



The Grand Opening Invitation

PHILLIPS EXETER ACADEMY

# Specs

## SIZE

- Folded Invitation: 5.77 x 9.25 in
- Flat Invitation: 9.66 x 9.25 in
- Envelope size: A10
- Belly Band: 2 x 12.5 in

## PAPER

### INVITATION

- Exterior: Neenah Classic Crest Smooth Finish, *Epic Black*, #130
- Interior: Neenah Classic Crest Smooth Finish, *Solar White*, #130
- *Sheets were duplexed and overall thickness was #260*

### ENVELOPE

- Neenah Classic Crest Smooth Finish, *Epic Black*, #80

### BELLY BAND

- Neenah Classic Crest Smooth Finish, *Epic Black*, #100

## PRINTING

- Letterpress
- Heat impressions
- Holographic Foil

## MISC.

Holographic sticker to seal envelopes.

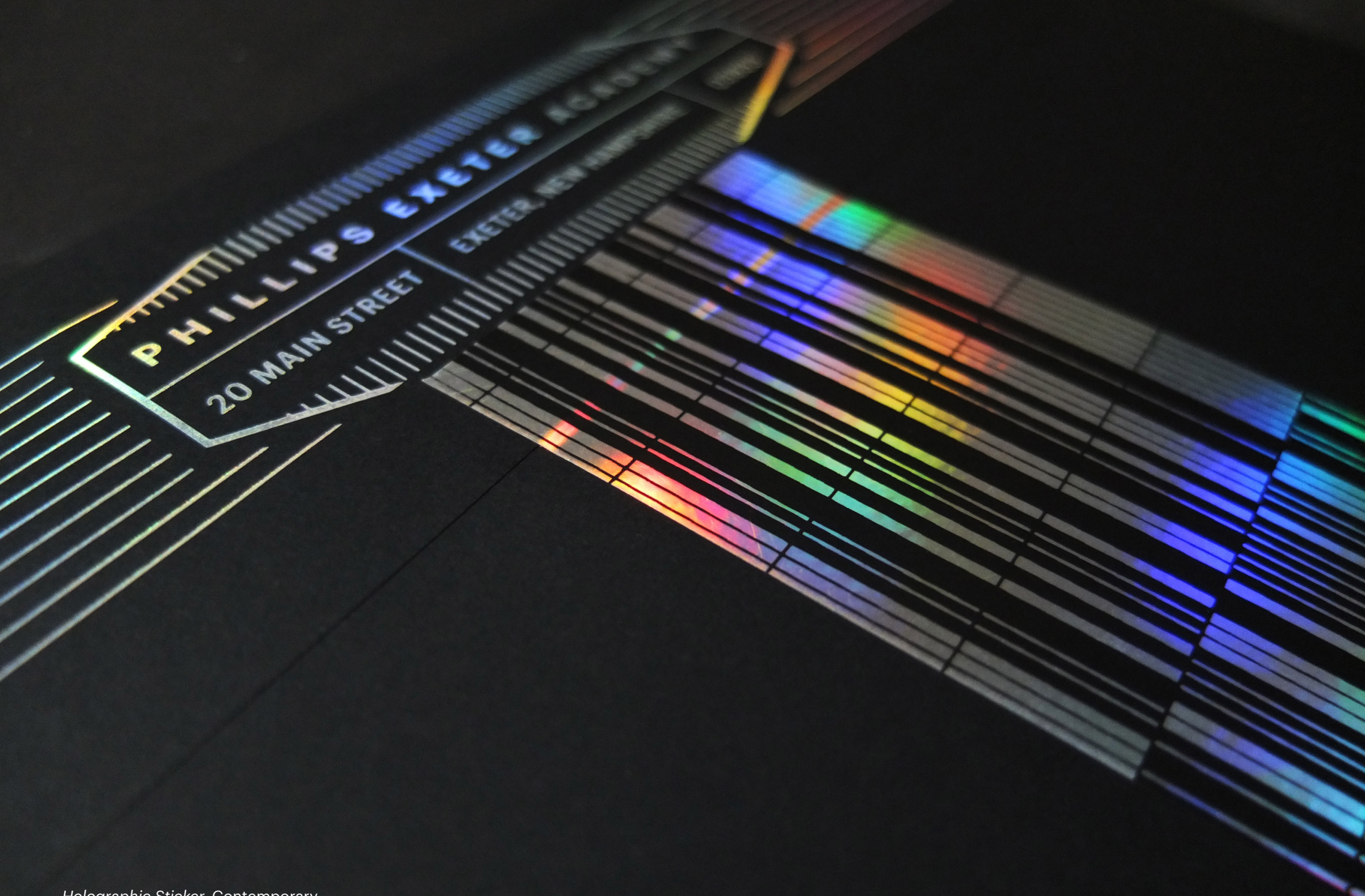
DAVID E. AND STACEY L.

**GOFF**

CENTER FOR THEATER AND DANCE

Melendez  
et, Apt. 2  
73833

WEIGHT  
HEIGHT



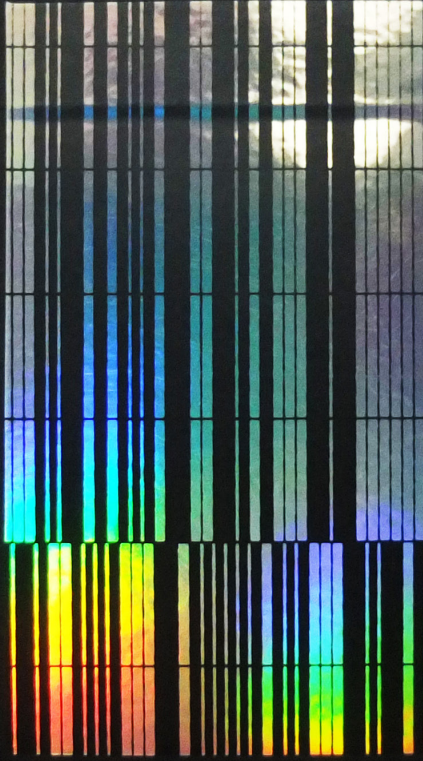
*Holographic Sticker.* Contemporary approach that replaced the use of a traditional wax seal on the envelopes. The design is based on the main brick installation, *The Curtain*.

