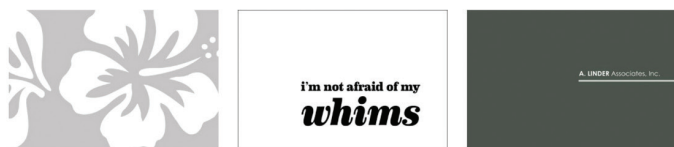


letterpress



identity



website



photography



newsletter



PASTA



Cravings grew out of Celia Cheng's thesis project into a thriving website focused on food, which includes "Cravings videos" and a pasta page. Also pictured is the Year of the Horse card, which celebrates the New Year.



2. CRAVINGS

Findyourcraving.com is the home base for Cravings, a guide to gastronomy and design, which developed from Celia Cheng's MFA Design/Designer as Author + Entrepreneur thesis project in 2005. "Cravings brought out the entrepreneur in me," she says. "What started out as a database of recommended dishes at restaurants soon grew to include events to meet and eat with chefs, sweepstakes giveaways and travel videos. The creative ideas just kept pouring out, and I was having so much fun with it, the growth was organic."

Cravings focuses on food, wine, travel and lifestyle, all of which are presented through thoughtful design. People noticed the site immediately: Two years after launching, Cheng quit her secure job at a digital agency to create her own business. Today, Cravings includes more than online advertising, partnerships and event organizing. "As the demand for these different revenue streams grew," Cheng explains, "I decided to pull them together and launch Cravings Productions, a production company that produces videos, provides letterpress, design services and photography, [all] with a focus on the food and beverage industry."

Cheng continues to use the online Cravings newsletter as part of the brand outreach that keeps her subscribers in the loop of what she's up to. "The content we provide attracts an audience that has genuine interest in our recommendations," she says. "In addition to our latest content updates, the newsletter also lets our community know when we have events or sell services and products."