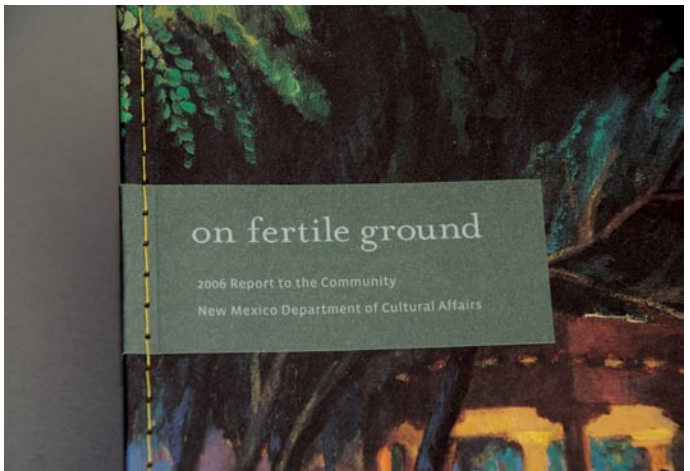
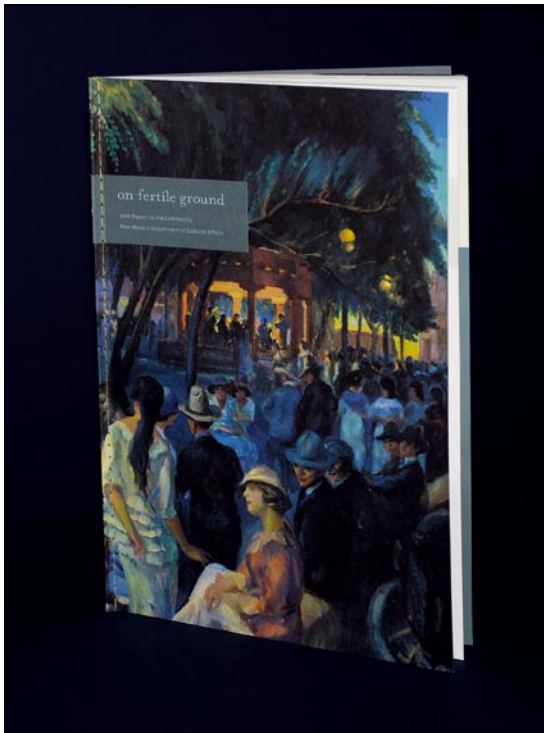
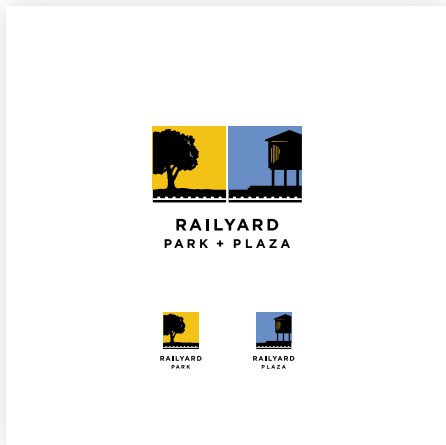


TOP LEFT PHOTO, LEFT TO RIGHT: BERNADETTE BIELASKI, NICOLE RASSMUSON, CARMELA SEGURA, BRITTANY SWEENEY (FRONT), MARISSA ROYBAL-MOYA, ALLANE HOLMAN, ROBERT INNIS, FRED CISNEROS, BRIAN HURSHMAN, RENÉE INNIS. PHOTOGRAPH BY BEN TREMPER.

ON FERTILE GROUND: THIS REPORT FOR THE NEW MEXICO DEPARTMENT OF CULTURAL AFFAIRS IS BOTH AN ANNUAL UPDATE TO HIGHLIGHT THE ACCOMPLISHMENTS OF THE DEPARTMENT AND A REPORT ON A RECENT ECONOMIC IMPACT STUDY TOUTING THE VALUE OF CULTURAL ACTIVITIES IN NEW MEXICO. THE COVER IMAGE, "MUSIC IN THE PLAZA" BY JOAN SLOAN, WRAPS AROUND, SHOWING THE FULL IMAGE ON FRONT AND BACK COVERS.