**PHILLIPS EXETER ACADEMY**

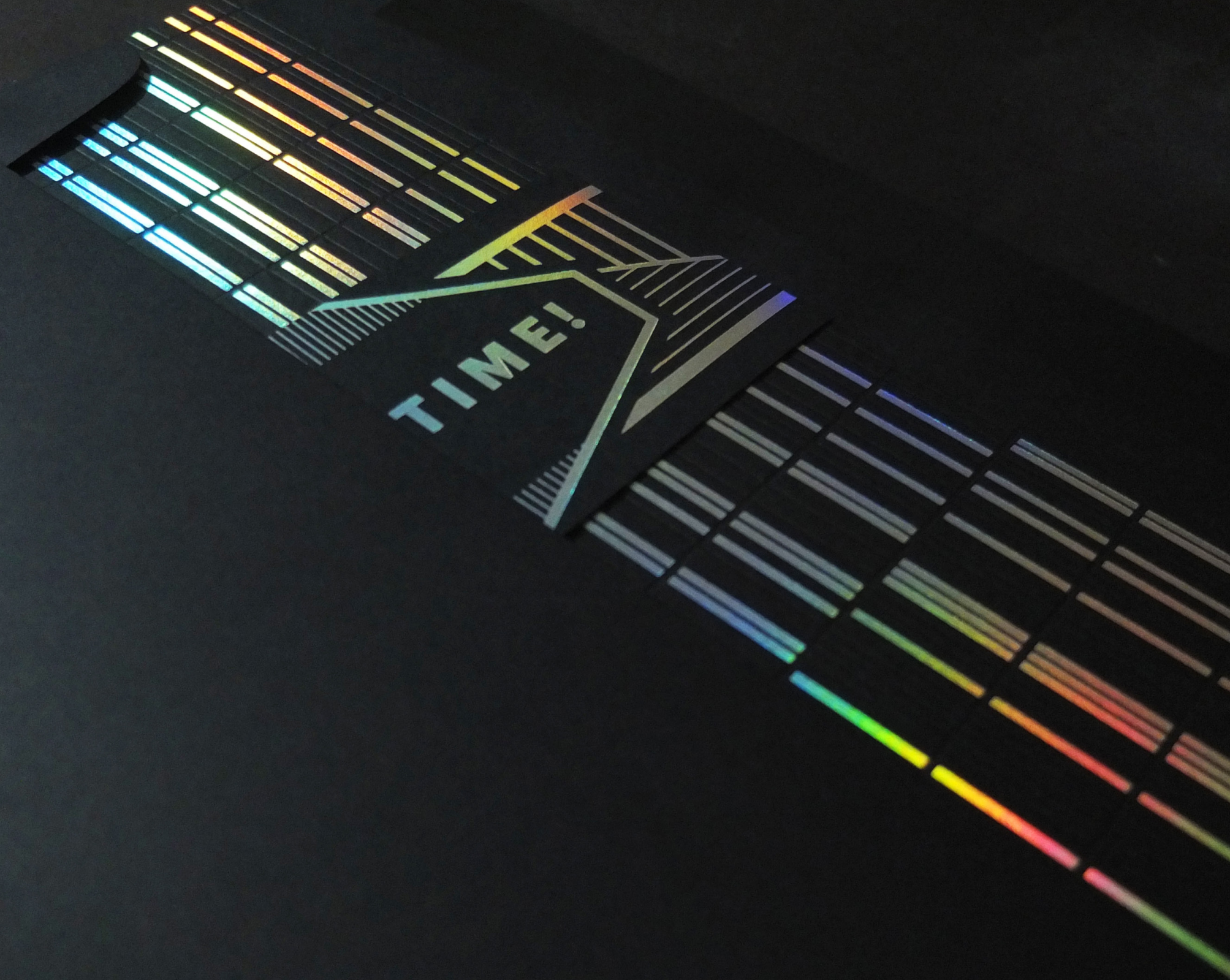
20 MAIN STREET

EXETER, NEW HAMPSHIRE

03833



TIME!



