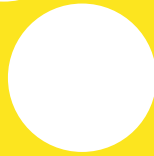
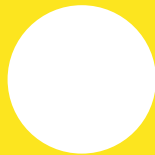
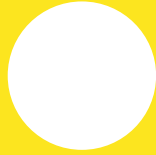


On Point.

7  
8  
9  
7 8 9 9 8 7  
9

©BAPDH

BRIAN ANTHONY PELUSO DESIGN HOUSE





The **5-D**'s of our design process.

1. **DISCOVERY**
2. **DIRECTION**
3. **DEVELOPMENT**
4. **DEPLOYMENT**
5. **DISTINCTION**

**Regardless** of the task at hand, we take great pride in providing you with highly effective and insightfully original creative solutions.

**On Point.**

# Brian Anthony Peluso

*Founder & Visionary*

For the past 25 years I have been truly blessed with the incredible privilege to work as a trusted **key creative resource** for some of today's most widely recognized and revered brands, businesses, institutions and organizations.

Over a decade ago I set out on personal mission to seek and destroy the inefficiencies, pretense and protocol of the processes and outdated options available in the Design Services Marketplace.

Armed with an impressive arsenal of knowledge and know-how, and an unbridled spirit to innovate, influence and inspire, I set my sights on offering a **Special-Ops** solution to my clients. This commitment to add more value and enrich the relationship between client, agency and consumer, has enabled me to act as a **Creative Marksman** for those whom I serve.

Through extensive research and reconnaissance I found often times these relations are utilitarian, task oriented and fragmented. My goal was to become an integral extension of the brands and businesses that I am aligned with...Remaining involved and current with their objectives and obstacles, always offering a keen and focused eye and steady senior level strategy and support. Contrary to the status quo: where the Five Star Creative Guru will be there to win your business and dazzle you...then by virtue of economics and a flawed process they are unable to execute and nurture the end result and it is realized by junior personnel. The unattractive by-product of this is usually a diluted message, inferior image and disjointed experience. The amount of time revising and revamping projects adds up to annoying inefficiencies and often results in unexpected and inflated cost to the client. **This practice does not live here!** I am involved from start to finish, from the War Room to the trenches, always ensuring that the vision and voice that we collectively craft is realized with vigilance and to its fullest extent.



**THE OBJECTIVE IS TO DEPLOY A CREATIVE CONTINUUM,  
INFUSED WITH IMPACT AND RESULTS.**



**Do not go where the path may lead.  
Go instead where there is no path  
and leave a trail.**

*~Ralph Waldo Emerson*

I recall being a young boy, around eight years old and finding a stack of Saturday Evening Post magazines down in my Grandpa's workshop.

**The Norman Rockwell covers captivated me!**

My mind dove deep into the intricate details and mischievous mannerisms depicted by the characters...It seemed to me that they all had a silly secret or a special spot in the grand plan. My heart caught up to my mind some years later... and after reproducing scores of Rockwell covers on scrap paper at my kitchen table. I realized that the America that he depicted was where **our connection** resided. Rockwell offered a welcoming sense of small town connectivity and community but always delivered in a way that was big and full of endless hope and possibility.

The trail which I have chosen to blaze has led me to wonderful places filled with amazing connections and experiences. I was inspired by Emerson & Rockwell, and fortunately grew up in the design world back when one had to use their hands in concert with their head.

I have been able to fuse technology with technique and tradition and offer a true and proven advantage to my clients, their customers and the products and services that bring them together.

It has been my life's work, in and out of the studio, to **CREATE & COMMUNICATE.**



## AFFINITY PROGRAMS

Activating and retaining consumers through loyalty and continuity.



## CHEERS! 100% CREATIVITY BY VOLUME

Creating compelling images and initiatives for the beverage and bottling industry.



## PRODUCT & PACKAGING

It's all about shelf presence and pop!  
We ensure optimal "fiddle-factor".



## BRANDING

From naming conventions to iconology.  
From vision to voice...We always leave a mark.



## HEALTH & WELLBEING

Receive complete care and personal service...  
We are specialists with great BRANDside manner.



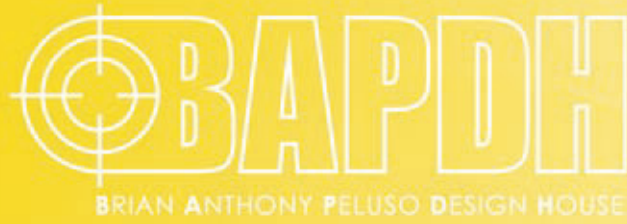
## LIFESTYLE APPAREL

Over two decades designing apparel and collections for some of retails most relevant.



## SPACES

• TRADE SHOWS • INTERIORS • VISUAL MERCHANDISING  
• STOREFRONTS • RESTAURANT & BAR • COMMERCIAL

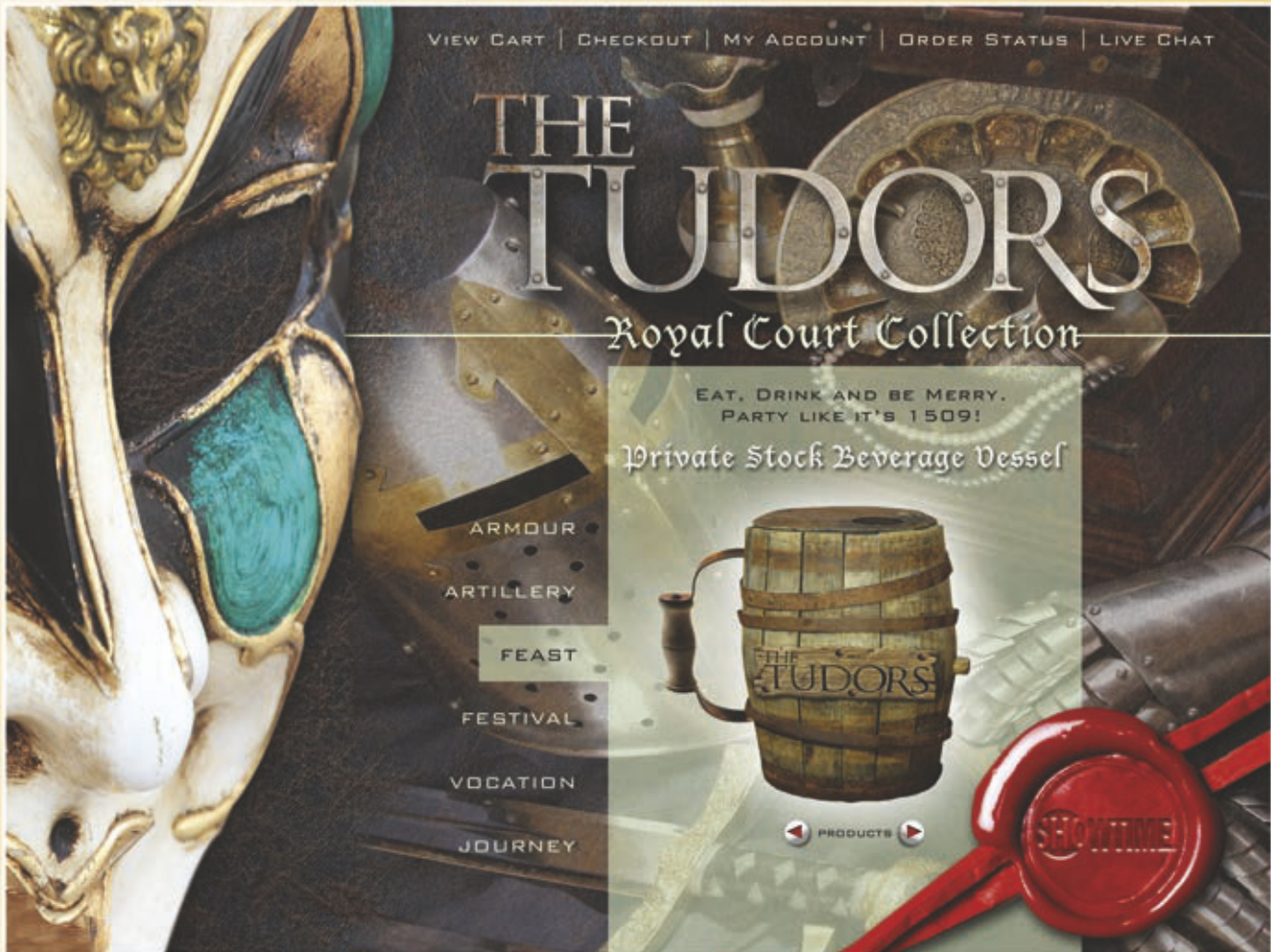


# AFFINITY PROGRAMS



On Point.





