



Capabilities Outline:  
Identity, Advertising, Marketing, Promotion  
Industry Education, Public Relations and Custom Media

## About Us

We know your markets. We speak to your people.

With award-winning experience in design and architecture, sustainability, real estate and business media, C.C. Sullivan is focused on your priorities. That's why we bring results.

Our marketing and public relations programs reach out to your clients and key influencers in print, online and in person. Our events, research and targeted communications inspire ideas, ignite discussion – and persuade.

Our leadership in media and design projects, award programs and industry education is widely recognized. And our access to key media decision-makers is unparalleled.

We focus on creative, focused messaging to reach an optimal audience for each client. From strategy and concept development to design and execution, we deliver a nimble, cost-effective package focused on valuable, measurable results. Our insights into your target audiences make it click.

C.C. Sullivan. We speak your language.

# Services

## IMAGE + MESSAGE

Brand Development

Graphic Design

Media Relations

Public Relations

Appearances + Speeches

Real Estate Publicity

## EDUCATION + EVENTS

Awards Programs

Conferences + Seminars

Trade Event Planning

Focus Groups

Continuing Education

Design Competitions

## MARKETING + PROMOTION

Market Research + Strategy

Green Communications

Press Events

Release Distribution

Wire Service Interviews

## CUSTOM MEDIA

Custom Publishing

Book Packaging

Interactive Media

Audio + Video

House Publications

## Experience

a5 Group  
AIA New York Chapter  
Andrew Franz Architect  
Architectural Record  
Architecture Magazine  
Arquitectonica  
Art In the Park  
Bobrick Washroom Equipment  
Building Design & Construction  
Carrier Johnson  
The Center for Architecture  
Daroff Designs  
Decca Contract  
Decca Hospitality Furnishings  
DEGW  
DMJM Rottet  
DWL Architects & Planners  
Edison Properties  
Gres la Mancha  
The Healthcare Conference  
Hunter Douglas Contract  
Interior Design Magazine  
Lankford & Associates  
Lauren Rottet FAIA  
Loewen Windows  
Manhattan Mini Storage  
McGraw-Hill Construction  
Montalba Architects  
NanaWall Systems Inc.  
NY Projects, Inc.  
Old Republic Construction Group  
Philips Lighting  
Plenty Magazine  
Reed Construction Data  
RICE Restaurants  
Schott Glass  
Shona Gallery  
SmithGroup  
Sto Corporation  
Trespa  
Wieland Commercial Group

# Identity + Branding



## Logotypes



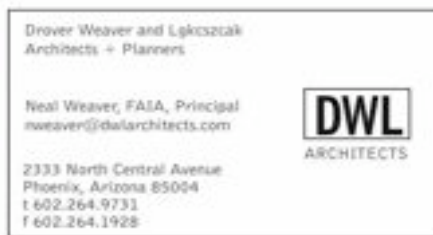
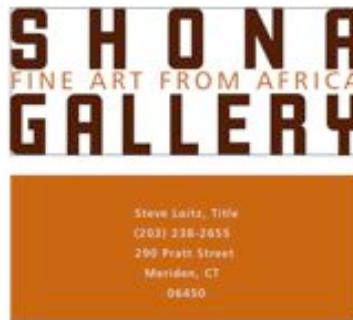
## Newsletter logo



# Applications



Mailing labels



Stationery and business cards

# Applications



Truck wrap



Magazine insert



Advertisement



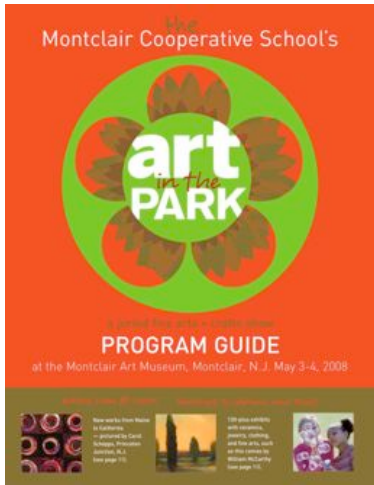
Website



Packaging stamp



# Applications



Program guide



Advertising



Website



Sponsor solicitation



# Applications



Invitation (plantable to reinforce sustainability message)



Trade show signage

DECCA Hospitality Furnishings, LLC DECCA

## EVERYTHING UNDER ONE (GREEN) ROOF

Is your supply chain as green as you are? With Decca, even the most environmentally friendly hotels in the world can be sure the answer is yes. That's because we do everything in-house. Or as we like to say: Everything under one green roof.

