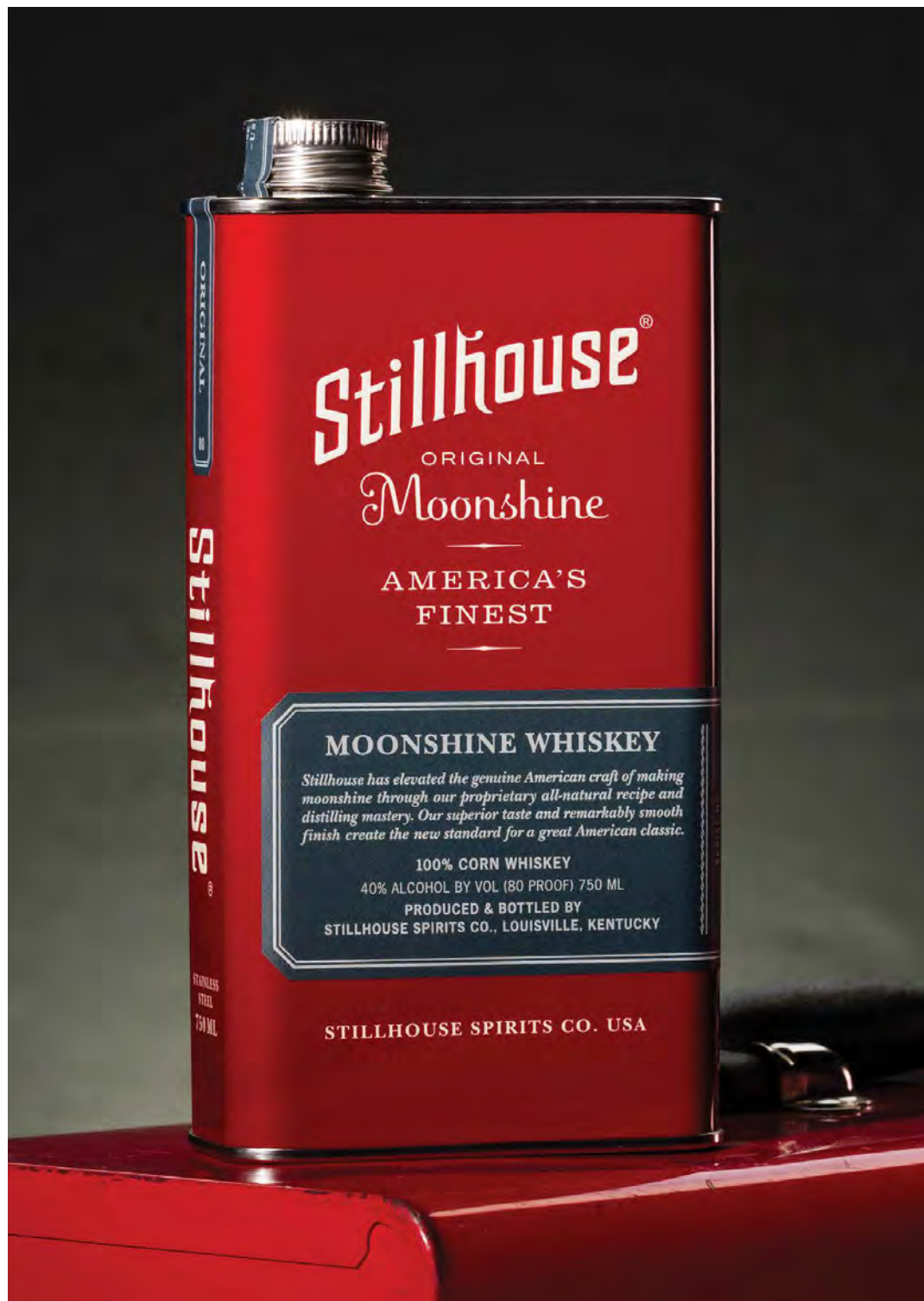




“Every piece of communication
should be a gift to your customer.”

- *Steve Sandstrom*



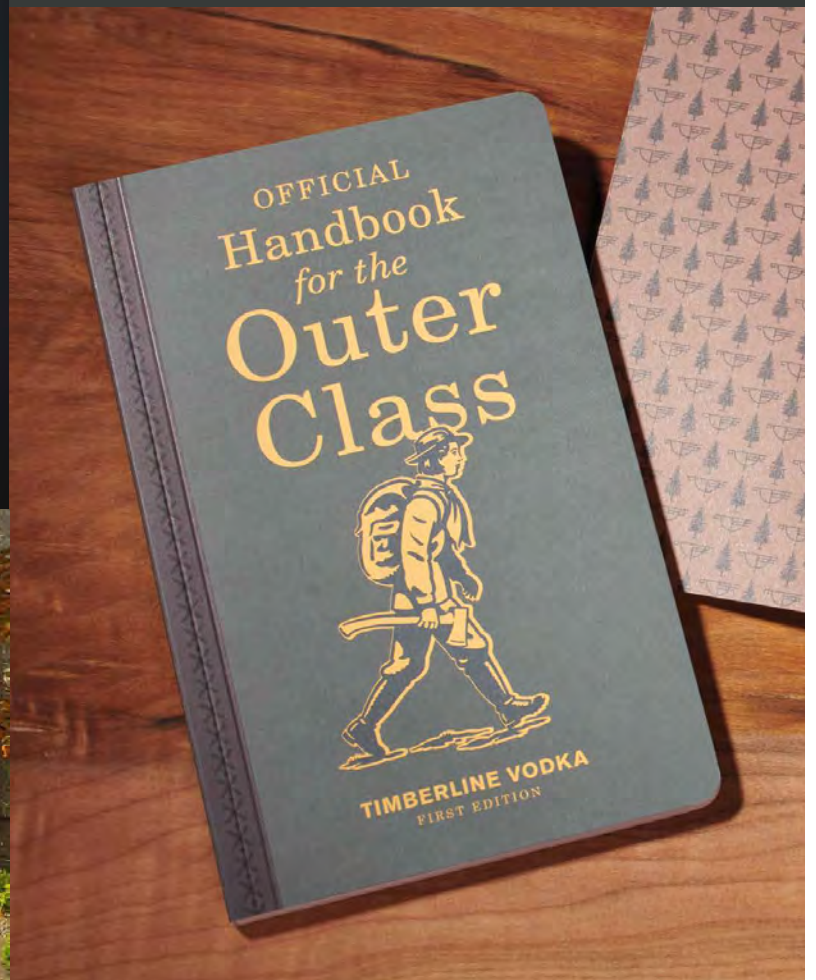








Timberline®
VODKA











**WHISKEY FROM THE
LAST BEST PLACE.**

VOL. CLIV....No. 47,056

July Happenings

On **July 2**, for 24 hours, the town of Mayville, Oregon will once again be firing up fog machines and covering everything in glittery dust to give residents the feeling of living in a dream.

The Cost Vineyard, renowned for their 2004 Willamette Valley Pinot Noir, will bottle and release their highly anticipated 2005 Willamette Valley Pinot Noir on **July 6**.

The Best Little Hair House in Portland, a haircutting institution, will hold their annual Ceremonial Male Ponytail Cutoff Day on **July 7**. Excess hair will be donated to charity.

The 53rd Annual Janz-Cor Sundries, Knickknacks and Novelties Conference will be held at the downtown Riverside Inn on **July 16-18** in the Columbia Ballroom.

AbCorFlex, a leading exercise equipment manufacturer, will be holding a "Before" model casting search at the riverside Riverside Inn on **July 31** starting at 4:00 pm.

E11 ■ ■

TIGARD/TUALATIN 147

NEW PRICE Victoria Woods Open 12-3pm. Spectacular home located on a most desired street. Home features 6 lrg bedrooms two of which are completely glass! 4 full baths including mermaid tank with month-to-month tenant. Nothing like it. \$799,900. Call 503-224-0890.