IT'S SHOWTIME

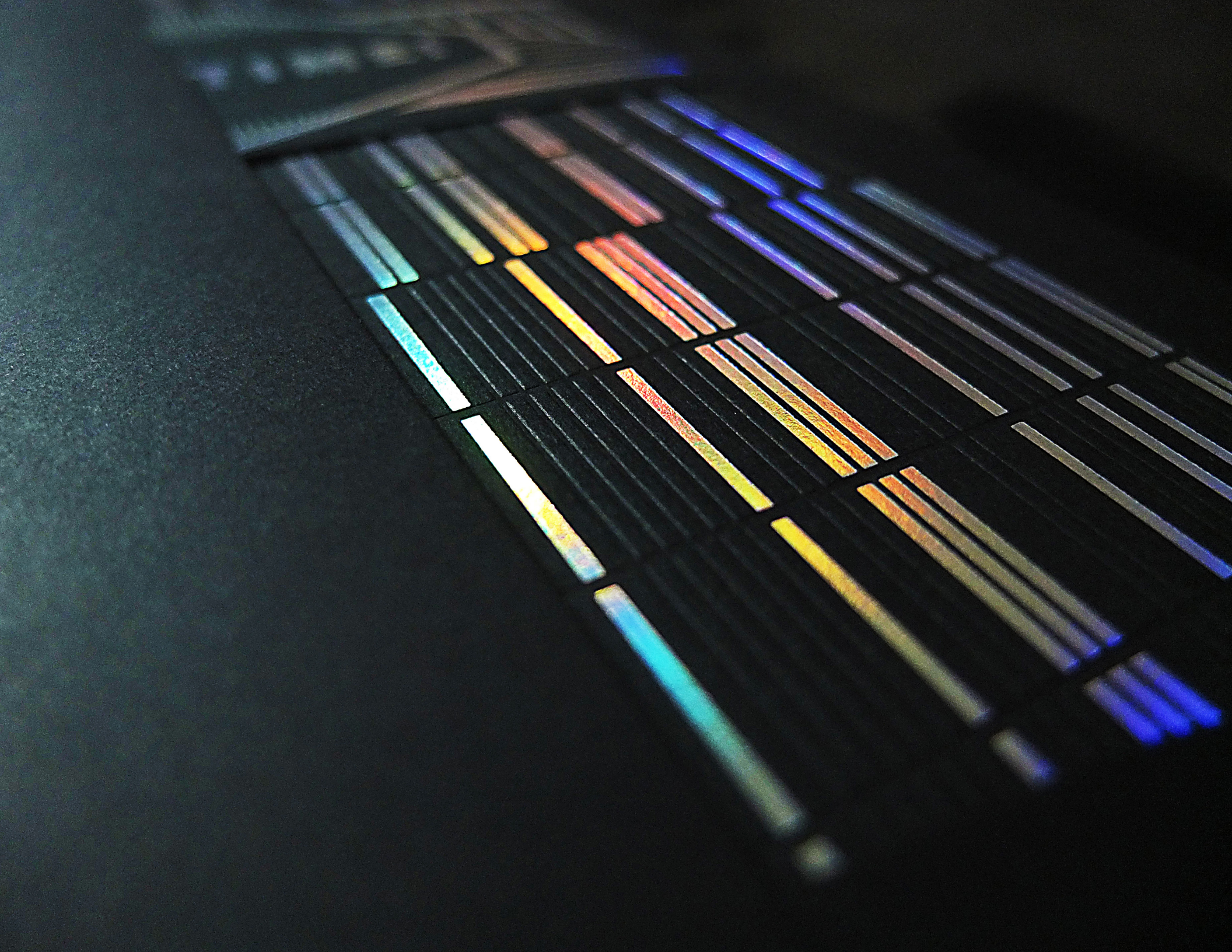


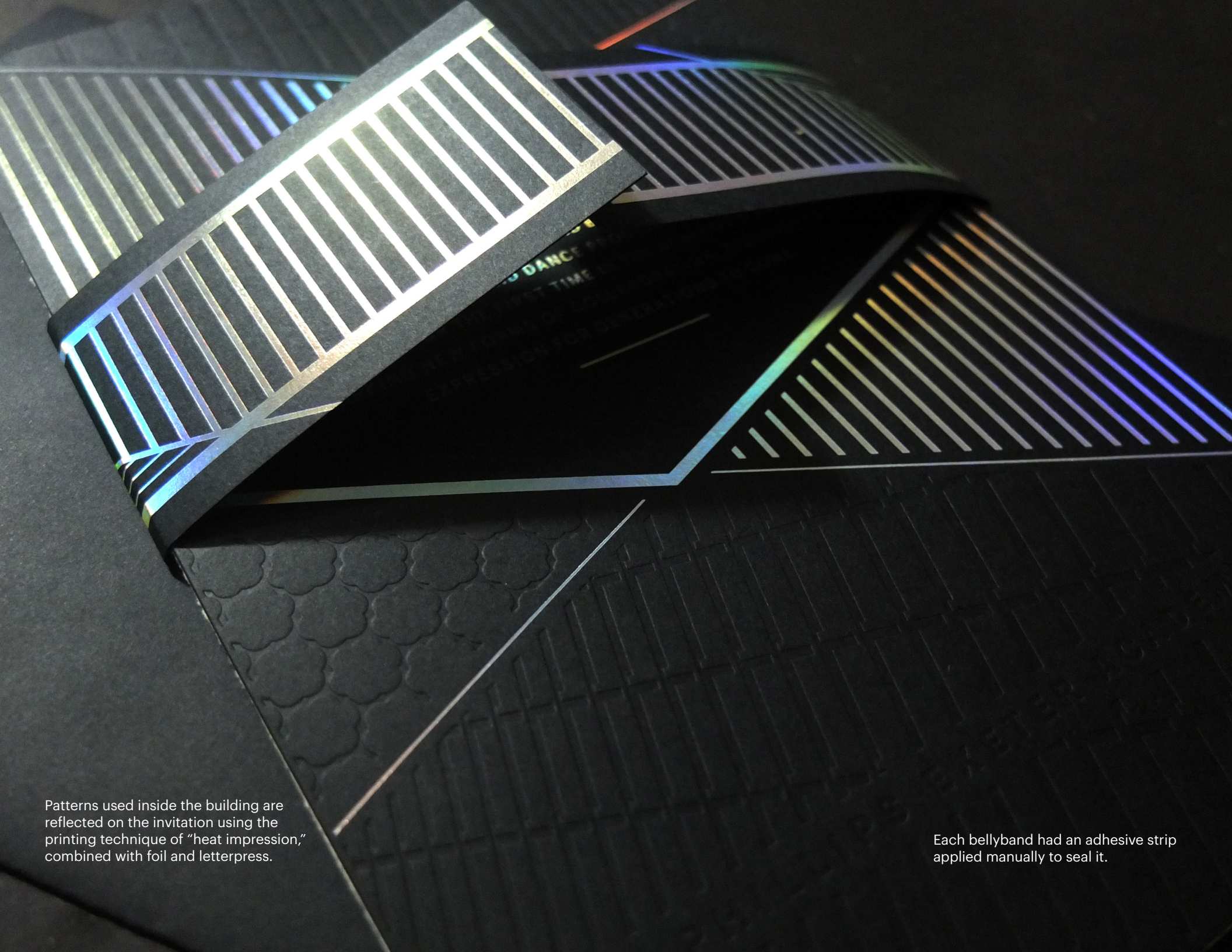


IT'S SHOWTIME!

*Bellyband.* The message *It's Showtime!* served as the greeting the guests saw when opening their invitation to create curiosity.

