

PRATT LIBRARIES

Building and Sustaining a Client Partnership Through Design

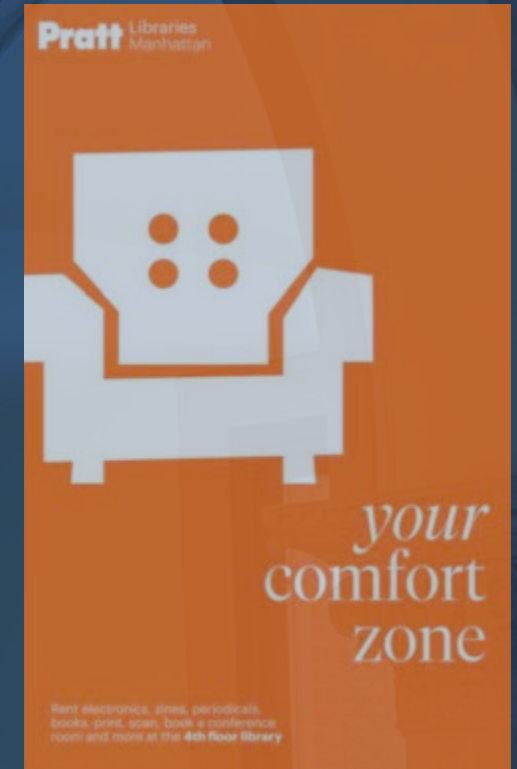
Initiated by John Battista De Santis

I identified an institutional opportunity, developed the client relationship, and built an ongoing partnership that expanded from Pratt Manhattan Library to the Brooklyn campus

The collaboration began with Pratt Manhattan Library, where I met with library leadership to define the project scope and identify communication opportunities. As the partnership grew, I expanded the collaboration creating opportunities for larger, multi-phase initiatives across multiple campus locations.

Pratt Libraries sought to increase awareness of services, improve visitor experience, and strengthen engagement with campus community.

I structured the engagement as a professional client partnership. Design teams researched library environment, identified communication opportunities, developed complete proposals, and presented their work directly to library stakeholders. Every presentation included client review, feedback, multiple rounds of revisions before implementation.