As a full-service custom manufacturer, Decca Hospitality Furnishings fully controls how your case goods and upholstered furnishings are made. Every process, every material, every finish – even the logistics. That puts the world's greatest hotels where they belong: right in the driver's seat.

With Decca, you decide how green you want to be.

We take pride in doing it all in-house – and doing it right. That includes our commitment to the environment. In September 2007, we formalized our green commitment by creating our entire product line of high-end and custom furnishings to meet environmentally conscious green standards. We're now moving forward, covering 13 million square feet of manufacturing facilities. It's a complex process, but we know we're moving in the right direction. It was only natural for Decca. Years ago we decided to become an advocate for the environment. As a full-service manufacturer in the United States and Asia, we've long valued the benefits of green standards for boosting efficiency, quality, and value. Our energy and resource conservation measures lead the field. We source our woods and materials only from suppliers who meet our rigorous quality standards, and we resource green materials as our clients request. And for years, we've been responsible for our employees' meals – right on our factory's planted roof.

**Every detail counts. Especially for the world's greatest hotels.**  
You're only as green as your supply chain. So depend on Decca. We have everything under one green roof.

**GREEN FURNISHINGS: WHO ARE YOU BUYING FROM?**  
Only at Real Manufacturers. Not a Jobber. Opps! We're Central You Need to Be Green.

According to sustainability experts, hotel operators seeking green facilities should work directly with manufacturers. The reason: Only the owner of the manufacturing plant can commit to the control processes and certifications needed to be green.

Not all furniture vendors are manufacturers. In fact, many are intermediaries or "jobbers," which connect our production to multiple factories. For that reason, their ability to guarantee the sustainability and quality of their products depends on the capabilities of the subcontracted production facility.

For hotels going green, it's best to choose a company whose name is on the factory door.

GREEN CONSIDERATIONS	FULL-SERVICE MANUFACTURER (DECCA)	JOBBERS AND INTERMEDIARIES
<b>Design support</b>	Consults on green material sourcing, production processes and all furniture certifications.	May not have all information during product design.
<b>Materials and finishes</b>	Selects all suppliers directly to meet customer's environmental policies and to meet all certifications and approvals.	Depends on relationship with subcontracted production facilities. Hotelier must verify assurance of green policies.
<b>Fabrication processes</b>	Verifies fabrication methods and materials, including use of recycled materials, energy, water.	Full environmental impact may not be known to the vendor.
<b>Supply chain</b>	Selects all suppliers to meet customer's environmental policies and all needed certifications.	May not know or have control of all suppliers.
<b>Logistics and transport</b>	Determines location, schedule, and shipping method according to customer instructions and green certifications.	Delivers, packaging and the fee may not be determined by the vendor.

WATER WITH 100% RECYCLED POLYESTER FIBER AND RECYCLED GREEN WOOL

Sell sheet

DECCA Hospitality Furnishings, LLC DECCA

About Green Projects Products & Finishes Contact The Decca Family

### About Decca Hospitality Furnishings

We furnish the world's greatest hotels. And a whole lot more.

Decca Hospitality custom designs and custom manufactures the world's finest case goods and upholstered furnishings. We only use the **best materials, veneers and finishes**. Every Decca piece is handcrafted to the highest standards of quality, design and performance. And we are committed to sustainability.

Our **case studies** tell the story. We deliver – on time and on budget – to some of the most discriminating hotel companies in the world: Four Seasons, St. Regis, Fairmont, Ritz Carlton, Mandarin Oriental.

And our specialty list of the **finest five-star hotels** in the world include such notable properties as:


The Plaza Hotel	New York Gramercy Park Hotel
The Clifftop at Sea Island	Dorset Hotel
The Greenbrier	Rosewood Aquiline Resort
Ritz Carlton Dublin	Four Seasons Boston
The St. Regis Hotel New York	Four Seasons Palo Alto
Fairmont Washington	Colonial Williamsburg Lodge
Regent Hotel South Beach	Ritz Carlton Reserve
The St. Regis Hotel Ft. Lauderdale	Ritz Carlton Grand Cayman
Four Seasons Chicago	Mandarin Oriental D.C.
Four Seasons Jackson Hole	Ritz Carlton Tokyo
Four Seasons Budapest	Ritz Carlton Dallas
Ritz Carlton White Plains	

But there's more. We lead the industry on green processes and certifications. Our corporate commitment to sustainable manufacturing and hospitality has become industry buzz – read about it in our **press files**.