SANTA FE RAILYARD PARK AND PLAZA: CISNEROS DESIGN WAS HIRED BY THE TRUST FOR PUBLIC LAND TO CREATE AN IDENTITY FOR A NEW PARK AND PLAZA IN SANTA FE'S RAILYARD DISTRICT. THE SYSTEM WAS DESIGNED TO ALLOW EACH ENTITY TO STAND ALONE OR TOGETHER, UNITED BY THE GRAPHIC RAIL ELEMENT—RECALLING THE RAILS RUNNING THROUGH BOTH THE PARK AND PLAZA. CONTRASTING ORGANIC AND STRUCTURAL ELEMENTS, A TREE WAS CHOSEN TO REPRESENT THE PARK WHILE THE WATER TOWER FROM THE RAILYARD PLAZA WAS AN EASY CHOICE.

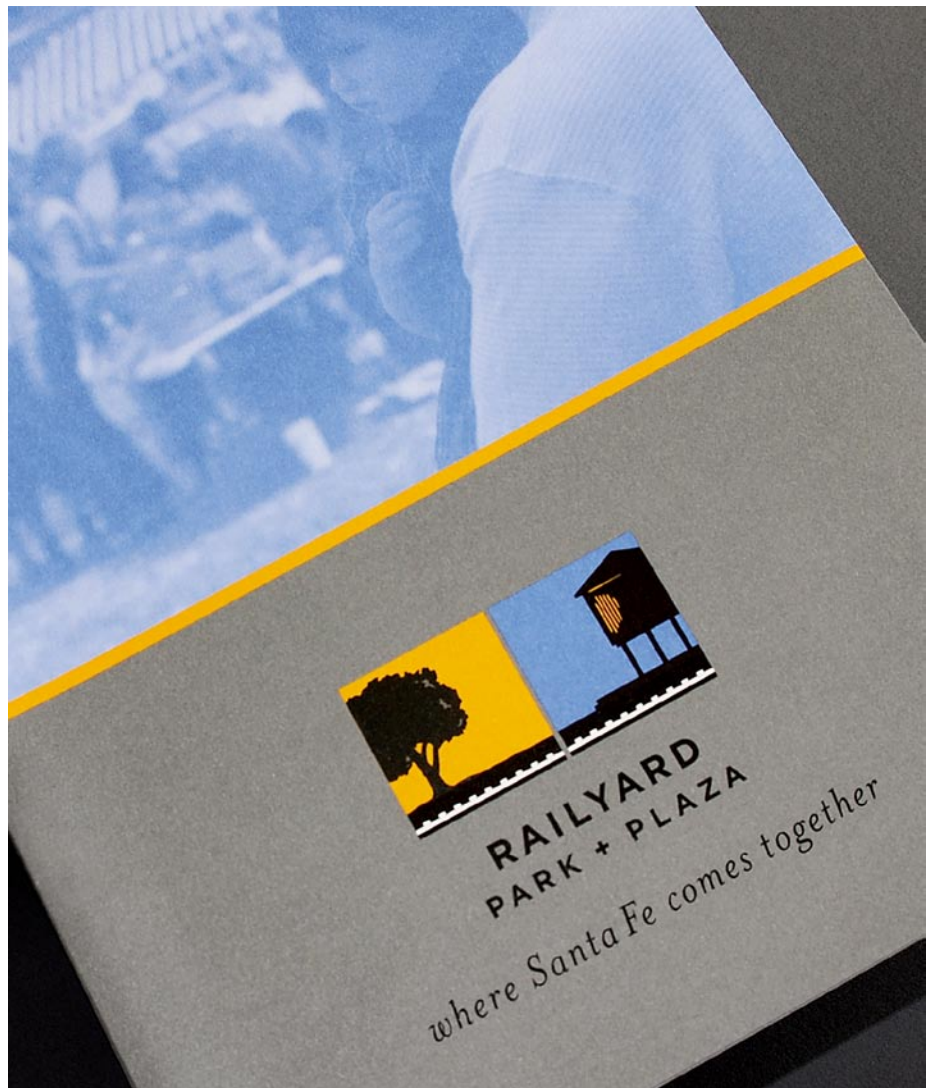
LOGOS, OPPOSITE PAGE:

THE COLLEGE OF SANTA FE'S MARK INCORPORATES A GRAPHIC TAKEN FROM THE STYLIZED FACADE OF THE CAMPUS LIBRARY.

PD BEAN: THIS IDENTITY WAS CREATED FOR A SANTA FE-BASED COFFEE HOUSE. IT'S NAMED FOR THE FOUNDER'S FATHER, WHO LOVED COWBOY COFFEE (RICH AND DARK).

AGAPAO: CISNEROS DESIGN CRAFTED THIS MARK FOR A COFFEE ROASTING AND DISTRIBUTION COMPANY.

