

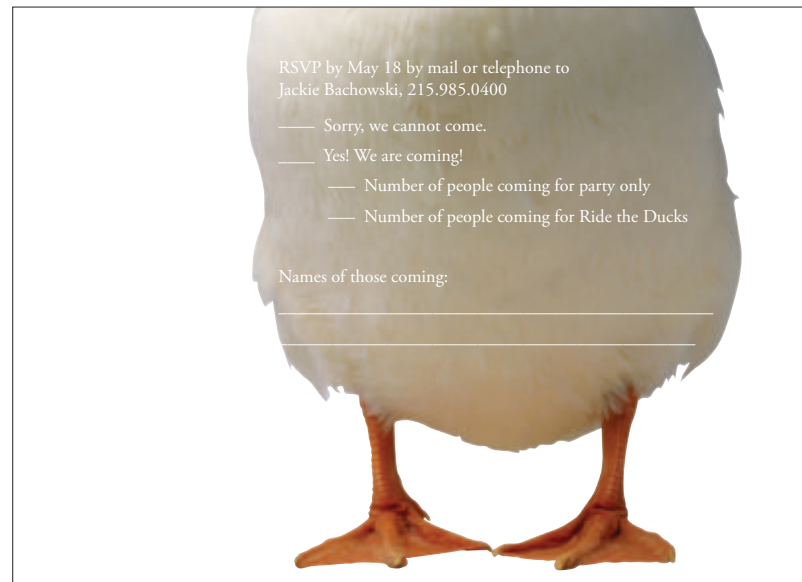
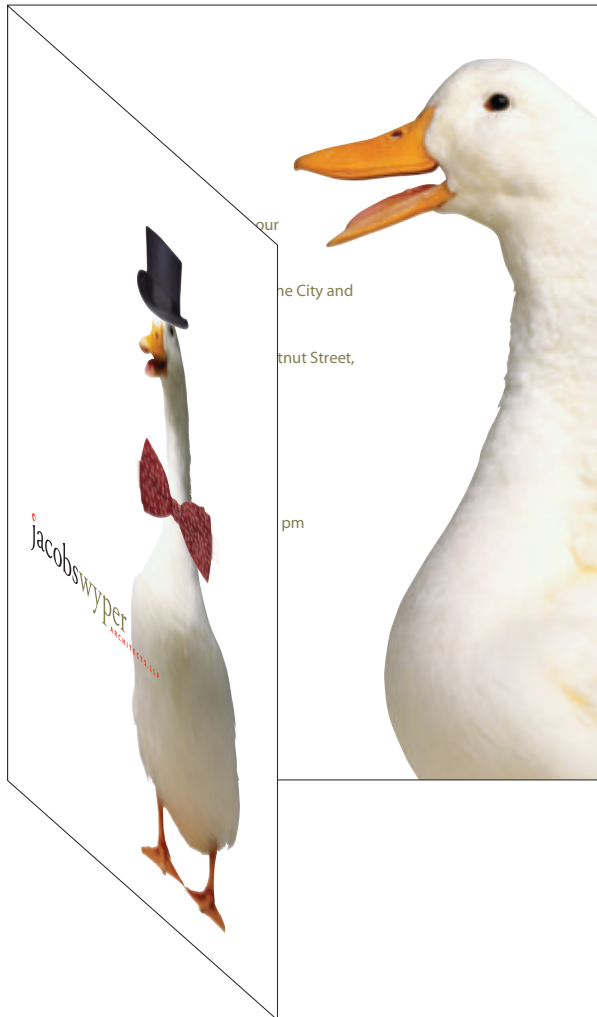


*Malish &  
Pagonis*

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*Malish & Pagonis provided the invitation for our firm's 25th anniversary party that was so original and that captured so well the spirit of the firm and the party, that we have it framed and placed on our lobby wall three years later. It made us giddy when we first saw it, it was so cool!*

Jamie Wyper, AIA  
Partner



Invitation (left) and RSVP card (above)

## **JacobsWyper Architects**

### *Party Invitation*

Every architecture student learns the story of The Big Duck, an example of literalism in advertising: a duck-shaped building created by a duck farmer to sell his ducks. In architecture today, a “duck” describes any building shaped like the everyday object it relates to. So for this Philadelphia architectural firm’s 25th anniversary party, which included Philly’s famous Ride the Ducks land/water sightseeing tour, M&P brought the metaphor to practically literal life. Many M&P assignments are small ones like this. And that’s just ducky.