We are Loyal Subjects to the majestic and timeless art of **Brand Communication.**

When BAPDH was charged with the task to develop a rivoting affinity program for the hit series "The Tudors"...Well, we not only pierced the armour of the target audience...We knocked them right off of their high horses!

Our Royal Court Collection fused the persona of the show with a suite of custom created items, which we designed and developed. The program was delivered through a clever website which made it fun and easy to redeem product and keep abreast of various "insider" sneak-peeks and privilliges.





## Successfully Stimulating Surprises.

Great thought and effort goes into the way in which we reach and retain audiences within the Direct to Consumer channel.

**Be tactile, tangible and terrific!** this is our foundation in building a successful direct response campaign. Getting an unexpected gift mixed in with ones mundane mail and bills will boost spirits, raise awareness and enhance loyalty.



1. Coffee is mailed to customer
2. Upon service Mug is given out
3. Mug contains coupons for additional service.





## Retro-Relevant?

*{ yeah there's such a thing }*

Pour in the time-honored traditions of the Coca-Cola brand with a trend and tech savvy collection of custom designed gear and goods...and BAM!

Our affinity program paid homage to Coke's history and brand equity, but with a refreshingly tasty twist.



# Did someone mention Brand Extension?

When a customer is laying down their hard earned cash for your product, you'd better figure a way to make them feel pretty darn special. If not chances are your competition will.

Aside from the attributes and differentiators possessed by the core brand, there exists a brand "X" factor. The essence of the brand.

Connecting the dots between your customer's behavioral lifestyle and the promise, feeling and function of your product is a true art.

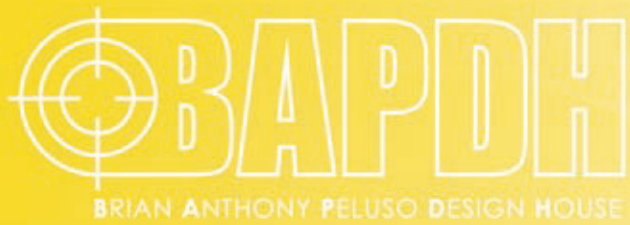
We create brand extensions that engage and entice consumers to allow your name and brand into their personal space.

- Gift with purchase
- Gratitude through gear
- In-pack On-Pack

We stay fashion forward and trend conscious and always increase your brand's "Message Mileage".







# CHEERS!

spirited solutions 100% creativity by volume



On Point.



# Hard Rock

CAFE







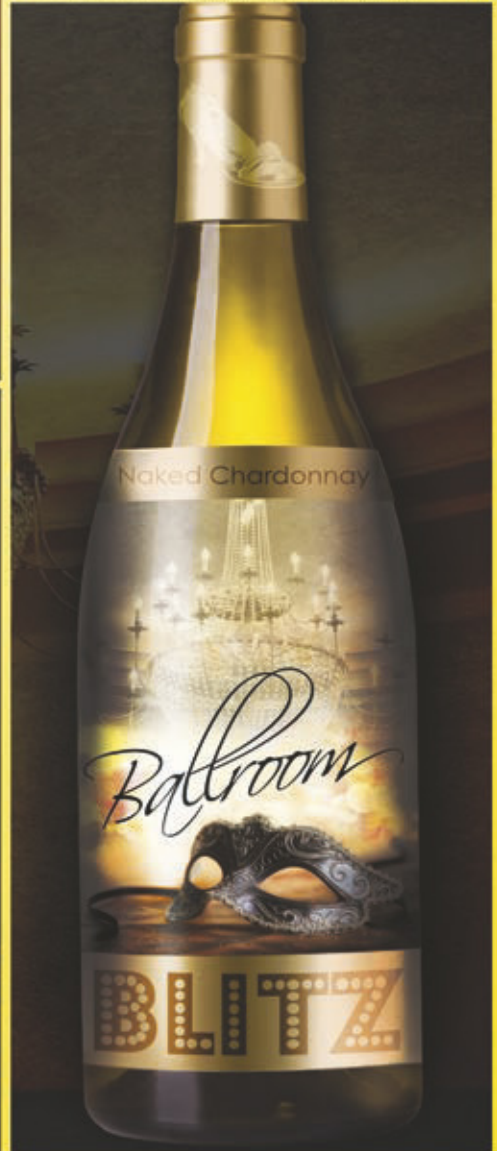
*We SAVE Our Taps To SUPPORT Homeless Animals & SHARE Good Will.*

**TAP & POUND**  
 Original

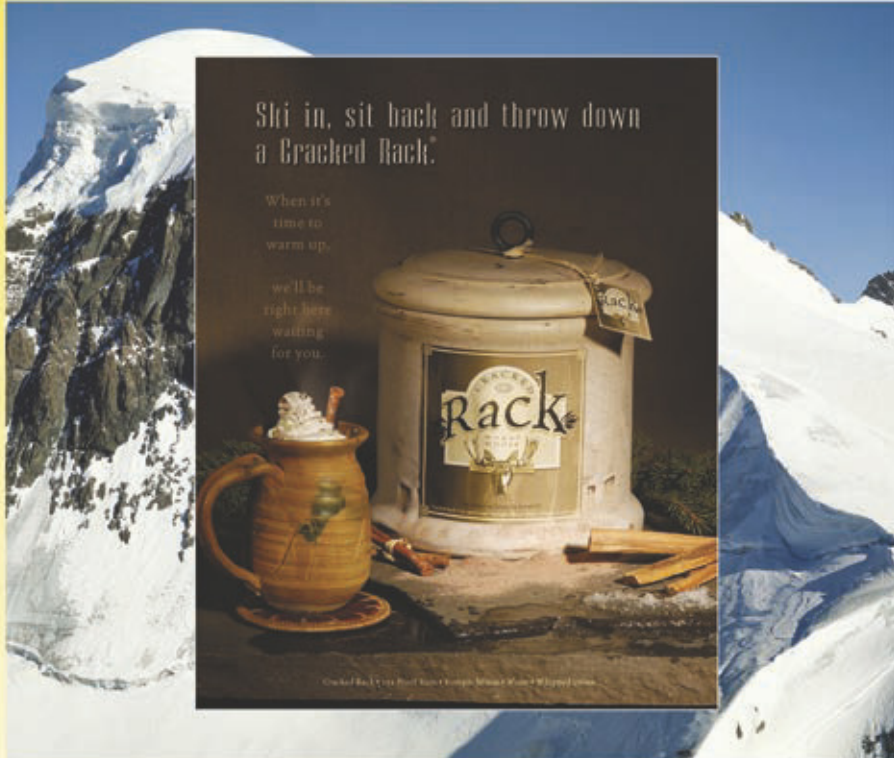
BUY OUR TAPS  
 AS WELL AS  
 COOL APPAREL  
 AND SWAG!

