

## WHAT IS SOUNDSCREEN DESIGN?

Soundscreen Design is a product design company inspired by music. We design, produce, and distribute music related products to both wholesalers and retailers. We aim to advance the concept of music merchandise through meticulous design coupled with a fan's appreciation for and obsession with the "thing".

## WHAT DO WE PRODUCE?

Our core product offerings will fall along the following 3 categories:

1. Wearables
2. Editioned Offerings (books, packages, zines, etc.)
3. Original Hard Goods

## WHAT ARE OUR VALUES?

- "Design first" approach
- Obsessive (about music and design)
- Think like fans
- Community contributor
- Premium quality

## WHAT WE ARE WORKING ON:

- SSD003 - Wearables: Spring 2009 Collection
- SSD004 - Book: A Design Exploration of Exceptional 7" Records (title tbd)
- SSD006 - Book: Flatstock - A Visual History of the first 20 Flatstocks (title tbd)
- Curated Series - Vinyl is Forever & Artist Music Journals

## WHO IS SOUNDSCREEN DESIGN?

MATT WISHNOW – PRESIDENT, INSOUND & SOUNDSCREEN DESIGN

IN 1998, MATT FOUNDED INSOUND.COM. THE POPULAR WEBSITE LAUNCHED MARCH 1, 1999 AND MATT STILL RUNS INSOUND TODAY. ADDITIONALLY, MATT CREATED TWO RELATED BUSINESSES UNDER INSOUND – TIGER STYLE RECORDS, AN INDIE RECORD LABEL, AND DRILLTEAM MARKETING, AN ENGAGEMENT MARKETING COMPANY. IN 2007 INSOUND WAS ACQUIRED BY ADA (ALTERNATIVE DISTRIBUTION ALLIANCE), A DIVISION OF WARNER MUSIC GROUP. MATT'S A GRADUATE OF BROWN UNIVERSITY.

MIKE TREFF – DIRECTOR, SOUNDSCREEN DESIGN

MIKE SERVED AS LABEL MANAGER FOR TIGER STYLE RECORDS (AMERICAN ANALOG SET, TRISTEZA, THE ALBUM LEAF, IDA, JAMES CHANCE/CONTORTIONS) FROM ITS INCEPTION IN LATE 1999 THROUGH 2004. UPON DEPARTING TIGER STYLE, MIKE SPENT FIVE YEARS IN MARKETING AND ADVERTISING, HOLDING CLIENT SERVICES AND STRATEGY POSITIONS FOR BOTH TRADITIONAL (JWT) AND DIGITAL AGENCIES (AGENCY.COM). MIKE'S A GRADUATE OF NEW YORK UNIVERSITY.

ROB GIAMPIETRO – CONSULTING DESIGN DIRECTOR

ROB IS CURRENTLY THE VP OF THE NY CHAPTER OF AIGA, PREVIOUSLY FOUNDER AND PRINCIPAL AT GIAMPIETRO+SMITH. ROB HAS WORKED AT AWARD-WINNING DESIGN STUDIOS, WINTERHOUSE (CT) AND PENTAGRAM (NY) AND THE NEW YORK TIMES MAGAZINE. ROB TEACHES, JUDGES AND LECTURES AT THE TYPE DIRECTOR'S CLUB, YALE UNIVERSITY, NPR, THE DESIGN INSTITUTE AT THE UNIVERSITY OF MINNESOTA, THE 85TH ART DIRECTORS CLUB AWARDS, PARSONS SCHOOL OF DESIGN, AND RHODE ISLAND SCHOOL OF DESIGN. HE'S A GRADUATE OF YALE UNIVERSITY.



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