



The Coral Company
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PRESS RELEASE

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Local Design Firm to Call Shaker Square Home Studio Graphique to Move in Spring 2006

Cleveland, Ohio, January 30, 2006 – Shaker Square’s office roster is getting a new addition as early as this Spring. Studio Graphique, a communications consultancy and design studio, will be the newest tenant at Shaker Square. Their new home will be in the newly renovated office wing located above Shaker Square Cinemas.

The Coral Company has worked extensively with Studio Graphique on many projects. Most recently, The Coral Company hired Studio Graphique to create the new Shaker Square logo, which was unveiled in November, and a sign program for Shaker Square.

Studio Graphique’s involvement on the upcoming Shaker Square redevelopment project will include working with The Coral Company and consultants, ParkWorks and Cleveland Public Art, in the development of gathering spaces, public art, environmental enhancements, an amphitheater, and other placemaking concepts, as well as the development of a complete signage and wayfinding program in and around the Square.

Rachel Downey, President and Creative Director of Studio Graphique, is enthusiastic about the move. “We are looking forward to becoming a part of the Shaker Square community. Our involvement in the rebranding and environmental graphics program for the Square only makes it more exciting...our portfolio will be our front yard.”

Studio Graphique, Inc.

Founded in 1997 by Rachel Downey, Studio Graphique is a communications consultancy and design studio that specializes in working with clients in both the building (A|E|C) and land conservation industries, helping to change the landscape of Cleveland, thereby making it a better place to live, work, and play.



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Current Studio Graphique environmental graphic design projects include:

- Shaker Square brand identity, environmental graphics, and signage and wayfinding program
- Westhampton at Crocker Park in Westlake, environmental graphics and signage program with The Coral Company
- Steelyard Commons brand identity and signage with First Interstate
- Fleet Avenue Streetscape concepts with SchmidtCopelandParkerStevens
- Akron's Cascade Locks, a part of the Ohio and Erie Canalway, wayside interpretive signs, with SchmidtCopelandParkerStevens and The Metro Parks of Summit County
- Willoughby Hills Friends Church signage and wayfinding program

Current Studio Graphique branding projects include:

- Tec, Inc. engineering & design, rebranding program including identity, website, and marketing communications
- Gallagher Sharp, Attorneys, rebranding program including identity, website, marketing communications, and signage
- Women's Community Foundation, organization brand identity and communications as well as marketing materials for upcoming Women's Health Forum (May 2006)

For more information about Studio Graphique, please visit www.studiographique.com.

The Coral Company

Founded in 1987 by Peter Rubin, The Coral Company has developed in excess of two million square feet of office, retail, mixed-use, built-to-suit, and residential space in Ohio. A leader in urban real estate development, The Coral Company works closely with city leaders, community development corporations, and neighborhoods of first ring suburbs and urban communities to shape ways to meet the growing demand for retail services and residential neighborhoods.

Current Coral projects in Cleveland include:

- Shaker Square in Cleveland, once again the treasure of Cleveland's commercial, social, and cultural intersection of retail and dining experiences
- Cedar Center, the retail mainstay of University Heights and future home to Whole Foods Market, a place that embraces the community and welcomes shoppers and pedestrians
- The Courtyards of Severance in Cleveland Heights, the prestigious award-winning townhome community
- The Shores of Edgecliff, a luxury lakefront community along Lake Erie with its own private beach club
- The Hamlets of Rocky River in Rocky River, delightful first floor living, set in a unique English countryside setting



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- Westhampton at Crocker Park in Westlake, the newest community, offering a variety of lifestyle experiences from three-story townhomes to gracious first floor living in estate homes all within the exciting mosaic that is Crocker Park

Current Coral projects in Cincinnati include:

- Wyoming Glen, located in the suburb of Wyoming, a charming award-winning community
- Goldenview Townhomes in the Mt. Lookout/Columbia-Tusculum district, the sleek, chic neighborhood ideal for today's young professionals

For more information about The Coral Company and the philosophy and the passion that drives the company, please visit www.thecoralcompany.com.

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