

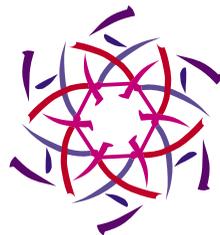
Not every design concept is accepted by the client, even though the solution may seem appropriate. Here are some of the rejected design ideas.



Concept logo for a Traditional Chinese Medicine School in Calgary – the Aesculapius snake wrapping around the character for “Chinese”.



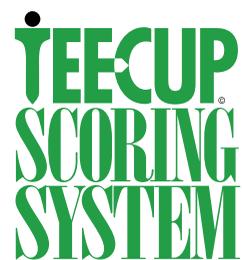
Concept logo for **Landscape Architects of Alberta**.



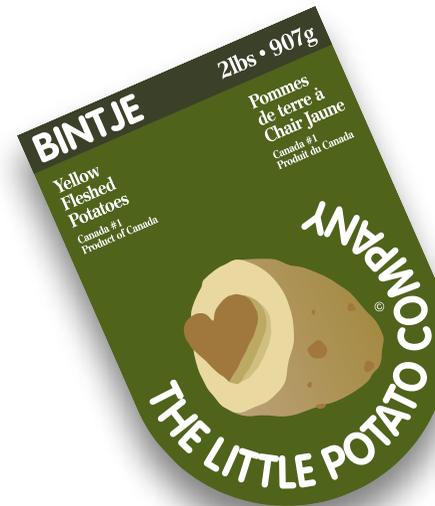
Concept logo for the **Yabuli Asian Winter Games**. The snowflake symbol is derived from the Chinese character for winter “冬”.



Concept logo for **Alberta Crafts Council**.



Concept logotype for golf scoring software.



Concept label design for a specialty potato grower, **The Little Potato Company**.



Concept logo for the IOC's Millennium logo – the Roman numerals MM stand for 2000.

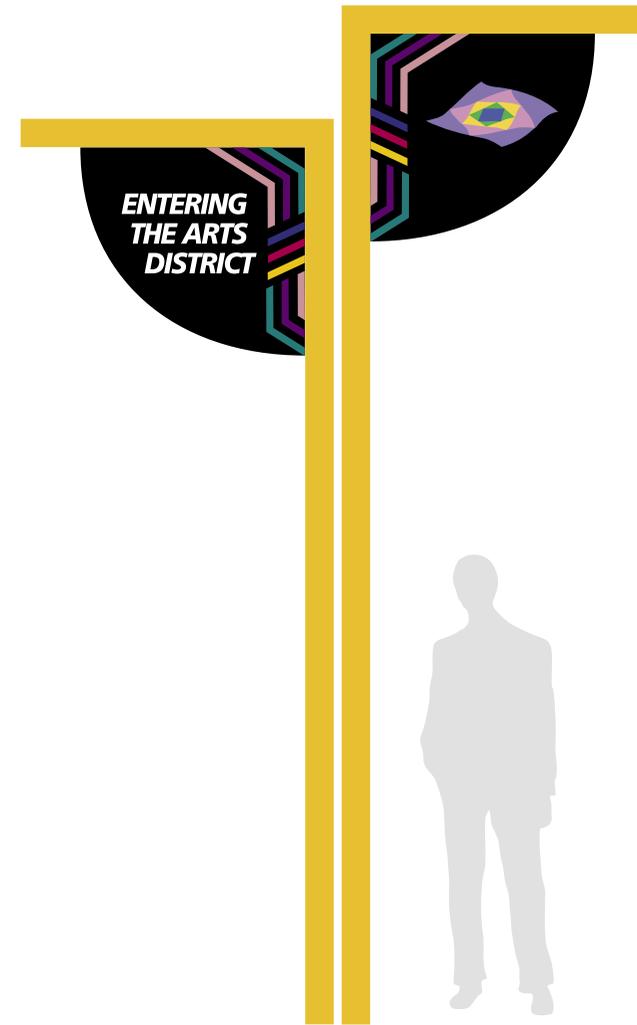


Concept logo for an orthodontist clinic.



Concept logo for **MusiCamp**, a summer music school in Camrose, Alberta.

The Downtown Business Association wanted to create gateways to the Arts District from major arteries in the area. These design concepts were accepted, but construction has been postponed for budgetary reasons.



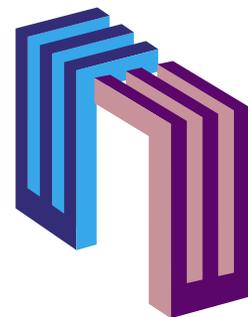
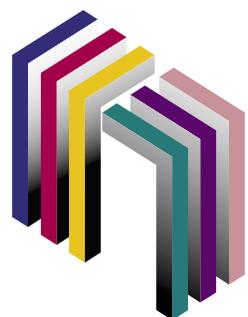
Elements of the Gateway logo used on banners.

