firstborn

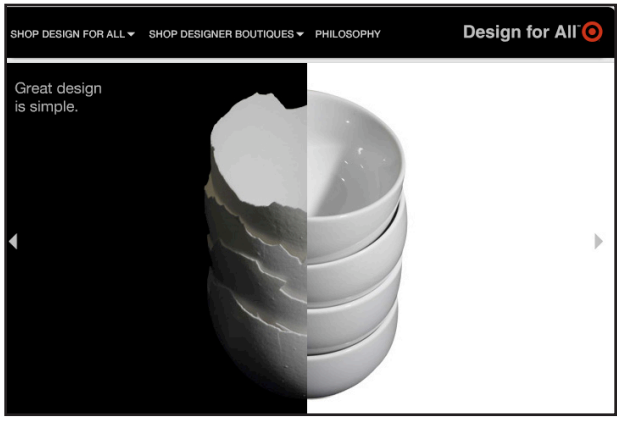
PHILOSOPHY

Emphasize simplicity and subtraction, letting the most important elements dominate. Study geometry, physics, and trigonometry, and apply it to design. And, perhaps most importantly, exchange ideas.

HISTORY

Founded in New York City in 1997, Firstborn specializes in "award-winning interactive and print designs for high-profile clients in various industries, including but not limited to, fashion, cosmetics, sports and entertainment." Now they have offices in both New York and LA.

CLIENTS

Toyota
Adobe
NBC Universal
Fila
Burger King
People
Borders
Lee Jeans
Target

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