TRANQUIL TOWN HOME

OPEN 2-4pm. Quaint home made entirely of gingerbread. Backs to green space. 3 bed, 3 full baths + office and media room. Needs T.I.C. Great location and no HOA fees. \$299,500. Eves. 503-367-4455.

SHERWOOD-NEWBERG 148

GOLF COURSE COMMUNITY.

Price reduced. New traditional home with over \$47K in upgrades including a fully padded "relaxation room" in basement. 2BD/1.5BA. Kitchen is small, but you could probably stand to lose a few anyway. \$435,000. Call Joseph Smith Realty 555-4747

GREATER PORTLAND 149

NW PORTLAND FAMILY PALACE

Palatial, fortified 14,000 sq ft, 11BD/11BA compound. Modern steel and concrete architecture with barbed wire facade. Leather floors and gold-plated showers. Subterranean wine cellar fully stocked including rare case of The Cost Vineyard's 2005 Willamette Valley Pinot Noir \$9,850,000. By appointment only.

Gardiner Realty Group
Premier Homes Specialists

ker

JULY 5, 2006

No More "High Fives" Say Oregon Lawmakers

In reaction to last month's Cooper-Riley Bottling Plant incident in which two employees were severely injured when an overzealous co-worker gave them a celebratory "chest bump," Oregon lawmakers have acted swiftly.

In an emergency session, the legislature voted unanimously to restrict workplace displays of excitement or exchanges of happiness to a simple handshake. No longer legal in the workplace are "high fives, any form of jumping and knocking chests, the fist knock or fist pound greeting, as well as the faux or actual punch in the stomach greeting."

The Cooper-Riley workers, who were celebrating the completion of bottling of The Cost Vineyard's 2005 Willamette Valley Pinot Noir, said this sweeping package of civil-liberties curtailments will not keep them from celebrating in their own distinct ways. "America was built on

THE EVENING GAWKER • MOND

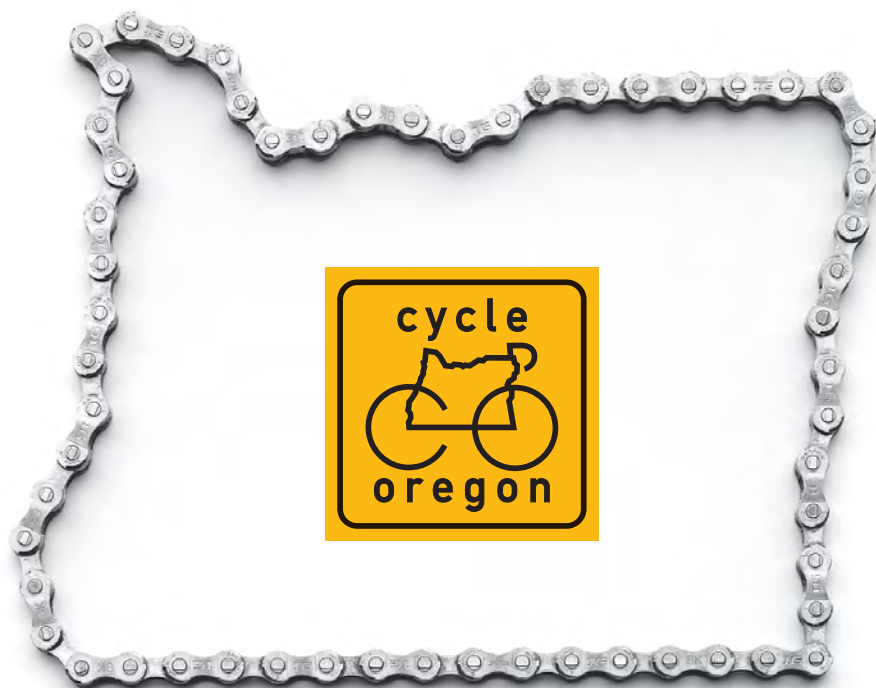
In Style

Hot New Color Trends for 2006 Announced

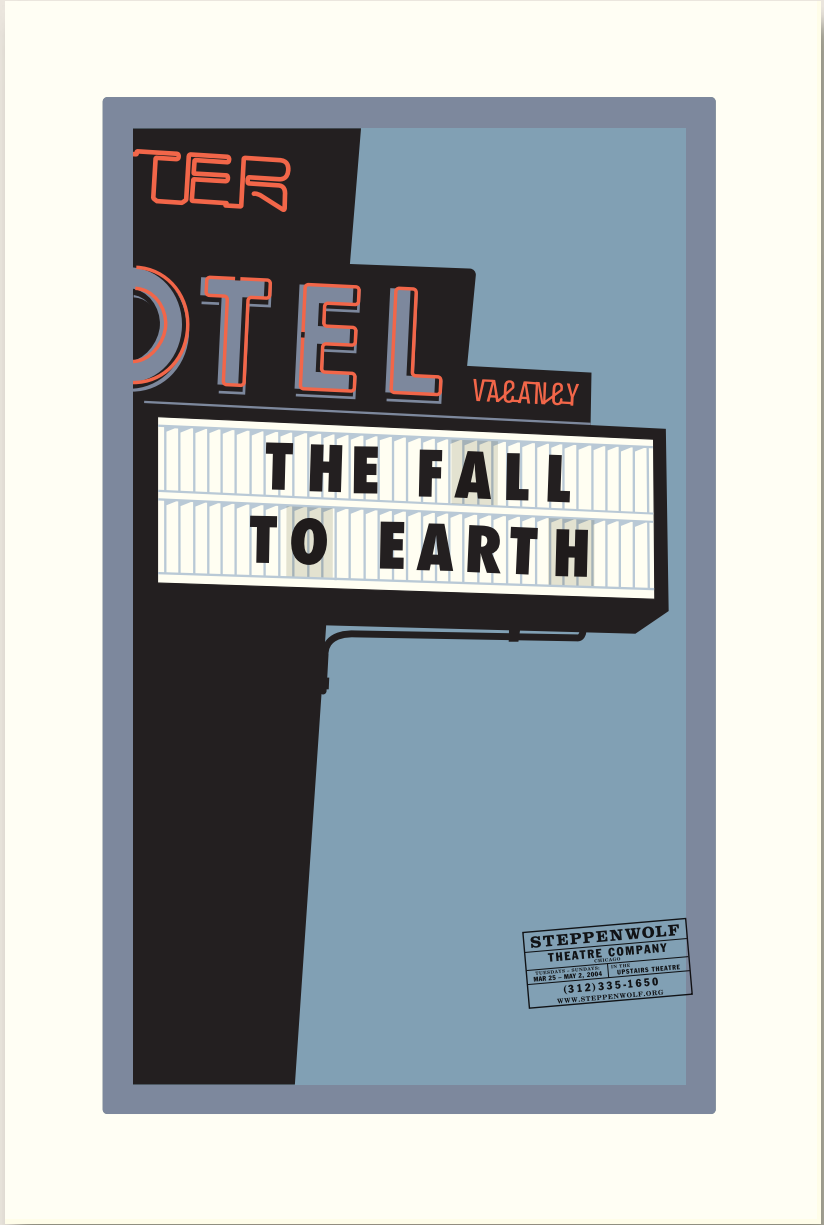
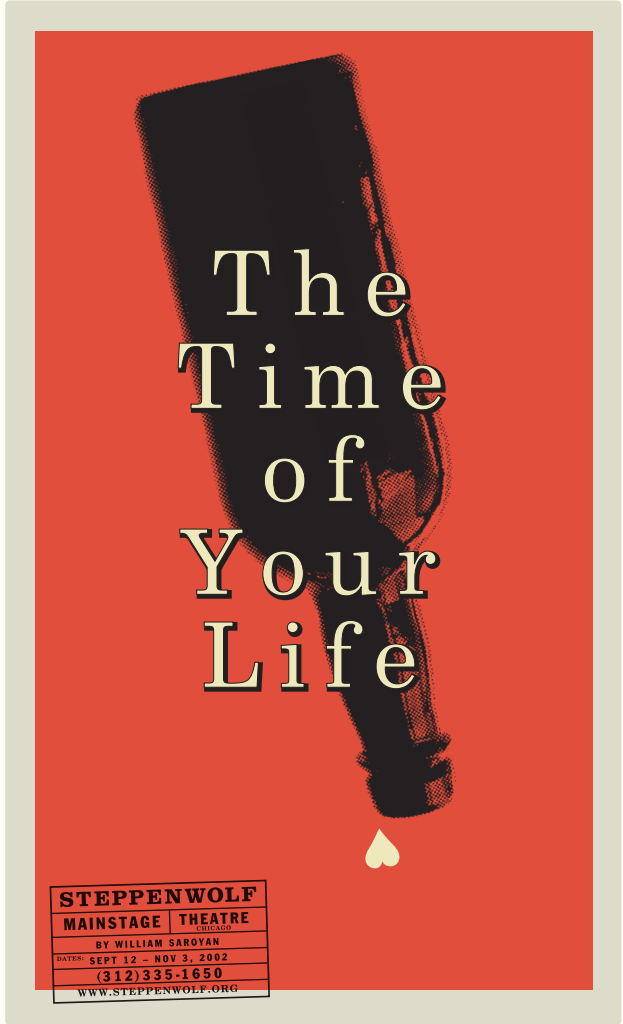
Marissa Crouch, the respected color theorist and trend speculator has announced her color forecast for 2006. According to her annual industry document, saturated color is about to make a sudden comeback while bright yellow will remain strong as expected.