**BENNIGAN'S**

Proud to be a local sponsor.











# PRODUCT & PACKAGING



On Point.





Proper brand hygiene is a must!

Gillette®



Introducing... **Gillette for Women Venus**

The Venus shaving cream canister is ready to go with you wherever you are. It's the perfect size for your travel kit and fits easily into your bag or suitcase.

Completely designed for the way a woman shaves.

- **Shave heads** are surrounded by soft micro-blades that gently smooth out your skin so the blades safely glide you close, clean, coated.
- **Flexing head** follows your curves and fits easily into hard-to-shave areas.
- **Indicator** that tells when it's time to change blades. Turns blue to white when you are no longer getting the optimal Venus shave.



**NEW!**  
**POWER STRIPE™**  
Power packed for stronger & longer odor protection.

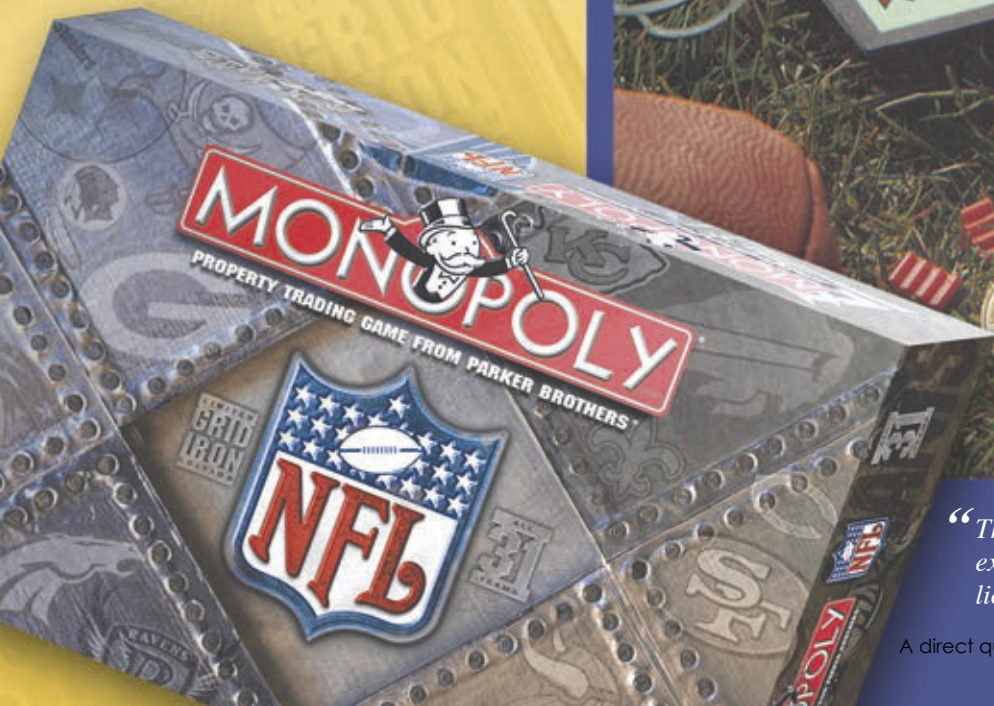


## Powerful Packaging!

*"It hits hard and leaves a mark."*

Monopoly NFL was faced with third and long...we lined up, focused on the end zone and scored BIG!

Our approach was to change the actual game and enhance the experience from the inside out. We renamed it The Gridiron Edition and created a motif that was true to both entities. This took precision and polish. The end result of this total transformation was a 300% **spike** in sales at kick-off and an annual growth of 20% over the next 5 years.



*"This one stole the show! it is by far one of, if not the best examples of our NFL essence being intertwined with a licensed consumer product."*

A direct quote from Commissioner Paul Tagliabue at the NFL product summit.





## Sweet Ideas by the bag full!

Having worked with Masterfoods U.S.A. since the mid 1990's, I have been incredibly fortunate to have been a part of a true brand explosion. BAPDH has been called upon to create original themes, concepts and situations to showcase the personality and pop culture appeal of the m&m's characters and many other Mars candies and collections.

Featured above is the **"Masterpiece Studio"** classroom exploration kit. This was developed as a tool and tribute for NYC elementary teachers. It included a host of product and a DVD with games, coloring pages and puzzles which could be used in the classroom..Oh and plenty of m&m's.



Visual Merchandising and decor, digital display as well as from-concept product design and industrial design.



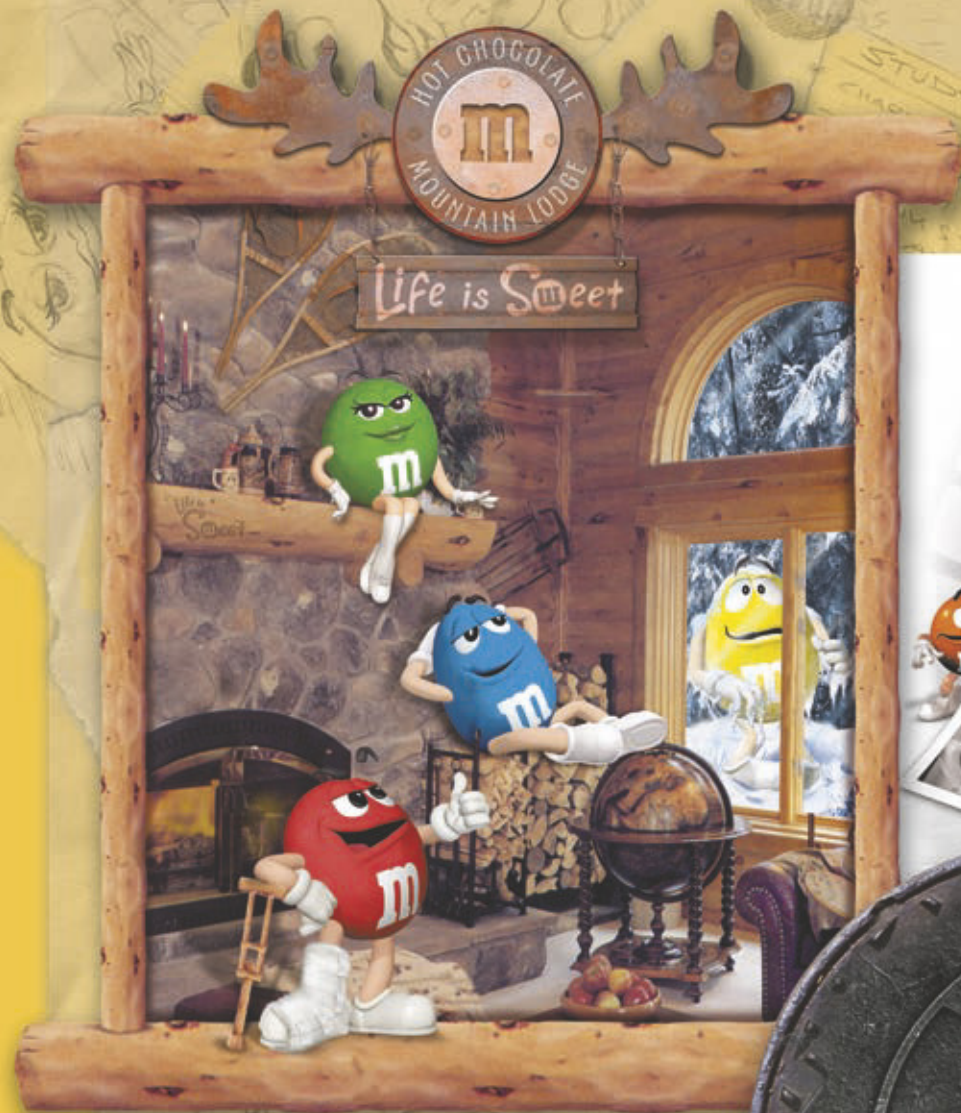


**We just love chillin' with these guys.**

And we were thrilled to work on the packaging and visual merchandising system for the cool and delicious m&m's ice cream product line. Featured are our super fun freezer door cling decal and two boxes of frozen goodness.

