

A SHORT
STORY OF TOM
THE DESIGNER

PRODUCT OF JAPAN. MADE IN AMERICA.

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ONCE UPON A TIME...

I was born the son of a mechanic & an aspiring artist.



Youngest of 3, I felt I had something to prove.



After almost drowning, I took swimming classes at the Flushing YMCA.



WHILE STUDYING AT
SCHOOL OF VISUAL ARTS



During my college years I helped design a logo for Champion Mortgage at James McGlynn Design.



I also had fun with the traveling typewriter exhibition, *The Next Best...Ding!*
Published in *Monumental: The Reimagined World of Kevin O'Callaghan* & featured in the media.

FIRST LOVE
PRINT





Tumi Spring Catalog
concept, art direction & design

Teaming up with X-ray photographer Nick Veasey we created a catalog with the main concept of showing off the products' "Inner Beauty" through the use of x-ray photographs and vellum paper.



Tumi Global Ad Campaign
concept, art direction & design

Where next? We created a tag line that represented the optimistic start of a journey. To shift the Tumi brand into a fashion forward one we teamed up with fashion photographer Walter Chin.



Stolichnaya Ad Campaign
art direction & design

Stolichnaya is enjoyed "best chilled". These product ads were displayed on billboards, in magazines and various POS items.

TIMES SQUARE, NYC



Various Logos
concept & design



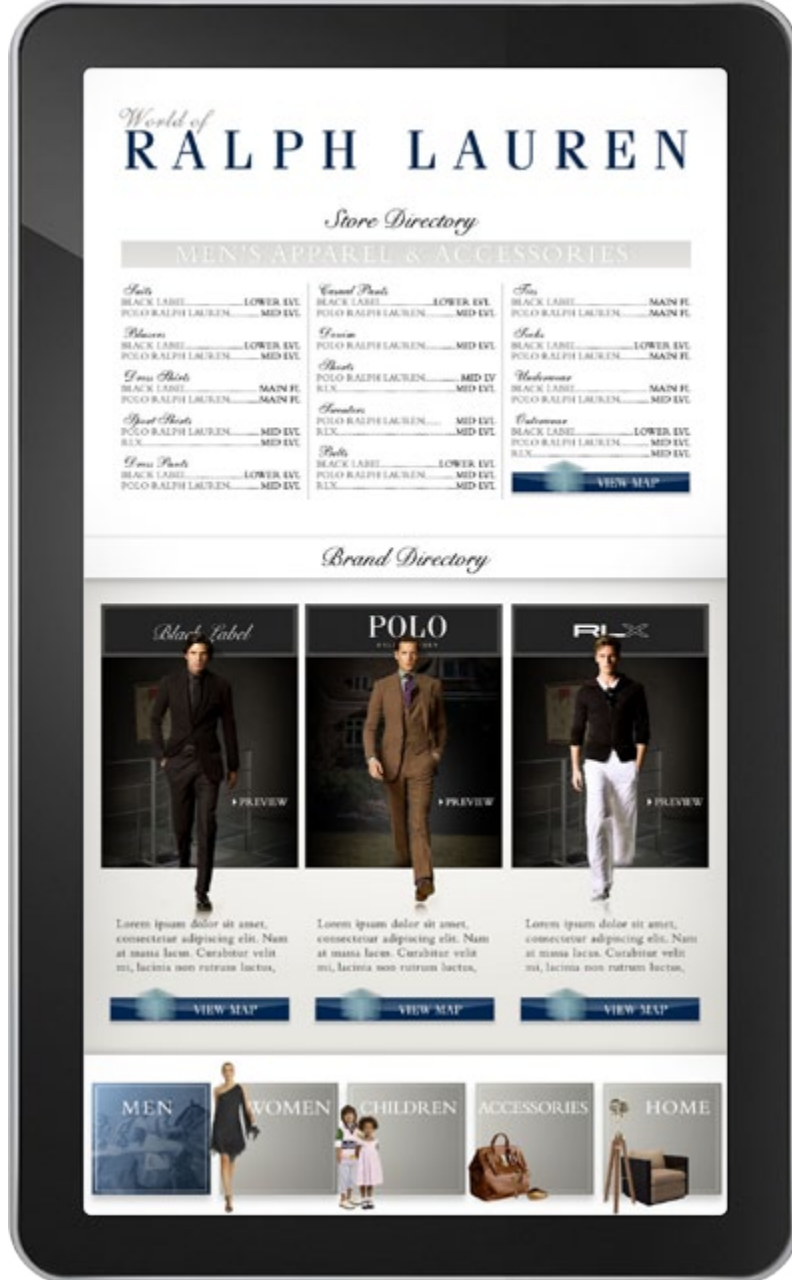
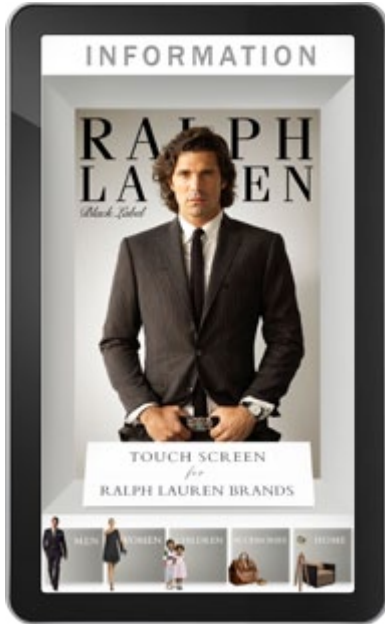
**AIGA “Get Out the Vote”
Poster Competition**
concept, art direction & design