The world's greatest hotels get all the details right. That's why the Decca name is always made.

Website

# Advertising



DECCA Hospitality Furnishings, LLC

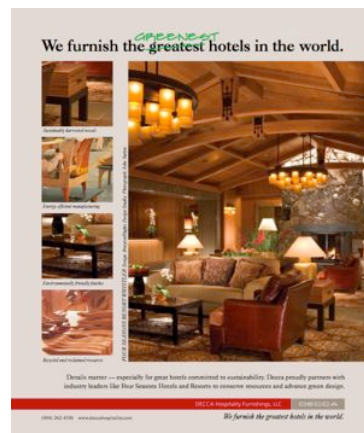
DECCA

WE FURNISH THE GREATEST HOTELS IN THE WORLD

*Crancy Park Hotel, New York, by Ian Schrager and Julian Schnabel.  
Furnishings by Decca.*

(908) 362-4130 [www.deccahospitality.com](http://www.deccahospitality.com)

# Advertising



Furniture campaigns



# Promotions



Invitation



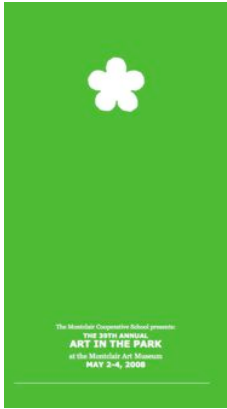
Press announcement



Conference booklet



Postcard



# Case Studies: Integrated Marketing

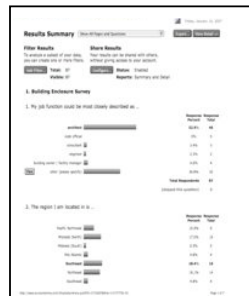
**HunterDouglasContract**



C.C. Sullivan develops promotional content on an ongoing basis for the commercial division of this Rotterdam-based manufacturer. Projects include a sustainability brochure and online content. (Contact: Paul Hagar, 908.217.6873.)



Created PR strategy and coordinated press promotion for a media rollout for a new product launch and the debut of the new Toronto design center for this Canadian window manufacturer. (Contact: Greg Loeppky, 204.326.6446.)



Researched niche markets for development of targeted communications and campaign to increase awareness of product benefits and applications. Created a newsletter, poster and more. (Contact: Mike Sweeney, 800.221.2397.)

# Case Studies: Business Leadership



Create promotions with online/print focus for group of four New York City restaurants. PR messaging on green biodiesel delivery van and healthful food; national coverage in consumer media. (Contact: David Selig, 917/716-6477.)



Arranged media tours and press events for Miami, Houston and Los Angeles DMJM Design principals. Promoted launch of new furniture line at NeoCon 2007, with press party and meetings. (Contact: Lauren Rottet, 713/221-1830.)



C.C. Sullivan creates and designs an integrated green marketing campaign including a PR blitz, print advertisements and graphics and signage for use in trade events. Program has led to high market awareness of Asian manufacturer's commitment to green. (Contact: Nick Hart, 404/262-4330.)

# Case Study: Establishing Leadership



C.C. Sullivan is sole press agent for AIA New York's Center for Architecture, a unique cultural venue with exhibition spaces, lecture hall and meeting areas. Promotions include exhibition openings, press conferences and tours, symposia, roundtables and panels, as well as family days and parties and other special events. We are publicizing eight exhibitions and dozens of related programs over then next 10 months. The focus is on improving graphics and imagery to create a clear impression of the Center for Architecture as a leading venue and design leader. Promotions include public policy PR as well as coverage of events and programs. (Contact: Frederic Bell, Executive Directors, and Cynthia Phifer Kracauer, Managing Director, 212/683-0023.)

