

For Immediate Release

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Ammunition Adds New Partners to its Ranks

Ammunition Strengthens Customer Experience Design Services

(January 14, 2009–San Francisco, Calif.) Today the award-winning product, identity and interaction design consultancy Ammunition, founded by Robert Brunner, announced the addition of new partners Creative Director Brett Wickens and Strategist Matt Rolandson to its San Francisco-based office. The additions strengthen Ammunition’s offering in the areas of identity design, interaction design and strategy consulting, and create a valuable complement to the firm’s focus on product development and the orchestration of customer experiences.

Wickens and Rolandson were formerly the Vice President Creative Director and President, respectively, of the international design consultancy MetaDesign, prior to joining Ammunition. Wickens and Rolandson will lead identity, interaction design, and strategy projects for global clients at Ammunition. Since joining, the partners have expanded the firm’s design team and continue to work alongside business leaders seeking to launch and renew their products, services, and brands. Their current and recent clients include Kohler, Autodesk, Dell, Fair Isaac and Johnson & Johnson.

The expansion will help clients benefit by working alongside a team comprising experts from the full range of design disciplines and perspectives.

“Brett and Matt’s distinguished careers in identity, interaction, and brand consulting unites perfectly with the needs of our clients,” says Ammunition Founder Robert Brunner. “Their move to Ammunition signifies an exciting part of the firm’s expansion plan, and fully realizes our mission to build broad, incredible design experiences that reach directly into the customer’s heart.”

About Brett Wickens

Canadian-born Brett Wickens worked with British designer Peter Saville as a partner in his London studio during the 1980s and 90s, where they developed renowned campaigns for clients as diverse as Yohji Yamamoto, Joy Division and the French Ministry of Culture. In 1998, he became the Global Creative Director of Sapient before joining MetaDesign as Vice President Creative Director in 2002, where he directed identity and interaction projects for clients including Adobe, Four Seasons, McAfee, San Francisco Ballet, SanDisk, Shangri-La Hotels, Sony and Viacom.

Brett has been a guest speaker on NPR, editor of EYE magazine, teacher at the California Institute of the Arts, and speaker at many symposia, including the RGD Design Thinkers Conference 2008 in Toronto. His work is included in the permanent collection of 20th Century Design at the V&A Museum, London.

About Matt Rolandson

Matt has spent the past 10 years using customer experience design and brand strategy to help businesses show up in ways that make people care. He leads engagements that set the stage for creating great brands and products and works with design teams to execute strategy. Matt has worked with executives at Disney, Target, Apple, Gap, Coca-Cola, L.L. Bean, Cingular, DirecTV, Motorola, HP, Autodesk, Kohler, Shangri-La, and Four Seasons. Prior to Ammunition, he was President of MetaDesign and a Strategist at frog design leading design and innovation programs. A native San Franciscan, Matt is a graduate of UC Berkeley where he studied sociology and architecture, and is also the namesake for Bianchi's commuter bicycle—Rollo—the highest quality, lowest priced bicycle ever produced by the venerable Italian brand.

About Robert Brunner

After graduating in industrial design from San Jose State University in 1981, Robert co-founded the design consultancy Lunar. Subsequently, he was hired as Director of Industrial Design for Apple Computer where he served for 7 years. In 1996, he was appointed partner in the international firm Pentagram, helping lead the San Francisco office. In 2006, Brunner and entrepreneur Alex Siow launched the start-up Fuego, a new concept in outdoor grilling. In 2007, Robert founded Ammunition, focusing on the overlap between product design, brand and experience. He continues to lead Ammunition and Fuego concurrently.

In 2008, Robert co-authored the book *Do you matter? How great design will make people love your company* with “Success Built to Last” author Stewart Emery. He also teaches advanced product design at Stanford University.

About Ammunition

Ammunition is a product, identity, and interaction design company. Based in San Francisco, Calif., the firm was founded by renowned industrial designer Robert Brunner. Its team is comprised of designers, engineers and brand strategists dedicated to creating product, service, and brand experiences that matter. The company has capabilities in industrial design, graphic design, design strategy, brand development, packaging, engineering, web development, user interface, prototyping and production implementation. Ammunition has been featured in top business and professional publications, including *BusinessWeek*, *Metropolis* and *ID Magazine*.

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