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Denny Gerdeman To Give CCAD Commencement Address

Columbus, OH—Denny Gerdeman, Principal and Co-Founder of Chute Gerdeman Retail, the Columbus-based branding and retail design firm, has been invited to present the Columbus College of Art & Design (CCAD) commencement address next month.

Gerdeman will address an audience of approximately 1,200, including 200 CCAD graduating seniors along with their families. CCAD is one of the largest and oldest private art and design colleges in the United States.

In his remarks, Gerdeman will focus on the powerful nature of design and the capacity of graduating seniors to go out and shape our world.

CCAD President, Dennison W. Griffith, in extending the invitation to Gerdeman, recognized his “outstanding knowledge of our business and the creative economy, as well as the attributes of curiosity, hard work, and design sensibilities.”

The commencement ceremony will take place at 10 a.m. May 10 at the Ohio Theatre.

Gerdeman began his career in 1976 as a designer with The Limited, a position that gave him exposure to a wide range of international retailing. In 1989, he partnered with Elle Chute to form Chute Gerdeman, now recognized as one of the top retail design firms in the country. He has worked with a diverse range of clients such as Club Libby Lu, Hamleys (UK), Kohl’s, Lane Bryant, The Limited, Limited Too, Marriott Vacation Club International, Target and Walt Disney Imagineering.



Gerdeman studied architecture at The Ohio State University and is a member and past president of the Ohio Chapter of the Retail Design Institute (formerly the Institute of Store Planners). Actively involved in the education of aspiring designers, Denny is often invited to speak and offer his expertise at major Ohio design programs including the University of Cincinnati, Miami University, The Ohio State University and CCAD. He also serves on The Planning and Visual Education Partnership (PAVE) board of directors and the board of advisors for *DDI* magazine.

About Chute Gerdeman Retail

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point. The firm's client list includes: Target, Levi Strauss, Limited Too, Kohl's, Shopko, Sheetz, Smithsonian, Hamleys (UK), Lowe's, Einstein Bros. Café, KFC (Japan), Hanesbrands Inc., Pepsi-Cola, Ross-Simons, Nationwide Arena, Marriott Vacation Club International, Starwood and Wolverine. In 2006, the firm was voted "Designer of the Year" by readers of *DDI* magazine in addition to the numerous awards it has received for design leadership. For more information, go to www.chutegerdeman.com.

About CCAD

Columbus College of Art & Design (CCAD) is one of the largest and oldest private art and design colleges in the United States. Recognized as a leader in visual arts education and as a resource for artists and the community, CCAD advances a distinct learning culture by blending a tradition of professionalism and a commitment to quality with a solid education in the fundamentals of art and the humanities. More than 1,300 students from 40 states and 30 foreign countries are enrolled in CCAD's four-year program of study, pursuing the Bachelor of Fine Arts degree in one or more of seven majors: Advertising and Graphic Design, Fashion Design, Fine Arts (including painting, drawing, ceramics, sculpture, printmaking, and glassblowing), Illustration, Industrial Design, Interior Design, and Media Studies (including photography, digital imaging, video and film, storyboard and computer animation, and photo illustration). For more information, go to www.ccad.edu.