



The Fine Commercial Art Practice of Eric Kass

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CREENTIALS

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1/8

Eric Kass calls himself an artist. He has lived for 40 years or so in Indiana U.S.A. You may have seen his work in 25 plus magazines like *Communication Arts*, more than 40 books as in *Graphis Logo 6*, over 30 gallery shows like the *Cooper-Hewitt National Design Museum* or ricocheting around the world wide web. You could also have seen him on the street and not even known it. **He has 18+ years of varied design experience crafting award-winning, hard-working brands for a wide range of patrons around the globe, from start-ups to established endeavors, retail products, unique services to the creative arts.** In 2005 he founded **Funnel : The Fine Commercial Art Practice of Eric Kass** (www.funnel.tv) a multidisciplinary art and design studio in the Broad Ripple neighborhood of Indianapolis, Indiana. Just to make you happy he also created **Funnel Paper Goods**, which is currently on hiatus, a modern paper products brand featuring a line of premium gift wrap.

...: i provide lovingly-crafted, made-from-scratch, holistic, brand experiences that capture your essence and present it in a highly unique fashion tailored to fit you and only you --- i sculpt the details while keeping my mind on the big picture considering each individual point of contact (logo / site / stationery / package etc.) and how it all adds up to one powerful pulpit to present your position --- you're special, a one-of-a-kind, and i can help make sure everyone knows it with always intriguing and never forgettable print and digital communications --- the work we create together will be cherished by you and coveted by your customers for years to come ...:

.....: snafu resolution / niche identification
essence distillation / gist enhancement

Books

- 11 *Shapes and Symbols – Master Library Series / LogoLounge* : 2011
- 10 *Impressive Printmaking, Letterpress & Graphic Design* : p. 11 / 14 / 15 / 16 / 192
- 10 *Animals and Mythology – Master Library Series / LogoLounge* : Summer 2010
- 10 *The Best of Letterhead and Logo Design 11* : p. 32 / 68 / 77
- 10 *Nice to Meet You 2 / Victionary / Hong Kong* : Summer 10
- 10 *Mini Graphics / Sandu Publishing / Hong Kong* : p. 73 / 110
- 10 *My Own Business Card / Index Book / Barcelona* : p. 85
- 10 *The Best of Business Card Design 9* : p. 043 / 101 / 102 / 122 / 128 / 144 / 197 / 200 / 228
- 09 *1000 More Graphic Elements* : # 0065 / 0114 / 0247 / 0833-0835 / 0888 / 0547 / 0790-0792 / 0887 / 0890
- 09 *Basics Logos / Index Book / Barcelona* : # 054 / 056 / 082 / 085 / 336 / 445 / 501 / 502 / 542 / 548 / 805 / 839 / 892
- 09 *Smart Designs : Business Cards / PIE Books / Tokyo* : p. 76 / 77 / 79 / 81 / 84 / 129 / 135 / 158 / 160
- 09 *Graphic Design, Translated / Rockport* : Fall 2009
- 09 *Graphic Design, Referenced / Rockport* : p. 371 / 375
- 09 *Just For You – Designs Made by the Heart* : p. 49 / 156
- 09 *Growing Graphics : Design for Kids* : Index Book / Barcelona : p. 14 / 29 / 148
- 08 *1000 Package Designs : A Comprehensive Guide to Packing It In* : # 0186 / 0496 / 0653 / 0940
- 08 *Design Matters: Packaging 01: An Essential Primer for Today's Competitive Market* : p. 85 / 163
- 08 *Relaxing Graphics : PIE Books / Tokyo* : p. 28 / 51
- 08 *For Sale Over 200 Innovative Solutions in Package Design* : p. 38 – 41
- 08 *Design for Special Events* : p. 32 / 33 / 193
- 08 *1000 Music Graphics* : p. 32 / 297
- 08 *The Best of Business Card Design 8* : p. 68 / 229 / 230
- 08 *Invitation & Promotion, Ideas with Impact* : Index Book / Barcelona : (4 Pieces Featured) Summer 2008
- 08 *Simply Pattern* : Victionary / Hong Kong : (Funnel Paper Goods Gift Paper Featured) p. 148–151
- 07 *Eating & Designing* Index Book Barcelona : p. 334 / 339
- 06 *100% Design Portfolio* Index Book Barcelona : p. 220–221
- 06 *The Complete Graphic Designer* : p. 85 / 87 / 114–115 / 116–117 / 123
- 06 *The Best of Business Card Design 7* : p. 12 / 87 / 99 / 105 / 114 / 133 / 221 / 226
- 06 *1000 Bags, Tags & Labels* : p. 116 / 204 / 265 / 284 / 285 / 291
- 05 *Maximum Page Design* : p. 19 / 73 / 102
- 04 *Graphis Logo 6* : p. 27 / 169 / 174 / 177 / 193
- 04 *Rethink, Redesign, Reconstruct* : p. 139 / 151 / 176
- 03 *Identity Design That Works* : p. 88 / 89
- 03 *Identity Solutions : How to Create Effective Brands* : p. 14 / 72 / 89 / 125
- 00 *Logos That Work* : p. 48 / 49
- 00 *Cutting Edge Identities* : p. 24 / 110
- 97 *Great T-shirt Graphics 3* : p. 79
- 97 *Fresh Ideas In Limited Budget Design* : p. 85 / 92
- 96 *Type Directors Club Traveling International Exhibit & Book* : p. 87
- 96 *Fresh Ideas In Brochure Design* : p. 60 / 117
- 96 *Fresh Ideas In Letterhead & Business Card Design 3* : p. 55 / 62
- 95 *Fresh Ideas In Black, White & Gray* : p. 52 / 53
- 94 *Fresh Ideas In Letterhead & Business Card Design 2* : p. 43

