

# Creative Circus celebrates 15 years

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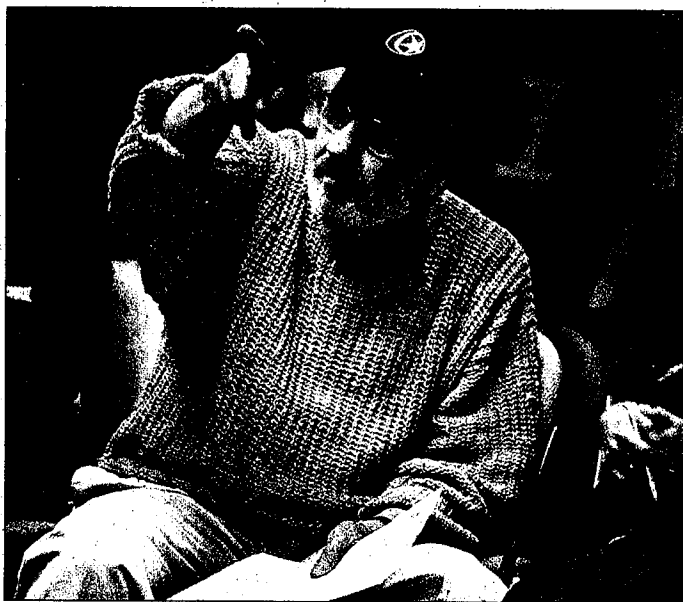
During February's live broadcast of the Super Bowl, millions of Americans tuned in to watch the game and the commercials.

Unbeknownst to the viewers, however, 60 percent of those television advertisements were on some level produced with the help of graduates from Midtown's Creative Circus.

The unorthodox design and advertising school is celebrating its 15th anniversary this month.

"We operate almost nothing like a school," said co-founder and Executive Creative Director Norm Grey. "We operate more like the industry. When these kids go out into the world, this is what they're going to see."

With a two-year program, students come from all levels and backgrounds to earn a certificate in design arts or advertising while building a respectable portfolio. When the doors opened in 1995, the school had 100 students. Now, it boasts 230.



Special photo

Norm Grey, co-founder and executive creative director of the Creative Circus in Midtown, leads a design class.

"The goal was to become a great school where people were able to learn the commercial arts or design arts, directing and copyright by people that actually work in the field," said school co-founder and freelance headhunter Carol Vick.

The faculty is comprised of

industry professionals who mostly continue their jobs outside of the school.

"Because we have all this real-world experience, we try to simulate that in the classrooms," said Berwyn Hung, the school's program chair for the design department.

Ms. Vick said she credited

the success of the school over the years to its model of putting students first.

"We seek to create the most avidly sought-after graduates," she said. "If we create the best possible graduate, then that is the best business model."

Grey stressed that even though the classes are intensive and demanding, the school's goal is to help develop each individual.

"There's a certain sense of nurturing," he said. "We don't just destroy a kid if he's not talented. We nurture the student."

Recent graduate Rich Ford came to the school after receiving his bachelor's degree in English from the University of Colorado in Boulder. He received a job offer before he even finished school.

"It was kind of a self-actualization thing. The school really fostered the raw creativity I had and helped me channel it into a practical and marketable direction," he said. "It's allowed me to go from no chance of getting a job at the smallest ad agency to be able to walk in and get a job at one of the best agencies in world."

## BUSINESS BRIEFS

### Joel & Granot

Buckhead residents Alan Joel and Dan Granot recently merged their commercial real estate firms to create Joel & Granot Commercial Real Estate.

The new company is a boutique brokerage firm providing services such as tenant representation, investment sales, land sales and property management for clients of any size. Joel & Granot Commercial Real Estate's two prin-



Alan Joel



Dan Granot

cipals will be involved in each transaction, offering clients direct access and expertise not typically found at mega-brokerages and one-man shops.

Combined, Joel and Granot have more than 40 years of experience representing tenants and closing complex real estate transactions.

### New board

The Corporate Volunteer Council of Atlanta recently announced its 2010 board of directors, which will be led by newly elected president Katy Elder of The Home Depot Foundation. The Corporate Volunteer Council's 2010 board also includes: past president Jodie Huiet, AGL Resources; president-elect Brevard Fraser, Deloitte; marketing chair

Cecilie Goodman, LexisNexis Risk Solutions; treasurer/finance co-chairs Deborah Baker, Arcapita, and Pablo Castanon, PWC; membership co-chairs Hicham Bouani, Global ProjeX, and Cheryl Naja, Alston & Bird; programs co-chairs Safiya Jones, CBeyond, and Jessica Laiti, Cox Communications; public relations chair Cameron Morrow, Edelman Public Relations; special events co-chairs Jai Rogers, Children's Healthcare of Atlanta, and Sara Pheasant, Sutherland; and members at large Terrez Thompson, The Coca-Cola Co., and Whitney Munn, Kilpatrick Stockton.

### Transwestern

Houston-based Transwestern recently announced that its

Southeast regional headquarters, located in Buckhead, has relocated to Tower Place 100 at 3340 Peachtree Road. The 12,537-square-foot office space was leased in a deal brokered by Transwestern vice president Greg Baxendale. Tom Miller with Grubb & Ellis represented RREEF, the building owner.

"Not only does this move provide us a great opportunity to occupy space in a building owned by our largest client, RREEF" said Transwestern's executive vice president and regional leader, Bruce Ford, "but also it provides us the opportunity to continue our trend of regional growth as we add new assignments and team members to the firm."

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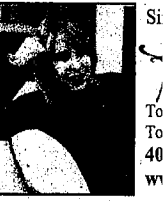
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All information is believed to be true.