



 Thea Award for Outstanding Achievement: Brand Retail Experience  
**Boudin at the Wharf, San Francisco**

**Andre Boudin Bakeries, Inc.**

Owner: Sharon B. Duvall  
Lou Giraudo  
GESD Capital Partners

**Initial Concept Creative Strategy & Experience Design**

**A+A, Inc.**  
Tomas Ancona, Creative Director  
Rick Lowe, Brand Identity Design

**Development Manager**

**WDG Ventures, Inc.**

Paula Collins, CEO

**Lead Architect**

**EHDD Architecture**

Duncan Ballash, Principal  
Luisa Van Leer, Architect  
Chuck Davis, Sr. Design Principal

**Interior Design Architect**

**Engstrom Design Group**

Jennifer Johanson, CEO  
Eric Engstrom, President  
Nancy Kalter-Dill, Project Manager/Sr. Assoc.

**Interior Design Projects Manager**

Nancy Mootz

**General Contractor (exterior)**

**Nibbi Brothers**

Mike Nibbi, Project Executive

**General Contractor (interiors)**

**Alsterlind Construction Company**

Greg Alsterlind

**Lighting**

**Auerbach Glasow**

Larry French, Principal  
Susan Porter, Project Manager

**Sound**

**Charles M. Salter & Assoc.**

Charles M. Salter, Principal

**Retail Development, Product Assortment & Visual Merchandising**

**In One Ear, LLC**

Kathi Lentzsch, Principal  
Dan Sykes, Visual & Merchandising Design

**Bread Rail Design**

Russ Williams

**Demonstration Bakery Design & Show**

Dan Giraudo, Director, Bakery OPS  
Fernando Padilla, Master Baker  
Craig Ponsford, VP, Bakery Innovation

**Cabinetry & Millwork**

**Arnold & Egan**

Ken Egan, President  
Mike Delessert, Lead Installer  
Richard Walker, Lead Craftsman

**Graphic Art Design**

**Pentagram Design**

Kit Hinrichs, President  
Laura Scott, Senior Graphic Designer  
Jon Schleuning, Senior Project Manager  
Myrna Newcomb, Graphic Designer  
David Azari, Picnic Map Design

**Interior Design Integration**

**Polychrome Design**

Mike Dolan, Principal

**Museum & Bakery Tour Experience**

Diane Duvall Alsterlind, Co-Creative Director  
Lou Giraudo, Co-Creative Director

**Concept Design**

**Pentagram Design**

Kit Hinrichs, President  
Laura Scott, Senior Graphic Designer  
Myrna Newcomb, Graphic Designer  
Jon Schleuning, Senior Project Manager  
Diana Dreyer, Project Manager  
Julio Martinez, Science Exhibits/Design

**Exhibit Fabrication**

**General Graphics Exhibitions**

Bill Neiser  
Sven Geddes

**Exhibit Design & Fabrication:**

**Fog Bowl, Slice of Bubbles**

**Exploratorium**

Kua Patten  
Steve Genrich

**History Research & Copy Writing**

**Hirusuna Editorial**

Delphine Hirasuna

**Photography & Film Work: San Francisco Food Originals, Bakers Panorama, Bread & Hearth Oven Film**

Terry Heffernan

**Zoetrope**

Nancy Stahl, Original artwork

**Caricatures, Historic San Francisco Personalities**

Phil Frank, Original artwork

**Bakery Wagon Icon**

Dave Stevenson, Original artwork,

**Bread Chandelier**

Barry Robinson, Original photography

**"What's your Bread Type"**

Diane Duvall Alsterlind, Concept Development & Copywriting

**Seal of San Francisco**

Kit Hinrichs, Original artwork

**History & Science of Baking**

Craig Ponsford, Fernando Padilla, Advisors

**Lighting Design**

**Auerbach Glasow**

Susan Porter, Project Manager

**Audio Montage:**

**Fog horn, Bakery Wagon**

**Milestone Media**

Miles Ito  
Gene Englegau

**Audio Visual Consultants**

**Charles Salter & Associates**

Andrew Stanley  
Joey D'Angelo

**IT Consultant**

Joe Silva

**Head Docent/Interpretive Host**

Terry Hamburg