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Locomotion's Belle Isle work wins Best of Show at the Nashville ADDY Awards

A brochure campaign that created a romantic vision for an upscale housing development before there was anything tangible to show took top honors at the 2008 Nashville ADDY Awards.

Belle Isle developers, proud of the property's historic ties to ancient Scotland, wanted their promotional material to convey that timelessness and beauty, and they asked Locomotion Creative to make that happen.

Drawing on a classic sense of architecture, craftsmanship and artisanship, our designers blended the historic elegance of a time passed with a vision of the future. The result, as the ADDY judges noted, is as genteel as Belle Isle itself.

"The print work submissions were especially impressive for this year's Nashville ADDYs and the work for Belle Isle was the crème of the crop," wrote judge Michael Janda, who regularly provides graphic design services for some of the world's most recognizable brands such as Disney, National Geographic and HBO. "From the stitched and wax bindery work to the typography, the attention to detail was spectacular. The photography was engaging and beautifully utilized. This submission was without blemish and should serve as inspiration to any designer as a standard for the design subtleties and finish work that put a project in a class all its own."

Those who worked on the project were Tonya Young, creative director; Jennie Pickens, designer/art director; Michael Dukes, copywriter; and Jeff Frazier, photographer.

The ADDYs are the industry's largest competition with the mission to recognize and reward creative excellence in the art of advertising.

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