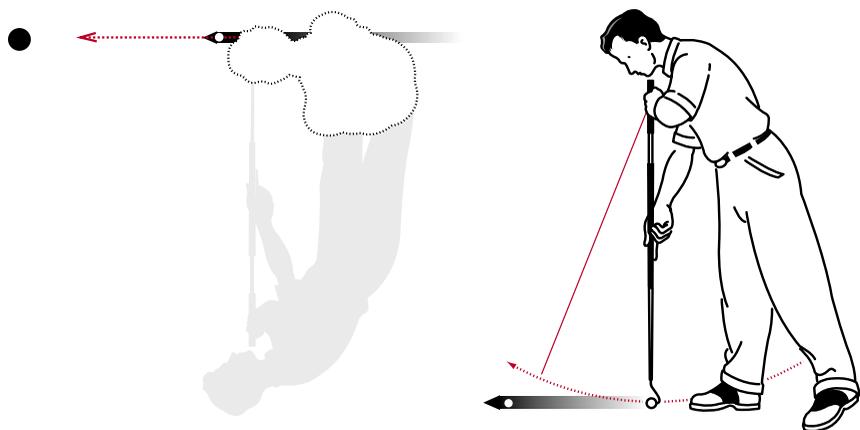


Above — colourful steel columns at entrances to the Arts District.

Left — logo for Gateways to the Arts District.

Below — bollards for use at the entrances are 3-dimensional versions of the logo.



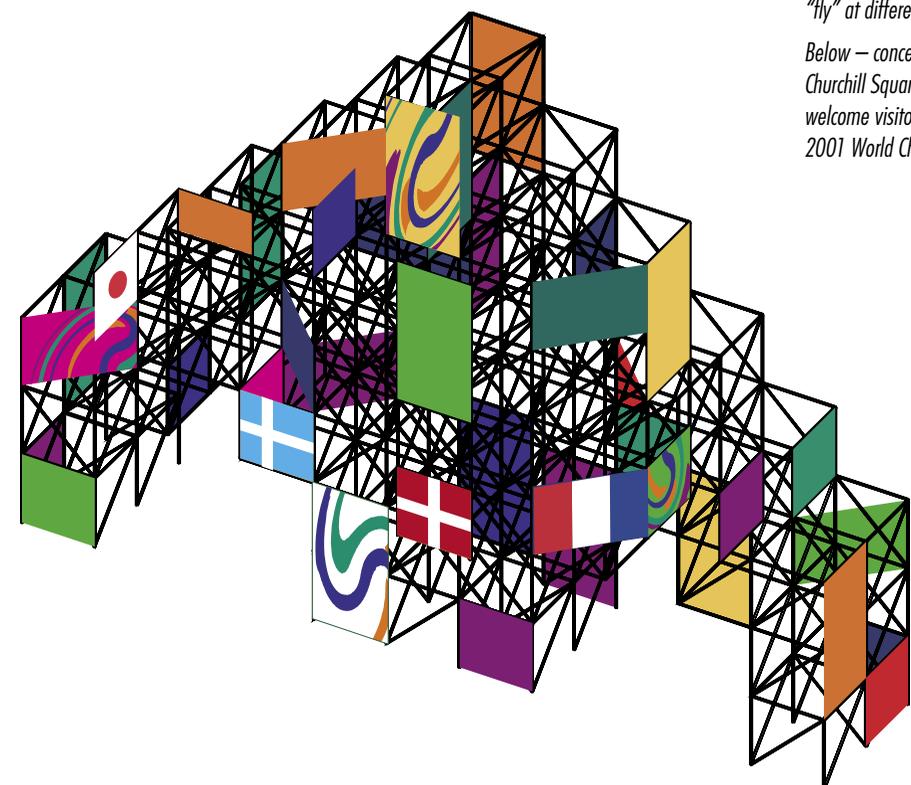


*My difficulty in making putts during golf games prompted me to design my own putter, with adjustable weights for different greens speeds and adjustable inserts for personal touch and feel. The long shaft gives a smooth pendulum swing, so vital to the putting stroke. The design is patent pending, and revisions are being made to conform to USGA rules.*



*Concept for a fountain competition in Montreal. Large sculptured seagulls float up and down on water jets propelled by powerful pumps beneath a reflecting pool. Random water pressure settings cause the seagulls to "fly" at different altitudes.*

*Below — concept for Sir Winston Churchill Square gateway to welcome visitors to the IAAF 2001 World Championships.*





The Beijing 2008 Organizing Committee for the Olympic Games conducted an international competition for its official logo. Hong Kong designer Henry Steiner and I teamed up to enter the contest. We came up with several concepts, each incorporating a star, which we considered the image best suited to represent China to the world. This symbol, traditionally associated in China with sport, honour, and achievement, is boldly featured on the flag of the People's Republic. The Star also has universal recognition and appeal, signifying mankind's aspirations to greatness, to reaching beyond personal and cultural barriers.

Top emblem — derived from the configuration of stars on the Chinese flag. The main star is stylized here into an animated figure, which also appears to be a dove of peace. All the stars are connected to represent global unity achieved through friendly competition.

Bottom emblem — a composite of all 5 stars of the flag layered into a single animated figure striding into the future.



Top emblem — a stylized star in dynamic motion, a metaphor for reaching out and expanding horizons in global friendship. This is the New Light of universal harmony through sport.

Bottom emblem — this concept was not submitted, as time did not permit us to develop it fully. Still, I like the metaphor of the traditional celebratory banner in the shape of a dragon. There is even a hint of the Great Wall in these lines.