***We also orchestrated the system, decor and criteria for in-store demo days.***









BRIAN ANTHONY PELUSO DESIGN HOUSE

# COMPREHENSIVE BRANDING



On Point.





## **Bespoke user experience...on the move!**

We took a cut & stitch approach to sewing up incredible recognition and market share for our client. Not only did BAPDH create a cool and memorable name and brand architecture, we also assessed the competitive landscape and came up with the idea for our client to **"go mobile"**.

The creation of the Moveo Mobile Style Bar was our brainchild and a cleverly befitting solution...which is definitely not "off the rack".



styleBAR



Brookwood

While others are forced to play defense...  
We're playing offense.

Brookwood is an investment firm, founded in 1993, that specializes in acquiring and managing real estate. Prior to the recent economic downturn, we recognized that the historic real estate market was unsustainable and therefore sold every property that we had purchased prior to 2005. As a result, we are now poised to take advantage of buying opportunities as they arise. Our business success is propelled by a few key drivers, which permeate our organization: Anticipation, Focus, Flexibility, Discipline.

Our portfolio, which has exceeded \$1 billion, has spanned multiple asset classes in select markets across the United States. The exemplary returns we have provided our investors reflect our past achievements and guide our goals for the future. Some of our recent activity includes:

- Completed the purchase of significant interests in a 150,000 square foot office and parking structure building in Northern VA and 1,000,000 square feet of Southwestern Florida.
- Signed some of the largest leases in the industrial sector including leases for 124,000 square feet with Amazon.com, Inc. and the renewal of 107,717 square feet with Hewlett-Packard.
- Placed 1000+ employees in a 200,000 square foot portfolio of retail stores in an new, attractive market.

Brookwood currently owns and manages 1.25 million square feet of commercial real estate in New England. Please contact us for more information.

[www.brookwoodfinancial.com](http://www.brookwoodfinancial.com) 978-927-8100

Brookwood

*Tools, Timing and Tradition*

Brookwood is an investment firm founded in 1993, that specializes in acquiring and managing real estate. Prior to the recent economic downturn, we were one of the few real estate investment companies to recognize that the historic real estate market was unsustainable and sold every property that we had purchased prior to 2005. As a result, we are now poised to take advantage of buying opportunities as they arise. We believe our success is propelled by a few key drivers, which permeate our organization.

Our portfolio, which has exceeded \$1 billion, has spanned multiple asset classes in select markets across the United States. The exemplary returns we have provided our investors reflect our past achievements and guide our goals for the future.

Born to Lead

Brookwood is an investment firm founded in 1993, that specializes in acquiring and managing real estate. Prior to the recent economic downturn, we were one of the few real estate investment companies to recognize that the historic real estate market was unsustainable and sold every property that we had purchased prior to 2005. As a result, we are now poised to take advantage of buying opportunities as they arise. We believe our success is propelled by a few key drivers, which permeate our organization.

Anticipation. Focus. Flexibility. Discipline.

Our portfolio, which has exceeded \$1 billion, has spanned multiple asset classes in select markets across the United States. The exemplary returns we have provided our investors reflect our past achievements and guide our goals for the future.

[www.brookwoodfinancial.com](http://www.brookwoodfinancial.com) 978-927-8100



## How do you weave a tricky old logo into contemporary collateral?

Brookwood is a 1.3 billion dollar real estate trust and property management company. Their existing logo is very hard to work with due to an awkward perspective which forces the reader to take a worms eye view of the icon. Our solution was to treat it as a tonal and subtle embellishment that is baked into the collateral instead of being slapped on it.



MILLSTONE "FLAGSHIP" BRANDING

MILLSTONE  
CREATIONS

DIVISIONAL "FLEET" BRAND ICONOLOGY

{BUILD} MILLSTONE  
{POWER} MILLSTONE  
{IMAGINE} MILLSTONE

BRAND STANDARDS COLOR STORY

MATTE BLACK	METALLIC PEWTER	COOL GRAY 86







WAVECOM™  
SOLUTIONS



BLUEFLAME





**SALES LIN** X

**IRONHORSE**  
creative marketing firm

**PERKY'S**  
Coffee Shop

**1837**  
PUTNAM HOUSE  
Reserve

The  
**JUNKYARD**  
**GYM**  
One Mans TRASH is another Mans TRAINING!

**BLANCA**

**Best in Show**  
by Shawmut  
working together to set you apart.

**CX**  
CYRK CREATIVE EXCHANGE

**EASTERN EQUITY**  
partners

**stay MAD**

**PIVOT**





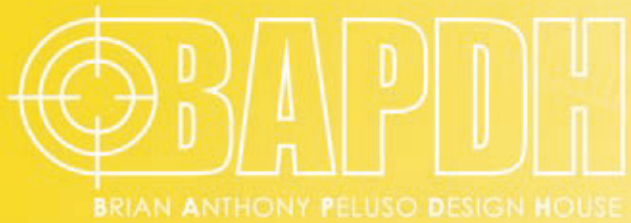




whatever...wherever...whenever...

**We've got you covered.**





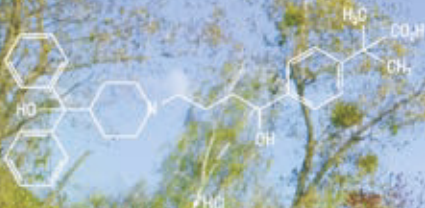
# HEALTH & WELLBEING



On Point.



# allerGone



Extended-Release Tablets for oral administration contain 60 mg fexofenadine hydrochloride for immediate release and 120 mg pseudoephedrine hydrochloride for extended release. Tablets also contain as excipients: microcrystalline cellulose, pregelatinized starch, croscarmellose sodium, magnesium stearate, carnauba wax, stearic acid, silicon dioxide, hypromellose and polyethylene glycol.



**allerGone**  
(fexofenadine hcl and pseudoephedrine hcl)

We named, branded, packaged and promoted this “**FRESH**” solution to the boring and ambiguous alternatives.

# *Quality Care*



  
AMERICANRENAL  
*associates*

  
AMERICANRENAL  
*associates*





Helping The Commonwealth Drive Health Care Reform

253 Summer Street Boston, MA 02210 | Phone: 1-800-452-5449 | nhp.org



## Some things are just meant to go together.

**Zoll:** a biomedical company, was excited to announce their newly attained relationship with Health Trust Purchasing Group. During our discovery phase, we revealed that there was an opportunity to tap into a pop culture depiction of classic unity. Our concept was to express a perfect fit and a natural pairing.

We developed a **cross media solution** that featured multi dimensional, customized consumables and collateral pieces which prompted the recipient to visit a personalized URL. Zoll was able to gather valuable marketing data as well as reward its visitors with a gift. The campaign was extremely successful and Zoll's new relationship with HTPG garnered great response.





## A different approach to an emerging issue.

The e-cigarette market has become a popular alternative for smokers to either kick the habit or migrate over to a healthier choice in nicotine consumption.

Their competitors go to market with a more retail oriented, low brow- lounge look. Our brand and tag line was devised to evoke a spirit of healthy living and freedom.