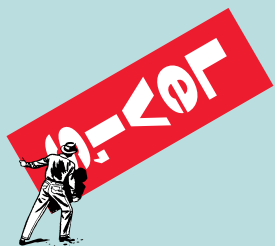
Crouch's 247-page report, surprisingly printed in black and white, also includes her anticipated Top Ten New Hues List. The new hues include, (1) Light-switch-face-plate Beige, (2) The Cost Vineyard's 2005 Willamette Valley Pinot Noir Red, (3) Excessive-Application-of-Self-Tanning-Lotion Orange, (4) Halls-of-DMV Cinder Block Grey, (5) Nudist-Colony-in-February Pale White, (6) Three-Day-Old

Get the Latest Name
Brand Fashions for



CELEBRATING 25 YEARS: 1988-2012





STEVE SANDSTROM (OFFICIAL BIO, ALL OFFICIAL-LIKE)

Steve Sandstrom is an international award-winning designer and founder of Sandstrom Partners. His work has been featured in numerous books, articles, and podcasts about design, branding and packaging in multiple publications including Graphis, Communication Arts, Adweek, Novum (Germany), The New York Times Magazine, Creativity, How, @Issue and The A List. He was involved in the creation of Tazo, a premium tea brand that reached number one in all natural foods sales in the U.S. before being purchased by Starbucks. He also helped revive two iconic American brands: Miller High Life and Converse. His packaging and brand stewardship for Bulleit Bourbon and St-Germain liqueur have become some of the most revered and notable achievements in the spirits industry.

Prior to founding Sandstrom Partners, he was Senior Art Director at Nike, responsible for brand image and a focus on the apparel division.

Steve is a past Vice Chair and member of the Board of Directors for The One Club for Creativity, and past President of the Portland Advertising Federation, the first designer elected to the position in its 100 year history. Steve currently serves on the Dean's Council for the University of Oregon College of Design.

AWARDS

Steve is still winning awards at the major shows after five decades.
Exactly the same as not many other people.

As a first grader, Steve won a Blue Ribbon at the Oregon State Fair for a drawing of a cow. Since then, trust and partnership with clients has earned awards from some of the world's most prestigious creative organizations including:

The One Show

D&AD (London)

Art Director's (ADC) Show

Graphis Top Ten in Design

Graphis Design Masters Portfolio

Communication Arts

ID

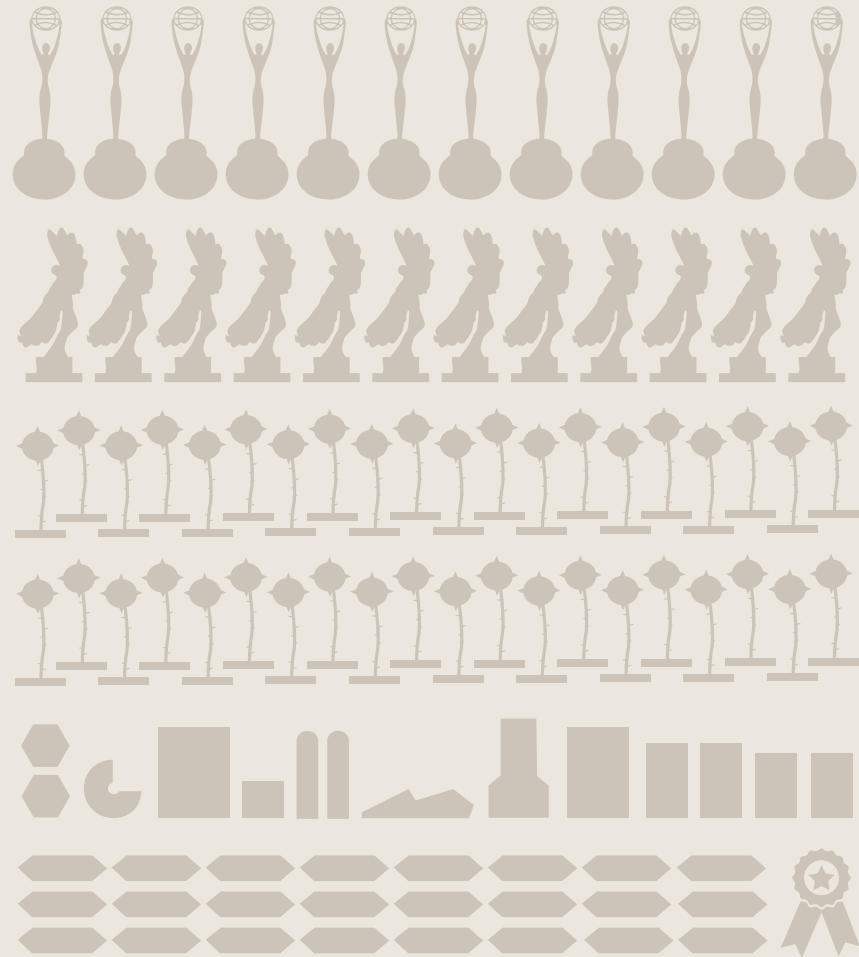
Clio Awards

Type Director's Show

FAB Awards

London International Advertising Awards

American Advertising Federation



WHAT CLIENTS SAY ABOUT STEVE:

“It’s exceedingly rare to work with someone like Steve because there are none like Steve. His work represents the best of our industry and his place in its annals is figuratively already secure!”

- *George Dewey, President, Maximum Effort Productions*

“Steve has that extremely rare ability to bring customer empathy into every project he does—and, in an age of fleeting attention spans, creates work that slows down the tempo of the customer and reward them for their time.” - *David Maddocks, Brand President, Cole Haan*

“I have had many projects where we recognized that we needed some serious talent to come solve our branding and packaging problem, and Steve is always my #1, #2, and #3 choice. There’s nobody even close – I know this firsthand by experience.” - *Steve Luttmann, Tortoise and Volt Marketing & Ventures*

“Steve thinks about every detail of a brand – and how it translates to product design and ultimately the consumer experience. He does this through his diligence, talent, and impeccable design aesthetic, in ways that have fundamentally helped us build brands that will stand the test of time.”

