

FUELING THE PROFESSIONAL CREATIVE COMMUNITY

# create

M A G A Z I N E

## BUZZ

### SCOOP

CALIFORNIA ■ Director **Peter Harton** has signed with The Joneses for exclusive representation in the U.S. ■ **Davis Photographic** moved into a new 2,000-square-foot studio space in Long Beach. ■ **Miriello Grafico Inc. (MGI)** signed two new accounts: Mondo USA Inc. and the Digital Living Network Alliance. MGI also renovated a warehouse in Barrio Logan. Named "The Logan," it will be the new corporate headquarters for MGI with the additional space available for lease. ■ "The San Francisco Examiner" featured **Philippe Becker Design's** work for Safeway's *0* Organics brand in its "Media and Marketing" section. The article outlines the theme, concept, plan and product photos. ■ **LEWIS PR** has been appointed to handle media relations for **lynda.com**. ■ **Bailey Gardiner (BG)** secured Pala Casino Spa & Resort and want to its growing list of hospitality, tourism and consumer clients. BG also won two more accounts in the hospitality field: Woodfin Suites Hotels and Bistro West. ■ **Smaato Inc.** announced a partnership with Red Herring Inc. As part of the agreement, the upcoming Red Herring Mobile News Reader will support the innovative Smaato Open Mobile Advertising platform, which enables dynamic response for mobile phones. BG also recently won TVG, Emilia Castillo La Jolla and Brookfield Homes San Diego/ Riverside Division. The companies hired BG to create and implement promotions, public relations, brand strategy and advertising programs. ■

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