Magazines

- 10 *Communication Arts : Design Annual 51 / Fresh* p. 210 – 211
- 09 *Spoonful : Issue 1*
- 09 *Uppercase : a magazine for the creative and curious : Issue 2 / Summer* : 09 / p. 28 – 31
- 08 *Atlanta Homes & Lifestyles Style News / FPG Gift Paper* : p. 18
- 08 *Applied Arts Design & Advertising Annual*
- 08 *HOW Self-Promotion Design Annual* : p. 69
- 08 *Print Regional Design Annual 2008* : p. 165
- 08 *HOW International Annual of Design* : p. 127
- 07 *HOW December Issue* : p. 49
- 07 *Carmel Magazine* April 2007 : p. 36
- 07 *Indianapolis Monthly Home* Spring 2007 : p. 20
- 06 *Print Regional Design Annual 2006* : p. 196 / 199
- 06 *HOW December Issue* : p. 24
- 06 *Step Inside Design* Vol. 22 No. 3 May / June : p. 64
- 05 *HOW International Annual of Design* : p. 188
- 04 *Communication Arts Design Annual 45* : p. 80
- 03 *Print Regional Design Annual 2003* : p. 218 / 219
- 03 *HOW Self Promotion Annual* : p. 68
- 02 *Communication Arts Design Annual 42 / FRESH* : p. 226 / 227
- 04 *HOW Magazine Self Promotion Annual* : p. 64
- 00 *Communication Arts Design Annual 41* : p. 93
- 00 *Print Regional Design Annual 2000* : p. 221 / 226 / 227 / 228
- 99 *HOW International Annual of Design* : p. 100 / 141
- 94 *HOW International Annual of Design* : p. 86
- 93 *HOW International Annual of Design* : p. 160
- 92 *HOW Self Promotion Annual* : p. 126

Shows

- 10 Fisher Hall Fine Arts Gallery Marian University / Indianapolis (1 / 26 – 2 / 26) / *Various Fine Art + Design Pieces*
- 09 The Public and the Personal Design Views : University of Indianapolis CDFAC Gallery : 8 Design Pieces
- 06 Herron School of Art and Design + online gallery : 25 Above Water / *Rhythm of Recovery / Poster*
- 06 The Eisner American Museum of Ads & Design : *The Art of the Business Card / Milwaukee / Various Pieces*
- 05 Flash Film Festival / San Francisco / *Funnel.tv / 05 / Web Site*
- ** 05–07 Evan's Life Foundation Silent Auction / Chicago / *Various Paintings and Prints*
- 04 Dean Johnson Gallery : Spring Gallery Walk / Indianapolis / *Exploded Views / 04 / 7 Paintings*
- ** 03–09 Tonic Gallery / Indianapolis / *Various Paintings and Prints*
- 03 Chicago Book Clinic : Award of Excellence / Chicago / *True Stories / 03 / Book Covers*
- 03 Galliher Studio : Trolley Tour / Fort Wayne / *Loss Study #2 / 03 / Painting*
- 03 Modpod Homethings : Broad Ripple Gallery Tour / Indianapolis / *Various / Paintings*
- 03 10 x 10 : 100 Exhibits of Fine Paper / Texas / *Lodge Stationery System*
- 02 Ball State University Atrium Gallery / Muncie / *Harmony Study #1 / 01 / Painting*
- ** 01–09 Dean Johnson Gallery : *Various Paintings, Prints, Furniture*
- ** 97–00 The Advertising Club of Indianapolis : 9 *Addy Awards* + 6 *Citations*
- 94 French Paper Company : *Award of Excellence*
- ** 94–96 ADCL : The Best Show / Indianapolis / 1 *Top Ten* + 10 *Awards*
- 92 Ball State University : *Outstanding Senior Award Nominee* / Muncie
- 91 Ball State University : 56th Annual Student Art Show Award / Muncie / *Sleep / 90 / Drawing*

