



Design Editorial Strategy

OVERVIEW

Richardson+Fels is a full-service studio integrating design, editorial and tactical expertise to help our clients communicate with clarity and power to their customers, subscribers, benefactors, employees and shareholders.

Our outlook, in short:

- Every assignment is an opportunity to partner with our clients to address critical business issues and achieve specific objectives.
- Every assignment is an opportunity to discover what makes a client unique and how that can most powerfully be conveyed visually and editorially.
- Every assignment is an opportunity to tackle challenges, do great work, have fun and create something we can all be proud of – client and studio alike.

We design and develop content for publications, annual reports, consumer web sites, intranets, publishing systems, interactive documentaries, multimedia installations – whatever works best to reach a particular audience and generate the desired results.

Richardson+Fels is a streamlined organization offering a breadth and depth of expertise drawn from many years of working at and with some of the industry's top print and interactive design studios as well a number of leading corporations, entertainment networks and news providers.

For more information, or to discuss a possible engagement, please give us a call or drop us a line.

RICHARDSON+FELS

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PRINCIPALS

Theo Fels,
Creative Director

Faye Richardson,
Editorial Director

SELECTED CLIENTS

Advertising Specialty
Institute

American Express

Bloomberg
(with Roger Black)

Counselor Magazine

Goldman Sachs
(with VSA Partners)

Houston Chronicle, web site

Houston Chronicle, print
(with Roger Black)

Howard Hughes Medical
Institute

IBM
(with Interactive Bureau)

Independent Newspapers

La Voz

Lehman Brothers

Memorial Sloan-Kettering
Cancer Center

Metro Newspapers

MSNBC
(with Interactive Bureau)

Ellen Oler, LCSW

Real Networks

Rumbo
(with Roger Black)

Time Warner (with VSA
Partners)

VSA Partners