

Artful Thinking

Hats off to these design leaders for utilizing their resources to make a positive impact on the pandemic



^ **RIOS CLEMENTI HALE**
RCH (Rios Clementi Hale) Studios is a multidisciplinary design firm in L.A. widely known and respected for transforming city landscapes with their innovative designs. When the Covid-19 quarantine began, the team applied this same strategic thinking and quickly devised solutions to keep the staff connected while also serving the L.A. community. They set up a virtual picnic for their entire staff, purchasing food from local restaurants. Then they launched an initiative to help first responders by producing over 1,800 face shield head bands (3-D printed) and 5,400 reusable plastic shields (laser cut) with their 3-D printers at the office for local hospitals.
rchstudios.com



<< **BRADLEY BAYOU**
Designer, author and artist Bradley Bayou is the definition of a renaissance man. Inspired by the pandemic crisis and his daughter, who is a nurse, Bayou brought out his brushes and launched an effort to raise money for L.A.'s first responders. His hand-painted masks are protective and cool but also give back to the medical community, with all proceeds benefiting the Frontline Responders Fund.
To purchase, visit *bradleybayou.com*

**COVERED BY
ELYSSA CONTARDO >>**

During isolation, San Diego designer Elyssa Contardo quickly launched Covered, an e-commerce store where you can find home necessities to keep you cozy. Her father, a doctor who attended Johns Hopkins University, inspired her to do more for those on the front lines. A portion of proceeds from all sales benefit the Johns Hopkins Covid-19 Response.
To purchase, visit *shop-covered.com*



∨ **CERNO**

Southern Californian modern lighting company CERNO recently shifted its manufacturing capabilities to produce face shields for local hospital systems struggling to acquire the appropriate personal protective equipment (PPE) as they

assist patients battling Covid-19. To date, they have produced 10,000 face shields that were donated to hospitals in the MemorialCare Health System (Orange County and Long Beach) and Mammoth Hospital (Mammoth Lakes).
cernogroup.com

