



For Immediate Release  
May 27, 2008

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**Denny Gerdeman Receives Honorary Doctor of Arts Degree**

Columbus, OH—Denny Gerdeman, Principal and Co-Founder of Chute Gerdeman Retail, the Columbus-based branding and retail design firm, has been awarded an honorary Doctor of Arts degree by Columbus College of Art & Design (CCAD).

CCAD President Dennison W. Griffith, in presenting the honor at the school's graduation ceremonies May 10, called Gerdeman "the embodiment of accomplishment, commitment and passion for this field to which we are all committed."

Gerdeman gave the commencement address at the ceremonies, which took place at the Ohio Theatre. CCAD is one of the largest and oldest private art colleges in the United States.

Griffith congratulated Gerdeman for his accomplishments in creating a company based on design excellence that is recognized as a leader nationally, adding that he is an excellent role model for young designers to emulate, with his commitment to success, personal vision and follow-through.

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](http://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](http://www.ccad.edu).

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