- *Andrew T. Chrisomalis, Co-Founder and former CEO Davos Brands / Aviation Gin & Betty B family of brands*

“Shit, I’m going to have to make better tea.” - *Steve Smith on seeing Steve’s design for Tazo*

WHAT HIS COLLABORATORS SAY ABOUT STEVE:

“Steve is the Originator® of many design concepts or typographic solutions that we now see replicated in the award books. Ideas that were firsts in the world of design stood out because they were conceptual; ideas wrapped in clear communication and stunning visuals and typography. A hybrid cross-pollination of design and advertising that I had never seen at that level.” - *Sally Morrow, Founder & Creative Director, Sally Morrow Creative*

“One of his signature joys is ‘subverting the obvious’ and ‘subverting expectations’ as he likes to say. You can see this throughout his work.” - *Jim Haven, Oft Sandstrom Writing Partner*

“The guy has been re-defining conceptual design for 45 years. He blurs the line between designer, art director, writer, engineer. Whether it’s packaging, advertising, corporate identity, interactive or social media. For worldwide brands and small, obscure names. All receive the same intensive care.”
- *Bill Borders, Co-Founder & former President, Borders, Perrin & Norrand*

“Steve has ideas, then ideas have Steve.” - *Peter Wegner, Wieden & Kennedy*

“By nature, Steve possesses whimsical curiosity, impeccable taste, and a unique sense of humor. By the way, he’s also an all-around great human being.” - *Chel White, Founding Partner & Director, Bent Image Lab*

WHAT HIS COLLEAGUES SAY ABOUT STEVE:

“Steve’s commitment to cultivating successive generations of designers is unmatched. Over the years, Steve has invited countless numbers of students into his office, advising them, mentoring them, and offering professional development opportunities and guidance.”

- *Adrian Parr, Dean and Professor, University of Oregon*

“Steve has showcased an exceptional ability to transform brands, infusing them with unique identities and propelling them into the forefront of public consciousness.”

- *Gail Anderson, VA NYC Chair / Creative Director, Visual Arts Press*

“Steve is one who seeks a consensus, collaborating to the greatest design solutions. He uses his skills to bring about lasting solutions that all clients feel a part of the process.” - *Wilson Smith, Design Director, Manager, Creative Intelligence, Nike Inc. / Instructor, Department of Product Design, University of Oregon*

“It’s obvious that design is not just ‘a job’ for Steve. He leads ‘a designed life’ and is a tremendous role model for young people getting into design. We need examples like Steve to improve the world of design as a way of life.” - *Joe Duffy, Founder, Duffy Design*

GIVING FORWARD

Many people have given back. Steve gives back, forward, and side to side.

Is it any surprise that Steve's design prowess has also been applied to making change in his communities? Steve has tirelessly worked to use his skills to make a difference. From active brand management for organizations who need it, to education and board service, to hands-on working in the community, Steve continues to make change and a profound, lasting impact.

PORTLAND ADVERTISING FEDERATION:

Past President of the Portland Advertising Federation, the only designer elected to the position in its 106 year history. In 1994, he was the youngest to be honored as Advertising Professional of the Year by the Portland Advertising Federation and the recipient of a Lifetime Achievement Award from that organization. His wife conspired to change the award to Mid-Lifetime Achievement.

UNIVERSITY OF OREGON DEAN'S ADVISORY COUNCIL FOR THE COLLEGE OF DESIGN:

Since 2004, Steve has been unanimously nominated by the Department of Art faculty leadership as their top candidate to serve the Council. Since joining nearly 20 years ago, Steve has been a steadfast partner to six deans. Of the 165 alumni who have served on the Council, Steve is one of only three people who have been invited to remain on the Council as a lifetime member. This is not merely an honorary appointment. Steve is actively involved with college leadership and other Council members in promoting programs and nurturing our students. His commitment to cultivating successive generations of designers is unmatched. Over the years, Steve has advised, mentored, and offered professional development and guidance to countless numbers of students.

ONE CLUB FOR CREATIVITY BOARD:

Steve served on the board for just shy of 20 years, even serving as Vice Chair for a period of time. Steve made a lasting impact and contribution to the Design community through his service on this board. It's hard to quantify but Steve made Design (note the capital D) more important to the One Club. He was one of the first, if not the first, designers to represent the discipline on the board. His presence was an explicit acknowledgment that had theretofore gone unsaid in an advertising based organization. "Design is not only important. It leads the way." Steve was a stalwart warrior for the discipline but in that non-stalwart Steve way. That is to say, he made an advertising organization pay attention to and inculcate Design until it was a co-equal branch of creativity government where now it's laughable that it wasn't. And truly, there was a time where it wasn't. Can someone please carry this man around on their shoulders while he makes the champion raised fist thingies?

TAKE YOUR SEAT:

In a show of ally-ship, in 2020 Steve, along with David Baldwin, gave up his long-held board seat at The One Club for Creativity to make room for a black executive to better represent our industry on the board. This led to the creation of the company, Take Your Seat, LLC, an organization dedicated to "making the board rooms of America look more like America." Steve sat on the advisory board of this company through its inception and ultimate transfer over to black leadership where it still promotes its mission to this day.

BODYVOX:

Passionate in supporting local art and culture organizations, Steve was honored to sit on the board of the like-minded, innovative dance company. There he supported branding, strategic planning, advocating, fundraising, and financial oversight.

LOCAL CONTRIBUTIONS:

Steve has been quick to help worthy organizations with expert design and strategy such as Cycle Oregon, SOLVE Oregon Beach Cleanup, Northwest Film Center, Portland International Film Festival, Portland Art Museum, Workshops for Women, Portland Center Stage, and others.

LETTERS OF RECOMMENDATION

George Dewey

President, Maximum Effort Productions

Joe Duffy

Joe Duffy, Founder, Duffy Design

Steve Mykolyn

Former CCO of TAXI and One Club Board member

Wilson Smith

Design Director, Manager, Creative Intelligence, Nike Inc. /
Instructor, Department of Product Design, University of Oregon

Martin Pedersen

Owner, Publisher & Creative Director, Graphis Inc.

David Maddocks

Brand President, Cole Haan

Steve Luttmann

Tortoise and Volt Marketing & Ventures

Gabe Usadel

Executive Design Director, Ogilvy Chicago

Andrew T. Chrisomalis

Co-Founder & former CEO Davos Brands /
Aviation Gin & Betty Buzz family of brands

Gail Anderson

SVA NYC Chair / Creative Director, Visual Arts Press

Jamey Hampton

Founder & Artistic Director, BodyVox

Adrian Parr

Dean of College of Design, University of Oregon

Jim Haven

Copy Writer & Director of Brand Design, Unit 9

Chel White

Founding Partner & Director, Bent Image Lab

Sally Morrow

Founder & Creative Director, Sally Morrow Creative

Mark Waggoner

Copy Writer & Senior Creative, Apple

Austin Howe

Copy Writer & Creative Director

Tom Bulleit

Founder, Bulleit Bourbon

Steve Bonini

Photographer

Bill Borders

Co-Founder & former President, Borders, Perrin & Norrander

MAXIMUM EFFORT PRODUCTIONS

1660 Stanford St. Santa Monica, CA. 90404

To the Members of the One Club Hall of Fame,

It's exceedingly rare when you get to work with someone like Steve Sandstrom. Someone whose work is iconic and who lives up to the hype. And while Steve could have every right to believe his own headlines, he is kind and patient and thoughtful and steadfast in his brilliance. For the brands most personal to our company - Aviation, Betty Buzz and Maximum Effort - as well as countless others, we've sought out Steve's point of view and particular set of skills. He has also surrounded himself with other obscenely talented folks, which is always an encouraging sign. Talent tends to follow talent.

