

FACILITY & TOURISM BROCHURE

Boston's Convention & Exhibition resources were given a huge boost in the early 70s, when the Hynes Auditorium was built. The brochure and other printed pieces that I designed when I first worked in Boston for Parsons, Freidman & Central won a Best of Show award in 1976.

Convention and Exhibition facilities at JOHN B. HYNES VETERANS AUDITORIUM in the city of Boston



The simple grid showed off the variety of photographs depicting many of Boston's famous attractions and were collected from various

The Many Worlds of Boston.

Boston is a delightful city for a visitor — a compact mosaic of both the traditional and modern. It is a "walk-about" place where everything is easily reached in a few minutes' stroll, or by the city's rapid transit system. There are historic sites — many included in the famous "Freedom Trail" walk. Some of the nation's finest museums, art galleries, theatres, Symphony Hall, home of the Boston Symphony Orchestra and Boston Pops. And, of course, Boston is noted for its leading medical and scientific research centers, its colleges and universities and technical schools.

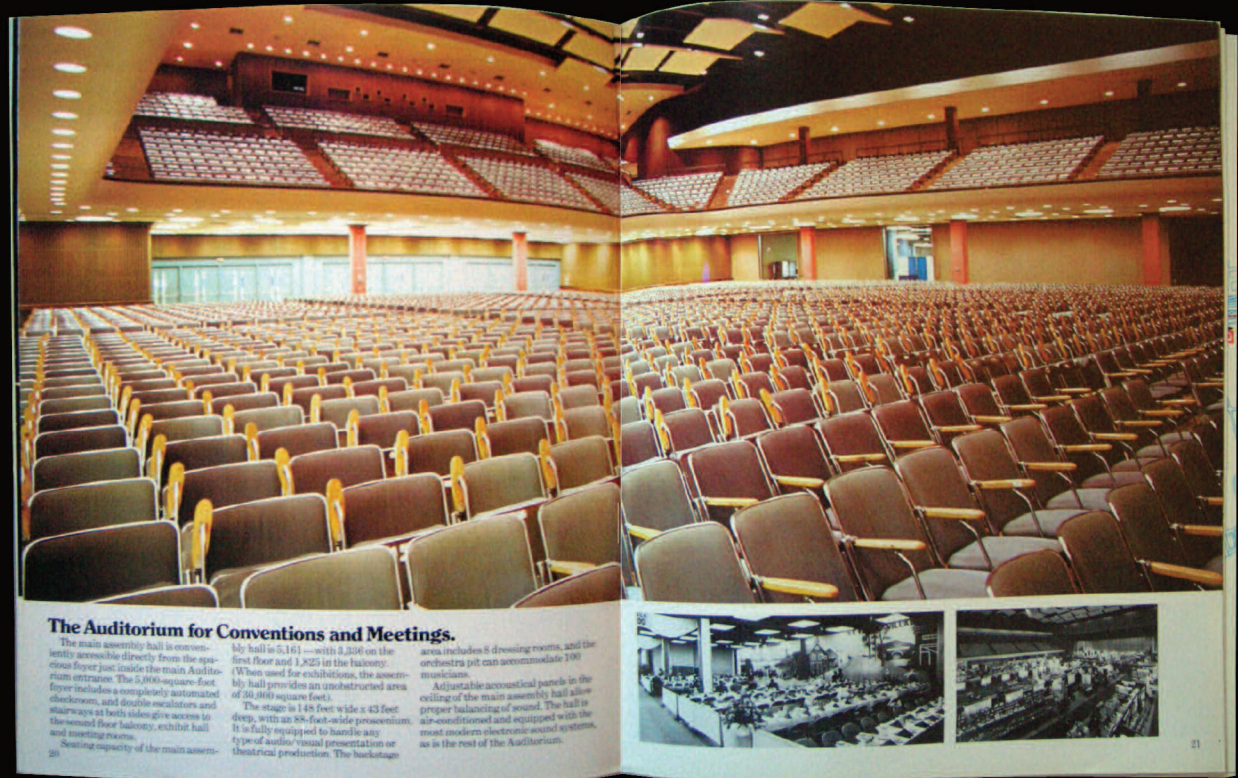
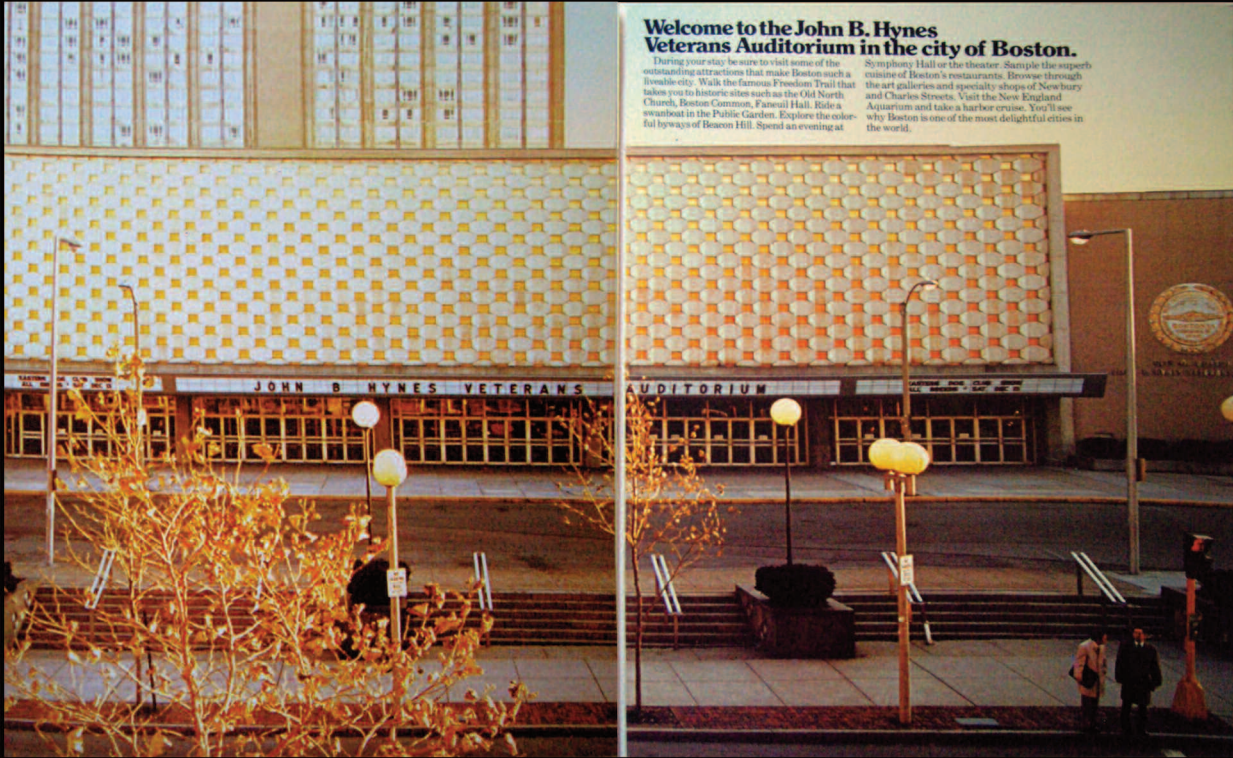
The city's ability to accommodate large numbers of conventions and exhibitions, its modern facilities, ease of access, and abundance of cultural, technical and entertainment resources — all these combine to make Boston and the Auditorium a strategic site for national, international and regional gatherings.

A visit to Boston is a memorable experience. Come see for yourself the many unique sites preserved from Colonial and Revolutionary days as well as the stimulating activities which characterize the city. Many who come to visit return to stay, for Boston is an environment and a way of life that builds on the past while looking toward the future.



municipal resources... co-ordinating them and preparing them for final print involved many rounds of color

correction and in some cases photo retouching. Overall the project was a wonderful experience.



Before the advent of computers used for graphic design, the way this kind of project was developed for printing was time consuming, precise and involved the talents of photographers, typographers and photo retouchers, and the success of any project was reliant on all these resources.

The middle spread (above left) opened as two gatefolds, to reveal a seating and exhibition plan of the available floorspace.

The spread above shows the space with seating installed for meetings or performances.