

TO : LOUIS L. SCHOTT

FROM: DANTE BENCIVENGO

RE : PROPOSAL TO BAVARIAN BREWING COMPANY, INC.

June 12, 1957

Mr. William R. Schott, President
Bavarian Brewing Company, Incorporated
528 West 12th Street
Covington, Kentucky

Dear Mr. Schott:

Mr. Osler and I enjoyed very much meeting with you and your associates and discussing how our organization can best help you to develop the architectural aspects for a more ameliorated Corporate Image.

May we suggest that we approach this design program on the following basis:

PHASE I - INTERIOR PRELIMINARY

A. Survey of existing conditions (First Trip)

We analyze the problem from its economical and physical limits through the medium of existing blueprints, photographs, consultation, etc.

B. Preliminary design study and creative application of color and signage

The design factors of color will be so coordinated as to present to the observer not only the corporate statement of Bavarian, i.e., the look, atmosphere, etc., but inasmuch as possible, the intangible ingredients of time, tradition and skill that are culled into Bavarian's product must be so amplified that the "Brewers Art" is strongly discernible. Signage in this area will serve to further emphasize the unique aspects of the brewing process.

C. Plans, rendered elevations and schematic drawings

D. Color and Material Card

The purpose of the color and material card will be to act as a master control and key to the drawings so as to facilitate mixing

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of color values and establishing limits of the painted areas.

E. Consultation and evaluation (Second Trip)

For the purpose of establishing the final direction

PHASE I - EXTERIOR PRELIMINARY

- A. Survey of existing conditions
Similar to and contemporary with "A" above
- B. Preliminary design study of color and signage
Design of pylon to display the Bavarian pennants
- C. Rendered elevation and schematic drawings
- D. Color and material card
As above in "D"
- E. Consultation and evaluation (one trip)
Similar to and contemporary with "E" above

Our target at this time would be to create a design direction that would result in the maximum Public Relations and Corporate Image impact. In programing this assignment, we will concentrate on utilizing existing elements wherever possible. It is recommended that the interior and exterior handling of Phase I be programed together to assure a contextual Corporate Image. We will consult with you and your staff as we progress to make sure that we all agree on the direction of our efforts.

PHASE II - INTERIOR & EXTERIOR FINAL

- A. Development of final working drawings
- B. Specifications
- C. Development of paint program system
- D. Field supervision of paint program, (two trips)

Our general procedure for this type of assignment is to bill our client as we progress on our standard hourly basis. Out-of-pocket expenses such as the cost of blueprints, photography, photostats, long distant telephone and travel expenses will be billed to you

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separately each month as they are incurred, at the direct cost thereof to us. We estimate the budget for:

Phase I Interior (Preliminary) at approximately \$2,300

Phase I Exterior (Preliminary) at approximately \$1,900

Phase II Interior & Exterior (Final) at approximately
\$3,000

If the report and/or proposal are not in keeping with Bavarian's interpretation of the assignment and if we have omitted any item which should be included, please contact the writer.

We appreciate your continued confidence in our organization, and we would like to again assure you of our best efforts in bringing this project to a successful conclusion.

Sincerely yours,

LIPPINCOTT & MARGULIES, INC.

DB:ecm

Dante Bencivengo
Account Design Director