

## Littlefield & Company

### Introduction

At Littlefield & Company, we believe that good designers are good strategists. By recognizing your strategic goals and needs, we work as your creative partners to transform your strategies into successful communications programs.

Formed in 1990 as a multi-disciplinary design firm for business communications, sales promotion and advertising, Littlefield works for companies large and small on an unusually varied range of projects, most often with a focus on high-end products and services for the interior design and contract industries.

In addition to full-range graphic and web design services, Littlefield provides creative capabilities for film and video as well as project management and coordination.

Ensuring high standards of responsive service, Littlefield provides creative solutions that reflect your goals while satisfying functional and cost requirements over a range of considerations.

For more information, please visit:  
[www.elittlefield.com](http://www.elittlefield.com)

### A Partial List of Clients

Alcantara  
Canon U.S.A.  
Christian Dior  
Corning  
E.Braun & Co.  
FTL Happold  
Grange Furniture  
HarperCollins  
Highnote Records  
Interface Fabrics Group  
Interior Design Magazine  
J.Josephson  
Matouk  
Kanebo  
King Records  
Matsushita Electric Corp. of America  
Matsushita Electric Works  
Reuter  
Rialto Furniture  
Ricoh  
Sanyo Electronics  
Shiseido  
Sony Corporation  
Sony Music Entertainment  
Springs Industries  
Terratex  
Time Warner  
Toli Corporation  
Toray Industries  
Toyo Ink America  
UDG (I.W.Harper & Johnnie Walker)  
Ultrafabrics  
Ultrasuede  
United Nations  
Yamaha  
Yamaha Motor

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### Clients and Projects

#### Canon U.S.A.

Corporate brochures, trade show graphics

#### Christian Dior

Fashion catalogs

#### Corning

Corporate brochures, HR communications and promotional videos

#### E.Braun & Co.

Advertising and catalogs for this bed, bath and table linen retailer

#### FTP Happold

Capability brochures for the architecture and structural engineering firm

#### Grange Furniture

Ad campaign for the French furniture brand

#### Interface Fabrics Group

Ad campaign for Terratex

#### J.Josephson

Ad campaign and websites for the wallcovering brands: Vycon and Symphony

#### Matouk

Branding, sales kit, packaging and website for this bed, bath and table linen manufacturer

#### Matsushita Electric Works

Lighting design publications

#### Rialto Furniture

Company brochure, sales kit and website for this custom furniture manufacturer

#### Shiseido

Promotional packaging

#### Sony Corporation

Advertising for PC

#### Sony Music Entertainment

Music CD packaging

#### Springs Industries

Advertising and product brochures for synthetic textile products

#### Toli

Interior design publications for the flooring manufacture

#### Toray

Website for the fiber and textile manufacturer

#### Ultrafabrics

Advertising, and marketing tools for the upholstery fabrics brand

#### Ultrasuede

Branding, advertising, sales & marketing tools, and website

#### United Distiller Group

Advertising for Johnnie Walker and I.W.Harper

#### United Nations

Website for the international photographic competition

#### Yamaha

Global website

#### Yamaha Motor

Global website

**Keiji Obata**

General Partner, Creative Director

Founding partner of Littlefield & Company, Keiji is a graduate of Kyoto University of Education, where he was awarded a B.A. in Art Education. He later earned a B.F.A. in Media Arts from the School of Visual Arts in New York.

Keiji has over 15 years of experience in graphic design and advertising. Before establishing Littlefield, he was a creative director at HCl in New York City. His professional experience includes work for international projects in the United States, South America, Europe, Asia and Japan. He also has extensive knowledge of the interior design and architecture industries, and writes regularly for various design publications.

Keiji's projects have won many awards from ADCNY, Society of Illustrators, Best Financial Ads and Commercial Photo Magazine.

**Junko Mayumi**

Partner, Senior Designer

Junko is a graduate of Parsons School of Design with B.F.A. in Communication Design. As a partner, she is responsible for all phases of design projects, from concept development to production management.

Prior to joining Littlefield, she was a senior designer at the New York firm, Designframe. Her experience includes design projects for prestige brands like Tiffany, Nakamichi and L.S.Collections, as well as home furnishing brands such as Martex and F.Schumacher.

She has won numerous awards including the AIGA Certificate of Excellence, Communication Arts Magazine's Award of Excellence and Photo/Design Magazine's Gold Award.

**Paula Rice Jackson**

Associate, Special Projects

Paula is an experienced editor-in-chief, a PR specialist, and prominent director of cultural institutions.

Paula is a graduate of Sarah Lawrence and holds a masters degree from The New York Institute of Technology. Her editorial career began at House & Garden as its travel and health editor. She then moved to House Beautiful where she was appointed Senior Writer. In 1985 she joined Interiors Magazine, and served as editor-in-chief between 1989 and 94. After leaving Interiors, she served as the chairwoman of the restoration committee of Edith Wharton's home, The Mount, in Lenox, MA.

As a skilled PR and special projects consultant, Paula has worked with Littlefield for numerous projects for clients such as Toli, Matsushita Electric Work's Lighting Group, and Ultrasuede.

**Steve Hogan**

Associate, Copywriter

A native Iowan, Steve studied Chinese and Japanese at the University of Iowa and participated in the university's renowned Writer's and Translator's Workshops. After graduating, he worked as a copywriter and translator for Emphasis, Inc. in Tokyo.

Back in the U.S., Steve worked at New York agencies, including Dentsu Young & Rubicam. As a copy supervisor, he created award-winning campaigns for clients ranging from Canon, JAL to Shiseido and Finlandia Vodka.

In addition to publishing two books and writing articles for American and Japanese publications, Steve has provided creative services for such clients as AT&T, France Telecom, Sony, Toshiba and others.

Working with Littlefield for a decade, Steve has contributed work for clients including Corning, Toray and Yamaha.