We Lead The Nation  
In Life Sciences

Mass



## Helping the State stand out in a crowd.

The Massachusetts Biz Team hired us to develop a billboard for a nation conference on Life Sciences. The boards purpose was to visually entice audiences to connect the dots between cross-disciplinary technologies, science and geographic location.

The interesting image we created was well received by the community at large and helped to increase booth traffic and enhance conversation and connectivity.



# LIFESTYLE APPAREL



On Point.



# COPE CREATIONS

cope 1 (kōp)

intransitive, coped, coping, copes  
1. To contend or strive, especially on even terms or with success. "coping with daily life and a full-time job"  
2. To contend with difficulties and seek to overcome them.  
"music always grounds me and helps me to cope"

Spinning some  
smooth grooves  
helps my mood

—James Dean

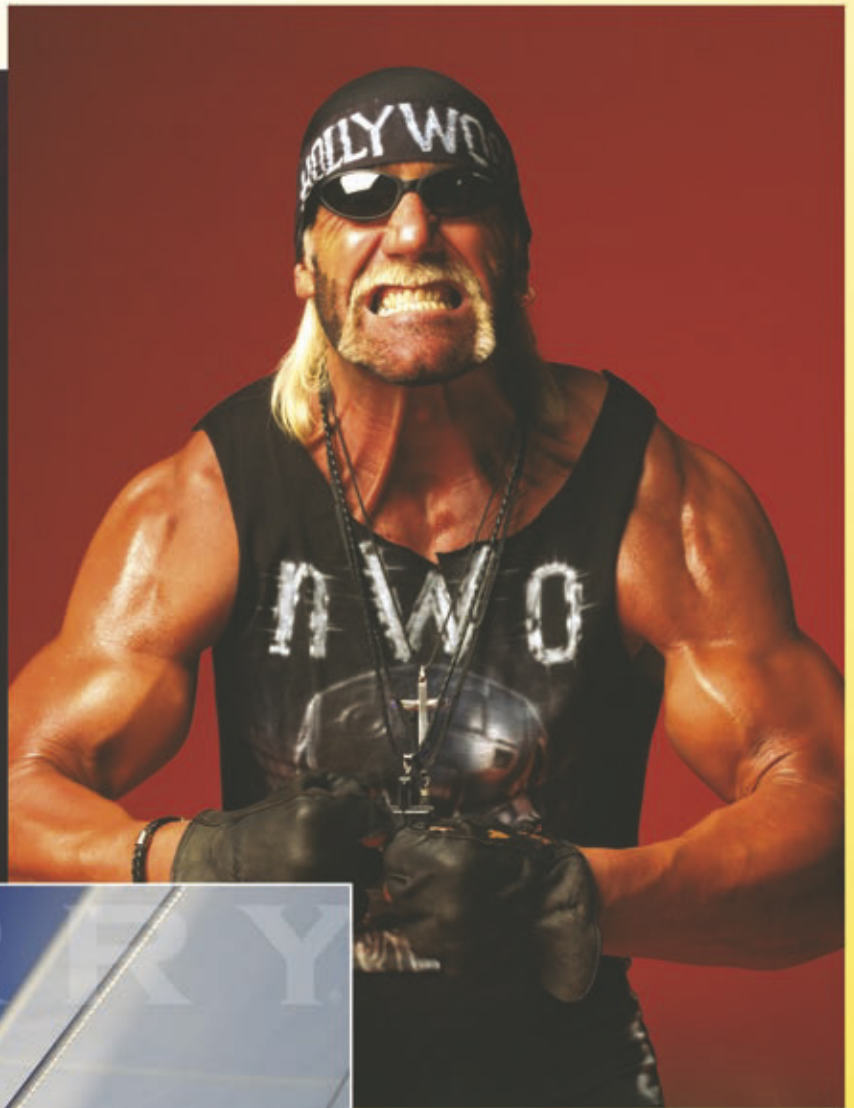
URBAN  
OUTFIT  
TERS



LUCK  
if you've ever  
been a lady  
to begin with  
LUCK be a  
lady tonight

—Frank Sinatra

URBAN  
OUTFIT  
TERS



**LOUD and PROUD,  
to laid back...**

***We'll make sure it fits!***

From concept to completion, our decades of designing apparel collections from fashion-to-fitness always ensures maximum comfort and creativity for our clients.



AMERICAN CLASSIC



SINCE 1901







**stayMAD**  
SPORTSWEAR  
&  
**Ray Bourque**  
PROUDLY PRESENT

# RB77

**An apparel line with legendary appeal and a powerful message!**

The guys that created stayMAD Sportswear, Steve, Mike & Brian really caught my attention. First of all, they come from a similar, modest upbringing like me and have worked real hard at growing the company. But more than that, when they explained to me the message behind the company, and presented the amazing brand and apparel line that Brian Peluso (stayMAD partner & acclaimed designer) created I loved it. The stayMAD message challenges people to give everything they have in pursuing their goals, be it school, sports... or any endeavor, and then to accept the results. I'm really excited about this entire "Stay MAD Movement" and being an owner and the fourth member of the team here. It has been a while since I've been a "Rookie" but as always... I plan to stay MAD!

MOTIVATED • AGGRESSIVE • DETERMINED

*[Signature]*

Available ONLINE and at select retailers, including  
**Pure Hockey**

staymad.com • RB77hockey.com • 1-866-stayMAD



## Understanding the industry inside n' out.

The ability to build an apparel brand from the ground up takes much more than putting a cute image on a t-shirt and expecting the world to wear it. We have handled every aspect with strength, stability and success.







BRIAN ANTHONY PELUSO DESIGN HOUSE

# SPACES

carefully crafted environments and atmospheres



On Point.







# The Buzz of Beantown is a cut above.

The 'A' list clientele consists of those looking to upgrade their way of being groomed and graciously serviced. You do not need to be a celebrity to be treated like one! The regulars consist of Professional Athletes, Doctors, Lawyers, Artists, Producers, CEO's, Ad Executives, Professionals, Entertainers, Politicians, and anyone who values their time.

Coco Fernandez is one of Boston's best barbers...cutting a host of Celtics, Bruins and Sox! It was actually a Celtic who connected Coco to Brian Peluso when the idea of a mobile shop was being spit-balled during a line-up cut. **{The Celt was a Moveo Republic Client}**

BAPDH developed the MOBAR brand with the vision of deploying a franchised national fleet. Peluso asked Coco **"Do you want to be a just another guy cutting hair in a van?...or THE GUY!"**

Our naming, branding and complete design and positioning of this revolutionary concept in convenience, has solidified MOBAR as a true head turner! It is awesome to hear about the smashing success and viral nature of the brand experience. MOBAR delivers an innovative, private and professional atmosphere with a gifted and experienced team of groomers.

