



October 15, 2014

To whom it may concern,

The Collective was asked by HTS to design a new series of outdoor pole banners to highlight the the new campaign.

The image of the forest was chosen for its creativity, composition and artistic feel. From our perspective, it could have been found hanging in an art gallery.

We were searching for a series of vertical images that would work in combination, to tell the full HTS story. These would represent how everything the students encounter in their day helps 'shape their experience'. The chosen image best reflects the surrounding property, its proximity to the school and accessibility for students to become immersed in nature.

RITA YUNGER LINDER
Associate Creative Director