Press Releases

Marc Hohmann Joins Lippincott as Design Partner in New York

NEW YORK, July 10, 2012 /PRNewswire/ -- Marc Hohmann, an international designer, strategist and entrepreneur, has joined Lippincott as design partner in its New York office.

He has worked extensively on design projects with companies in the U.S., Europe and Asia including Amtrak, the City of London Dell, Evian, Sony BMG, Sunglass Hut, Swiss Re, Telefonica and Yahoo! BB. His work has been very well received domestically and abroad and he has been featured in magazines including *IDEA, Elle, +81, Vogue, Composite, Surface, Spur, Nylon* and *Print.*

Prior to joining Lippincott, Mr. Hohmann was creative director for Kon/struktur, a design and branding firm he founded in 1997, where he was involved with the branding of Yohji Yamamoto's identity in Japan, Zero + Maria Cornejo's label and store and Edite's store. In addition, he was instrumental in conceptualizing Evian's acclaimed "L'original" campaign, and designed the symbol for the Acela bullet train, numerous watches for Swatch and the new logo for the City of London.

He has also held creative and design roles at Estee Lauder and Swatch, and was a brand consultant for Wolff Olins, IDEO, Landor, Eight Inc. and Saffron.

"Lippincott's reputation for purity of design, the timeless quality of its work and its thoughtful approach to creating strategic solutions are what excited me most about joining the team," said Mr. Hohmann.

"Marc has played an instrumental role in conceptualizing critically acclaimed product, graphic and retail designs," said Connie Birdsall, creative director at Lippincott. "His fresh perspective, coupled with his experience working across multiple disciplines, will make him a great mentor to emerging designers within our studio."

Mr. Hohmann holds a Bachelor of Fine Arts with honors in graphic design and packaging from the Art Center College of Design in Pasadena, California. He currently resides in Brooklyn, N.Y., with his wife and 4-year-old daughter. In his spare time, he serves as the chief editor of *Famous Aspect*, a style and art magazine.

About LIPPINCOTT

Lippincott is a leading brand strategy and design firm with a 70-year heritage crafting authentic stories, memorable experiences and winning strategies for the world's most iconic brands. Its expertise spans all aspects of brand building including strategy, identity design, environmental branding, customer experience management and brand activation. The firm uniquely combines business-based strategic thinking and creative excellence to solve complex challenges facing corporations today as they shape their brands for the future. Recent clients include 3M, Delta Air Lines, Hyatt, Infiniti, Samsung, Starbucks and Walmart. Lippincott is part of Oliver Wyman, a global professional services organization owned by Marsh & McLennan Companies.

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