1 of 50 selected posters projected at the Denver Art Museum and Walker Art Center in Minneapolis for the national conventions.

→ www.aiga.org/content.cfm/50-selected-posters

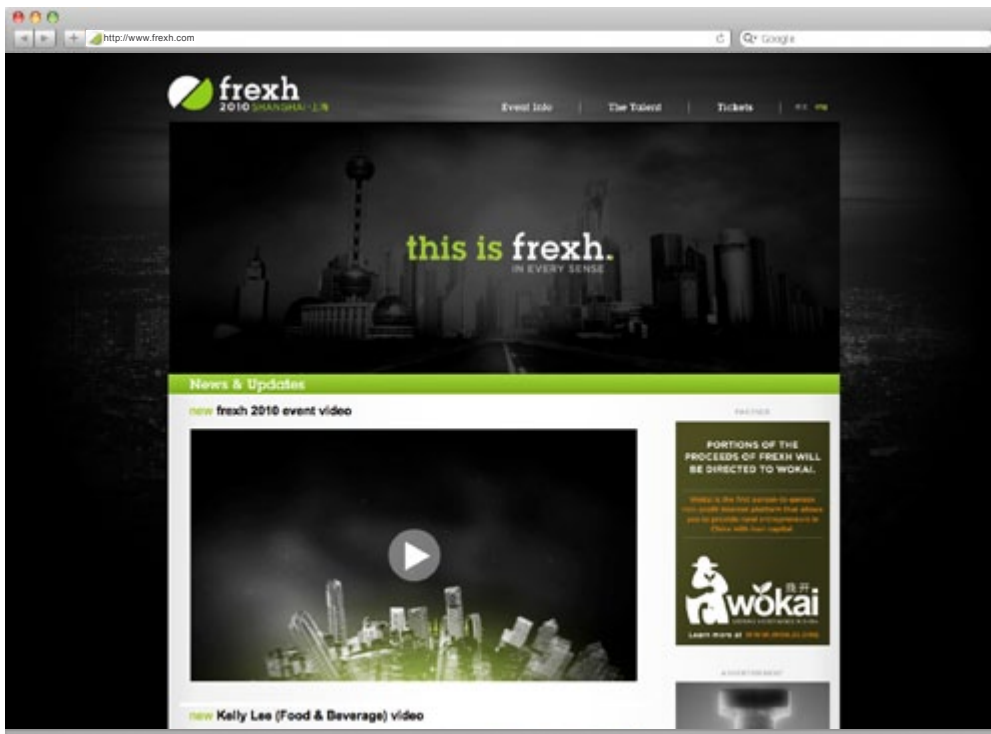
SECOND LOVE
WEB





Ralph Lauren Interactive Directory
art direction & design

To promote Ralph Lauren brands in department stores, touchscreen kiosks were placed through out. Customers are able to browse for store locations or learn more about the brands. When kiosk is dormant the attract loop displays Ralph Lauren advertising.



Frexh Shanghai Branding, Website & Marketing
concept, art direction & design

Frexh Shanghai is an event to bring the growing creative & International crowd of Shanghai together. I created branding and the look & feel then applied it to posters, ads and website.

→ www.frexxh.com



... AND MY OTHER LOVES

PHOTOGRAPHY

VIDEO

MOTION

3D

INTERACTIVE SPACE

TYPOGRAPHY

MY XACTO

MY GOOGLE READER

MY SKETCHBOOK

COMPUTER ARTS
MAGAZINE

HOW MAGAZINE

ANYTHING JAPANESE

FRIEND & FAMILY



THANK YOU

for taking the time to view my work. Interested in collaborating, have a project or want to say hello? Please feel free to contact me.

→ mail@tomtaki.com

→ www.tomtaki.com
