

Press Release

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[Editor's note: Photo jpeg attached to e-mail; caption included below.]

DuPage Children's Museum Receives Prestigious American Graphic Design Award

(Naperville, IL) – DuPage Children's Museum was recognized by *Graphic Design USA*, the premier graphic design magazine. DCM was awarded the American Graphic Design Award for excellence in graphic design of the announcements and invitations for the Museum's 2009 Spring Benefit, "An Evening Under the Stars."

"It's an honor to be recognized by this exceptional magazine," says Daina Rimas Buchner, DCM's Graphic Designer, who works closely with Brenda Harter and Nancy Nyberg, Museum Board Members and Benefit Co-Chairs.

"The Museum benefits from Daina's designs every day and her contributions are especially critical to our fundraising efforts that support the Museum's child-focused programs and exhibits," says Nancy Nyberg.

"Some people don't realize this is more than a museum. We also offer outreach programs and educational programs, such as the award-winning Kindergarten Mathematics Initiative. To support these programs we rely on grants and host fundraisers, the largest of which is our annual Spring Benefit."

Brenda Harter added, "Daina is instrumental in creating a brand identity for our annual benefit. It takes considerable panache to design a sophisticated look that reflects such an elegant affair but also is a touch playful to reinforce the Museum's child-focus. She's done it again for the graphic design for this year's 'Champions for Children DuPage Children's Museum Benefit Ball,' which will be on Saturday, April 17, 2010 at Hotel Arista."

When asked about her process, Daina explains, "The key to brand identity is creating a cohesive look through the use of font, colors, design elements, and overall style. When I design pieces for Museum events, my goal is for readers to know instantly that it's DCM without seeing the Museum's name or logo. Devising brand identity for the annual benefit certainly has some inherent challenges conveying elegance and playfulness simultaneously. On the surface this juxtaposition may seem incongruous. However, the interplay of these qualities avoids having elegance come across as stuffy. Instead, it's charming, making people smile while setting the stage for an elegant affair."

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For more than four decades *Graphic Design USA* has hosted national competitions, recognizing creative professionals and spotlighting their value to business and society. Each year, *Graphic Design USA* is flooded with thousands of submissions for their annual American Graphic Design Awards.

Daina's award-winning design can be viewed in *Graphic Design USA's* Winners Gallery: <http://www.gdusa.com/contests/agda/09/winners/types/announcements.php>. Then scroll to DuPage Children's Museum.

For more information about the contest, visit:
http://www.gdusa.com/issue_2009/12_dec/index.php.

DuPage Children's Museum helps develop curiosity, creativity, thinking and problem solving in young children via interactive exhibits and programs that make learning fun for children and adults playing together.

The Museum is located at 301 N. Washington Street in Naperville, Illinois, a quick walk from the Naperville Metra train station. Parking is free and the building is wheelchair accessible.

DuPage Children's Museum is a top Chicago-area cultural attraction ...*where learning comes in to play*™! For information about hours, Museum admission and membership packages, visit www.dupagechildrensmuseum.org or call (630) 637-8000.

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DUPAGE CHILDREN'S MUSEUM'S
GRAPHIC DESIGNER WINS AWARD FOR
EXCELLENCE – Daina Rimas Buchner,
Graphic Designer, and Brenda Harter, DCM
Board Member and Benefit Co-chair, display
the American Graphic Design Award for the
Museum's 2009 Spring Benefit
announcements and invitations.