PRATT LIBRARIES A Client Partnership from an Institutional Need

The Work

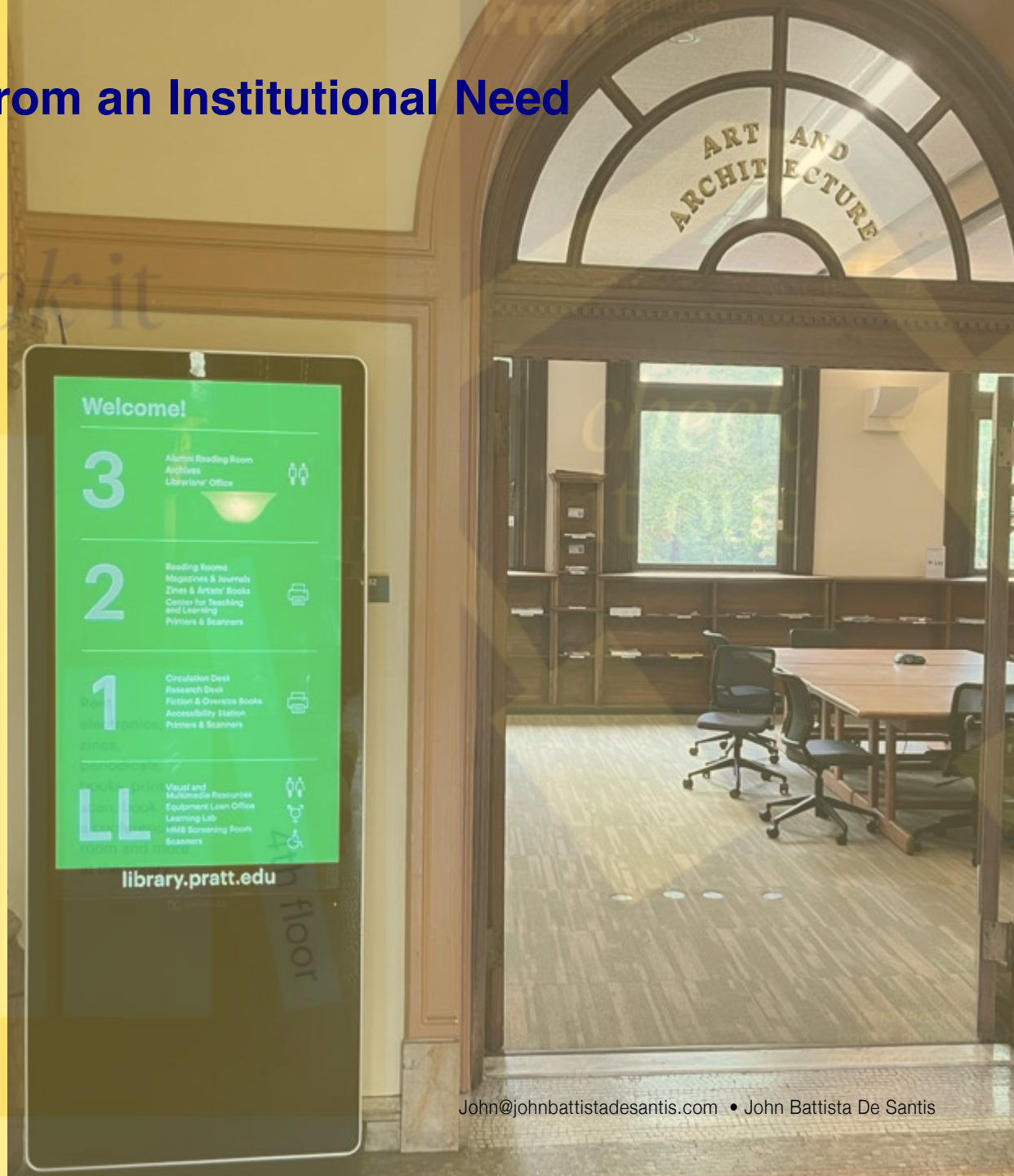
The partnership evolved through three phases, expanding from environmental communication and wayfinding to broader marketing and promotional initiatives designed to increase awareness, engagement, and use of library spaces, services, and programs.

The team developed concepts across:

- Wayfinding, directional signage and environmental graphics
- Service information
- Promotional displays and window graphics
- Digital content and social media concepts
- Marketing campaigns
- Programming and outreach materials

Every proposal was developed to professional standards, addressing branding, accessibility, production, installation, and stakeholder review. As the partnership expanded, the work extended to Pratt's Brooklyn campus library.

Designers: Satchel McLaughlin, Coryn Wassik



PRATT LIBRARIES A Client Partnership from an Institutional Need

The Work • Pratt Manhattan Library

- Marketing campaigns
- Programming and outreach materials
- Digital content and social media
- Promotional displays
- Outreach materials



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A Client Partnership from an Institutional Need