It's exceedingly rare to work with someone like Steve because there are none like Steve. His work represents the best of our industry and his place in its annals is figuratively already secure! I write to encourage you to make it official by granting the incredible honor of being in the One Club Hall of Fame.

George Dewey

President, Maximum Effort Productions



Steve Sandstrom - Hall of Fame Nominee

I'd like to strongly support the nomination of Steve Sandstrom as a member of the One Club Hall of Fame.

I have had the opportunity to follow Steve's design career, which has been on a similar timeline to mine. I have been envious of his brilliant design solutions and always admired his approach to brand design in categories similar to ours.

Steve is truly an artist and it is evident in all of the design solutions he and his team have created. Success in the business of design is critical and Steve has accomplished so much in that regard. More importantly, Steve has not compromised the quality of his creative product for the sake of financial success. The breadth of excellent creative solutions that his design team has accomplished over such a long timeline is incredibly impressive.

I enjoyed serving on the One Club board along with Steve and was so impressed with his business acumen and general personality. He has always been a joy to be around and a great collaborator. It's obvious that design is not just "a job" for Steve, he leads "a designed life" and is a tremendous role model for young people getting into design. We need examples like Steve to improve the world of design as a way of life.

I highly recommend Steve as a hall of fame recipient and hope that those in a position to make him one, appreciate his amazing creative credentials.

Thank you.
Joe Duffy

October 24, 2023

To The One Club Hall of Fame Selection Committee:

On very rare occasions, you see something that is so amazing, so brilliant, and so awe-inspiring that you can't believe your senses.

Steve Sandstrom's work has done that a dozen times for me. At least.

I could blather on about him, but I'm sure many others have already made the case. He is a worthy consideration for the Hall of Fame, and that's coming from someone who made the case to induct Steve Jobs, Paula Green and several others while serving on this very committee.

Sincerely,

Steve Mykolyn
(former CCO of TAXI and One Club Board member)



Wilson W. Smith III

One Bowerman Drive
Beaverton, OR 97062
503-998-6699
Wilson.Smith@nike.com

October 20, 2023

To Whom it May Concern,

This is a recommendation for Steve Sandstrom as an honored recipient to the distinguished One Club Hall of Fame. I've had the pleasure of being a colleague of Steve's throughout most of his career in the Portland area, initially as he was a Design Director at Nike Inc. through serving on the Board together in our alma mater. I am Wilson Smith, 40 years in product creation at Nike, and a 14 year teacher in Product Design, at University of Oregon.

Steve Sandstrom is quite an effusive creative, being skilled in practice and inspiration among those whom have the joy of working with him. Post his Fine Arts degree, from the UO School of Architecture and Allied Arts, I came to know Steve as a bright new Brand Design visionary at Nike in the 80s, pioneering groundbreaking product graphics and story. His designs ultimately have been pivotal to Nike's global expression & cultural impact today. As an inspired director in his leading design firm, Steve is also passionate in philanthropy, with his engage in our UO College of Design. He led the transition and rebranding of the name and focus of the college from an architectural emphasis to becoming inclusive of all of Design.

Steve is one who seeks a consensus, collaborating to the greatest design solutions. He uses his skills to bring about lasting solutions that all clients feel a part of the process. I highly recommend Steve Sandstrom to the One Club Hall of Fame, referencing his ability to synergies various expressions, and opportunities towards a vision of the future.

Sincerely yours,

A handwritten signature in black ink, reading "Wilson W. Smith III", is located below the "Sincerely yours," text.

Wilson W. Smith III

Manager, Creative Intelligence • Central Creative Studios, Nike Inc.

To whom it may concern,

Steve Sandstrom's design work is legendary.

His early branding of Tazo tea was brilliant, and when it was introduced Starbucks purchased the company immediately for a fortune making the owners wealthy overnight.

Steve should have had a percentage of that sale.

He has been a Graphis Master for years now with his consistent Platinum & Gold winning work:
<https://graphis.com/master-portfolio-slideshow/steve-sandstrom/design/>

He is long overdue for induction into the One Clubs Hall of Fame.

Sincerely,
B. Martin Pedersen



B. Martin Pedersen
Graphis Inc
389 5th Ave., Suite #1105
New York, NY 10016
(917) 208-3242 cell
bmartin@graphis.com

COLE HAAN

Wednesday, October 18, 2023

One Club for Creativity
Board of Directors

Dear One Club Members,

I am writing to give my full-throated support for Steve Sandstrom's candidacy into the One Club Hall of Fame.

I have known and worked with Steve for more than two decades. First, as Chief Marketing Officer at Converse and, presently, in my capacity as Brand President at Cole Haan.

Steve has that extremely rare ability to bring customer empathy into every project he does—and, in an age of fleeting attention spans, creates work that slows down the tempo of the customer and reward them for their time.

He once designed a Chuck Taylor children's footwear box and wrote the recycling line on the bottom of the box: "Please recycle. This little Converse box deserves to grow up and become a big Converse box." Adhering, of course, to Mies van der Rohe's great line: "God is in the details."

His work for me as, literally, yielded billions in revenue that can be directly tied to his work. Most notable for me at Converse was the work he did designing a limited-edition John Lennon "Peace" Chuck, the Chuck Taylor box itself (complete with two grommets), and our work creating a system around our Re-Issue Products. Similarly, at Cole Haan, he has created branding systems and identity for some of our greatest products.

In addition to his work, Steve is a Mensch. In every sense of the word. He is, exactly, the kind of person who young designers should seek to emulate.

Should you have any questions whatsoever, I can be reached at +1.503.880.7612 or at david.maddocks@colehaan.com.

With warm regards,

A handwritten signature in black ink, reading "David Maddocks". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

David Maddocks
Brand President



tortoise and volt
marketing & ventures

October 16th, 2023

Re: One Club for Creativity Hall of Fame
Steve Sandstrom Candidacy

I would like to enthusiastically endorse the candidacy of Steve Sandstrom for the One Club for Creativity Hall of Fame.

In my personal opinion, Steve Sandstrom is the preeminent designer in the beverages industry. He has a litany of successes, from Bulleit and St. Germain to Betty Buzz and Aviation Gin. Our industry is very challenging and extremely competitive, and it's always critical for a brand to punch significantly above its weight via packaging differentiation and great design. I have had many projects where we recognized that we needed some serious talent to come solve our branding and packaging problem, and Steve is always my #1, #2, and #3 choice. There's nobody even close - I know this firsthand by experience.

Steve has a very deliberative approach to cracking a brand project. Initially, he sets the table, understanding the consumer context, the competitive set, and the specific product opportunity. It's clear from the beginning that Steve is always looking for the white space and the unique opportunity to do something different. He understands typography better than any designer in the space (in a big way), and brings a plethora of creative ideas from his personal library (i.e. his brain). He also understand culture intuitively - where it is, where it's going, and what is relevant.

On every project with Sandstrom, I always have what I call a "Steve moment," where I am in awe of the creative idea that he comes up with. This was recently the case with Revivalist Gin, where he created an exciting "Garden Nozzle" closure to deliver on a unique "ethnobotanical garden gin" branding concept. It was - and is - genius. The same is true for the stand-out packaging innovation for DeNada Tequila, as well as another new Tequila being launched in a few weeks by a well-known Texas celebrity... (sorry - it's top secret - but by the time you read this, it will probably be out there. Think "Pants!"). His designs always make us look like heros!



Steve Luttmann
Tortoise & Volt Mktg & Ventures

October 17, 2023

To: Members of the One Club for Creativity

It just happens that Steve's 20-year stint on the One Club board almost perfectly matches my career trajectory at Ogilvy. (I've been with Ogilvy Chicago since 2002).