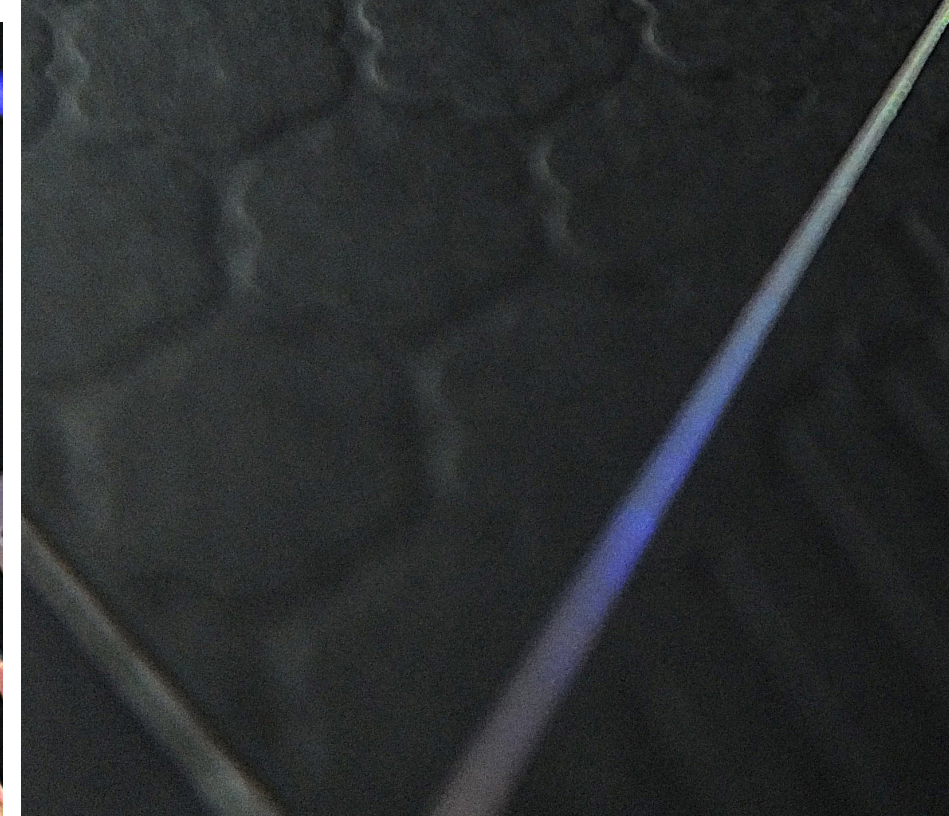
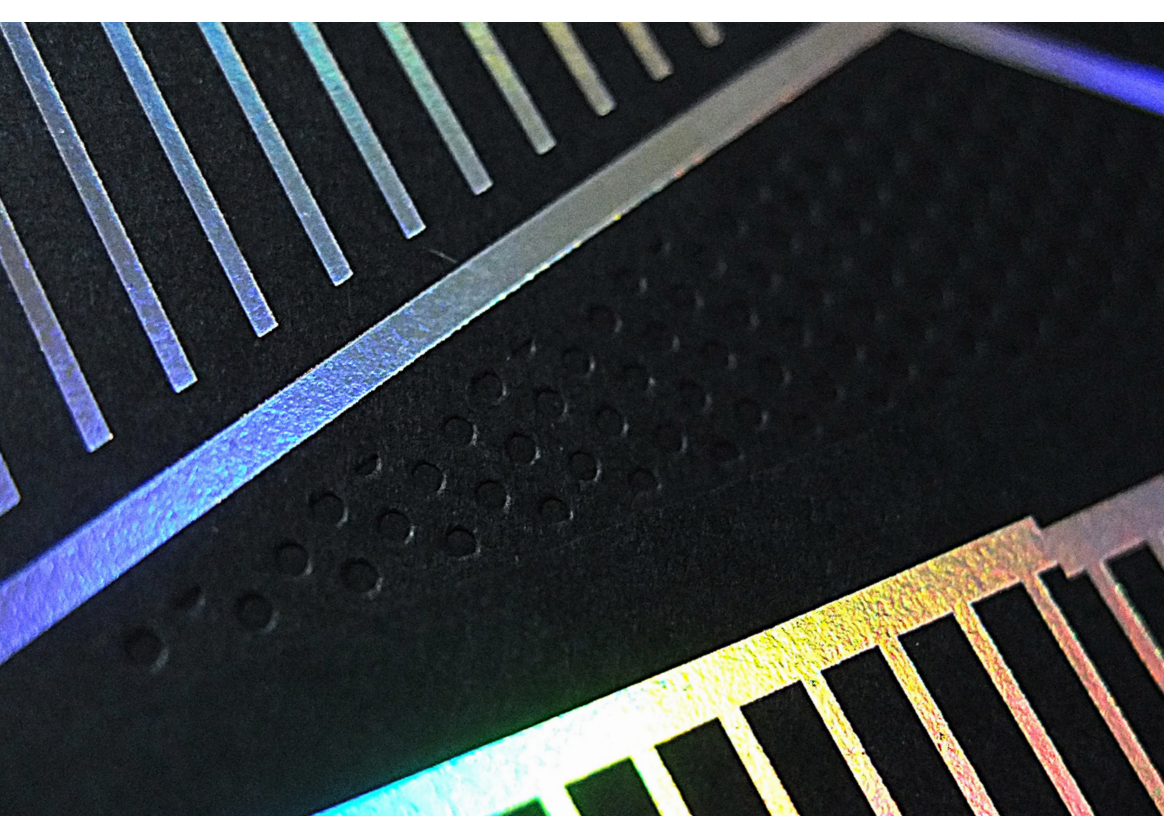
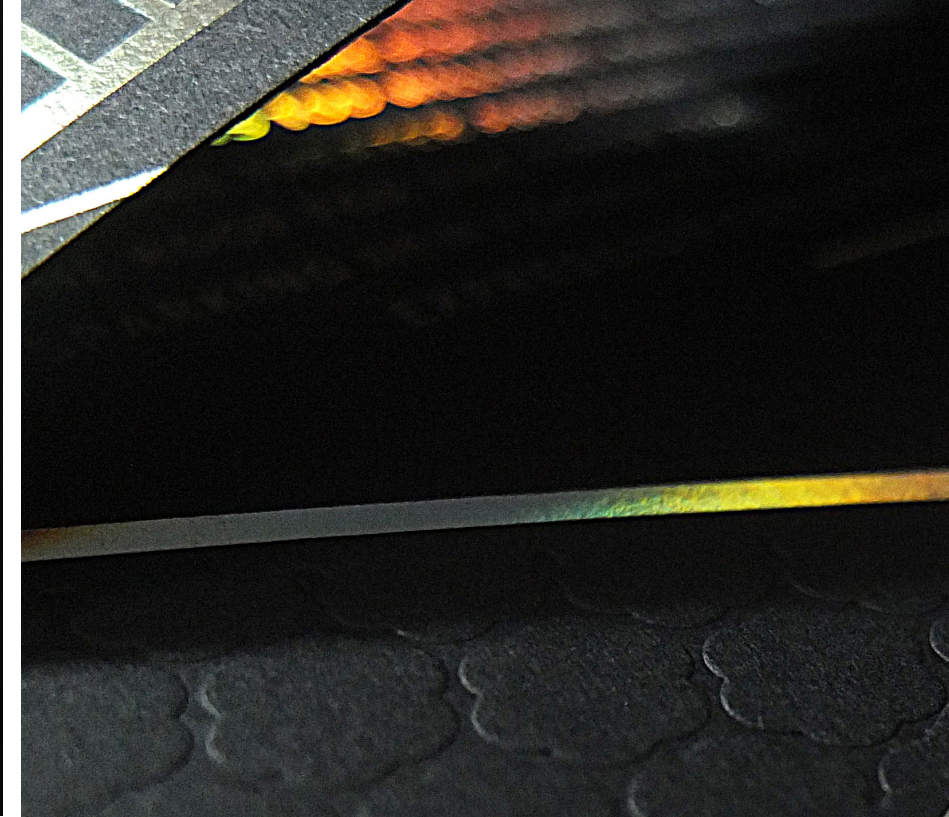
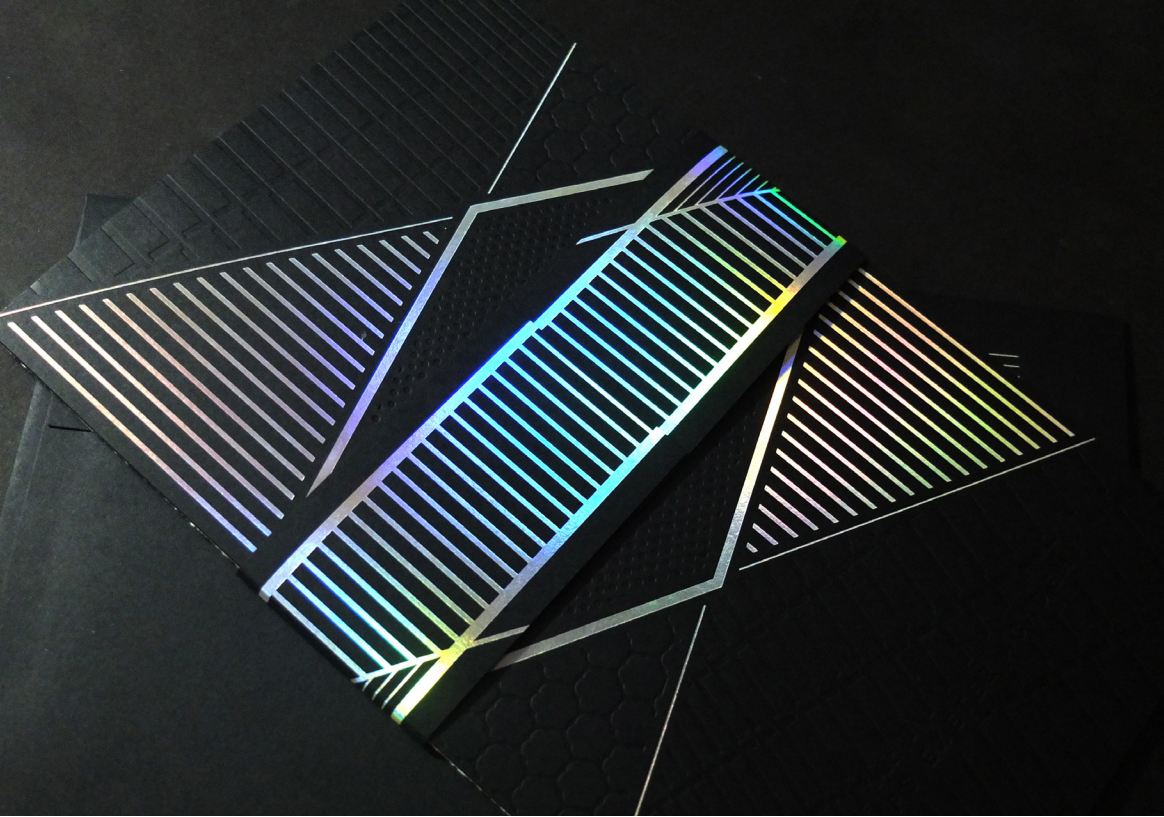






