

TOUCH



what we do

international public relations

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# international public relations

As social media and online publications are on the rise, public relations has become an even more important tool than it has been in the past.

Addressing this shift, TOUCH offers public relations services, strictly for design clients.

Through the understanding and relationships we have built with editors and writers within the field, we can get story pitches and news releases in front of the right people, increasing the chances for good exposure.

We believe that by offering public relations as part of our service we can open the door emerging, smaller, younger & fresher design firms that otherwise might not get the exposure they deserve, or if they were to hire a different agency for the services, they might not find the industry experience they require, or the fees that they can afford.

# 1

## **understanding the industry**

we are passionate about good design, beautiful projects and the designers behind them. we have spent our careers connected to design and because of it, we have a deep understanding on how things work in this field.

# 2

## **knowing our clients and their products**

each client is unique. to tell the story appropriately, we first do our homework. and of course, we must like what we learn, because, our principles tell us not to promote anything that we don't believe in.

# 3

## **open communication**

our clients' visions and goals are our top priority we keep them in the loop of our activities and track progress, which we will review together regularly with them. that way we are all on the same page.

public relations is a relationship game: forming and cultivating relationships within the industry is one of our main priorities. pr efforts are much more effective when our contacts know us and trust that we will provide them with interesting and accurate information about our clients. Over the years we have built a solid reputation and our clients benefit from it.

our public relations programs are generally a combination of the elements listed below. combined they allow for a comprehensive and effective approach. as our strategies are customized for each specific partner, some or all of these will apply.



**media lists and editorial calendars**

we customize our media lists for each client. our lists combine print and digital media, including blogs. we plan ahead and actively create opportunities for our clients.

**press releases and story pitches**

our releases aim to provide editors and writers with relevant information at the right time. we pride ourselves on providing honest and accurate information to our media contacts. we pitch story ideas to key editors and writers and do so strategically to differentiate our clients' stories from the pack.

**editor/writer relationships**

as we build and strengthen our relationships with writers and editors, we are fully aware that we depend on them to get media coverage. in return, they should be able to count on us to receive fresh and relevant information.

**press materials**

together with our clients we create image libraries to have on hand when opportunities arise. as a full service graphic design firm, we can ensure that all materials supplied to media are of good quality and in the appropriate format.

**media tracking**

as a follow-up to our media relations efforts we operate as a media tracking and clipping service. we scan, collect and document news mentions and alert clients of developments in their media exposure

TOUCH clients have seen coverage in many important publications worldwide, including:

**New York Times**  
**Los Angeles Times**  
**Wallpaper**  
**Monocle**  
**California Home+Design**

**A+A**  
**Dwell**  
**Interior Design**  
**Surface**  
**Angeleno**

**Elle Decor**  
**Los Angeles Magazine**  
**New York Magazine**  
**NYT Magazine**  
**Step Inside**

**Hinge**  
**Style at Home**  
**Matter**  
**Western Interiors**  
**... and more**





**POP QUIZ: ANSWERS**

1. **Blackout** is a... *Blackout is a... (text is small and partially illegible)*
2. **Environmental Protection Agency**... *(text is small and partially illegible)*
3. **Planet Rebuilding Council**... *(text is small and partially illegible)*
4. **Landmark in Energy and Environmental Design**... *(text is small and partially illegible)*
5. **Pop quiz!**... *(text is small and partially illegible)*



### On a Smartpath

The title "model turned" on anyone's resume can be a bit dubious; it tends to overshadow whatever's on the other side of the hyphen. Especially when it's someone like Brazilian-born Zoi Melo, who has dedicated herself to design work that transcends trendy or facile definitions of sustainable or socially responsible practices. Certainly, being and giving are not topping her list of priorities. But without her modeling experience, she would never have become the head of her own operations socially sustainable product development firm.

"I saw a world of money and glamor," she says, speaking from her studio in Los Angeles. "I certainly can't complain about my time in Paris." Working in fashion helped develop her love of design. "But at some point, I had this awakening to the things around me—to spend less. We don't need so many things. Living in America, I learned how we become big spenders," she explains.

Despite having no formal training, Melo has worked on a variety of projects with clients all over the world. In 2013, she teamed up with architect Charles Swenson; she also worked with Estrella Morales. In addition, she has helped design everything from the São Paulo night club Lova Club to a Tablet for Purple to an art installation for David Byrne in Lisbon. After introducing an Arteriors product to Brazil in 2014, she joined the company's staff, and the following year she launched

designs, helping to guide some of these Design with Goodness projects through development.

It wasn't enough, Melo knew, to work with people in a poor community for a few months and then abandon them. "You really need to buy an understanding of how the [production] process works," she says. "It's one thing to do one product, another to do a thousand of them. To do social work is different; it's a huge commitment, and I believe in social work." She believes that the numerous areas in South America that are littered with empty factories, banks of industries, could fit just back into use with creative and thoughtful organization.

Currently, she's working with a philosophy called "smart path"—using up a company's profits and seeing how they can be made creatively and sustainably. "I don't want to work with any materials that are harmful to the environment." Among her current projects are a jewelry line, which uses recycled materials, with Maria Bernardes in Brazil, and woven plastic lamps and furniture from La Folia, by Federico Chelbi and Patricia Elix Klert of Argentina.

Although her firm is trying to work with a zero-waste policy, she insists that there are no items in use and phrases them up her philosophy. "I don't want to be a superhero. I just try to pay attention and do better at what I'm doing. I also say, 'Don't want to be





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