<p>Center for Architecture 110 West 42nd Street, 10th Floor, New York, NY 10036</p>  <p>FOR IMMEDIATE RELEASE Press contact: Chris Sullivan 814.442.2088 csullivan@ccsullivan.com IMAGES AVAILABLE - SEE PAGE 3</p> <p><b>British Invasion!</b> London's Best Young Architects Afloat at AIA's Center for Architecture</p> <p>The best of new U.K. architecture comes to New York in an unprecedented exhibition of cutting-edge works, built and unbuilt, opening August 23.</p> <p>NEW YORK CITY, August 16, 2007 - Continuing its international design dialogue and fulfilling its mandate to promote design excellence, the AIA New York Chapter will unveil an important new exhibition of emerging London-based architects, opening August 23rd at 6pm.</p> <p>The exhibition, encompassing the work of six British firms, New Practices: London has been organized by the AIA New York Chapter's Center for Architecture in collaboration with The Architecture Foundation in London. Billed as "The Future of the Architecture Profession in London," the show features young firms whose work displays exceptional invention and promise, including:</p> <table border="0"> <tr> <td><b>6a Architects</b> (www.6a.co.uk)</td> <td><b>DRDH Architects</b> (www.drhdharchitects.co.uk)</td> </tr> <tr> <td><b>ADC Architecture</b> (www.adcinc.co.uk)</td> <td><b>Ulmayer Sylvester Architects</b> (www.ulmayersylvester.com)</td> </tr> <tr> <td><b>Carmody Groarke</b> (www.carmodygroarke.com)</td> <td><b>Witford Watson Mann Architects</b> (www.wwmarchitects.co.uk)</td> </tr> </table> <p>All of the firms have been founded in 2000 or later, and each has been acclaimed for excellence in design or works of significant social merit. Several have won major international competitions, and all have earned critical praise from the European media and cultural groups. (For images of the firms' work, see page 3.)</p> <p>680 Broadway New York, New York 10003 212.683.0023 www.ccsullivan.com</p>	<b>6a Architects</b> (www.6a.co.uk)	<b>DRDH Architects</b> (www.drhdharchitects.co.uk)	<b>ADC Architecture</b> (www.adcinc.co.uk)	<b>Ulmayer Sylvester Architects</b> (www.ulmayersylvester.com)	<b>Carmody Groarke</b> (www.carmodygroarke.com)	<b>Witford Watson Mann Architects</b> (www.wwmarchitects.co.uk)	 <p><b>IMAGE 01: ADC Architecture, Crown Terrace</b> The firm's project "Crown Terrace" is currently on the boards. This block of five family houses, to be completed in 2008, was called by <i>Building Design</i> magazine "a robust housing framework within which residents can do-it-themselves."</p>  <p><b>IMAGE 02: Ulmayer Sylvester Architects, The New Summerhouse</b> Built in London in 2004, the summerhouse is a seasonal hideaway for a hackney-based family of four who desired more space for their children to play. The project earned a Wood Award as well as a "small projects" award from <i>The Architect's Journal</i>.</p> <p>28-01-06-0001 28-01-06-0002 212.683.0023 / 212.683.0023 www.ccsullivan.com New York, New York 10003</p>	 <p><b>IMAGE 03: 6a Architects, Hairywood</b> PLEASE CREDIT PHOTOGRAPHER: David Grandorge Designed by 6a Architects with Greg Koblentz, Hairywood was the Architecture Foundation Summer House project in 2005. The tower, with printed timber and upholstery, protects a deck in the rear with benches and more printing.</p>  <p><b>IMAGE 04: Carmody Groarke, Czech National Library</b> The firm earned second place in an open international competition to design the new Czech National Library, which is planned for Prague.</p> <p>680 Broadway New York, New York 10003 212.683.0023 / 212.683.0023 www.ccsullivan.com New York, New York 10003</p>
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Press kit



# Case Study: Demonstrating Relevance

**carrierjohnson**

architecture for urban environments

**A+D** ARCHITECTURE AND DESIGN MUSEUM LOS ANGELES

Our PR client Carrier Johnson partnered with the A+D Museum of Los Angeles to create a series of panel discussions to accompany a provocative 2007 exhibition, *Enlightened Development*. C.C. Sullivan enlisted *Los Angeles Times* critic Christopher Hawthorne to moderate, and developed the panel outlines and descriptions and recruited participants. We communicated to a custom media list of about 350 local and national outlets (including broadcast and dailies) with invitations and press releases. The event has reinforced Carrier Johnson's role in San Diego's downtown redevelopment, helping leverage its newer Los Angeles office. (Contact: Gordon Carrier, Principal 619/239-2353.)

