

## CONGRATULATIONS JONATHAN PITE



Ideas. Where do they come from? Why do some dissolve while others remain in imagination's forefront? When an idea sparks, how then, does it translate into real, palpable impetus? In the case of creative maverick Jonathan Pite, while the origin of his vision may elude us, we know firsthand, with certainty, its impact.

In the early 1970s, Jonathan Pite, left his home in New York City to study photography, art, and religion at the University of Colorado – Boulder. He earned his bachelors degree cum laude, and went on to travel the world, working as photographer for Forbes Magazine, the New York Times, and the like. Returning to New York, Jonathan worked in premier New York advertising agencies, implementing national campaigns for Fortune 500 clientele. Quickly, his career and creative life advanced, as Jonathan's name became synonymous with clean, effective, intuitive, client-first work.

Fast-forward nearly a decade – the call of the Colorado Front Range beckoned Jonathan back to Denver, and it wasn't long before he established himself a leader in the local creative community. In 1982, Jonathan joined AIGA Colorado, and in 1996, was voted in as Public and Business Relations Chair for the Art Directors Club of Denver. During this time, Jonathan also acted as Advertising Director for Graffiti, the club's monthly newsletter. In 1998, Jonathan became ADCD Vice-President, and a year after that, in 1999, President. In the mid-2000s, club membership was declining, and Jonathan led a successful initiative, attracting new membership, fanaticism, and national recognition.

In 2001, Jonathan founded collaborative design, branding, and communications firm, Pite Creative. As Pite Creative, Jonathan has worked with organizations ranging from the Colorado Children's Hospital, to PepsiCo, to Horizon Organic, Cabela's, and more. His award-winning websites and annual reports have garnered international acclaim. Today, Jonathan continues as a sought-after creative advisor, public speaker, and creative competition judge, nationwide.

The ONE Club for Creativity – Denver would not be where it is today, without Jonathan Pite's dedicated vision, born into action so many years ago. We are grateful for his foresight, and his commitment to the evolution of Denver's creative community. We continue in his mission, producing world-class work, right here in Colorado, and providing cutting-edge educational opportunity for emerging local talent. In Jonathan Pite, we see the power of idea and determination, and we honor him as Legacy Award recipient at the 2017 Annual Show.