**\*After only 6 months in business MOBAR already has 7 potential franchise partners lined up.**





Timberland

## Look...Up in the sky..It's a?

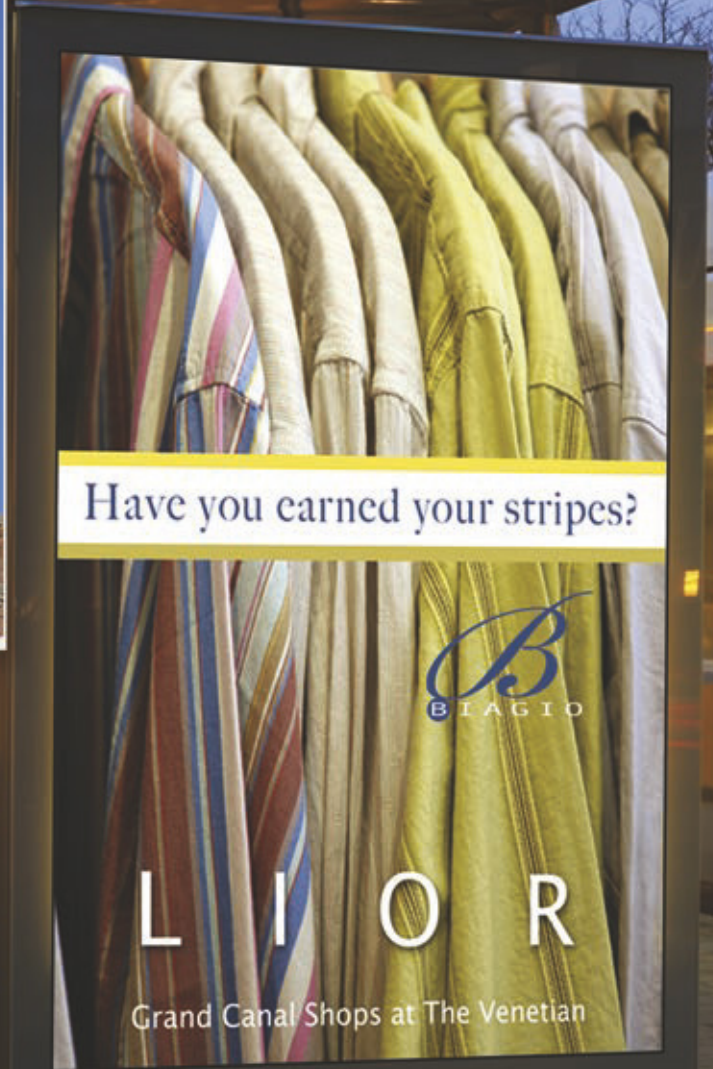
Winner! When it comes to driving booth traffic at the industries premier trade show...Well we say you just have to **go big or go home!**

Our concept was to evoke maximum interest and buzz, while using minimal messaging. Our captivating, custom image ascended over 20 stories into the Vegas skyline and was to blame for lots of stiff necks and a flowing blitz of booth action. We invited the public to **RISE UP**...and interest, excitement and traction rose as well.

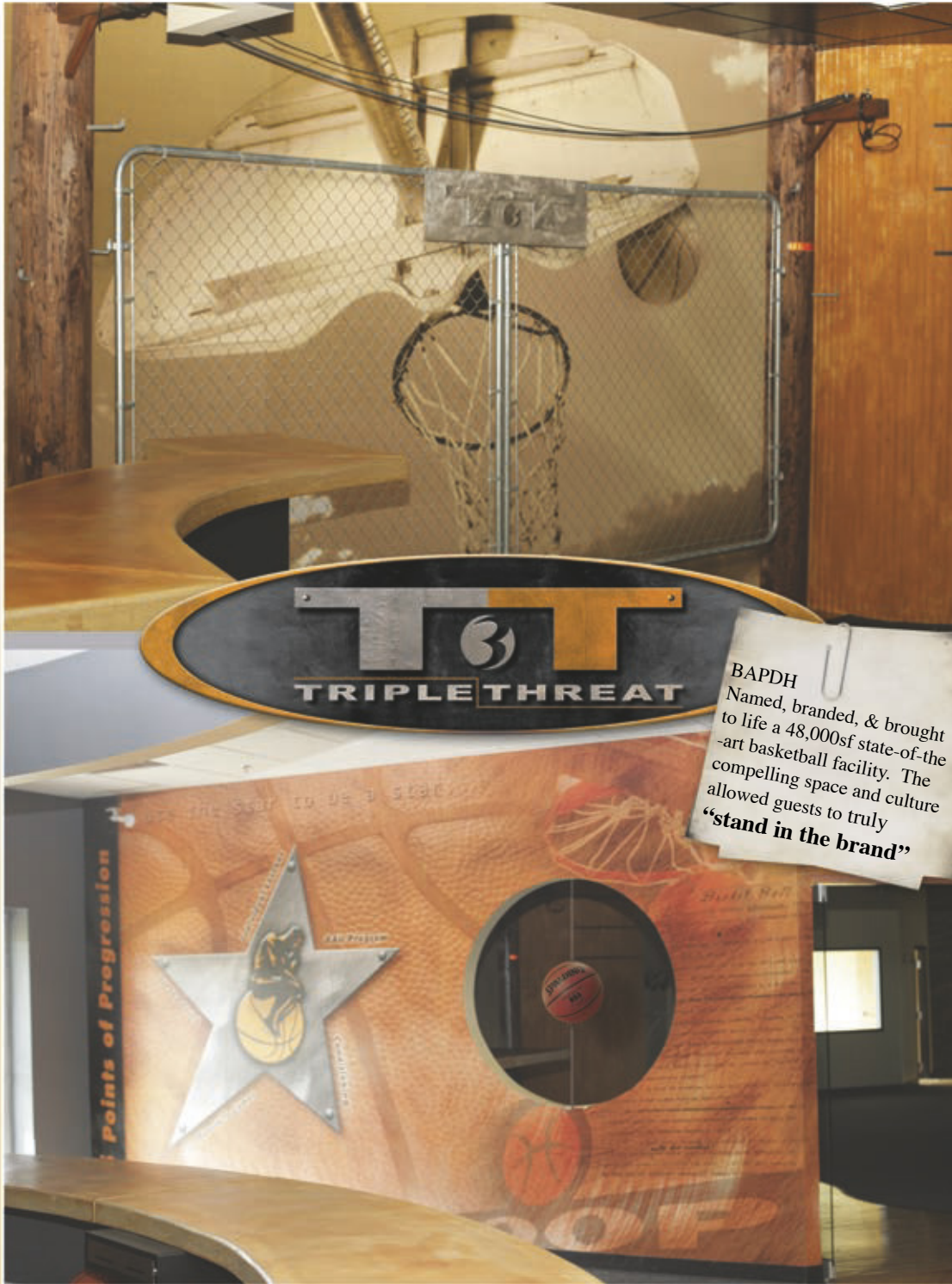


**RISE UP**

[www.timberland.com](http://www.timberland.com)







BAPDH  
Named, branded, & brought  
to life a 48,000sf state-of-the-  
-art basketball facility. The  
compelling space and culture  
allowed guests to truly  
**“stand in the brand”**

