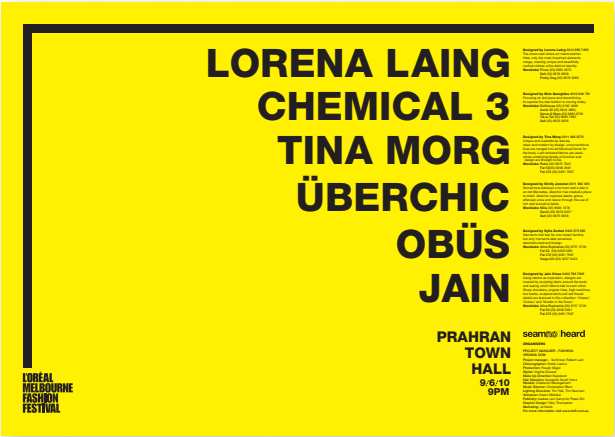


**to by thumpson**





**SEAM NOT HEARD** - MELBOURNE'S VIP FASHION & MUSIC FESTIVAL **BRANDING & ADVERTISING** - LOGO / PRINTED EVENT POSTER, BOUND WITH LACE / BILLBOARD SIGNAGE



THE  
HEAVENS  
DIRECTLY  
OVER  
HEAD

SERVICES

Our expertise extends to every aspect of real estate development. We take care of the preparation and production of your entire project, working from your brief to take it through every stage to completion. Choose our team, and you'll have the benefit of:

Construction Services:

- Space planning
- Optimisation interiors specification
- Amenity spaces
- External facades and key elevations
- Landscaping
- Show apartments
- Sales centers

Marketing & Branding

- Overall marketing
- Plan & campaign structure
- Brochure design & other print collateral
- Press & public relations
- Advertising
- Hoarding Website
- Launch events

ZENITH


THE  
HIGHEST  
POINT  
OF  
SUCCESS

JERRY LASKY IS AN AWARD-WINNING ARCHITECT AND DEVELOPER WHO SERVED AS PRESIDENT OF THE NEW YORK CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS.

He draws from over 20 years of experience while overseeing the design, bid, contract and construction management of all of his projects. Lasky also directs, administers and coordinates each project from the initial concept plans through conclusion of construction, allowing for maximum attention to critical details, time schedules and budgets.

Prior to founding Zenith, Lasky formed Next Generation with Murray Butler, a 35-person architced firm which superseded Lasky's first company that he started, Brim Braun Associates, a 20-person firm.

Lasky has designed and built for such clients as Centrum Properties, Lexington Homes, Fifield Development, Hyatt Hotels, The Shidler Group and Walgreens. Lasky served for several years as the chairman of the Appearance Commission in the Village of Glenview and while working at Harry Weese, Lasky designed the specifications for the Washington, D. C. Subway and Draper and Kramer.



LOCATION

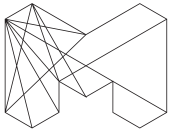
We are based in Chicago's River North neighborhood. River North has completely transformed from it's simple beginning as an industrial area and warehouse district. The warehouses closed down in the 1970's, leaving large empty buildings. The area attracted various artists and writers looking for loft and studio space, creating a neighborhood that was artistic, but also struggling. Such was the River North neighborhood 30 years ago.

Since then, however, it has grown into what is now a chic, cultural hub filled with art galleries, antique stores, boutiques and of course urban professionals. We felt this would be the most fitting environment for Zenith, as this represents who we are and what we do!

# Parks AND Recreation

## INFO BOOKLET

The City of Melbourne’s network of parks and gardens contributes to Melbourne’s title as one of the world’s ‘most liveable cities’. Ranging from gardens with classic 19th century heritage features and majestic tree avenues, to the 170-hectare Royal Park with its unique bushland landscape and wetlands habitat, Melbourne offers a variety of open spaces for the 14 million visitors who use its parks each year.



CITY OF MELBOURNE

# Parks

THE PARKS AND GARDENS ARE AVAILABLE FOR USE BY THE COMMUNITY AND OFFER A WIDE RANGE OF FACILITIES. THESE INCLUDE SPORTING PAVILIONS AND FIELDS, BARBECUES, PLAYGROUNDS AND AREAS FOR ALL RECREATIONAL USES. SOME SPACES CAN ALSO BE BOOKED FOR PRIVATE EVENTS RANGING FROM WEDDINGS TO CORPORATE FUNCTIONS. PARK RANGERS PATROL THE PARKS, GARDENS AND RESERVES TO ASSIST PARK VISITORS, ASSESS THE SAFETY OF PARK ACTIVITIES AND TO PROTECT THE PARKS. PROVIDING THE BACKDROP FOR MANY EVENTS AND FUN ACTIVITIES, MELBOURNE’S OPEN SPACES ALWAYS PROVIDE SOMETHING TO SEE AND DO.