Patterns used inside the building are reflected on the invitation using the printing technique of "heat impression," combined with foil and letterpress.

Each bellyband had an adhesive strip applied manually to seal it.



PHILIPPS  
EXETER  
ACADEMY

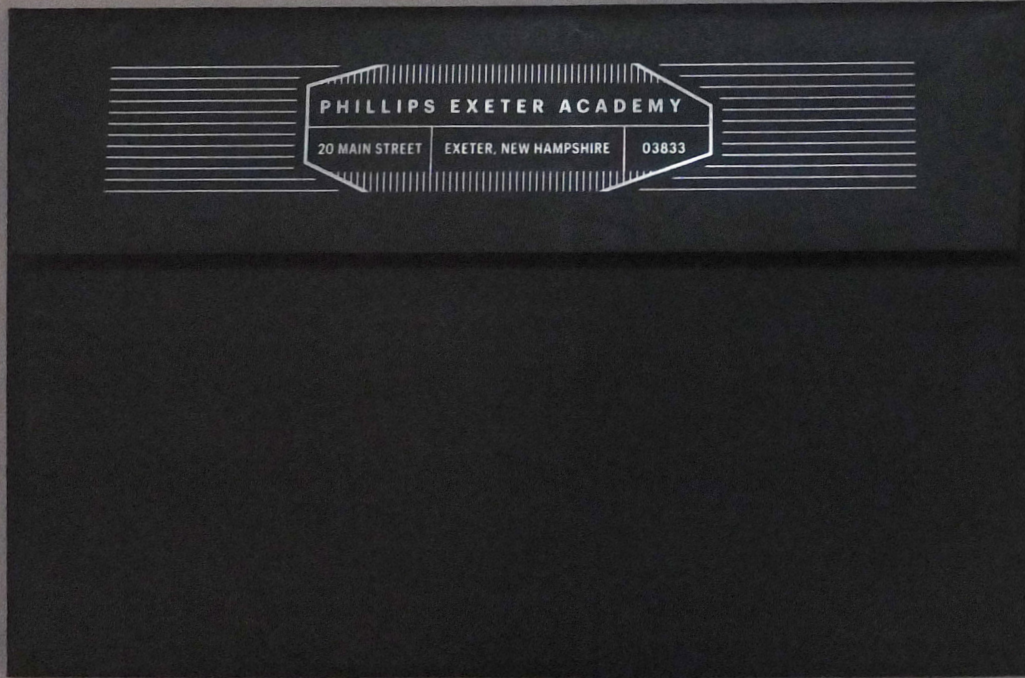
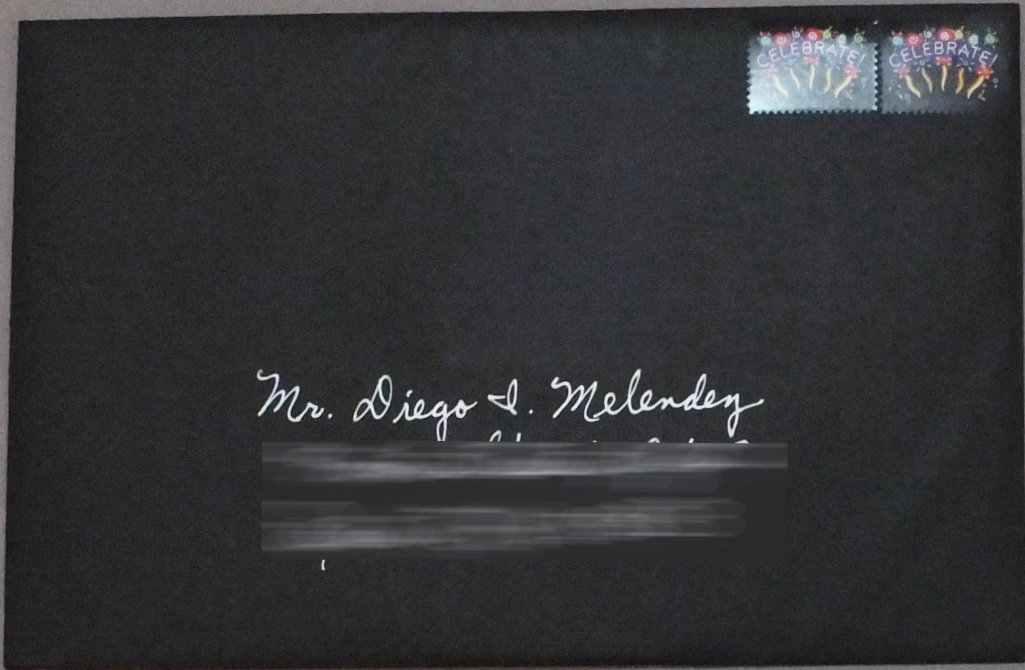


