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Rowena Macaraeg Named President of RipBang Studios

RipBang Founding Partner Rowena Macaraeg will oversee quality control as the firm's work becomes increasingly focused on experiential branding and environmental graphics.

Los Angeles, February 9, 2009 about 3 o'clock – Ripbang Studios announced today Rowena Macaraeg, founding partner has been named President.

Since the firm's beginning in 2000, Macaraeg has served as Director of Graphics and Branding. In this position she has guided the firm's graphics and wayfinding designs for the Orlando Magic's new arena and Campus El Segundo a 2,000,000 sf office development in Los Angeles, as well as many others. Since being named President Rowena, a native of the Philippines, has reclassified the company as an MWBE (Minority Women Business Enterprise) allowing RipBang to offer value-added services to our clients. In her new role, Macaraeg will be responsible for assuring that all projects are well planned, well designed, and well executed.

Rowena graduated from the University of California at Berkeley, and moved to Los Angeles to pursue a career in set design, sculpture and environmental graphics. Beginning with well-known neon sculptor Eric Zimmerman, Rowena has worked with many of the defining figures in environmental graphic design. At Sussman Prejza and Company, Rowena designed signage, artwork, and sculptures for such influential and recognizable entertainment destinations as Universal CityWalk Florida, Gund Arena, and the New Jersey Performing Arts Center. As Senior Designer at Selbert Perkins Collaborative, she created environmental graphics and wayfinding systems for Downtown Disney as well as several major retail projects in Asia and Europe. As senior designer at Olio, Rowena designed imaginative sets for Treasure Island Casino and custom animated neon artwork for Universal CityWalk in Hollywood.

ABOUT RIPBANG

Ripbang Studios specializes in creating fun. We have built a reputation for innovative design solutions that add visual impact to commercial entertainment destinations. Our "soft architecture" approach integrates signage, graphics and interiors to create immersive environments that enhance the guest experience of Sports Venues, Airports, Shopping Centers, Resorts and Museums. The result is a cost effective approach to creating destinations that are noticed and experiences that are remembered.

RipBang Studios has been commissioned to create and implement unique graphics programs, sponsorship environments, stores, restaurants, and brands for clients including The Orlando Magic, The Minnesota Twins, The Phoenix Suns, Scion, Universal Studios, Walt Disney Imagineering, The Rock and Roll Hall of Fame and many others.

RipBang Studios' core of experienced design professionals are drawn from the fields of Architecture, Interiors, Graphic Design, Illustration, Project Management, Marketing and Business. Our services include Strategic Planning, Branding, Signage and Graphics, Architecture and Interior Design, and Event Graphics.