### GUIDE TO PARKS

Melbourne’s parks offer a wonderful range of opportunities for you to make the most of your leisure time.

With a network of nearly 480 hectares of internationally acclaimed parks and gardens, there is something to suit everyone’s lifestyle.

Visit Cooks’ Cottage at Fitzroy Gardens, hear the field of 39 electronic bells at Birrarung Marr, attend a concert at the Sidney Myer Music Bowl at Kings Domain or simply relax under a shady tree at any one of the City of Melbourne’s parks

### PARKS BOOKINGS

Permits are available for a variety of activities in the City of Melbourne’s parks and gardens, including:

- Garden weddings;
- Conservatory functions (Fitzroy Gardens);
- Activities and events; and
- Seasonal sports

Due to water restrictions there will be no casual sport

bookings taken until further notice.

For further information contact our Events and Bookings team on 9658 9658.

### PARK MAPS FOR EVENT BOOKINGS

Name	Suburb	Melway Ref
Alexandra Gardens	Melbourne	2F J7
Birrarung Marr	Melbourne	1B S11
Carlton Gardens	Carlton	2B H11
Fawkner Park	South Yarra	2L C6
Fitzroy Gardens	East Melbourne	2G C2
Flagstaff Gardens	Central	2F A2
JJ Holland Park	Kensington	2T H7
Kings Domain	Melbourne	2F K10
Princes Park	Carlton	2B D1
Queen VIC Gardens	Melbourne	2F H8
Royal Park	Parkville	2A K2
Shrine Reserve	Melbourne	2K J1
Treasury Gardens	East Melbourne	2G A3
Yarra Park	East Melbourne	2G E7

# Trees Wildlife

TREE-LINED BOULEVARDS AND STUNNING PARKS AND GARDENS ARE WITHOUT QUESTION ONE OF MELBOURNE’S GREATEST ASSETS, COMPLEMENTING THE CITY’S BUILDINGS, STREETSCAPES, PARKS AND GARDENS. MORE THAN 55 000 TREES ALSO PLAY A VITAL ROLE IN ENVIRONMENTAL SUSTAINABILITY. TREES IMPROVE AIR QUALITY BY TRAPPING DUST, ABSORBING CARBON DIOXIDE, AND OTHER GASEOUS POLLUTANTS AND PRODUCING OXYGEN. THEY MODERATE EXTREMES TEMPERATURES BY REDUCING THE INTENSITY OF COLD WINDS IN WINTER AND SHADING BUILDINGS IN SUMMER.

### TREE MANAGEMENT

Tree management in the City of Melbourne is undertaken through an integrated approach that combines planning, contract management and contract implementation.

Strategies include:

- Long-term Park Planting Plans
- Tree Replacement Strategies for avenues
- Fig Psyllid Strategy
- Elm Leaf Beetle Strategy
- Dutch Elm Disease Contingency Plan

For information on these documents, please contact the City of Melbourne on 9658 9658.

### HERITAGE PROTECTION FOR TREES

Many features found in Melbourne’s parks and gardens are of heritage and historical significance. The City of Melbourne has the responsibility of ensuring that the character and appearance of historic parks, gardens, landscaping, avenues and trees is protected.

### The Council will:

- Protect historic parks, gardens avenues, and significant trees as identified in the conservation studies and in Aboriginal Affairs Victoria studies.
- Protect and enhance the avenues of existing exotic trees along Royal Parade, Flemington Road, Elizabeth Street, St Kilda Road, and Southbank Boulevard.
- Ensure that changes to historic landscapes and features only occur as a result of fully considered and agreed Master Plans.
- Manage buildings monuments and other features of individual significance in parks following the highest standards of conservation, giving consideration to their impact on the landscapes of which they form part of.
- Produce and distribute interpretive information to help people understand and appreciate heritage issues.

### WILDLIFE

Melbourne’s parks and gardens are home to a wide variety of native Australian animals. In daylight hours park visitors can expect to see and hear many different native and introduced birds.

From early morning the black and white Magpie Larks feed busily on insects in the lawns and gardens. Nocturnal birds such as the Tawny Frogmouths and various species of owl have also been observed, while a number of different species of frogs can be heard calling in damp areas near ponds.