IT'S SHOWTIME!

ROFF!

CENTER FOR THEATER AND DANCE

THEATRICAL  
STAGE  
RIGHT  
RESERVE



Envelopes were addressed using metallic pens and stamps were carefully chosen to stay within the color palette.

ENTER  
STAGE  
RIGHT

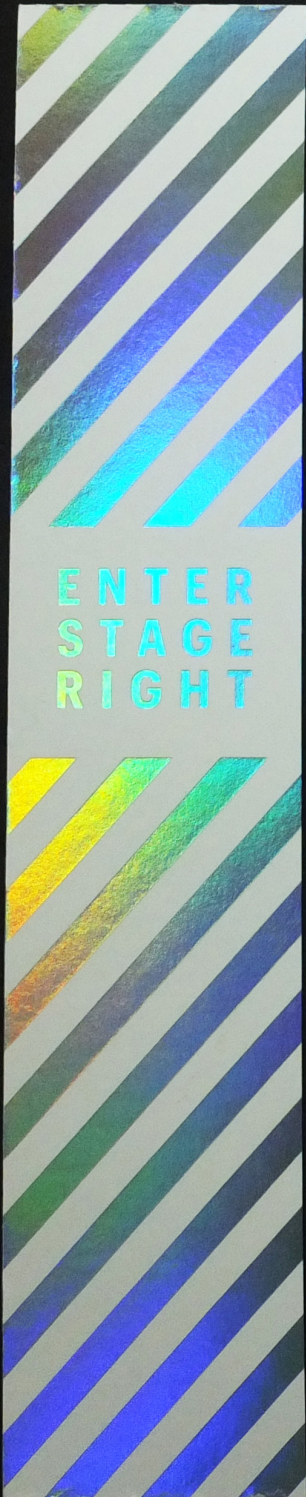
DAVID E. AND STACEY L.