## THE TRIPLE THREAT.

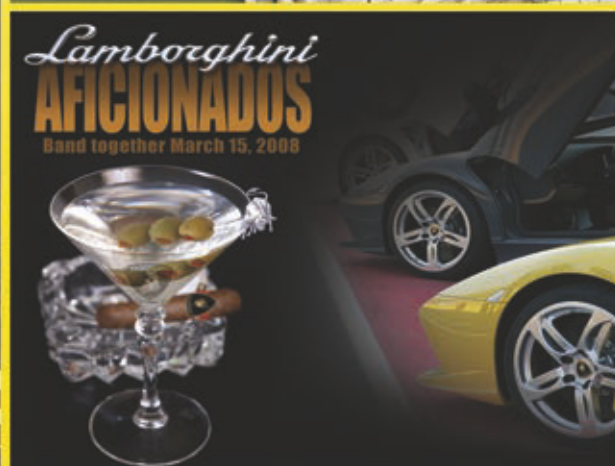
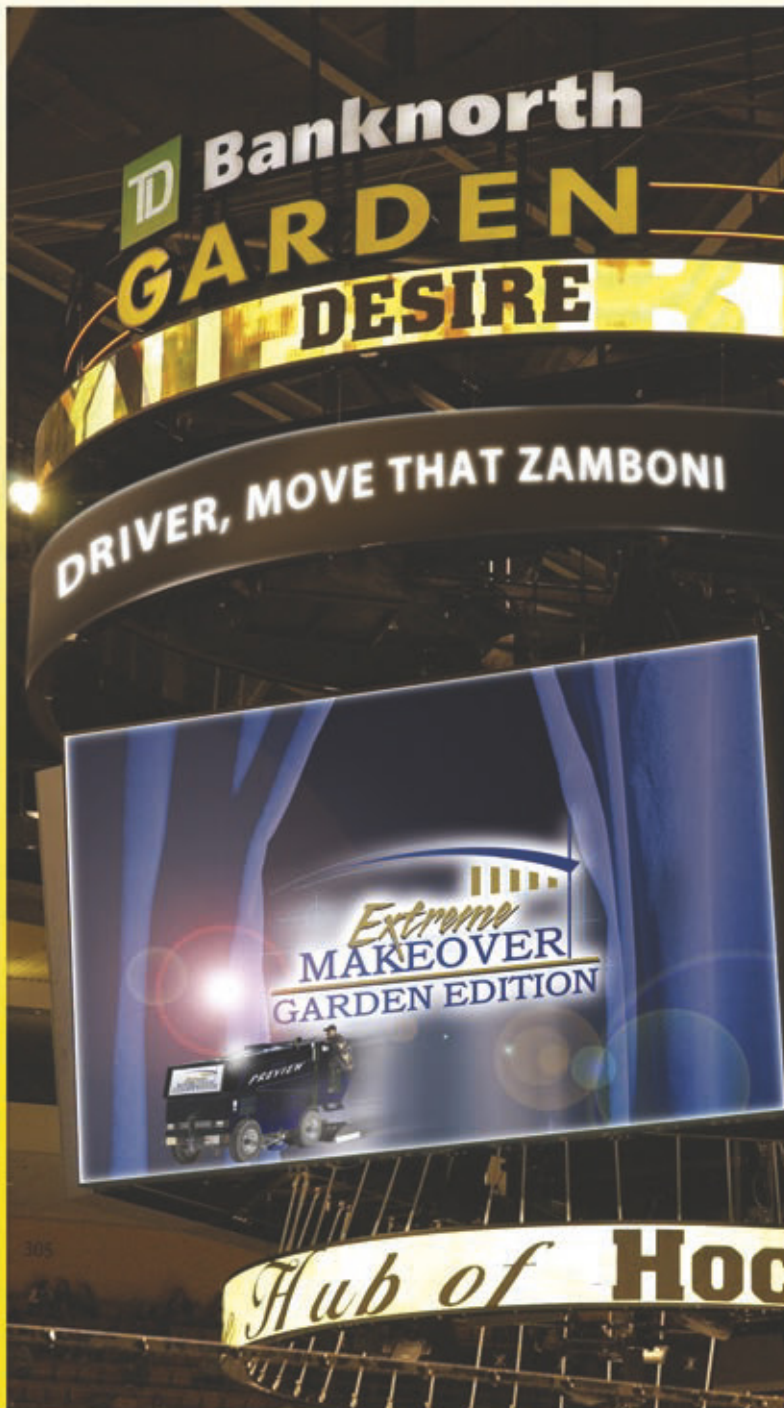
- Imagination
- Creation
- Facilitation



BAPDH turned up the heat for BlueFlame! Unique furnishings and interiors.







- COMPLETE DESIGN • EVENT BRANDING • PROMOTION • COLLATERAL SUITE
- SPACIAL PLANNING • DECOR • CELEBRITY SWAG BAG • EVENT PLANNING
- MAILING • WEB E-BLAST • INVITATIONS • PROGRAM • POST EVENT SURVEY

BOOTHS BASHES &  
**BEYOND**





Existing Condition



PROPOSED ENHANCEMENT



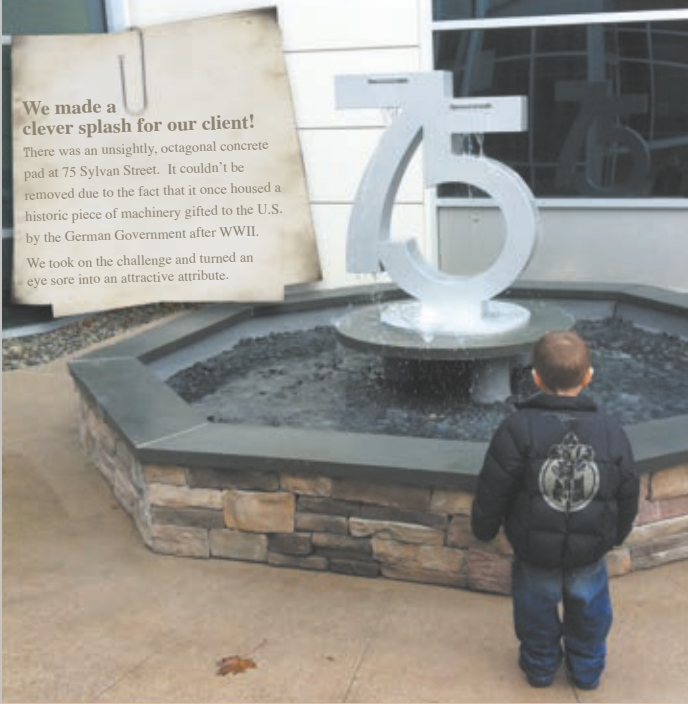


We envisioned, designed and produced this architectural sculpture to unite the buildings and create a defined courtyard, and then came up with a creative solution to rehab the damaged cement patio without replacing the entire surface.





Once a dark and empty place...Now a useful common space!



# Artful Integration & Tasteful Preservation

**Formerly the Sylvania Light bulb manufacturing plant**, the property at 75 Sylvan Street in Danvers, MA was a unique and interesting project. The scope possessed an exciting variety of branding, environmental design and construction. The building is occupied by corporations and mixed tenants whose varying needs and desires had to be factored into the overall design rehab.

We were engaged to design, decorate and dress the property. And also turn a vast and under utilized space into the heart and centerpiece of this 160,000+ square foot campus.

We carefully and mindfully took a touch of our design cue from the Art Deco era that influenced the original structure and fused that inspiration with today's impressive textures, technologies and pertinent elements. The end result is an eclectic array of purposeful and interesting architectural elements, sculpture, meeting spaces, nooks, lobbies, a fitness room and a great eatery {cafe 75}. We succeeded in extending and enhancing the overall culture and experience at **75 Sylvan**.





