“Hello”
“The best way to lead the future is to create it.”

We are a creative center grouped by a circle of multidisciplinary visionaries and strategists, who for the past 16 years has helped leaders of companies convert consumers into enthusiasts.
1. PIUMA, Tanzania
2. Domaine & Vins Gélinas Vineyard, Saint-Sévère
3. Essensys Online Marketing, Montreal
4. McCain Foods, Montreal
5. Conifex Forestry, Vancouver
6. Mackay Rehabilitation Center, Montreal
7. Promotional Products Professionals of Canada, Montreal
8. Jeffery Hale Hospital, Quebec City
10. Library and Archives Canada, Ottawa
11. Power Corporation's Trade Mission to China
12. Ariya Alpacas Farm, West-Bolton
“Brilliant!”

As Michael Wou has shown us, the need for strategic branding goes beyond 5th Avenue. Here in the Highlands of Tanzania the local HIV/AIDS advocacy group PIUMA marches from village to village under the banner of its new brand. As the seeds of hope, proud members exude their new face to teach awareness and bring life to an otherwise deteriorating situation.

— Edwin Deetz, Reporter, BBC
PIUMA
Tanzania, Africa. The highlands of Tanzania have the worst HIV/AIDS infection rate in the country—as high as 20%, and there are an estimated 15,000 orphans in a region of 100,000 people. When the local AIDS advocacy group PIUMA was born we were asked to brand the organization and their Solidarity March. A first of its kind in Tanzania, the March spanned 56 miles to bring HIV/AIDS awareness into remote villages. Our creative principal, Michael Wou, journeyed to Africa to join them for the March in an ongoing effort to help the region.
You have played a crucial role in helping us develop a strategy to become one of the top companies in the Asian food market. The results have exceeded our expectations and definitely placed us among the leaders in packaging in the food industry.

— Julien Roel, Group Brand Manager, McCain Foods
McCain Foods

Montreal. When McCain Foods bought Wong Wing Foods, they chose us to revitalize the company’s brand. We created an effective new brand identity and also re-strategized the entire product line, making it easier for customers to buy and for stores to sell. Initial figures for the first year after the relaunch showed a 76% increase in sales for the main product line.
PPPC
Montreal. Promotional Products Professionals of Canada (PCCC) has chapters across the country and with no brand structure, the face of the organization was in disarray. PPC asked us to rebuild the architecture of their brand and sub-brands. Guided by our strategic framework, the new brand interfaced seamlessly from coast to coast with a clear core vision.
Montreal. Believing in transparency, CN took an active approach by asking us to create their new Environment & Safety website. Moving away from the rigid look of rail, the site’s fresh and intuitive structure made repeat visits a fluid experience.
PhotoInsider

New York. PhotoInsider Magazine wanted to compete on the international market and increase readership. We performed a complete redesign, and with PhotoInsider’s internal design team, Origami art directed several issues before handing the reigns over with an overwhelming success.
Toyo Tires
Montreal. When Toyo Tires’ new building was complete they asked us to help structure and design the building’s wayfinding and signage. They quickly became a repeat client and asked us back to stage their opening event. Toyo Tires’ president and the entire board of directors flew in from Japan to participate in the traditional sake barrel breaking ceremony.
Domaine & Vins Gélinas

Saint-Sévère. Serge Gélinas understood that a successful brand could increase his revenues, but after we completed the rebrand, he never expected to sell out his entire year’s production within 24 days. The success continued when he pre-sold next year’s entire production as well.
Sun Life Financial
Montreal. Guests experienced the thrill of espionage at a spy-themed launch event for the massive 2.3-million-square-foot Côte-de-Liesse Business Park. To round out the event, we delivered a package that included a new brand identity, invitations, signage, brochures, actors and a computer-animated movie of the site pre-loaded into a USB-Spy Pen as a promotional tool. The event’s success paved the way for us to create signage for the business park and to devise the tenant signage program.

— Valerio Bittichesu, Director, Sun Life Financial

“Amazing”
Your creative and logistical ability to carry out this event from the initial concept stage to the actual main event was seamless and effortless to us and very much appreciated. Your professionalism and keen attention to detail was key in meeting our needs, budget and schedule in an exemplary fashion. All we have been getting are rave remarks from our guests at the event.
After the success of the launch event, we were invited back to brand the entire 2.3-million-square-foot Côte-de-Liesse Business Park. Using wayfinding strategies to develop visual markers, visitors easily navigated to their destinations and decreased travel time.
Ron Levine Photography

New York. Photographer Ron Levine and our Creative Principal, Michael Wou drove 3,000 miles, and spent 3 weeks weaving through the swamps and Everglades of southern Florida. The resulting book of images was designed as a promotional showpiece, and increased Levine's annual revenue by a staggering 85%.

In 40 years of hunting, he averaged 5 gators a night, sometimes as many as 80.
Jeffery Hale Hospital
Quebec City. We were asked to revive the Hospital’s weakening brand with a complete bottom to top strategy. The launch of the new brand rallied the staff and the community to a new spirit of “empowered care.”
Prisoners of Age
San Francisco, Philadelphia, Dublin, Ottawa, Montreal.
More than 760,000 people lined up to experience “Prisoners of Age,” the first exhibition at San Francisco’s notorious Alcatraz Prison. Our award-winning show featured the haunting images and words of aging convicts speaking directly—and heart-breakingly—to the viewer. “Prisoners of Age” has been exhibited since then in Ottawa, Philadelphia, Montreal, and Dublin, Ireland. A film documentary was also produced by Stan Feingold and aired across Canada and the USA, later winning a Gemini Award in Canada.
“So powerful”

It is here, when visitors wander in and see “Prisoners of Age”, that tourists take on somber expressions and talk in subdued tones...