**ROFF**

CENTER FOR THEATER AND DANCE

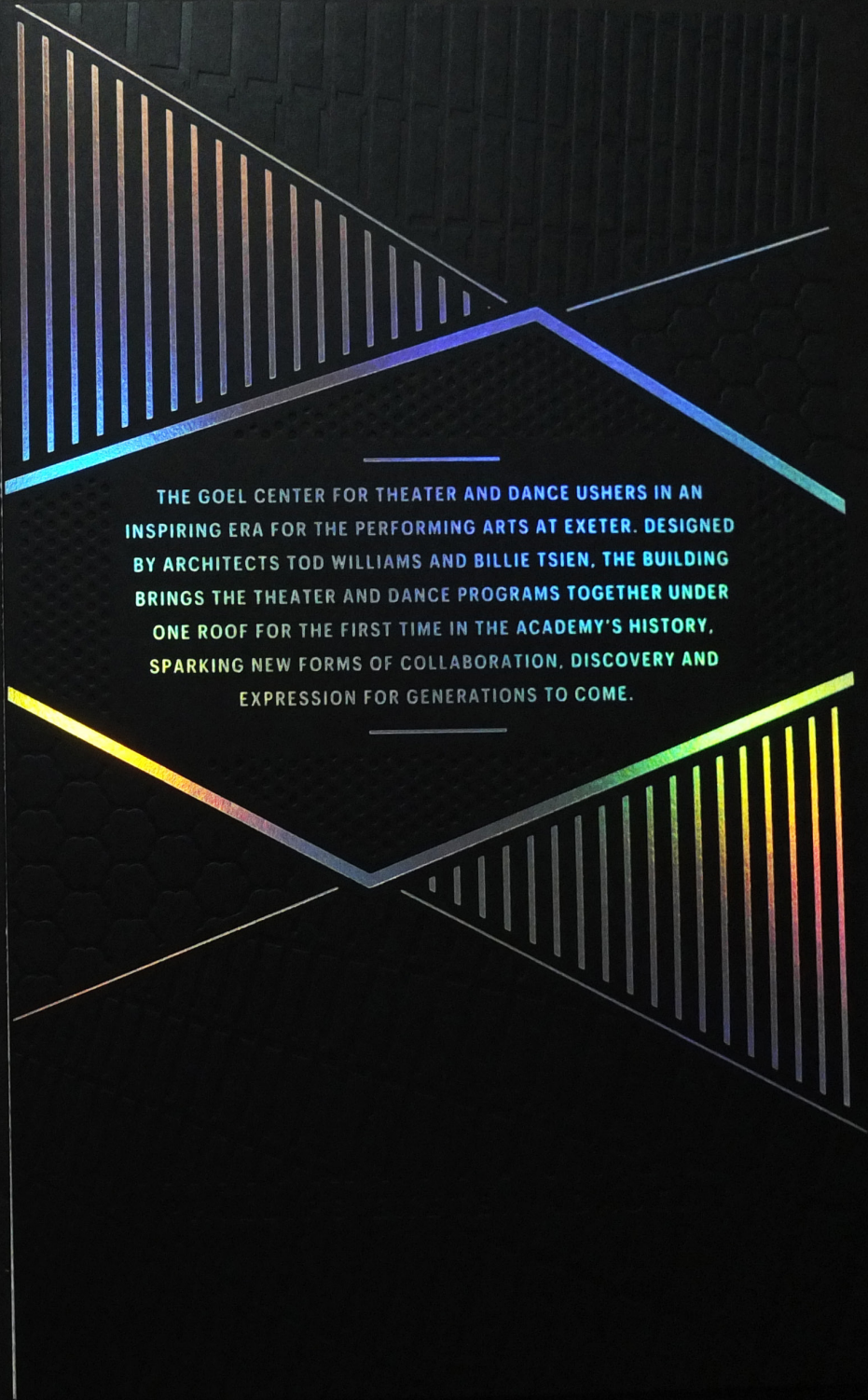
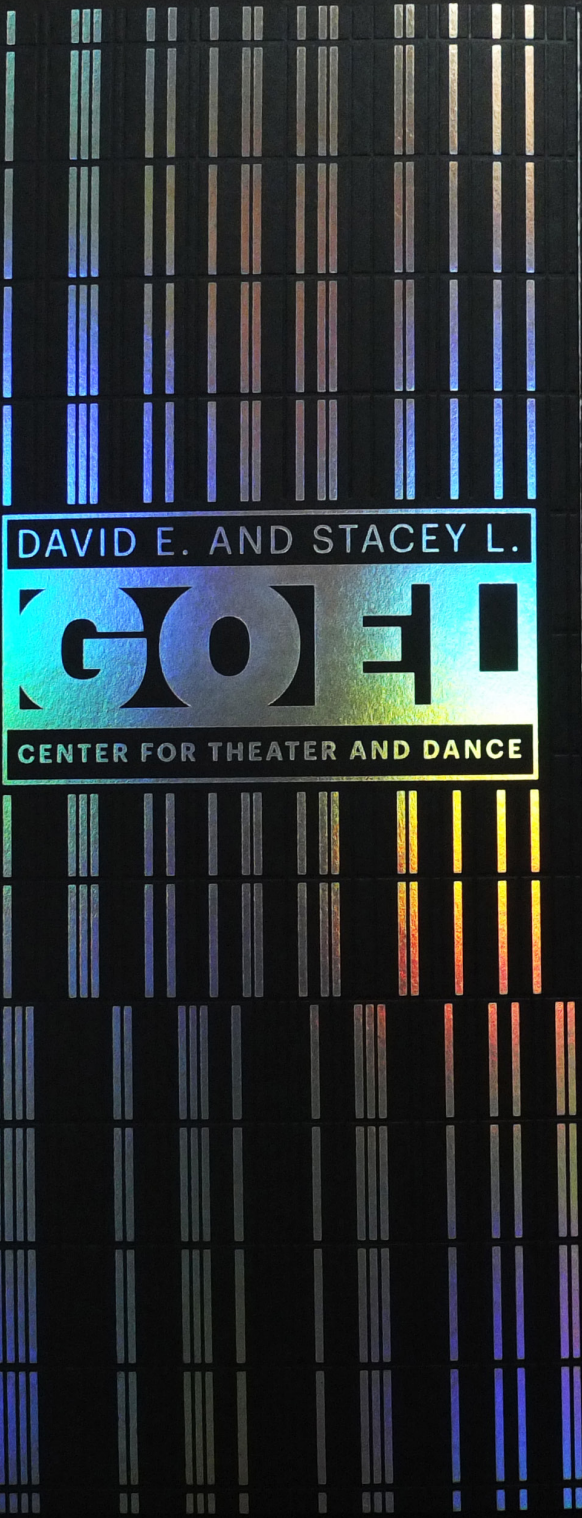
THE GOEL CENTER FOR THEATER AND DANCE BRINGS TO AN  
INSPIRING ERA FOR THE PERFORMING ARTS AT EXETER. INSPIRED  
BY ARCHITECTS TOD WILLIAMS AND BILLIE TSUEN, THE BUILDING  
BRINGS THE THEATER AND DANCE PROGRAMS TOGETHER UNDER  
ONE ROOF FOR THE FIRST TIME IN THE ACADEMY'S HISTORY,  
SPARKING NEW FORMS OF COLLABORATION, DISCOVERY AND  
EXPRESSION FOR GENERATIONS TO COME.





ENTER  
STAGE  
RIGHT

DAVID E. AND STACEY L.  
**GOEL**  
CENTER FOR THEATER AND DANCE



THE GOEL CENTER FOR THEATER AND DANCE USHERS IN AN INSPIRING ERA FOR THE PERFORMING ARTS AT EXETER. DESIGNED BY ARCHITECTS TOD WILLIAMS AND BILLIE TSIEN, THE BUILDING BRINGS THE THEATER AND DANCE PROGRAMS TOGETHER UNDER ONE ROOF FOR THE FIRST TIME IN THE ACADEMY'S HISTORY, SPARKING NEW FORMS OF COLLABORATION, DISCOVERY AND EXPRESSION FOR GENERATIONS TO COME.

RISE  
RIGHT  
GATE  
HGT  
TMR

CENTER



DAVID E. AND SUE  
100  
CENTER FOR THEATER

RENT  
RIGHT  
TAG  
ENTRIG  
ESUR

*Theatrical language*

**GRAND OPENING**  
 OF THE  
**DAVID E. AND STACEY L. FISH**  
 CENTER FOR THEATER AND DANCE  
**OCTOBER 26-27**  
 2018  
 RSVP  
 ONLINE BY  
**SEPTEMBER 14**  
[WWW.EXETER.EDU/CTD](http://WWW.EXETER.EDU/CTD)  
 WE LOOK FORWARD TO WELCOMING YOU  
 AND HONORING YOUR ROLE IN  
 THE CREATION OF THIS BEAUTIFUL  
 NEW PERFORMANCE SPACE.