Dialogue

- 10 Speaker (3 / 25) : *Herron School of Art (IUPUI)* : Indianapolis / Indiana
- 09 Speaker (10 / 8) : *Design Madison* : Madison / Wisconsin
- 08 Speaker (11 / 19) : *Indiana University School of Fine Art* : Bloomington / Indiana
- 08 Interviewed (1 / 14) : Correspondence Notes
- 06 Interviewed (9 / 24) : *Indy's Music Channel* (25 Above Water)
- 05 Interviewed (5 / 05) : *Design Radar* (web site : www.designradar.it) : Italy
- 05 Speaker (4 / 7) : *Kendall College of Art & Design* (Ferris State) : Grand Rapids / Michigan
- 04 Speaker (3 / 6) : *Herron School of Art (IUPUI)* : Indianapolis / Indiana
- 01 Contributor (Vol. 5 No. 5) *Dynamic Graphics* (Low Cost Self Promotion) : Page 29
- 00 Reviewer (00–08) : *AIGA Portfolio Day* : Indianapolis / Indiana
- 94 Speaker / Reviewer (Various Times 94–03) : *Ball State University* : Muncie / Indiana
- 94 Marketing Chairman / Vice President (94 / 95 / 96) : *Art Directors Club of Indiana*

Practice

- 05 Founder (05 – present) : *Funnel : Eric Kass : Utilitarian + Commercial + Fine : Art*
- 99 *Cofounder / Design Director* (89 – 05) : *Lodge Design Co.* : Indianapolis / Indiana
- 92 Bachelor of Fine Arts (89 – 92) : *Ball State University* : Muncie / Indiana
- 91 Various design / marketing / printing and education experience (91 – 05)



www.funnel.tv

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PATRONS

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2/8

///. *evocative, award-winning brand development fit for a wide range of patrons around the globe, from start-ups to established endeavors, retail products, unique services to the creative arts { i'm here for you } //

::::: naming + slogan + logo + stationery + packaging + site + brand consulting + creative direction + original artwork :::::

specializing in highly-unique, lovingly-crafted, tailored-to-fit brand stories that capture your essence and define your dreams. sculpting the intricate details while keeping thoughts on the big picture and how it all adds up to one powerful pulpit to present your position. you're special, a one-of-a-kind, and we can help make sure everyone knows it with always intriguing and never forgettable print and digital communications. work to be cherished by you and coveted by your customers for years to come.

United States

- ::: baltimore (MD) :::
Figure 53
Sara Jones
- ::: boston (MA) :::
Harvard Business Press
Lisa Rigby Photography
Study Point
- ::: chicago (IL) :::
Abercrombie & Kent
Forget Computers
Green Genes
Maddy's Organic Meals
Mcgraw-Hill Higher Education
Shari's Pet Kitchen
SystematIQ
- ::: denver (CO) :::
Composition
Higher Health Medical
Prix Fixe
Studio 853 Photo
Sunday Drive Studios
- ::: fort worth (TX) :::
Lush Couture Floral
Tara Wilson Events
- ::: indianapolis (IN) :::
Abigail Volkmann Photo
Awkward Beauty
Borschoff
Central Indiana Land Trust
Ellen Jackson Portraiture
Et Lux
Golden Rule
Harold Miller Photography
John Bragg Photo
Keep Indianapolis Beautiful
Linden Landscape & Design
Linnea's Lights
Litho Press
Pearson Partners
Pot-tee Prize Grab Bag
Publicis
Schott Design
Second Presbyterian Church
Shannon Forsell
Somersaults Life Archives
St. Luke's United Methodist Church
The Cabaret
The Goods
The Michael Feinstein Foundation
TTE Corporation : RCA
Yuspie

- ::: los angeles (CA) :::
Back Yard Entertainment
Blue Real Estate
JAC Photography
Jessica Weiner
Mike Slack
NBC Universal
Rayjoyce Studios
Saarinen
- ::: miami (FL) :::
Marlyne Alexander Photo
Ray Roman Films

