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Contact: [press@flat.com](mailto:press@flat.com)

Flat Launches Online Public Service Announcements: Schoolhouse Rocks meets Black Panthers

### **A New Look For The New Left**

New York — Flat ([www.flat.com](http://www.flat.com)), a leading interactive design boutique, launches a series of online Public Service Announcements (PSAs) and visualizes a new look for the new left. All PSAs are accessible at [www.flrt.com](http://www.flrt.com).

Flat's smart mouthed interactive PSAs cover topics like energy conservation, ergonomics and voting reform. Combining a Schoolhouse Rocks sensibility with a Black Panthers aesthetic, the PSAs tackle complex subjects in a simple ironic manner. Born from web surfing, each PSA offers users links to its own pre-generator research. New PSAs are to be launched on a regular basis.

In looking for touchstones Flat mulled over a wide variety of work from the Zapatistas to Allen Lane, father of the paperback book. "I'd love to walk a bit in Allen Lane's footsteps; to couple popularizing intelligence with a strong visual presence." Flat's Art Director Tsia Carson says. "The Internet has been very successful as a communication tool for the New Left. We want to resurrect the grand graphic tradition of the left. We believe it got buried in a time capsule circa 1979."

Flat's growing portfolio of politically progressive projects include:

- [buyingtime.org](http://buyingtime.org) — a resource for campaign finance reform built around an extensive search tool. Commissioned by the Brennan Center for Justice.
- [getcrafty.com](http://getcrafty.com) — 55,000 strong women's community dedicated to making art out of everyday life. With its emphasis on "modern" crafting, it focuses on consuming less. It features articles on important things like debt consolidation and knitting bikinis.

"The New Left is heterogeneous and that's what we're hoping to reflect with our work." Says Flat's Creative Director Douglas Lloyd, "And also the left is always funnier than the right. When the left makes a joke everybody can laugh. A republican joke is something along the lines of 'we will begin bombing in 5 minutes.'"

### **About Flat:**

Founded in 1997, Flat is a smart interactive design boutique that focuses on complex interactive systems. Flat's specialty is weaving the front-end software development seamlessly with brand development. Flat's core competencies include interactive design, graphic design and content development. Flat is always focused on the user experience and the integration of technology into daily life. Flat's projects have included everything from online marketplaces, website publishing, and interactive games to corporate identity packages, print collateral, a modular furniture system and one talking doll. Flat has been profitable since its inception and keeps its clients competitive by creating appropriate solutions for complicated projects. Recent clients include WiredKitchen, WNYC, The Brennan Center for Justice, Eyebeam Atelier, MoMA, LivePerson and Addison Wesley Longman.

For more information visit [www.flat.com](http://www.flat.com) or contact [press@flat.com](mailto:press@flat.com)