JOIN US  
 FOR  
**THE GRAND OPENING**  
 OF THE ...  
**DAVID E. AND STACEY L. FISH**  
 CENTER FOR THEATER AND DANCE  
**OCTOBER**

**PLAYBILL**  
 WITH A MIDSUMMER NIGHT'S DREAM,  
 THE FIRST-EVER STUDENT  
 PERFORMANCE ON THE MAINSTAGE.  
 ...  
 PARTICIPATE IN HARNES WORKSHOPS  
 ON COSTUME DESIGN, SCENE PAINTING  
 AND ACTING.  
 ...  
 TOUR THE NEW BUILDING AND MEET  
 THE ARCHITECTS.  
 ...  
 ENJOY AN EXCLUSIVE DINNER AND  
 POST-PRODUCTION DESSERT WITH

...  
 TOUR THE NEW BUILDING AND  
 MEET THE ARCHITECTS.  
 ...  
 ENJOY AN EXCLUSIVE DINNER AND  
 POST-PRODUCTION DESSERT WITH  
 THE CAST AND CREW.  
 ...  
 JOIN THE CAMPUS COMMUNITY IN  
 CELEBRATING THE OFFICIAL OPENING OF  
 A BUILDING SURE TO TRANSFORM THE  
 EXETER EXPERIENCE.  
**QUESTIONS?**  
 CONTACT AMY FISH  
[AFISH@EXETER.EDU](mailto:AFISH@EXETER.EDU)  
 603.777.3558

...  
 WE LOOK FORWARD TO WELCOMING YOU  
 AND HONORING YOUR ROLE IN  
 THE CREATION OF THIS BEAUTIFUL  
 NEW PERFORMANCE SPACE.

ENTER  
STAGE  
RIGHT

PLEASE

JOIN US  
FOR

— THE —  
**GRAND  
OPENING**

... OF THE ...

DAVID E. AND STACEY L.



CENTER FOR THEATER AND DANCE

OCTOBER

**26-27**

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RSVP

... ONLINE BY ...

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WE LOOK FORWARD TO WELCOMING YOU  
AND HONORING YOUR ROLE IN  
THE CREATION OF THIS BEAUTIFUL  
NEW PERFORMANCE SPACE.

...

**PLAYBILL**

WATCH A *MIDSUMMER NIGHT'S DREAM*,  
THE FIRST-EVER STUDENT  
PERFORMANCE ON THE MAINSTAGE.

...

PARTICIPATE IN HARKNESS WORKSHOPS  
ON COSTUME DESIGN, SCENE PAINTING  
AND ACTING.

...

TOUR THE NEW BUILDING AND MEET  
THE ARCHITECTS.

...

ENJOY AN EXCLUSIVE DINNER AND  
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THE CAST AND CREW.

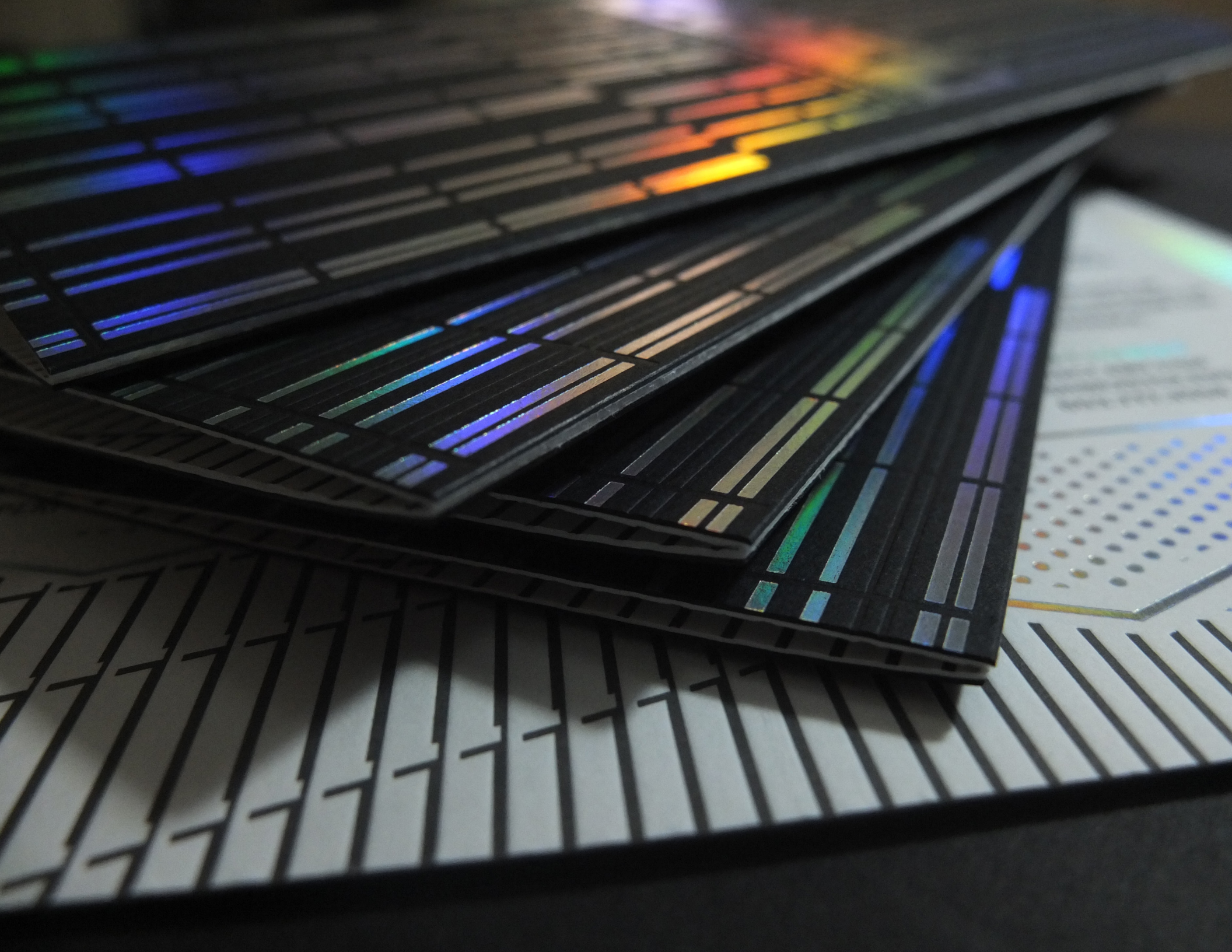
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603.777.3558

*Interior view.*  
Pattern and design  
elements were  
inspired by the  
interior details of  
the building.



DAVID E. AND STACEY L.

**ROFF**

CENTER FOR THEATER AND DANCE

*Melendez  
et. Apt. 2  
3833*

ENTRANCE  
FORM  
11/17

SHOWT