The Work • Pratt Manhattan Library

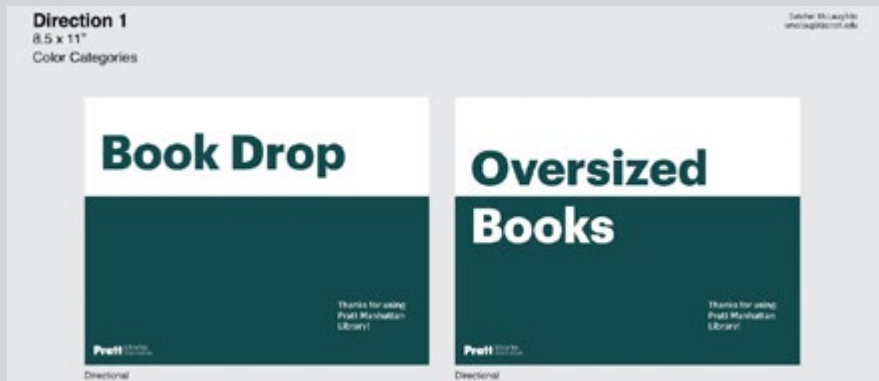
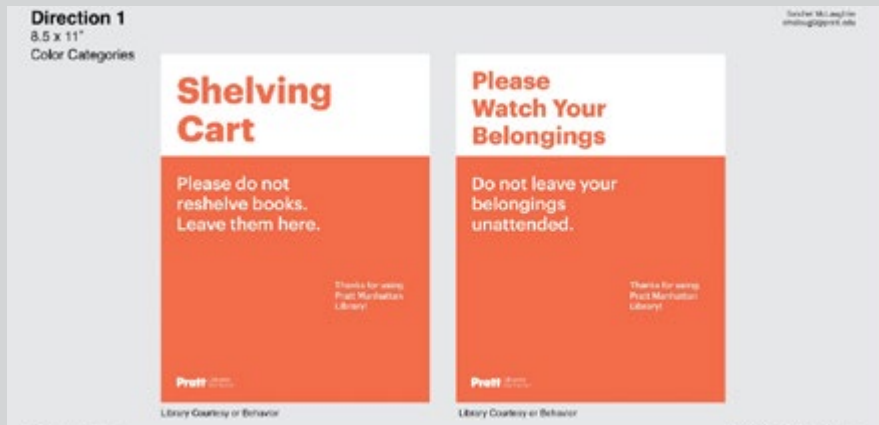
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The Work • Pratt Manhattan Library

