



**FOR IMMEDIATE
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Design Collective to Release Publication Exploring the Creative Digital Environment

Versions Collective has released their inaugural publication discussing the design process its relation to technology.

Chicago IL - April 2015 - Revealing a new perspective on the current design landscape, the VERSIONS™ Collective Manifesto, volume 1 publication will be released this month. The Versions Collective publication was created and will be released by a firm-wide creative collaboration from ArtVersion Interactive. Sparked by a simple conversation in the ARTVERSION studios, the VERSIONS™ collective publication was imagined as springboard to gain a deeper understanding of core design values in relation to the agile movement of technology.

Goran Paunovic, creative director and founder of ArtVersion Interactive discusses the project's inception - *"Our goal was to express our point of view in todays environment in respect to digital and traditional media and ever emerging technologies that are changing how we do business, how we brand our companies, how we engage with customers, expressing a consistent aesthetic point of view via print, mobile and web."*

With Specific attention to core design principles, the VERSIONS™ publication explores principles, methodologies and theoretical points of view relating to both the print and digital environment. Topics explored include branding through minimalism, innovation, UI/UX, content Strategies, typography and styling.

Innovative, thought provoking and instructional - the VERSIONS™ collective publication will be available in late spring for purchase at a cost of \$125 (preorder now), and will prove to be a mainstay in the library of designers, thought leaders and makers across industries and platforms.

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ABOUT ArtVersion Interactive

ArtVersion Interactive Agency is a creative agency headquartered Chicago. With over decade-long experience, the ArtVersion team works with clients worldwide to craft ideal strategies, visuals, tonality and dynamic messaging ranging from conceptualization, design, layout and content strategies relevant to digital web and print delivery methods.

Read more at: <http://www.artversion.com/about/>

ABOUT Versions Collective

A firm-wide collective from ArtVersion Interactive comprised of designers and strategists. Imagined as an outlet to discuss, discover and innovate ideas and new applications for the creative industry - the collective was founded in 2014.

Read more at: <http://versions.com>