Steve may not know this, but his work directly influenced my career at just the right time there.

Like Steve, my background and education is as a traditional graphic designer. (Not advertising, even though I was hired as an art director.)

I was terrified about the job and had no idea what I was getting into. (Design vs. art direction? What's the difference?)

My then-and-still boss, Joe Sciarrotta defined art direction as being similar to design except more conceptually driven – they both tell stories. And that folks see them as separate disciplines and tend to specialize in one or the other with a few exceptional individuals who have learned to master them both.

*Steve is one of these exceptions.

My first introduction to Steve's work happened one day when I came across a poster series he and Joe had recently worked on for Chicago's Steppenwolf Theatre. I was captivated by them... all of them. So full of soul, character, and storytelling - like classic book covers or the best movie posters.

I asked Joe to let me revive the project over the next several years daring to follow in Steve's footsteps – never topping his standard, but always aspiring to get close.

In 2017, Steppenwolf turned 40. To commemorate this achievement, the agency proposed a celebration of 40 years with 40 posters – a reimagining of a single play from each year, illustrated by 40 different artists, designers and typographers. It was my honor to ask Steve to reprise the exercise 15 years later.

*I'm fortunate to say the project was a big success (awarded multiple achievements from the likes of D&AD, London International, Clio's, communication arts and, of course, the mighty one show). We even raised over \$30,000 for the theater via private auction for a full set of all 40 posters.

Many years later, I was lucky enough to work with him again, but this time for UPS' very first global advertising campaign ('we heart logistics').

Steve's work is always intelligent, clever, classic, beautiful, timeless and in-my-opinion best-in-class.

On the rare occasions I run into Steve I'm always grateful he not only remembers me, but takes the time to stop and say hello (one of the nicest, smartest, funniest and most talented motherfuckers I've ever had the pleasure of working with and learning from).

Humbly and admirably,

Gabe Usadel
Executive Design Director, *Ogilvy* Chicago

October 17, 2023

Re: Steve Sandstrom Recommendation for One Club Hall of Fame

My team and I have worked with Steve Sandstrom over the last several years to create & renovate brands. He has never failed to impress us by his unique ability to take inspiration from a distinct time and place – and transform it into a relevant brand ethos and DNA....and ultimately, a timeless brand design.

From creating the iconic Aviation Gin bottle which thankfully caught the eye (and mouth!) of co-owner Ryan Reynolds, to helping design the detailed finishings at the Aviation Gin distillery in Portland, Oregon - to the creation of the Betty Buzz and Betty Booze brand architecture (co-owned by Blake Lively), Steve thinks about every detail of a brand – and how it translates to product design and ultimately the consumer experience. He does this through his diligence, talent and impeccable design aesthetic, in ways that have fundamentally helped us build brands that will stand the test of time.

(And - in the next few weeks - we're excited to launch our latest brand which Steve designed!)

It has been a sincere pleasure to work alongside the master craftsman Steve Sandstrom. I am proud to strongly recommend him to be honored by the One Club and into the Hall of Fame.

Andrew T. Chrisomalis

Co-Founder and former CEO Davos Brands / Aviation Gin & Betty Buzz family of brands



Gail Anderson

CHAIR

BFA Advertising

BFA Design

CREATIVE DIRECTOR

Visual Arts Press

209 East 23rd Street
New York, NY 10010

ganderson@sva.edu

October 14, 2023

Hall of Fame Committee

The One Club for Creativity

450 W 31st Street

New York, NY 10001

Dear One Club Hall of Fame Committee,

I am writing to wholeheartedly endorse Steve Sandstrom for induction into The One Club for Creativity Hall of Fame. As the Executive Creative Director of Sandstrom Partners, Steve has consistently demonstrated an extraordinary level of creativity and innovation in the field of brand design.

Throughout his illustrious career, Steve has showcased an exceptional ability to transform brands, infusing them with unique identities and propelling them into the forefront of public consciousness. Under his leadership, Sandstrom Partners has risen to become one of the preeminent brand design firms in the United States, leaving an indelible mark on the industry.

Steve's remarkable achievements in brand design are evident in the remarkable successes of clients, including Tazo, Converse, St-Germain, Coca-Cola, and Nike, among others. He has been instrumental in the revitalization and establishment of these brands as iconic and thought-leading entities, setting new standards of excellence.

Notably, Steve played a foundational role in the creation and revitalization of Tazo, a tea company that redefined American perceptions about tea and paved the way for a wave of copycat brands. The extensive recognition and awards garnered by the work for Tazo stand as a testament to Steve's outstanding creativity and strategic acumen.

In addition to his accomplishments, Steve's dedication to the creative community is evidenced by his role as Co-Vice Chairman of the Board of Directors for The One Club. He has consistently demonstrated a deep commitment to promoting and nurturing creativity on a global scale, showcasing his passion for fostering a vibrant creative ecosystem.



Steve's impressive portfolio of awards and accolades, including recognitions from The One Show, D&AD, Graphis, FAB, Communication Arts, and many more, further exemplify his unwavering dedication to excellence and innovation in the creative realm.

In conclusion, Steve Sandstrom's unparalleled contributions to the field of brand design and his unwavering commitment to promoting creativity make him an exceptional candidate for induction into The One Club for Creativity Hall of Fame. His legacy and influence in the industry are truly deserving of this esteemed honor.

Should you require any additional information or have further questions, please do not hesitate to contact me at ganderson@sva.edu. I am a Steve Sandstrom fan!

Sincerely,

A handwritten signature in black ink that reads "Gail Anderson". The script is fluid and cursive.

Gail Anderson

ARTISTIC DIRECTORS**JAMEY HAMPTON + ASHLEY ROLAND**

Dear One Club for Creativity,

My name is Jamey Hampton. I am the Artistic Director of a dance company in Portland, Oregon called BODYVOX. I am writing in support of Steve Sandstrom's induction into the One Club Hall of Fame.

Steve Sandstrom is arguably one of the most prolific, resourceful design firm directors in the world. His list of accounts, clients, and friends is deep and international. I've had the pleasure of working with Steve over the last 25 years. Steve was on my BODYVOX board of directors for a five-year stint, and I came to know him as a benevolent visionary.

Recently my company needed an identity refresh. We needed a new logo, which was just the tip of the iceberg... we have gone through changes in our approach to our art, and what we offer our community locally, nationally and internationally. When we asked Steve if he would design our new logo, I don't think we were prepared for the process that ensued.

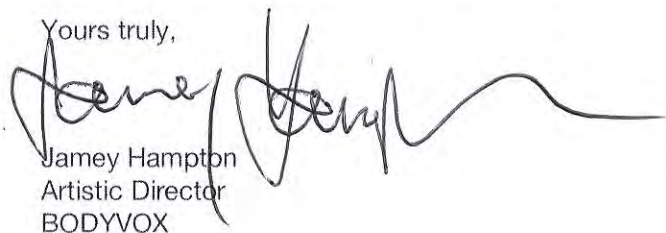
It started with a few meetings... first in a restaurant, then around a board table with members of his team... then an intermediate meeting around an even bigger board table. Then a rollout session. Throughout, I was perplexed and impressed by Steve's approach to the process. He was part psychologist, part soothsayer, part historian, and part ring leader. With his loose and amiable approach, I was always struck by how much more seem to get done that actually appeared possible. In the end, he had completely re-designed our company's interface with the public in a way that was so BODYVOX it was startling.

When I look at his website at all the different designs he has done for various clients, I am certain that each client went through the same process, hanging in a balance between confusion and clarity, all with belly laughs as well as skepticism that anything was really getting done. And then a sense of wonder at the end, when the vision is revealed with crystal clarity.

