

Small agencies, **BIG** ideas



By Keith Scandone

As you approach the front doors of **P'unk Avenue** you know they make websites, not coffee. (This is literally printed on its door). And as I sat and discussed the company's background with owner **Geoff DiMasi** in more detail, I found that making websites is not only their primary objective, it's their only one. P'unk Avenue is not an ad agency, not a branding agency, and frankly not really an agency at all. They work on continuing to improve upon the development of their open source content management system, which is named **Apostrophe**, and designing front end solutions that "consider the user first." And despite the front door slogan by the way, they still made me some coffee...

P'unk Avenue is located on Passyunk Avenue in South Philadelphia and houses eight people. The name derives from Geoff's own punk music days, and also from a nickname that was being associated with Passyunk Avenue five years ago when the company first started. P'unk Avenue started out focusing entirely on the back end development for their content management system until they realized a need for more proactive design capabilities as well, which now enables them to deliver a web development project from start to

finish in house.

Geoff, formerly a University of Arts professor, has found himself and his company a nice little niche working primarily in the higher education industry. P'unk Avenue made the most of their first opportunity working with Duke's College of Arts and Sciences, and turned that one web project into 20, just with Duke. P'unk Avenue has since also worked with University of Penn, University of Delaware and Franklin and Marshall. And while the education sector is clearly their sweet spot, they are also working on the Philadelphia YMCA site, in addition to other clients in a variety of industries.

Geoff is certainly not new to leadership roles. Not only was he formerly a professor at the University of the Arts and the majority owner of P'unk Avenue, but he also co-founded **Indy Hall**, **Ignite Philly** and **Junto**. **Indy Hall**, for those who are not aware, is an office space that can be used daily or monthly by a variety of creative professionals all working together, even if not collaboratively in the same location. **Indy Hall** has been a tremendous resource for several freelancers, and continues to provide a space that fosters creativity, which is something that Geoff is specifically adamant about. No matter what the industry or your passion, he believes we should all have the power to create and that we

should all play a role in fostering that creativity.

Ignite Philly is one more example of the fostering he's passionate about. The event provides speakers with a stage, 5 minutes, and 20 slides, in an opportunity to educate the audience with aspiring ideas to talk about or get involved in. And **Junto**, in a similar vein, is a Thursday night meet up to discuss technology related items.

These are all examples of Geoff's mantra that has been partly responsible for P'unk Avenue's five year run and the successful retention rate with their employees. They have never laid anyone off, and an employee has never left, which has left them with zero turnover. I have to say as an owner myself... that is damn impressive. The work environment as a whole seems to encourage 9-5 workdays, with low stress, low drama and high reward. While the office space is tight, (like elbow to elbow tight), it also plays into Geoff's philosophy where he wants "everyone to be jealous of other people's jobs." And being so close to one another, you at least have no choice but to be very aware of everyone else's jobs.



Blue Cadet, on the other hand, is an entirely different company from P'unk Avenue, as they are focusing more on form, through storytelling. And while quite a bit of that storytelling takes place through flash based, interactive websites, there is a lot more depth to owner **Josh Goldblum** and his **Blue Cadet** crew. While some



companies are flashing their **ADDYs** or **Webbys**, **Blue Cadet** has the ability to flash an **Emmy**, for their work on **Live, Hope, Love**. **Live, Hope, Love** was an interactive web documentary that was shot in **Jamaica** about living with **HIV**.

This is the type of project Blue Cadet often gets involved in, which generally are more about life experiences, and about using alternative forms of media to express that.

Whether it's video, photography, custom illustration, journalism, or in many cases, websites, Blue Cadet successfully shares stories in a high gloss, interactive fashion. They've created an Angelina Jolie and Eastern Congo interactive scrapbook, went to HIV clinics in the jungles of Haiti, danced at the first New Orleans prom after Katrina...and they've done all of these for work.

Their portfolio is rather diverse as they have done a lot in non-profit, government, among other sectors, and have worked



Keith Scandone is one of the principals of O3 World, an interactive agency specializing in Web design and development. He handles Marketing and Business Development for the company. Contact him at: keith@o3world

with notable clients such as the Lincoln Memorial, the National Portrait Gallery and National Geographic.

Blue Cadet's name is inspired by a song of the same name from Modest Mouse, and the company was originally started in Washington, DC before their move up here to Philadelphia. (Our companies are actually across the street from one another in Northern Liberties).

Josh is also an adjunct professor of Interactive Media at Philadelphia University and despite being the owner of Blue Cadet, he is very involved with the day to day creation and storytelling his company executes for many of his clients, and his work has appeared in *People*, and on Fox, CBS News, and NPR's Morning Edition.

In addition to both having teaching stints, Geoff and Josh are also quite

similar in their passion for education. Much of the reason for the specific verticals within their portfolio list is because of their own fascination with certain organizations, missions and the educational significance associated with each.

So if and when you're looking for a creative Modest Mouse or a web development company that makes a great double shot of espresso, Blue Cadet and P'unk Avenue should be taken into serious consideration. Blue Cadet can be found at bluecadet.com and P'unk Avenue can be found at punkave.com.

SOMETHING MISSING?
YES.
YOUR
AD
HERE

Greater Philadelphia's Most Comprehensive
Industry Trade Magazine

10,000 Circulation - 25,000 Readers

Call Lou Yager @ 610.664.7374

nbcphiladelphia.com 

the 10! show 

nbc at the pump 

nbc10 news 


studio ten creative group 


The driving force of local tv.

ATTENTION ADVERTISERS

HOW MANY PEOPLE ARE REALLY PAYING ATTENTION TO YOUR ADVERTISING?


A NEW STUDY OF LOCAL LEADING MEDIA CAN ANSWER THE QUESTION.



We asked Nielsen Claritas, a division of the Nielsen Company, to study the leading media in the Philadelphia market and find which ones engage audiences most, especially when it comes to advertising. Results show that *The Inquirer* has a larger audience of shoppers who pay attention to ads than virtually all other leading television and radio programming. This new study, reported in *Mediaweek* magazine, helps local advertisers answer questions on media ROI.

If you've wondered about the effects of channel switching, page turning and DVRs and want to know how many people are engaged with your ads, you'll want to review this pioneering study.

For more information contact your advertising agency or
Howard Griffin at hgriffin@phillynews.com

The Philadelphia Inquirer  philly.com