ANASAZI RESTAURANT: THIS LOGO WAS MADE FOR A WELL-KNOWN RESTAURANT JUST OFF THE PLAZA IN THE INN OF THE ANASAZI HOTEL.



in some respects, remote—as Santa Fe merely makes his success story sweeter. Mostly, his accounts are of modest size and local or regional in nature. They include financial institutions, real estate businesses, hotels, restaurants, art galleries as well as municipal and state arts organizations. That means a lot of projects and efficient work habits.

Santa Fe is a place where traditions in the visual arts and the prevalence of commercial and fine arts businesses raise expectations and standards, according to Cisneros client Doug Svetnicka, communications director at the New Mexico Department of Cultural Affairs. “Because of its rich history, tradition as an arts center and ongoing role as a major tourist destination, Santa Fe is loaded with arts and cultural organizations, a greater-than-average number of hotels and restaurants and more specialty shops than you can visit in a week.”

The result, Svetnicka says, is an environment in which capturing attention is not easy. “If you use traditional media tools, such as printed materials, display advertising and websites, your design company better be effective. Ours [Cisneros Design] is.”

UNGLAMOROUS SANTA FE

The son of a man who had to work the fields at the age of 12 to support his mother and sisters after the sudden death of his own father, Fred Cisneros was not born to means. “My dad and mom came to Santa Fe in the early '50s. Dad was a mechanic and a tow truck operator. We lived in the same small house my entire childhood, growing up with the same friends, their parents and neighbors. We helped each other when asked. On weekends, my dad would dive under the hood for any neighbor or friend who pulled up in the yard—for free.”

The truck is homage to his dad, “Mr. C,” as folks around town called him. He helped Fred find this one, but never lived to see it before cancer claimed his life. Fred pulls the F-100 in front of The Flying Tortilla, a popular if well-worn restaurant near a long-in-the-tooth La Quinta Motor Inn at the end of Cerrillos Road. This end of Santa Fe is unglamorous. Trucks in the parking lot speak of working men and women. Their dusty, battered beds are littered with lunch trash and mud-caked tools. Two crusty old Anglos with day-beards leave the restaurant burping and chewing on tooth-



picks. They see the truck and whistle through clinched teeth. They nod and leave. No words are spoken. Cisneros is home.

“INNOVATE AS A LAST RESORT” (CHARLES EAMES)
He owns one-third of The Flying Tortilla. His two partners own another Santa Fe dining spot, The Pantry. Both diners are humble and packed. At the Flying Tortilla, portions are huge, hearty, good and cheap. Chili comes in green, red or “Christmas”—half red, half green, ladled copiously over everything but chocolate cake. Fans rattle. The floor is worn. A former salad bar is an odd-looking lunch counter, populated by regulars. Naugahyde booths look 1980—because they are. A stylized boomerang logo is the only hint that a graphic designer has anything to do with this place.

“I know what you’re thinking,” Cisneros says. “The place is a wreck, right? Well, when we opened this restaurant, I had great plans to change it—make it hip and cool. Instead, it changed me. It took me back to my parents, my sisters and my youth. So I started covering the walls with photos and memorabilia from my past. That then took on a life of its own. Customers started putting their own memories on the walls. Now it’s their restaurant, too, not just mine.”

As we sit down in booth 20 under a black-and-white photo of his four older sisters, Cisneros talks about his love for the place. “I am very social, so this place is the perfect extension of my home and office. I listen and chat with guests. I relax. I gain insights into our community, its politics, its needs, its tragedies and its dreams. And I love the tortillas—they’re made by a local lady, the desserts



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R E S T A U R A N T

by a local guy who cooks out of his house.” It’s all an extended family of friends and neighbors. Everything—from the tortillas to the chocolate cake—is linked.

Conversation turns to family. Fred and his wife Suzanne have three children in total: Amanda, 12, from Fred’s first marriage; Ferbie, 18, and Jade, 15, from Suzanne’s first marriage. Suzanne and Fred have known each other since high school. They became reacquainted years later when Fred went to her office seeking financial planning advice. They fell in love. “I don’t know where one family stops and the other begins anymore,” says Fred. “The kids all care about each other and get along. I am grateful for that.”

GIVE LIBERALLY

Back at Cisneros Design, we look over the work: Santa Fe Film Festival, Railyard Park, Jakalope, Hotel Santa Fe, Santa Fe Community Foundation, Niman Fine Art, Davis Selected Advisors (New York), Santa Fe School of Cooking, Santa Fe Children’s Museum, the New Mexico Community Fund, many others. The office is colorful and bright, peppered with Fred’s oddball purchases and collections. The building is Northern New Mexico style, a ranch-like structure with wide eaves, a little porch and a whiff of Victorian woodwork. Cisneros owns it—a choice too few creative professionals make when they are able.