At the end of our final roll out meeting, I gave Steve a bottle of wine that I had made. Like some mad Professor, he tucked it under his arm, along with reams of papers and images. As he walked out to his car he missed a step and dropped the bottle of wine on the ground and it shattered. He looked at the scene with a sense of dread, then started trying to soak it up with a napkin. I believe he was thinking he could squeeze it back into whatever was left of the bottle. It was such a vulnerable and human moment, utterly hilarious in its own way. I said "Steve, we can't put the wine back in the bottle, it's on the ground and the bottle is mostly broken." We both started laughing, and I realized this is the most human human I have ever met who runs an international organization that is so sweeping and masterful in the realization of other people's dreams.

A person like this truly deserves to be in the One Club Hall of Fame, for these hallowed Halls of Fame are meant to reflect society's best, and humanity's best. They exist that they may be examples for others to aspire to. Steve is truly one of humanity's best, an inspiration for others, and the design world is fortunate to regard him as one of their own.

Yours truly,



Jamey Hampton
Artistic Director
BODYVOX





October 16, 2023

To: The One Club Hall of Fame

I am writing to enthusiastically support Steve Sandstrom's candidacy to The One Club Hall of Fame.

Steve earned his BFA in Painting from the University of Oregon in 1978 and has served on the Dean's Advisory Council for the College of Design since 2004, having been unanimously nominated by the Department of Art faculty leadership as their top candidate to serve. Since joining the Council nearly 20 years ago, Steve has been a steadfast partner to six deans.

The Dean's Council was created in 1987. Since that time, over 165 distinguished alumni across the globe have served. The Council serves to enhance and strengthen external relationships to the College of Design and partners with academic leadership to connect our programs and our students to the creative and design fields. The term of service on the Council is three years and members can serve two consecutive terms.

Of the 165 alumni who have served on the Council, Steve is one of only three people who have been invited to remain on the Council as a lifetime member. This is not merely an honorary appointment. Steve is actively involved with college leadership and other Council members in promoting our programs and nurturing our students.

Since coming onto the Dean's Council, Steve has been a tireless advocate for the UO and the College of Design. Starting in 2005, Steve was a visionary partner with College of Design leadership and faculty from the Departments of Art and Interior Architecture in the creation of the first academic program in Product Design in the state of Oregon. The University of Oregon and Oregon State System of Higher Education approved a BA and BS in Material and Product Studies and a BFA degree in Product Design in July 2007.

Steve has been a key consultant to the College of Design Communications Office, working closely with college leadership to re-imagine how we promote our programs to prospective students and to our investment partners. In 2015, Steve leveraged his firm to create a vision piece—*Many Look, Few See*—to celebrate our 100-year anniversary (in 2014) and look forward to the next 100 years. This piece showcased the unique environment in Oregon and reflected on the innovative way that we approach design—seeing a world that can be better, sustainable, collaborative, cross-disciplinary, always focused on the tangible, while firmly committed to imagining and building a just and verdant world for all.

Office of the Dean

5249 University of Oregon, Eugene OR 97403-5249
541-346-3631 | design.uoregon.edu



Steve's commitment to cultivating successive generations of designers is unmatched. Over the years, Steve has invited countless numbers of students into his office, advising them, mentoring them, and offering professional development opportunities and guidance.

I am honored and delighted to support Steve's nomination to The One Club Hall of Fame.

Sincerely,

Adrian Parr
Dean and Professor

Steve Sandstrom 1/1

There's no question Steve designs beautiful things. He is responsible for icons like Bulleit and St. Germain which could justify consideration in the hall of fame alone. But Steve's work is much more than aesthetic, or conceptual, it's uniquely clever. Even when it's not overt, there's a subtle whimsy or wit in his design language that's consistent. In many ways Steve is kind of like the Wes Anderson of design, he's a genre. And while the company bears his name, he's not a typical "founder" stepping back and managing teams, he does the work every single day. Working with Steve over the years I've noticed that he's so fluent in the language of design, he's not designing as much as he is playing. And not just metaphorically. Working with Steve includes a lot of laughter.

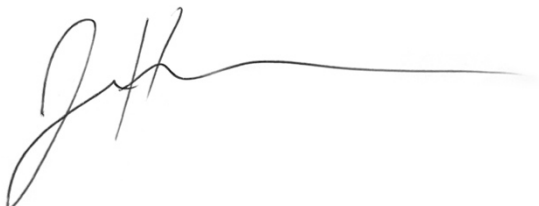
One of his signature joys is "subverting the obvious" and "subverting expectations" as he likes to say. You can see this throughout his work. For St. Germain, he takes you to a place, and time that feels elegantly vintage Parisian but with a wink. He weirdly and wonderfully blends art deco, romance and bohemian artefacts fluidly along with French and English. He puts the familiar with the unexpected and connects the normal with the not. For most bartenders or audiences the bottle and brand are simply an object of beauty. But here, as in many of his greatest hits, there are easter eggs and hidden symbols buried within waiting to be discovered. It reminds me of Carl Sagan's plaque placed on the Pioneer 10 space probe sent into the solar system. The importance is not that someone discovers it, but that it is there.

That's not to say, everything is stealth. He's not afraid to knock you over the head with clever, unique forms. He put Stillhouse moonshine in rectangular steel cans that typically contain volatile liquids like turpentine. He created a classic green camping thermos as the packaging for Montana Whiskey. He put sneaker eyelets from Chuck Taylor's on the shoeboxes.) He actually makes the things that you wish you would have thought of.

But it would be remiss to not mention that Steve is a fan of words. Lots of them. More so than almost any designer he embraces writing. Writing is as important to his work as colors, typefaces, logos and icons. His work for Tazo Tea is a perfect exhibition of design and conceptual writing. Teaming up with his late, great genius writer and pal Steve Sandoz, every product description within the brand, every hangtag, felt episodic.

The only thing more impressive than Steve's body of work is his imagination. Fortunately, we are lucky enough to have a glimpse of that weird place through his amazing legacy of work. He's already in the hall of fame for me and countless other creatives. But it's a worthy cause to make it official.

Thanks,
Jim Haven

A handwritten signature in dark ink, appearing to read 'Jim Haven', with a long, horizontal, slightly wavy line extending to the right from the end of the signature.

October 13, 2023

Dear One Club Hall of Fame Selection Committee,

I say this without a millisecond of hesitation—Steve Sandstrom is a design genius.

I am a founding partner of the international production company Bent Image Lab; BENT for short. We are headquartered in Portland, Oregon. Our clients include Coca-Cola, Nike, Starbucks, Honda, and the American Indian College Fund (in collaboration with David Kennedy). In 2021, we celebrated our 20th anniversary. Our kudos include Best Music Video at SXSW, Clio awards, and The New York Times' Best Holiday Special of 2011. In 2013, we created the titles and interstitials for the One Show Awards night.

Over the past 20 years, I have had the pleasure of collaborating with Steve on several fun projects, including promos for the Portland International Film Festival and a commercial for St. Germain/Bacardi (over 5 million views on YouTube). Steve also brilliantly designed our company logo and business cards when we first launched in 2001 (see below).

I never cease to be amazed by the genius work Steve has done in his decades long career, particularly his innovative designs for Stillhouse, Smith Tea, Kombucha Wonder Drink, Dovetail and Tazo Tea. By nature, Steve possesses whimsical curiosity, impeccable taste and a unique sense of humor. By the way, he's also an all around great human being.

It is my great pleasure to recommend Steve Sandstrom for the One Show Hall of Fame.

Sincerely,



Chel White
Founding Partner and Director





What makes Steve Steve.

Having a front row seat watching Steve's mind at work in the early days of Sandstrom Partners felt a little like being in Willy Wonka's factory...incredible clients walking in the door attracted by this creative little firm (when I joined there were 9 of us). Being a witness seeing Steve's ideas come to life over the years was pure fun and creatively inspiring.

