

# HAVOC finds a creative niche in the design world

by **Tevah Platt**

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WILLOWBROOK - A Campbell's soup can on the desk reads "Cream of Evil Spirits."

A flattened Coca-Cola can salvaged from outside gazes at the ceiling with owl eyes of tin.

Picasso, photographed in a Frenchy striped shirt, looks down at the studio from an Apple ad taped to the wall.

Crowded into three rooms packed with similar ephemera, these objects are the apt possessions of two designers who see the world as infinitely malleable, as so much material and subject matter, as shapes and figures that might be recast, as Picasso did, in a variety of styles.

Antonio Reonegro and Tom Lynch, the collaborators behind Willowbrook-based HAVOC Media Design, have worked together on an astonishing array of projects, in an astonishing array of media, in an astonishing array of styles.

"Our teacher told us that the longevity of an illustrator's style is about five years before it becomes outdated," said Lynch. "Companies tell us we don't have a style. But it gives you a starting point to know about different schools, masters and artists, about different cultures, world beliefs, religions and mythologies."

Broad humanistic backgrounds combined with practice in photography, watercolor, acrylic, charcoal, ink, woodblock printing and digital design give Lynch and Reonegro a constant flow of projects, both personal and professional.

On his own, Reonegro spent about six years designing Grateful Dead shirts, backstage passes and miscellany before the death of Jerry Garcia in 1995.

Lynch took up sewing to illustrate a Viking edition of "Fables from Aesop," to infuse the children's book with a folk-art feel.

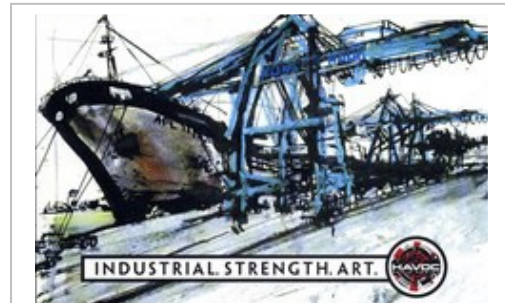


Photo courtesy of HAVOC

HAVOC Media Design is based out of Willowbrook. For more information or to view more designs, visit [www.havocmedia.com](http://www.havocmedia.com)



Anthony DePrimo/Staten Island Advance

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Working together at HAVOC since 1999, the pair have designed some 20 book covers for Signet Classics; annual calendars, a mural and marketing materials for the New York Container Terminal; intensively researched company logos, and promotional materials for ABC television, the 34th annual Super Bowl and Syfy.

Hoping to apply their talents locally, Reonegro and Lynch set out on a non-commissioned project to advertise Willowbrook's Carousel for All Children and the company that created it, the Carousel Works of Mansfield, Ohio. Like other projects that have taken them to the Metropolitan Museum, the Staten Island Zoo, or to Ellis Island, this idea took them to the carousel factory in Ohio in 1999 and garnered them an inspired portfolio based on three months of work.

Lynch said they decided then to reach out to find Staten Island projects.

They have since designed promotional materials for the Staten Island Film Festival, the inaugural Dickens Festival at the Snug Harbor Cultural Center and Botanical Garden, Livingston, and the New York Container Terminal, Howland Hook.

Their WPA-inspired mural of the Container Terminal, "Men Along the Shore," epitomizes the way the pair work together, Reonegro said, because of its multiple layers that represent each artist's corrections of each other. Lynch and Reonegro each studied for 20 years with the late artist David Passalacqua, starting at their respective colleges, Parson's School of Design and Pratt Institute.

Today Reonegro teaches photography at Wagner College, Grymes Hill, and the pair offer occasional figure drawing classes at Snug Harbor's Art Lab.

HAVOC designs for Signet Classics include book covers for Dante's Divine Comedy, Homer's "The Iliad" and "The Odyssey," and Dostoevsky's "The Brothers Karamazov." Publishers might give Lynch and Reonegro a brief direction, asking for an abstract mood or an emphasis on hand-calligraphy, for example, and then will choose from a dozen or so covers that HAVOC composes.

Current projects include covers for Sophocles' complete plays and Sydney Omarr's Astrological Guides.

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