**BUILDING A**

- Suite A-101: HCPm, Inc.
- Suite A-102: Avocita Technologies
- Suite A-103:

**BUILDING B**

- Suite B-101: VistAplus, LLC
- Suite B-102: Hospital of the North Shore
- Suite B-103: ThinkFirst, LLC
- Suite B-104:

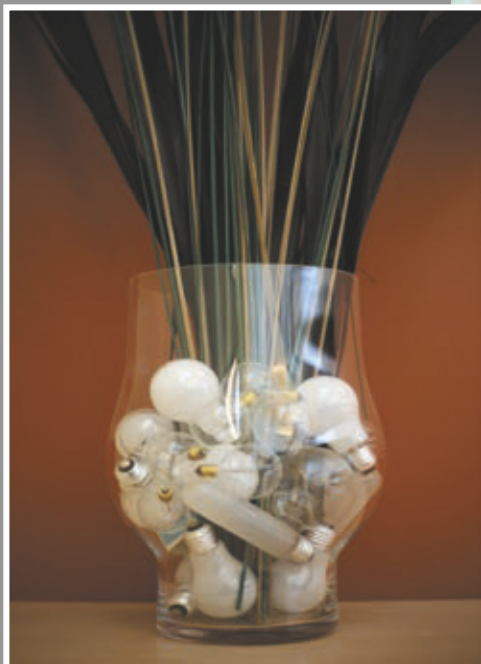
- Suite B-201: E&S
- Suite B-202:
- Suite B-203: [unreadable] LLC
- Suite B-204: [unreadable]
- Suite B-205:

**BUILDING C**

- Suite C-101: [unreadable]
- Suite C-102: [unreadable]
- Suite C-103: [unreadable]
- Suite C-104: [unreadable]
- Suite C-105: [unreadable]
- Suite C-106: [unreadable]
- Suite C-107: [unreadable]
- Suite C-108: [unreadable]
- Suite C-109: [unreadable]
- Suite C-110: [unreadable]



café **75**

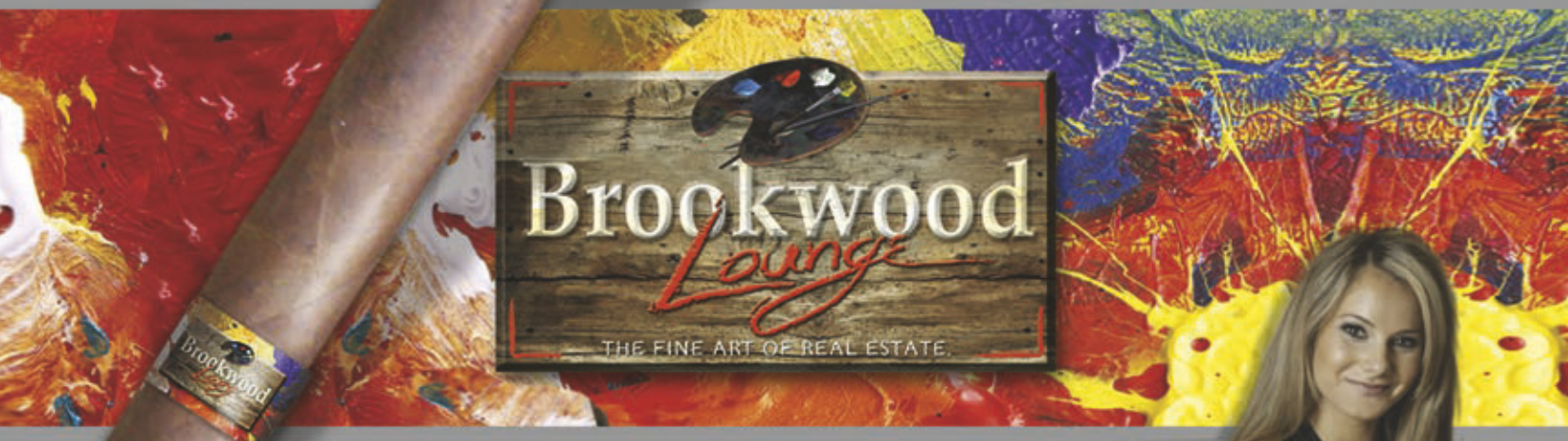


When it came time to add the finishing touches to the fit & finish of our project

We paid tribute to its roots in illumination &

**LIT IT UP.**





The eclectic and artful North Shore socialites enjoyed our [outside-in] veranda and cigar lounge that we designed and constructed inside of a vacant space at 75 Sylvan. Swanky, sophisticated and saddled with a fun hand-rolled cigar station... this experiential expression of artisan cocktails and cigars proved to be a smokin' hot success. The event was a Charity Art Show and auction to benefit Montserrat College of Art.







BEFORE



UPDATE



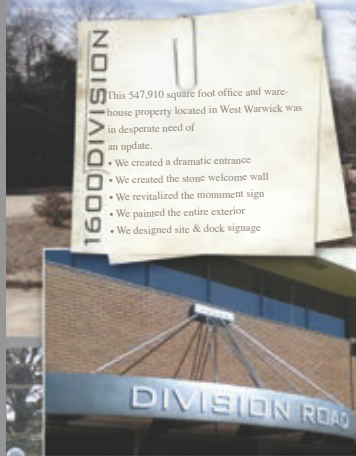
UPDATE



BEFORE



BEFORE



- This 547,910 square foot office and warehouse property located in West Warwick was in desperate need of an update.
- We created a dramatic entrance
  - We created the stone welcome wall
  - We revitalized the monument sign
  - We painted the entire exterior
  - We designed site & dock signage



BEFORE



UPDATE



UPDATE



Existing Condition

tech3 LOBBY



tech4 ATRIUM



BEFORE



From shabby chic to city sleek.



**Maximum Impact**

Be it a 885 sf Soho loft  
or a swanky 2500 sf VIP  
lounge in Atlantic City.

Lounging... In the lap of luxury.







It's not a man cave...  
It's a FAM-CAVE!

“

BAPDH added class and style to an unused lower level of our home. The faux finished cement floor that Brian did amazes us and everyone who comes in has to bend down and touch it! The entire room is such a cool and welcoming space.

Henry and Nikki, Newton, MA

## Sometimes client relationships can get a bit personal.

One afternoon while attending a charity fund raiser, the topic of HGTV arose. A colleague of mine mentioned to the table that I had been featured on the network, and went on to talk about the Design-Build work that I do. One of the folks at the table had been an Ad client of mine for years but was unaware of this particular facet of my skill set.

They invited me to take a peek at an "awkward yard" which was small and oddly shaped, to see if I could help them create a usable space to entertain and enjoy...

The result was a unique stone patio, fire feature and outdoor kitchen.

**TOTALLY ROCKS!**





Writing  
Painting  
Building  
Sculpting  
RE-IMAGINING

# VALUE ADD

I'M ALWAYS CREATING.







A DIVISION OF BRIAN ANTHONY PELUSO DESIGN HOUSE, LTD.



RUSTIC SOUL  
REVIVALS



# BARBIERI

As the other half of my Italian heritage, the name Barbieri (the Barber) was the inspiration for this nostalgic vignette.

I created a custom canvas, a mixed medium work which depicts a Sicilian barber shop. The piece is lovingly titled:

## “La Sorella del paziente”

It means “The Patient Sister” and features my children, Lilli and Luca Peluso.

I also found and restored the vintage 1865 barber chair as well as the long neglected Circa 1910 wall phone.

**These pieces may have appeared to be forgotten trash to the masses... but when I found them I knew exactly what they would become.**





**As the ever changing and unpredictable tides of life converge upon us,** we are faced with an opportunity to ride the waves of change. To dance with them and let them carry us in new directions... And once we are comfortable enough to look back to shore, with truthful eyes we will see that those same waves have managed to wash over our footprints of sorrow and uncertainty, leaving a clean canvas for us to embrace and adorn with inspired strokes of promise.

*~B.A. Peluso*

“ A truly creative mind cannot tell time. It does not watch a clock, nor does it punch one. It continuously winds and works...Seeing through the mediocrity and imagining the marvelous. Thoughtfully enhancing our experiences and environments with vibrant visuals and a vigorous voice.

*~B.A. Peluso*





# THANK YOU!

It is with enormous respect and gratitude that I would like to extend my sincere thanks to those who helped mold and inspire my creativity and passion. Building relationships and being a proud part of rewarding, creative collaborations is truly an honor...Which after over two decades in the business still gets me excited and engaged!

Thanks for taking the time to review this book, I hope you found it informative and interesting.

I welcome the opportunity for us to someday **create something together.**



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A RETROSPECTIVE

**AFTER 25 YEARS**

OF STRATEGY & CREATION.