Steve is the Originator® of many design concepts or typographic solutions that we now see replicated in the award books. Ideas that were firsts in the world of design stood out because they were conceptual; ideas wrapped in clear communication and stunning visuals and typography. A hybrid cross-pollination of design and advertising that I had never seen at that level.

And, being the master of the vernacular, whether contemporary or historic, meant that Steve's concepts included massive amounts of great copywriting to tell those stories. Even more massive were the hours put into getting every project worked out and just right.

Examples like Steve's Tazo Tea brand for Steven Smith (can you name another designer who invented a civilization and then brought it to life in a myriad of ways?) Or St. Germaine, Bulleit Bourbon, Steppenwolf Theatre, Full Sail (insert a very long list here) merely scratch the surface of the hundreds of brands that Steve (and talented creative and production partners) have successfully created.

Over the 14 years I worked in the idea factory, my biggest take-away is the joyful process of bringing to life "ideas that communicate". And when I'm working late into the night running my own business, I still remember the guy whose corner office light stayed on 18 hours a day, 6 days a week. It takes time to get those details right.

Sally Morrow

Steve Sandstrom, One Club Hall of Fame Recommendation

There's a knock on designers in the ad world, and it goes something like this: They're just glorified decorators. They couldn't concept their way out of a paper bag. They never met an idea they didn't like.

If you're a member of The One Club, you know firsthand this old trope isn't true. And there's no better evidence than Steve Sandstrom.

Sure, the guy creates brand identities and packaging and posters so tasty that they're plastered all over Graphis and CA and The One Show. But Steve is no decorator.

Baked into all those delicious designs are I D E A S - visual and verbal concepts that make you smile, make you think, make you wish you'd come up with them yourself.

He's a master at creating brands that are more than just pretty faces; they're living, breathing, multi-dimensional personalities where the identity is inseparable from the package which is inseparable from the ad campaign or the website or the drink coaster.

A top-shelf art director who just so happens to have black-belt-level design chops? Some would say that unicorn doesn't exist.

Those of us who've worked with him know he does.

Mark Waggoner

A handwritten signature in black ink, appearing to read 'Mark Waggoner', with a long horizontal line extending to the right.



How Steve became Steve: A Hypothesis

When I refer to Steve Sandstrom as an exquisite nerd, I am referencing the poet Laura Grace Weldon's self-description as "a person who avidly pursues intellectual activities, technical or scientific endeavors, esoteric knowledge, or other obscure interests." That's the *nerd* part. The *exquisite* bit is "possessing qualities of unusual beauty, delicacy, and fine craftsmanship."

I might be wrong, because I didn't know him as a child (our relationship only goes back to 1990), but I think Steve has always been a person who is constantly solving problems and cultural conundrums in his head—for fun. His wheels are literally always turning. Gently, but they seem to be in constant motion.

At the same time, he works out those problems and explores potential solutions *visually*. Through a comic strip. Through a radio station logo contest. Through type. Through colors and patterns and textures and bottle shapes and packaging and advertisements. Those aforementioned wheels are turning a bit like 3-dimensional chess, because he can simultaneously be solving a cultural problem from a macro perspective, a client's business problem, a creative problem, and an executional problem. It is a pleasant form of sorcery. And it is Steve's exclusive domain.

He is a dream to work with as a writer, because he delights in creating space for exquisite nerds who work out their problems with words, and always empowers them, no—*frees* them—to do their best work. In that sense, he is a writer whisperer.

But mostly, a sorcerer. Fortunately for all of us, he is a practitioner of the most benevolent magic.



October 12, 2023

Dear Committee,

I enthusiastically recommend my dear friend and associate Steve Sandstrom for membership in the One Club Hall of Fame.

I have known and worked with Steve for 25 years. He is always the brightest and most talented person in the room. He designed, conceived, and positioned the Bulleit Bourbon bottle. We sold 25 million last year. Its iconic presence is a considerable part of the reason for our success. His design brief was we want to see this whiskey not look like anything else and reflect the history of our family. From the infinite possibilities he conceived and executed our now famous package.

We have always relied heavily on his talent. He is now designing and executing three projects for us.

Sincerely,

Tom Bulleit

A handwritten signature in black ink that reads "Tom Bulleit". The signature is stylized with a large, flowing "T" and a cursive "Bulleit".



STEVE BONINI

Steve and I have known each other for over 40 years. He was one of the earliest creatives I had met when moving to Portland as a wide-eyed newbie photographer attempting to make my mark in the local ad and design community. Shortly after our introduction, Steve started working at Nike and not long after that, opened the doors of Sandstrom Design (now Sandstrom Partners).

Decades have since passed, and with it countless projects and collaborations between us, and for that I am grateful to have forged both a working relationship and a long time friendship with Steve.

He's the hardest working guy I know and he never stops thinking about how to improve upon the craft of communication through design. There's no "off switch" with him....Design is life!

Therefore, please accept my recommendation for Steve Sandstrom to the One Club Hall of Fame. He is most deserving of this.

Steve Bonini

WILLIAM "BILL" BORDERS, Head Guy

PRINCIPAL OFFICE:
385 Aerie Lane
SAGLE, IDAHO
ZIP CODE 83860



TELEPHONE:
AREA CODE 208 265.8228
ELECTRIC MAIL:
BILL@BOCINC.COM

BORDERS OSPREY AND CHIPMUNKS

"WORDS IN THE WOODS"

October 19, 2023

Attn: The One Club for Creativity
Hall of Fame Nominating Committee

"You mean to tell me Steve Sandstrom isn't already a One Club Hall of Famer?"

That was my reaction when asked to write a nomination letter for him.

Seriously. The guy has been re-defining conceptual design for 45 years. He blurs the line between designer, art director, writer, engineer. Whether it's packaging, advertising, corporate identity, interactive or social media. For worldwide brands and small, obscure names. All receive the same intensive care.

It started in 1980 when our agency (Borders, Perrin & Norrander) went prowling for a designer to relieve our art directors of increasing loads of collateral work. We were picky. We wanted a designer who could do for design projects what we were doing for advertising projects: not just make things look pretty but build them around compelling ideas.

We had no luck. All we found were decorators.

Then we heard about a guy in-house at Nike who was wanting to do more.

My co-CD, Tom Kelly, and I were impressed by Steve's design sense but, even more, by his conceptual thinking. Finally!

What began as an office in our creative department grew into a suite on another floor, then bloomed into the wholly independent Sandstrom Partners of today.

I won't list all the brands, all the products, all the names who have benefitted from the Sandstrom sorcery. Too many. Rather, let me cite two small examples of who Steve is.

First, a small, silly job we did long ago that, for me, was a big revelation. Our client, Burgerville---a 25-store fast food chain in Oregon and Washington--wanted to promote drive-thru window business. I came up with a goofy little product called the Lapkin; worn like a bib but also covering the lap for in-car eating.

I wrote a few fun lines and figured Steve would quickly design something nice and be done with it. Not quite. He poured hours into the concept, created a hilarious/functional product, then located and had shipped in an official government crash test dummy for point-of-sale and advertising use. Such huge thinking despite such a small stage.

One other revealing note. As creative director and name-on-the-door at BPN, I lived and loved the business so much I was usually the FILO person. First in, last out. (Just ask my ex-wife.) When I pulled into the parking garage at 6 or 7 in the morning and left around 8 or 9 at night, my car was the only one there.

Except for one other. A classic Land Rover Defender owned by Steve.

Study the One Show Awards, CA honors, D&AD Winners. From way back when right up to now. Maybe you'll come to the same conclusion I did:

"You mean to tell me Steve Sandstrom isn't already a One Club Hall of Famer?"

Respectfully,

Bill Borders