



Supon Phornirunlit

**Good design is like a  
It has to fit you well.**

Supon Phornirunlit

good outfit:



Born in Thailand, Supon came to the U.S. to further his education... and liked America so much, he decided to make it his home.





He started his first business—Supon Design Group—with just \$1,000 at the age of 25, working out of a one-bedroom apartment in Washington, D.C.



In just a few years, the studio achieved international recognition, attracting clients from Asia to Africa. Under 10 years, Supon Design Group earned over 1,000 industry awards, including Gold Awards and Best of Show honors, in virtually every design category from corporate identity, print collateral, and new media to advertising, broadcast, and packaging.

Host Countries



# IBM Olympic Hosting Program



As creative director of Supon Design Group, Supon spearheaded the design and development of high-profile projects such as the brand identity for IBM's Olympic sponsorship.

He also led the team that created the bright, attractive visuals for the bustling food courts at Washington, D.C.'s Ronald Reagan National Airport.





For the U.S. Open at Flushing Meadows, New York, Supon Design Group designed a T-shirt and souvenirs featuring sophisticated graphics that made a big impact.



**ART ON  
CALL**

UNITED  
STATES



**BOTANIC  
GARDEN**

WASHINGTON



**USDA**

PEOPLE  
FOR THE  
AMERICAN  
WAY  
FOUNDATION

Supon designed or guided the development of numerous of trademarks for many D.C. metro-based institutions, including the U.S. Patent & Trademark Office, Department of Agriculture, and Botanic Gardens.



His clients included a broad range of global corporations:  
Discovery Communications,  
CowParade, The International Spy Museum, Coca-Cola Company, George Washington University, and The Beanstalk Group.



Soon Supon expanded his work beyond graphics to include product and interior design.

MAKING THE RULES IN GRAPHIC DESIGN

GRAPHICALLY BOLD

Moss

GREAT DESIGN USING 1, 2, & 3 COLORS

THE BEST OF INTERNATIONAL SET - PRODUCTION

THE RIGHT PORTFOLIO FOR THE RIGHT JOB

SUCCESSFUL LOGOS WORLDWIDE

INNOVATIVE LOW BUDGET DESIGN

BREAKING THE RULES IN PUBLICATION DESIGN

THE BEST OF INTERNATIONAL SET - PRODUCTION

THE BEST OF INTERNATIONAL SET - PRODUCTION



He designed and co-wrote over two dozen original, award-winning books on graphic design, its theory, and scope.

Supon was in high demand as a conference speaker at design conventions and served as a judge at design competitions around the world. His profile and works have appeared in countless publications worldwide.



# GM

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Supon was voted “Designer to Watch” by *Graphic Design USA* magazine, and served on the boards of the Art Directors Club of Metro Washington and Broadcast Designers Association. The lifestyle publication *GM—Gentlemen’s Magazine*—selected Supon as “Person of the Month.”



SEE DESIGN • HEAR DESIGN • SPEAK DESIGN

After 10 years, he sold Supon Design Group to take his craft in a new direction. After he left the company, Madison Square Press published *See Design, Hear Design, Speak Design*—a 200-page coffee table book featuring Supon, his team, and their work.

I don't give clients what they want  
I give them what they need

What they want—  
they need.

SUPON CF

In 2005, he launched an exciting new product development and design venture: Supon Creative Enterprises, specializing not only in graphic design but in design of virtually any medium. Supon Creative returned to the fundamentals, allowing Supon to expand his design roots and remain involved in the process from start to finish.

CREATIVE

His love of interior design and the house he owns in Washington inspired Supon to create a series of home product lines for various clientele.





He received *Metropolitan Home's* 2005 Home of the Year award for his outdoor deck design, and again in 2006 for his home office design.





The first pillow Supon designed—Live like a Queen—was a tremendous success. Demand was so high, it went into production several times during the year it was launched, and jump-started the popular Live like a Queen Collection.

After the success of this first product, Supon launched a smart, savvy line of home accessories in 2007 called Naked Décor—a one-of-a-kind collection that defines self-expression in any domain.



NAKED  
DECOR



After the death of his beloved dog, Pica, Supon developed the award-winning Pooch Décor collection of pet portraits targeted to other animal lovers.





Pooch Décor was an immediate success: Reuters TV Agency featured a story on Supon and [poochdecor.com](http://poochdecor.com), which was picked up by over 300 television, cable, and Webnews broadcasts, including “Shop With Style” (KATU-TV, Portland, Oregon) and “San Antonio Living” (WOAI-TV, San Antonio).

Pooch Décor will soon expand its retail product line.









His home is one of the most photographed in the Kalorama area, and his unique style of home décor has been featured in publications around the world.

Today, Supon works with select clients around the globe on a broad range of projects. Art and design have always been a part of his life, so it's no surprise that his graphic insights consistently permeate everything he creates.





Supon continues his respected tradition of combining original, eye-catching design with basic marketing principles—a proven formula for success that not only sets his work apart from any competition, but also remains Uniquely Supon.

**Creativity is like beauty.  
If you weren't born with it,  
you'd have to pay for it.**

uty:

with it, you'll

Supon will give you the photo cre  
these pages will come later.

edit pages for you later.