— San Francisco Examiner
“Results are continuous.”

Your advantage is our proven process. Objectives and goals are thought and re-thought, strategized and re-strategized; we don’t want to compete with your competitors, we want to make them irrelevant.
Michael Wou
Creative Principal
When I was born, my Grandmother in New York gave me the Chinese name (branded me) “Creative Prosperity”. My name wasn’t just designed for concept and art, through my entrepreneurial family I discovered a passion for learning about different businesses and what makes them succeed. And on the other end I’m equally fascinated by studying how people perceive these businesses and their products—especially why people buy. Having traveled to over 100 cities around the world, plus acquiring branding experience in Europe, the U.S. and Africa I’m able to bring a global outlook to all our clients projects. I've also had the privilege of being honored with many national and international awards, features and interviews in the U.S. (How Magazine, Print Magazine, Photo District News, The Los Angeles Times, The San Francisco Chronicle, The Examiner, CNN, FOX, and Crier Today), Canada (Applied Arts Magazine, The Globe and Mail, and Bravo), Europe (BBC, Graphis, and Público), and Asia (The Korean Herald). But the most important thing for me is not the awards, but building relationships... and of course having fun on the job—cheers!

Russell Volckmann
Executive Producer & Creative Director
I build successful brands and solid brand experiences, and I love what I do. I have helped entrepreneurs, Fortune 500 companies, and global companies tell their stories through successful brand, visual identity, marketing advertising, and social strategies. Over the past 15 years, I have held director and board advisory level brand, digital and marketing strategy roles on both the client and agency side, in the U.S., Europe, and Asia—and enjoyed every single one of those roles. I also speak Japanese and German, and frequently lecture at universities.
Creative successes include marketing, advertising and branding for such organizations as Landor, L’OREAL Japan, AT&T Japan, the San Francisco Asian Art Museum, Hewlett-Packard, the Grateful Dead, Pink Floyd, Bank of America, Charles Schwab, Sun Microsystems, KM Disney, Inc., Emirates Airlines, and CNN Headline News. I also contribute my expertise at the Taproot Foundation, professionals working pro bono to help local non-profits.

Stéphane Crevier
Director of Strategy & Business Relations
I’m a person that’s passionate about the life of ideas and what they can accomplish. For me a brand is not just a graphic element, but a soulful presence that can impact the results and performance of your company. My pursuit of these ideals has led me through a path of experience that involved branding and visual communications in the retail, sales and manufacturing sectors. I've developed products and managed successful national and international brands at companies such as Fruits & Passion and Saputo—with positive results stemming from personal field experience. You may see Michael and myself standing in a store aisle or sipping an espresso at a café while observing customers as they make their choices. I'm in my element when I'm looking for new ways to connect to your customers.

Cecilia Salado
Senior Solutions Designer
Wanting to expand the horizons of my analytical creativity, I said adios to my architectural firm in Argentina, and pursued a degree in Graphic Design at the University of Quebec in Montreal. After several years of successfully exploring my talent in the field, I joined Origami as a senior solutions designer, extending my architectural skills to signage and wayfinding programs. This unique background has given me the global perspective to create award-winning results required for two- and three-dimensional design solutions.
Maika’i Nash
Project Manager

As a Hawaiian, the first question out of everybody’s mouth is, “What are you doing so far North?” After receiving my education in Piano Performance from the University of Hawaii, I made a pit stop across the ocean and cut my teeth in Seattle as a Producer with such clients as Microsoft and Matsushita. Over the years, I rose to the ranks of Marketing Director at a national non-profit organization, and eventually my endless pursuit of being exposed to different aspects of culture led me eastward to Montreal. I enrolled at McGill for a graduate degree in Piano Performance, and at the same time I help organize, manage and develop marketing ideas at Origami, where beyond the management, I share my enthusiasm the performing arts.

Monia Poncik
Solutions & Events Designer

I’m originally a New Yorker, but Montreal was responsible for sharpening my passion for design and marketing, feeding the constant internal struggle between the left and right sides of my brain! Aiming to transcend conventional boundaries, I was soon inspired to start my own company as a combined outlet for my creative and business personalities. After many successes with clients such as L’Oréal, Danesco and the Jewish General Hospital, I joined Origami as the resident specialist in event design and marketing. From invitation to final applause, I continually seek new ways to surprise, move and persuade your audiences and markets.

Jenn McIntyre
Solutions & Online Designer

It was while majoring in visual communication at the Nova Scotia College of Art and Design that I became interested in the potential of design and how we interact with it. I took the opportunity to intern at an architecture magazine in Paris, inspired by what was happening in design internationally. I returned to Canada and happily settled in Montreal as art director for Maisonneuve magazine, and later as the lead designer for Plank Multimedia, where I honed my skills in web design. Along the way, I’ve worked with the National Film Board of Canada, created Juno-nominated album artwork and collaborated with the eco-conscious architecture firm EcoCité. I have consistently been excited by the potential of design. The fun continues at Origami, with a fresh approach to problems and with intelligent minds behind our solutions.

Alain Dahan
Director of Video

“Hey Alain, you’re a #@king genius!”
— James Caan

Upon realization that it wasn’t my destiny to study acting with James Caan, I understood that my path lay on the other side of the camera. The screen is a magic medium with the power to engage interests as it conveys messages and emotions like no other communications tool can. Whether it’s corporate video, television commercial or block buster film, Stanley Kubrick said it best, “If it can be written, or thought, it can be filmed.” We all agree.
“Thank You”