



CCDC HOSTS THIRD ANNUAL DESIGN MARATHON 27 designers to work pro bono for 10 local nonprofits

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The Design Marathon is an annual event created as a partnership between **Alloy Workshop** and the **Charlottesville Community Design Center** that brings together professional graphic designers, architects, landscape architects and design students in the Charlottesville area to donate 12 hours of design services to local nonprofits. This year ten nonprofits were selected to participate, and 27 local designers will volunteer their time to projects ranging from branding campaigns to schematic drawings for a teen computer lab to a greenhouse design for Buford Middle School.

"It's about design, community and education," said Serena Gruia, Creative Director of Alloy Workshop. She initiated the Design Marathon in 2008 "to provide a much-needed service to deserving organizations, foster a local community of professional and student designers and promote design as a component vital to the strategic success of an organization's mission."

According to CCDC's director, Mandy Burbage, "the Design Marathon is a great example of how CCDC is able to bring together the talent and expertise of the local design community to serve the public interest."

The Design Marathon will take place at the Charlottesville Community Design Center (CCDC) on October 1st from 10am-10pm. The public is encouraged to stop by throughout the day to watch the design process unfold. At 8:30 pm each creative team will make a brief presentation about their project. Work from the Design Marathon will be featured in a two-month exhibition, "This is Design", to be hosted in the CCDC gallery in October and November.

The 2010 projects include:

- A branding campaign for the *AIDS-HIV Services Group's* 25th Anniversary
- A logo & website redesign for the *Alliance for Community Choice in Transportation*
- A logo and new brochure for *Jefferson Area Children's Health Improvement Program*
- Marketing materials for *Literacy Volunteers of Charlottesville Albemarle*
- A branding campaign for *Piedmont Council for the Arts'* newly launched Arts Access program
- Branding and promotional materials for *Piedmont Housing Alliance's* aging in place campaign

- Brochure and marketing materials for the *Rivanna River Basin Commission*
- A mental health resource directory for *VOCAL Virginia*
- Schematic drawings for a tool shed and greenhouse for the *Buford Schoolyard Garden* project
- Renovation plans for a new teen computer lab for *Computers4Kids*

The Design Marathon is made possible through financial support from AIA Central Virginia, All Souls Charlottesville and Insight Dynamics as well as through donations and in kind contributions from local design firms and area businesses.

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Alloy Workshop is an architecture, construction, and graphic design studio based in Charlottesville, Virginia. More info at www.alloyworkshop.com.

CCDC is an independent non-profit organization based in Charlottesville that engages citizens in shaping the future of Charlottesville. More info at www.cvilleddesign.org.