Three

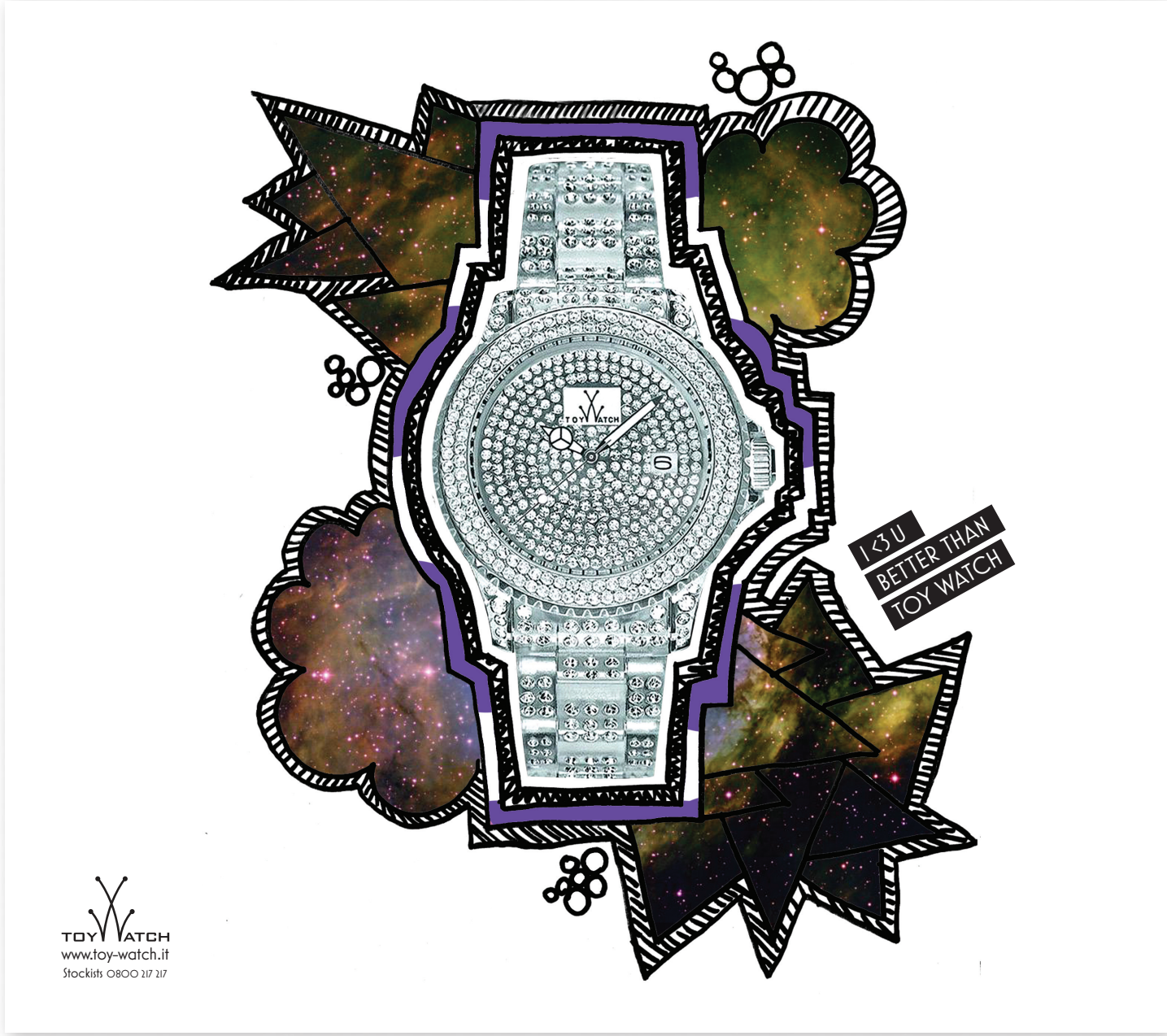
## “im just a plumber of photography”

**Mania:** The subject matter of your work has been described as “mundane” and “banal”. I always thought these adjectives were problematic. Did you ever take issue with how your work was described? **William Eggleston:** I wouldn’t use those words if I was you. **MA:** They’re not necessarily my words, just what I read. **WE:** Those words no longer offend me; I just don’t agree and think they’re stupid. **MA:** They’re stupid? **WE:** Yes. As one goes over it, they don’t describe what I do. I don’t know what else to say, except for what I said originally: It no longer offends me in any way, except for the kind of stupidity it takes for one to write that down on paper. **MA:** Okay, so what do you do? **WE:** I’ve been asked this a lot of times, “William, what do you do?” The best way I can put it is that I’m photographing life to date. Does that make sense? **MA:** Yes, sir, it does. **WE:** You don’t have to call me “sir” I haven’t been knighted yet. **MA:** Okay. Do you think your pictures would be as successful in black-and-white? **WE:** Yes, but I have a peculiar understanding of composing in color, and I think I should continue to put that to use, so I very rarely photograph in black-and-white.