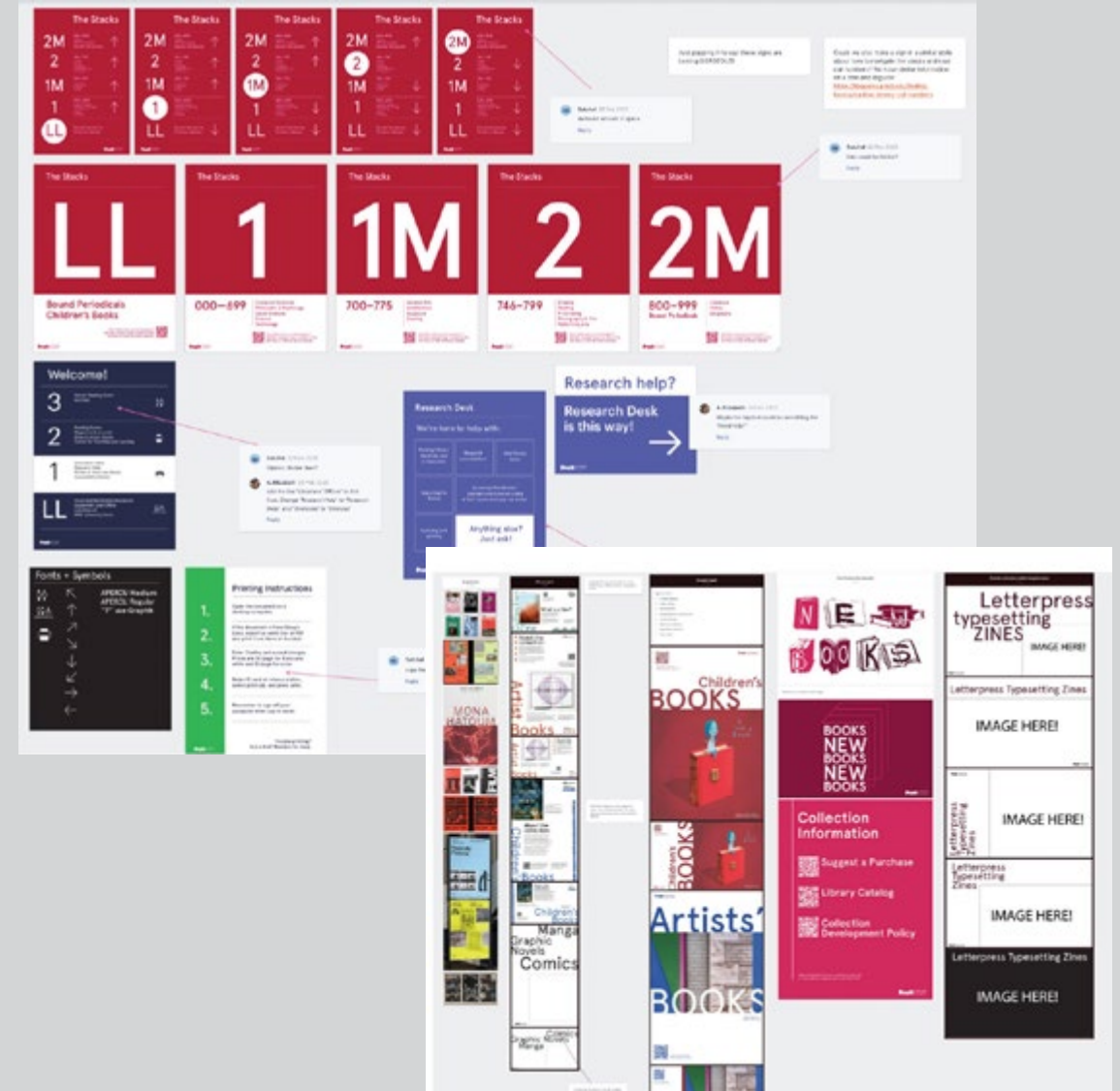
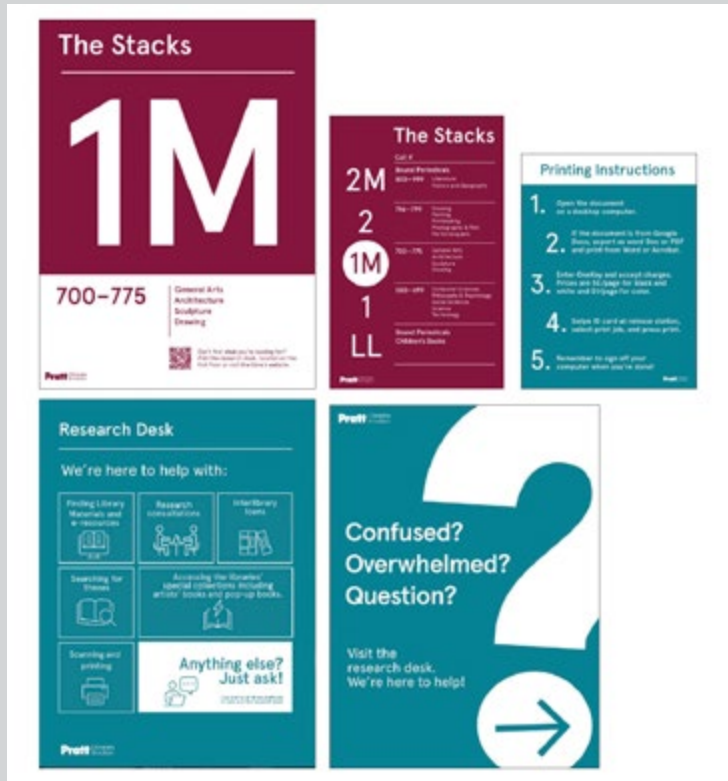
- Wayfinding, directional signage, environmental graphics
- Service information