Conversation turns to his colleagues. He feels strongly about their respective roles in making the firm a success. “The value my staff brings is huge. Allane’s organizational skills. Brian’s design

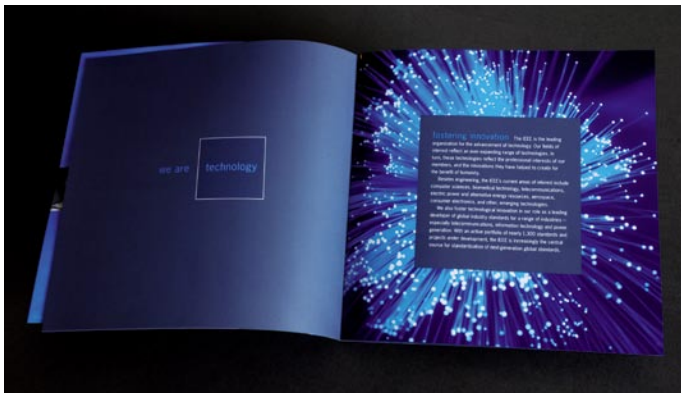
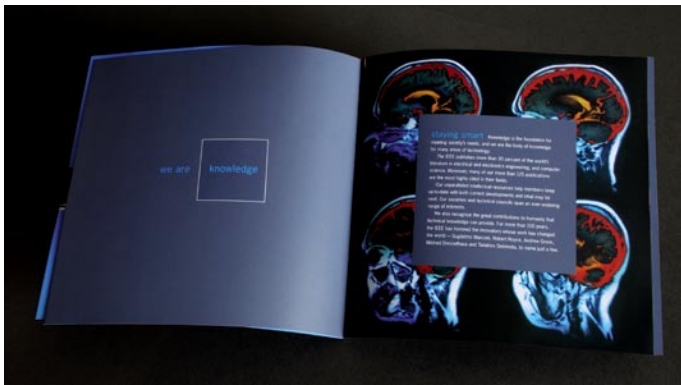
Continued on page 44

CASITA CONCEPT CONSTRUCTION (TOP LEFT): THIS CAPABILITIES PIECE FOR A SANTA FE HOME BUILDER GIVES THE CLIENT THE FLEXIBILITY TO CUSTOMIZE HIS PRESENTATION BY CHOOSING A SERIES OF CARDS TO PRESENT IN THE WRAPPER.

MICHAEL NARANJO MATERIALS (TOP RIGHT): SELF-PROMOTIONAL MATERIALS FOR MICHAEL NARANJO, A BLIND NATIVE AMERICAN ARTIST.

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS "DREAMS" BROCHURE (BOTTOM): THIS BROCHURE INTRODUCED "ENGINEERING TOMORROW"—A UNIQUE GLOBAL OUTREACH PROGRAM DESIGNED TO INCREASE TECHNICAL LITERACY, STARTING WITH KIDS 5-12 YEARS OLD.





INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS "WE ARE" BROCHURE (LEFT COLUMN): THE IEEE HAS SO MANY FOCUSES AND SERVICES, IT IS DIFFICULT TO SUM UP EXACTLY WHAT THE ORGANIZATION DOES. THIS BROCHURE BREAKS IT DOWN TO ITS SIMPLEST ELEMENTS: "WE ARE PEOPLE," "WE ARE TECHNOLOGY," "WE ARE CONNECTED," "WE ARE GLOBAL" AND "WE ARE IEEE." IT COMMUNICATES THIS IN A WAY THAT HELPS THE AUDIENCE QUICKLY UNDERSTAND THE IEEE ... NO SMALL TASK.

SANTA FE CHILDREN'S MUSEUM ANNUAL REPORT (RIGHT COLUMN): EACH YEAR, THE MUSEUM ASKS CISNEROS DESIGN TO PRODUCE ITS ANNUAL REPORT. THE MUSEUM PAID \$1750 FOR THE JOB AND ONLY NEEDED 250 COPIES, ALLOWING THE DESIGN FIRM TO DO ATYPICAL THINGS. "THIS IS A ONE-COLOR JOB ON THREE DIFFERENT-COLORED PAPERS," CISNEROS SAYS. "ALL OF THE PAGES ARE CUT INTO DIFFERENT SHAPES WITH NO DIECUTTING. WE ASSEMBLED THEM IN THE SHOP AND DELIVERED THEM. VERY FUN."