- ::: new york (NY) :::
Films by Francesco
Keri Ryan
Marshall Kappel
Neil Negri
Punam Bean Photo
Sequel Studio
Suzy Allman Photo

- ::: washington (DC) :::
Blonde Photo
Mary Kate Mckenna Photo

- Abigail Mayfield ::: sonoma (CA) :::
- Amy Smith Photo ::: orlando (FL) :::
- Blevins Design ::: louisville (KY) :::
- Briaura ::: chesapeake (VA) :::
- De Armas Productions ::: honolulu (HI) :::
- Ed McCulloch Photo ::: provo (UT) :::
- Empire-EEMCO ::: buffalo (NY) :::
- Fresh Start Legal ::: madison (WI) :::
- Glenn Usdin ::: philadelphia (PA) :::
- Grow Kids ::: st. louis (MO) :::
- Isabella Dean ::: houston (TX) :::
- Jessica Davis Photo ::: naples (FL) :::
- Kariann Burleson ::: minneapolis (MN) :::
- Lilia Ahner Photo ::: san francisco (CA) :::
- Matt Klug ::: charlotte (NC) :::
- Michael + Anna Costa Photo ::: santa barbara (CA) :::
- Nick Burchell Photo ::: urbana (IL)
- Zimmerman & Associates ::: Fort Lauderdale (FL) :::

Internatioal

- Ace Property Group : berlin (germany)
- Awkward Beauty : vancouver (BC_canada)
- Centuri : san pedro sula (honduras)
- Geez Magazine : winnipeg (MB_canada)
- DeMers Photo : toronto (ON_canada)
- Mango Studios : toronto (ON_canada)
- Stillmotion : toronto (ON_canada)
- Strictly the Beautiful : london (UK)
- Wedding Television : toronto (ON_canada)



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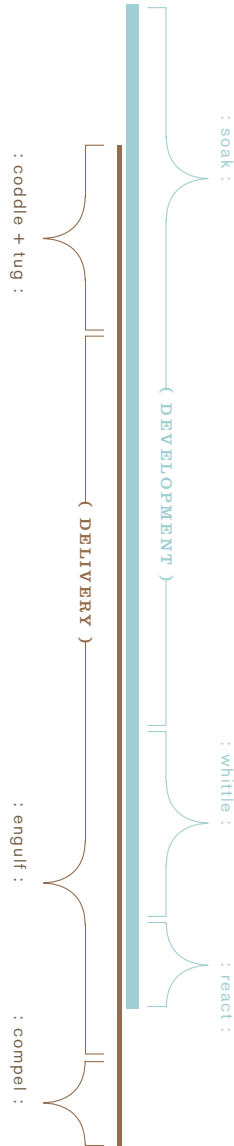
METHODOLOGY

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8/8

Let's be honest. i'm a commercial artist. commercial because i get paid. commercial because i strive to create meaningful connections between sellers and buyers. artist because i chisel, scrawl, sculpt, paint, compute and craft work that is inspired, emotional and expressive. i immerse myself in the details. i have a knack for what i do. i just can't help myself. i live what i do. i love what i do. i'll never retire. i'm a specialist. a professional. i have a university diploma somewhere, for fine art and design, that sparked a life-long practice. i've obsessed over the continuity of comprehensive brand campaigns and compulsively constructed custom projects time and again. i speak and critique. i care. i've worked with patrons large and small around the globe, entrepreneurs, agencies and in-house. i'd like to help, get to know you and if we're a match apply my art to your passion. as always, i'm at your service a mere e-mail away, ready for a commission or a simple conversation

formulated - fondled - fermented
 by FUNNEL



: soak : ///. *time to discuss debate, look, learn and listen – expectations are set and opportunities identified //

: whittle : ///. *edit and organize the information compiled in (soak) to a unique, essential position or concept that will be the foundation for a relevant, memorable, compelling, message or vehicle ////

: react : ///. *a spontaneous but informed flurry of creation based upon the lessons of (soak) and the product of (whittle) { a thoughtful and emotionally charged custom object or system is created } //

: coddle + tug : ///. *{ the unique object or system created in (react) is presented to the audience } it has been fashioned to be familiar but fresh ////

: engulf : ///. *a consistent consuming experience based on the info of (soak) focused by (whittle)and infused with energy in (react) creates a lasting connection with the audience ////

: compel : ///. *the audience completes the process by taking action fulfilling the expectations set in (soak) ////