PRATT LIBRARIES A Client Partnership from an Institutional Need

The Work • Pratt Brooklyn Library

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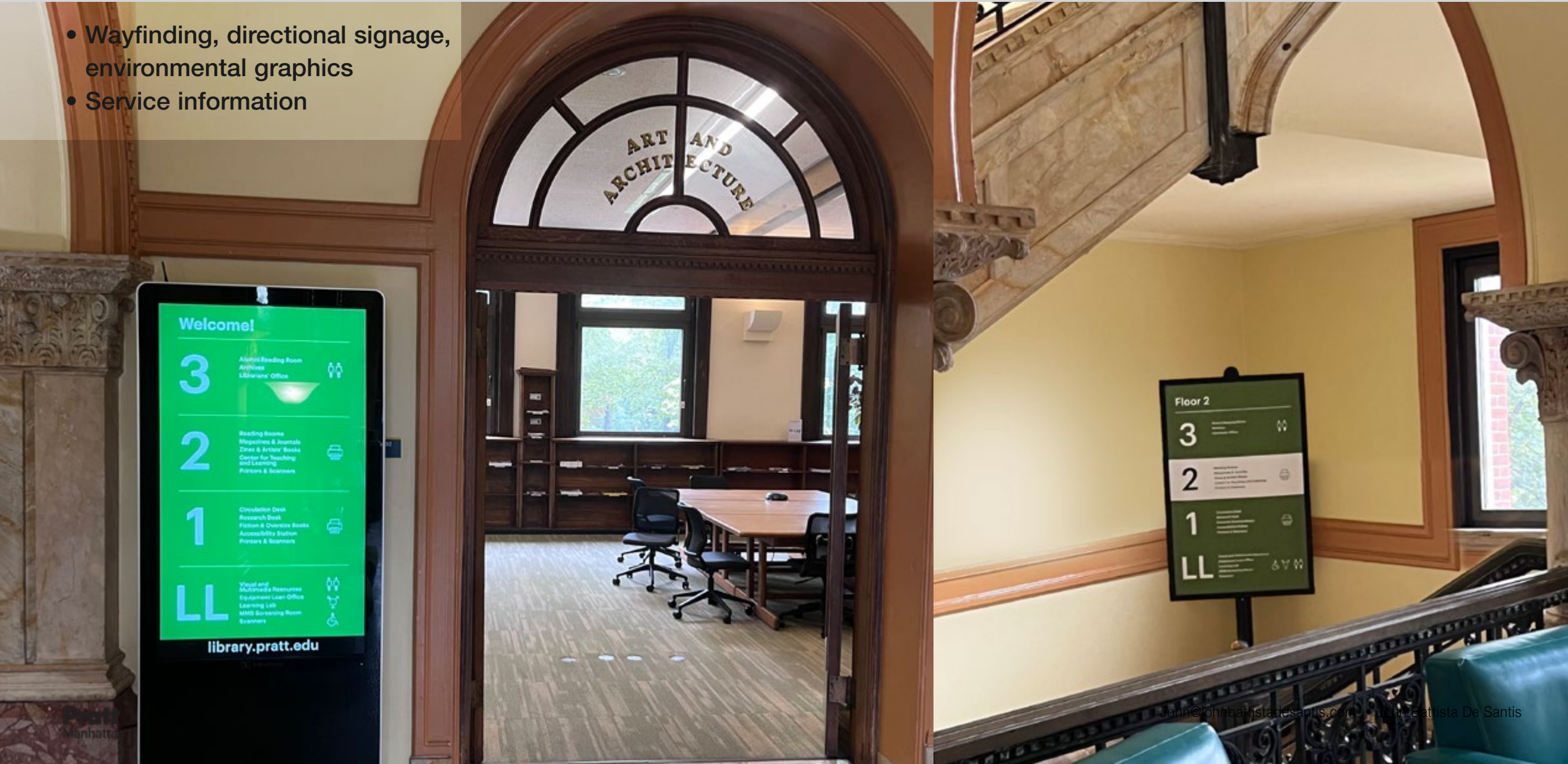
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PRATT LIBRARIES A Client Partnership from an Institutional Need

Why It Matters

What began during the COVID period as a single collaboration evolved into an ongoing partnership with Pratt Libraries. The relationship expanded from Pratt Manhattan Library to the Brooklyn campus through continued collaboration with library leadership.

The partnership reflects the way I build client relationships. I identify opportunities, establish the partnership, define the scope, lead the creative process, manage stakeholder relationships, and sustain the collaboration over time—creating lasting value for both the institution and the design teams. This partnership reflects my approach to creative leadership: identifying opportunities, building long-term client relationships, defining project scope, guiding the creative process, and sustaining collaborations that create lasting value for both the institution and the design teams.

