



MICHAEL GRAVES
ARCHITECTURE & DESIGN

Michael Graves Architecture and Design
US Open Court Furniture Core Project Team Bios



DONALD STRUM, IDSA
PRINCIPAL, PRODUCT DESIGN

With the firm since 1984, Donald Strum, the principal in charge of product, furniture and graphic design, has played a key role in the development and the success of the firm's product design practice. His first project for the firm was the now ubiquitous "Whistling Bird" teakettle for the Italian manufacturer, Alessi. In 1997, under Strum's leadership, the firm began a relationship with Target Stores that led to what many in the press have hailed as "the democratization of design." In 2003, after witnessing firsthand the issues Michael Graves was experiencing with an illness that left him paralyzed, Strum and the product design group made a commitment to transform healthcare design services for the aging and physically disabled population, as well as for the people who care for them. Strum and the firm's product design team have brought more than 2,000 consumer products to market over the past three decades. Strum was instrumental in the US Open court furniture project, leading the team to design pieces that excel in functionality and are iconic expressions that will hold up for the next 50 years of the US Open.



ROB VAN VARICK
PRINCIPAL, DESIGN, INSIGHTS & STRATEGY

With the firm since 2003, Rob Van Varick passionately believes design has the power to positively impact people's lives. His mission is to apply the right blend of research, psychology, creativity and strategy so that root causes are identified, allowing the best solution to be designed. Well-rounded solutions require multi-disciplinary input and collaboration. As a principal at MGA&D, Van Varick works with architects, interior designers, product designers, graphic designers, researchers and strategists all focused on one goal: enhancing the human experience at every scale. For the US Open court furniture project, Van Varick worked on translating stakeholder insights into physical solutions in much the same way he did for Stryker Medical's award-winning Prime TC transport chair.



JESSICA HURWIT
SENIOR PRODUCT DESIGNER

With MGA&D since 2013, Jessica Hurwit brings a diverse range of experience to the firm — from qualitative research to consumer goods and point-of-purchase design. She focuses her team's creativity on generating solutions that are focused on a project's constraints. Hurwit believes that having the opportunity to work within, and draw upon, diverse industries and experiences generates results that show design's profound, positive impact on people's lives. Hurwit works closely with Marpac, an MGA&D client focused on improving the quality of sleep through great design. In addition to working on the designs of the new US Open court furniture, Hurwit collaborated with the USTA and Landscape Forms teams throughout the project to ensure that the design integrity was maintained.

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VLADIMIR ANOKHIN STAFF PRODUCT DESIGNER

Vladimir Anokhin joined MGA&D in 2013 as a product designer. He works with a variety of clients to give physical form to abstract ideas and directions. Building on a solid foundation of contextual research and stakeholders' needs, Anokhin seeks to create purpose and personality that delights the user. He collaborates with engineering and manufacturing teams to ensure the spirit and intent of a design carries through to project completion. Anokhin was part of the design team for the US Open court furniture and played a key role in the conceptualization process, as well as seeing that the designs made the transition from concept to court.



BEN WINTNER MANAGING PRINCIPAL

Since joining the firm in 2002, Ben Wintner has been part of the leadership team responsible for general management of Michael Graves Architecture & Design's multidisciplinary practice. He has played a critical role in the development and implementation of the firm's healthcare design strategy and its design consulting business. Wintner is responsible for the business functions of Michael Graves Design, with a focus on strategy, brand management and growth. More so than ever before, businesses understand the power of product design methodology to identify, define and solve a multitude of challenges that transcend the look, feel and function of an object. Wintner is passionate about helping clients utilize design's disruptive power to lead business strategy forward. Wintner was involved in all facets of the US Open court furniture project from the initial project approach through the selection of manufacturing partners and the launch of the collection.

ABOUT MICHAEL GRAVES ARCHITECTURE & DESIGN

Founded in 1964 by legendary designer Michael Graves, MGA&D is a leading multidisciplinary design practice rooted in the values of humanism. Over the past 50-plus years, MGA&D has created iconic works of design and architecture, including the Alessi teakettle, the Michael Graves Design housewares collection for Target, and the Disney Swan and Dolphin hotels. Today, the MGA&D team has expanded its creative influence to include helping companies develop strategies for entering new markets, utilizing design to transform workplace culture, designing the largest statue in the world and even working to change the conversation on aging. MGA&D services include design research and strategy consulting, product design, branding and graphic design, as well as architecture, master planning, feasibility studies and interior design. This breadth of expertise enables a holistic, collaborative approach that leads to transformative results for clients and consumers. MGA&D is a widely recognized design leader including being listed by *Fast Company* as one of "The world's top 10 most innovative companies in design." For more information, visit www.michaelgraves.com.

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