

Art Adventure I Sam Dalkilic-Miestowski

“Beauty in the eye of consumer”



Occasionally, I ask knowledgeable and interesting individuals to write an “art related”

column.

This week it's my pleasure to feature Martin Oleksy. Several months ago I wrote a column on a local artist, Mary Oleksy of Cedar Lake.

Her son Martin is equally talented.

Raised in Cedar Lake, and a graduate of Andean High School, Martin's experience is the best of both worlds. He has worked for the giants of both public relations and advertising industries, including Golin Harris and DRAFT FCB. During his five years at Golin Harris, Martin was a member of the award-winning McDonald's Consumer Brand's Team.

He worked special events locally and nationally, edited and wrote copy as well as created presentation storyboards. While at DRAFT FCB, Martin worked with the USPS, NOKIA and CVS accounts.

Independently, through his own start-up, Martin has created promotional copy and ad campaigns that were seen in print publications as well as television and Web commercials.

Martin is passionate about marketing. (He collects storyboards as works of art.) He lives to brainstorm, but his true strengths lie in his humor and knowledge of culture. Martin has the ability to embed the subject matter into the minds of the intended markets. His vast knowledge of history and pop culture are applied to each topic. The result is a successful marketing strategy i.e., one that makes sense.

Martin Oleksy has a bachelor's degree in history with a minor in communications from Loyola University of



Photos provided to the Star

Here and on page 3 are just a few of the graphic artist projects that caught the eye of copywriter, Martin Oleksy, who has worked on several campaigns for Web sites, print and television advertising

Chicago.

I'm sure you will enjoy the column as much as I did.

Here are words from Martin Oleksy.

Advertising legend Leo Burnett considered an ad, “the most beautiful thing in the world.”

I agree.

There is something engaging about a great logo. There is beauty to be found in an eye-catching billboard. The next time you look at a captivating full-page ad, take a moment



to appreciate the layout. Consider the images, the use of color and how both compliment the words on the page.

This is the art of design and business. Just as one can gaze in awe onto a sculpture, one may find an emotional response to a corporate design. Consider Harley Davidson™ and the feeling of freedom, McDonald's™ “Golden Arches” and their familiar comfort, Starbuck's™ green circle and that cup of confidence. The logo becomes a symbol of the sentiment. And that is the ultimate goal.

Art merges with business. Not only in a philanthropic sense, but as an integral part of the entire business plan. When the passion of design meets the pragmatism and drive of commerce, it is a perfect storm of balanced efforts. Ying meets its Yang, and the result is an effective branding, which makes a business remarkable and distinctive.

Of course, the Internet has allowed for a wider customer base and better exposure, but it is also very crowded. The web has opened an entire new medium upon which design plays as a crucial role. A company cannot just put up a plain page, listing name and number. These days a web design must be ready and it must be impressive, reflecting the business. If the site design does not grab attention, or look legitimate, neither will the business.

Story continued on page 3





Photos/graphics provided to the Star
Oleksy credits the outstanding graphic designs shown in this article to Joe Gonzalez, pictured above at left; and Atom Groom a Crown Point native. The INsight Design Conference will be held on July 31 and will feature a host of homegrown talent.

These and many other hot topics were discussed on a cold night last December at the inaugural INsight Design Conference.

The event's agendas were; Networking with fellow designers, getting professional feedback on portfolios and learning from current leaders in the industry.

INsight took place at the state-of-the-art media facility of Faith Church in Dyer. Although this was not a religious event, INsight's slogan delivered with: "Inspire. Educate. Transform."

By attending INsight, I was able to network with the local creative industry. I did not have a design portfolio, as I am a copywriter (those who can't draw, but write), but was so impressed with the event, I volunteered for the next conference. I wanted to be a part of this marketing energy.

And the next INsight Conference will be even bigger and better. The all-day event will take place on July 31.

The goal is to integrate the deep pool of local design talent with the savvy minds of local business. And then watch as all grow in their careers, commerce, and confidence.

Among the many industry leaders, two local success stories will be speaking; INsight Founder, Joe Gonzalez, and Website guru, Atom Groom.

Joe Gonzalez (pictured at top left) is a great local success story.

Joe is an award-winning designer who runs

his own business, Miracle Twenty-One. (www.miracletwentyone.org). Joe started INsight to give back to the design community, and to help others follow their dreams.

Atom Groom, pictured at left, is another industry leader and headlining speaker at the INsight Design Conference is one of Crown Point's very own.

Atom is a game-changer for any business Web

site.

His site (www.atomgroom.com) is a captivating interactive experience that reflects Atom's skills in Web design and his mastery of code.

I look forward to all of the creative energy of the July 31st INsight Design Conference.

And I invite all designers, business people and anyone interested in the arts to join us, and become "the talent in the room."



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