**MA:** Last July I curated an exhibition titled “After Color” which essentially examined how today’s generation of photographers use black-and-white photography after the big rise of color. As the “Father of Color Photography,” what are your thoughts about black-and-white images today? **WE:** Well, nowadays there’s not that much of it that I see – and I don’t get to see everything that is in black-and-white – that feels like the great master, Lee Friedlander. All of his work was in black-and-white. He’s so brilliant, so good that his pictures look like they’re in color. He’s that great. **MA:** Anyone else? **WE:** People who work in black-and-white are mostly dead now. My friend Gary Winogrand and people like that. Robert Frank is still around. I don’t know what he’s doing. I miss him. **MA:** Now, I won’t make the mistake of calling you a “Southern photographer;” but I am curious to know how much of your identity is tied into your photographs. **WE:** Well, I think it’s woven completely through what I do, and I don’t call it Southern. I have a weird attitude about the expression because there’s so-called art that is Southern, which is rather repugnant, if that makes sense to you. **MA:** Yes very much so.







TOY WATCH - DESIGNER WATCHES **ADVERTISING** - SERIES OF MAGAZINE ADVERTISEMENTS





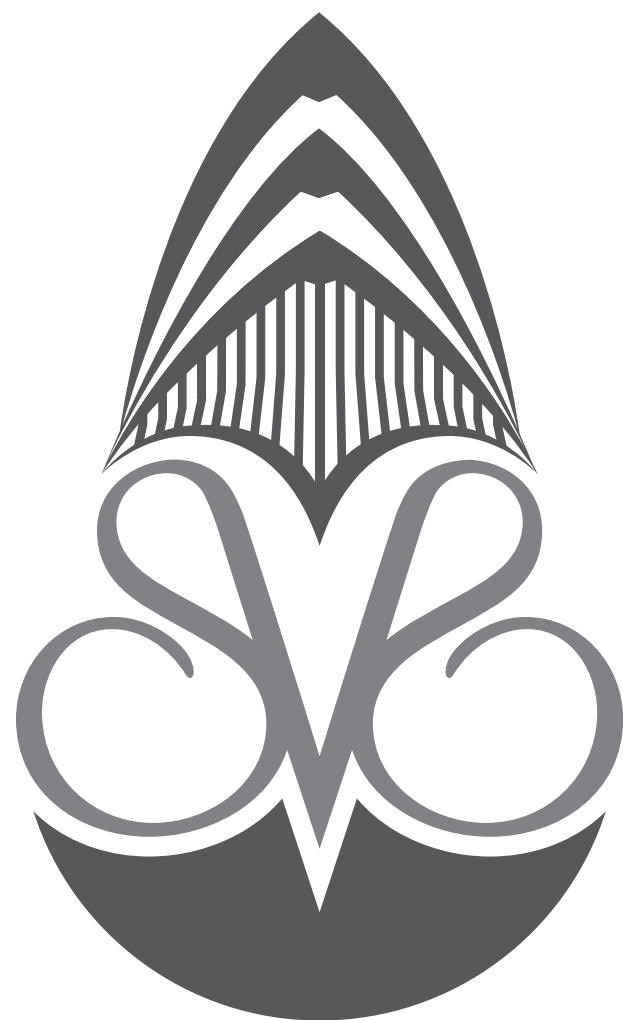
**POSHNOSH** - PREMIUM ORGANIC PASTA **BRANDING & PACKAGING** - LOGO / PACKAGE DESIGN





**MAGGI** - INSTANT POT NOODLES **BRANDING** - PACKAGE TYPOGRAPHY





**SYDNEY VINTAGE BICYCLE (SVB)** - SYDNEY BICYCLE REFURBISHMENT COMPANY **BRANDING** - BICYCLE FRAME, HEAD TUBE BADGE



**NAUSS** BICYCLES<sup>H</sup>OP