**LEARNING FROM SAN DIEGO :** **MAY 18, 2007 6 - 8 PM**  
Fostering Sustainable Downtown Revitalizations  
a panel discussion  
at the A+D Museum - Los Angeles  
RSVP Required: 323.932.9393 [info@aplusd.org](mailto:info@aplusd.org)

MODERATED BY **Christopher Hawthorne** Architecture Critic LOS ANGELES TIMES  
**Gail Goldberg** City Planner CITY OF LOS ANGELES  
**Fred Maas** Chair, Board of Directors CCDC, SAN DIEGO  
**Rob Quigley** Architect ROB WELLINGTON QUIGLEY, FAIA, SAN DIEGO  
**Ted Smith** Developer / Architect SMITH & OTHERS, SAN DIEGO  
**Frank Wolden** Design Principal CARRIER JOHNSON, SAN DIEGO

Our previous panel discussion, titled **BUILDING WITH VISION**, included the following inspiring participants: **Eric Owen Moss, Steve Nakada, Wayne Ratkovich, Mark Bachli, Dan Rosenfeld, Stephen Kanner, Chris Coe, Joan Ling, Jeff Causey**

Using San Diego as an archetypal urban laboratory, a panel of leading developers, designers and policy makers will discuss how innovation can transform city planning and policy into downtown real-life success stories. The discussion will focus on how street life and sky-life can activate a new urban village that is sustainable and enhances the quality of everyday living in Southern California.

**carrierjohnson** lecture series **A+D** ARCHITECTURE AND DESIGN MUSEUM LOS ANGELES  
5900 Wilshire Boulevard, Los Angeles, CA 90036

# Case Study: Promoting Niche Expertise

## ARQUITECTONICA

C.C. Sullivan collaborated with the client, the Bronx Museum of the Arts and the museum's PR counsel to develop a press strategy and communications to promote the opening of the new museum expansion in October 2006. One goal of the coverage was to establish the expertise of Arquitectonica in cultural landmarks, and to re-establish its relevance in the New York metro market. Media coverage of the new building has been strong, with numerous placements made in key target media. (Contact: Tom Westberg, Marketing Director, Arquitectonica, 305/372-1812.)



Representative placements



# Press Kits



FOR IMMEDIATE RELEASE  
 Contact: Chris Sullivan  
 914.462.2096  
[press@ccsullivan.com](mailto:press@ccsullivan.com)  
 IMAGES AVAILABLE – PAGE 5  
 COST: \$2.5 billion  
 200 acres, 6,000 dwellings

**Biscayne Landing  
North Miami**

**HUGE GREEN COMMUNITY FEATURING ARQUITECTONICA-DESIGNED TOWN CENTER TO REINVIGORATE NORTH MIAMI – North Miami, Fla., September 5, 2007:** Biscayne Landing brings green building and a “walkable community” to a North Miami site featuring a mangrove preserve and waterfront views. The development is part of a national pilot program rating new “enviro-neighborhoods.”

Biscayne Landing, a new master-planned mixed-use community in North Miami, has been named as a nationally recognized pilot “green neighborhood” project. The development is a massive undertaking by the company Boca Developers on 200 acres of former landfill near a nature reserve. Planned for 6,000 living units total, the Biscayne Landing development will feature a dynamic town center designed by Arquitectonica, with 12 buildings containing 1,654 dwellings, 180,000 square feet of office, a hotel with 200 guestrooms and nearly 300,000 square feet of retail. Many of the new buildings will also be rated as certified green buildings.

The innovative landscape architecture for the town center, designed by Arquitectonica GEO, features drought-tolerant xeriscape and native-compatible plantings. Contributing to the environmental pilot effort, the landscaping concept dramatically reduces the need for irrigation and recycles captured rainwater.

**Focus of national push for “green communities”**

Biscayne Landing is one of a handful of projects nationwide selected to be in the focus group of a major pilot program to rate new communities according to the Leadership in Energy and Environmental Design (LEED) system. Created by the nonprofit U.S. Green Building Council in Washington, D.C., the LEED for Neighborhood Development Rating System, known as LEED-ND, integrates the principles of smart growth, urbanism, and green building into the first national standard for neighborhood design.