Continued from page 41

talent. Carmela's humanity and compassion. The many designers, past and present, whose work has made Cisneros Design respected for originality and ideas that work. They are why Cisneros Design is good and consistent. Allane minds the store while Brian maintains the standards. This allows me and others to do what we do best. I am proud of and grateful to them."

Chip Chippeaux, chairman of Century Bank, says Cisneros' reputation for community knowledge and involvement was critical in his selection of the firm. "Santa Fe is a community which appreciates creativity and values relationships," he says. "Fred's willingness to give liberally of himself is highly valued around Santa Fe. His quality of heart is unusual."

Brian Hurshman says Fred "never made it all about himself. He believes that sharing one's good fortune and respecting people is critical to the success of any organization, be it your business, home or community. People are attracted to that. I am."

Cisneros client Dottie Indyke agrees: "It should be noted how generous Fred Cisneros is to nonprofits. Northern New Mexico is an area with a lot of poverty and other challenges that are addressed by more than 600 nonprofit groups. These organizations never have the resources they need to achieve all of their goals. When Fred donates his considerable resources and talents, as he did for us at the Santa Fe Community Foundation, he and his colleagues are making a direct, positive impact on these communities."

NOT JUST THE CHILI

Over dinner later that evening, joined by Cisneros' attractive, energetic wife Suzanne, we meet up with Joel Nakamura, the well-known illustrator and one of Fred's best friends. "I met Joel after I hammered one of his slow-pitch softballs over the fence for a home-run," claims Fred. "Not," interrupts Nakamura. "He managed to dribble a weak grounder through for a single." Their relationship is easy and fun. They collaborate often. The evening is filled with warmth and affection. We totter into the night, sated by one of Santa Fe's legendary kitchens, Geronimo on Canyon Road.

I think about something Cisneros said about his father, how Mr. C never had much but gave what he had to family and friends. A photo of Mr. C has a place of honor next to the reception desk watched over by Carmela, the widest smile in Santa Fe. His spirit looms over many of our conversations. Although I never met him, riding around with his son made me feel as though I had.

"After he retired, my father would meet up with old friends for coffee each morning. I wondered what they talked about day after day," Cisneros recalls. "As I grew, I realized that talking wasn't the point. Listening was. If you don't listen, you miss so much. After dad died, I went to sit and talk with his coffee group. They spoke warmly of my father. After a while I quit going. My loss was diminishing. I was moving on. I found my own coffee group at the Tortilla, a bunch of sweet old ladies who always save me a seat."

Relationships. Respect. Community. Healing. Ingredients that can propel a person to great success. Sure, most anyone can get their hands on the ingredients—or some of them. But remember, it's not just the chili, it's the measure. That takes skill. Skill takes practice. Practice takes friends.

Speaking of chili, try the mix at the Flying Tortilla next time you're in Santa Fe. And while you're at it, sit down and chat with Fred Cisneros. He'll be there nearly every Saturday morning in booth 20, under the loving gaze of his four sisters. **S**



NEW MEXICO STATE LIBRARY ANNUAL POSTER: THIS POSTER WAS USED FOR MARKETING THE LIBRARY AND ALSO FOR PROMOTING "LASTING IMPRESSIONS," A TWO-YEAR SHOW OF EARLY PRIVATE PRESSES OF NEW MEXICO AT THE PALACE OF THE GOVERNORS ON THE PLAZA. CISNEROS DESIGN USED IMAGES FROM THE SHOW TO CREATE THIS POSTER AND DEBOSSED THE HORSE AND COWBOY TO ACHIEVE A LETTERPRESS FEEL.



NIMAN FINE ART "STRUCTURAL DUALITIES" (TOP): A BIOGRAPHY AND GALLERY SHOW CATALOG FOR ARTIST DAN NAMINGHA

NEW MEXICO CHILDREN'S CABINET REPORT CARD AND BUDGET REPORT (MIDDLE AND BOTTOM LEFT): THIS REPORT CARD SERVES AS AN ASSESSMENT OF THE STATE OF NEW MEXICO'S CHILDREN. THE BUDGET REPORT PROVIDES AN ANALYSIS OF STATE AND FEDERAL SPENDING ON CHILDREN AND YOUTH PROGRAMS WITHIN THE 15 DEPARTMENTS THAT SERVE ON THE CHILDREN'S CABINET. THESE TWO PIECES SLIDE INTO A SLEEVE WITH A DIECUT WINDOW AND A THUMB TAB.

CISNEROS DESIGN (MIDDLE RIGHT): A HOLIDAY MAGNET SET DONE IN 2004