**IMAGE 01: Biscayne Landing: Aerial view at night** – Arquitectonica is designing a new “green” community in North Miami, Florida, to include a town center filled with shops, condos and offices. The community is located near a large nature preserve. (Image courtesy Arquitectonica)

**IMAGE 03: Biscayne Landing: View from pedestrian level** – Envisaged by Boca Developers on 200 acres of former landfill near a nature reserve, Biscayne Landing will incorporate 6,000 living units and a dynamic town center designed by Arquitectonica with 12 buildings, 180,000 square feet of office, a hotel with 200 guestrooms and nearly 300,000 square feet of retail. Many of the new buildings will also be rated as certified green buildings. (Image courtesy Arquitectonica)



**IMAGE 02: Biscayne Landing: Daytime view of lake** – Arquitectonica will be lead designer of several rated green buildings for this development, which will be among the first in the United States to carry a LEED-ND rating for a certified green Neighborhood Development. (Image courtesy Arquitectonica)



FOR IMMEDIATE RELEASE  
 Press contact: Chris Sullivan  
 914.462.2096  
[press@ccsullivan.com](mailto:press@ccsullivan.com)  
 IMAGES AVAILABLE – SEE PAGE 5

**British Invasion!  
London's Best Young Architects Alight at AIA's Center for Architecture**

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117 West 19th Street  
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www.6a.co.uk

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Ulmayer Sylvester Architects  
New York, New York 10011  
117 West 19th Street  
New York, New York 10011  
www.usa.com

Withford Watson Mann Architects  
New York, New York 10011  
117 West 19th Street  
New York, New York 10011  
www.wmarchitects.co.uk




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**IMAGE 03: 6a Architects, Nairywood** PLEASE CREDIT PHOTOGRAPHER David Granberg  
 Designed by 6a Architects with Eloy Koltunski, Nairywood was the Architecture Foundation Summer House project in 2005. The tower, with printed timber and upholstery, protects a deck in the rear with benches and more printing.



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# Team

## **Chris Sullivan**

Principal – With experience in print, online and face-to-face media, Chris works with clients in messaging, PR, marketing, custom publications, events and education. His core knowledge is in design, culture, arts, architecture, green (sustainability), construction and real estate. Before founding his firm, Chris was chief editor at magazines including *Architecture* and *Building Design & Construction*; he now contributes to *Interior Design* and McGraw-Hill. Before that, Chris worked for the architects Tai Soo Kim (Hartford), Emery Roth & Sons (New York), and Angel F. Alba (Madrid).

## **Julia Ginocchio**

Director – Julia brings 15 years of knowledge of publishing, advertising, research, marketing and cable media. She spent ten years at *Forbes*, working with such blue-chip clients as Four Seasons, Cisco Systems, and Clear Channel Entertainment on turnkey publications, newsletters and websites. Prior, Julia worked in product licensing and advertising for Playboy, Comedy Central and the identity/package design division of Young & Rubicam. She holds a Master's Degree in Communications from West Virginia University.

## **Bilal Hamm**

Promotions Associate

## **Casey Maher**

Art Director

## **Jason Howard**

Digital Design Associate

## **Heidi von Schreiner**

Creative Director – Heidi is an accomplished writer and editor, with experience in book promotions and custom publishing. Her credits include numerous bestselling books for national publishing houses such as Simon & Schuster, Random House, and Doubleday. A shelter mag junkie well versed in all aspects of interior design and architectural styles, Heidi has written for *Interior Design*, *Professional Builder* and ASLA Illinois Chapter's *Elevation*; and Folio awards. She is writing a first novel.

## **Adam Sullivan**

PR Associate and Copywriter – A graduate of Brandeis, Adam works with C.C. Sullivan clients on copywriting, public relations, market research and events. With experience in broadcast media and with growing knowledge of the design/trade and consumer media, Adam is also adept at producing press events and on-air media features. Adam brings a background in trade shows, theater, and team-building exercises. A ferocious poker player, he has a cat, Violet, and dog, Petunia.

## **Erika Bleiberg**

PR Director ad Copywriter

## **Linda Zingg**

Art Director

## **Janice Yamanaka**

Art Director

# Contact



## Chris Sullivan, Principal

C.C. Sullivan Strategic Communications LLC  
Seven Park Street — Second Floor  
Montclair, New Jersey 07042  
973/744-4101 phone  
914/462-2096 mobile [chris@ccsullivan.com](mailto:chris@ccsullivan.com)