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Ithaca Web-design firm seeks growth downtown

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ITHACA — Zanzinato LLC, a full-service Web and graphic-design firm, is looking to grow its customer base now that it has its own offices in downtown Ithaca.

“So far, we’ve been regional,” says Shane Seger, one of Zanzinato’s three partners. “We [would] like to expand and do more statewide.”

Zanzinato is composed of Seger, Serge Isaacson, and Pamela Ferrell. Isaacson and Ferrell are lead designers in the firm, while Seger is the business director and project manager, Seger says. Together, they offer a full line of graphic design, and specialize in print, Web site, and multimedia design.

The three moved their office to an 800-square-foot space on the second floor at 116 N. Aurora St., above Just a Taste, a wine and tapas bar.

With more space and a conference room, Seger says the firm can better serve its customers and target potential clients.

“We put a lot of effort into getting to know our clients, and helping identify what makes them unique and differentiates them from their competition—and highlight that,” Seger explains, adding, “We develop long-lasting relationships.”

The firm’s core services include graphic design, Web development, brand and identity design, multimedia design, content development, photography, illustration, and market

research, Seger says.

The graphic-design firm was founded in June 2003 and had been headquartered in the Gateway Center, a downtown Ithaca business and professional office complex, where the three shared office space with other small, start-up businesses, Seger says.

Zanzinato outgrew its shared office space, Seger says, and with the help of Gary Ferguson, executive director of the Ithaca Downtown Partnership, the three partners found the North Aurora Street loft space. The building is owned by Lex Chutintaranond, an Ithaca restaurateur and property owner.

Seger says the new North Aurora Street location is double the firm’s previous location, and allows for additional workspace for future expansion and additional staff.

Chutintaranond says he has invested \$65,000 in renovations of the building’s second floor and staircase — bringing the second floor up to building code — as well as remodeling the loft space to suit his tenant’s wishes. Chutintaranond used the equity in his building to borrow the necessary funds to undertake the renovation work.

“We really customized the building beyond the needs of a tenant. We tried to work with the three partners,” Chutintaranond says.

Seger explained he and his partners had “direct input into the design of the space.”

Chutintaranond called on the services of Jeff Geiger, an Ithaca-based contractor, to



SUBMITTED PHOTO

From left: Serge Isaacson, designer, Shane Seger, business director, Pamela Ferrell, designer with Zanzinato, LLC. The company, a full-service Web and graphic-design firm, is looking to grow its customer base now that it has its own offices in downtown Ithaca.

undertake the renovation project, transforming the empty second floor that was used for storage into commercial office space.

“It’s half contemporary and half New York City-style studio,” says Geiger, noting that the largely open loft area features a conference room and open work area, an exposed brick wall, and refinished oak floors.

Isaacson received his bachelor of fine arts degree from the Rhode Island School of Design, while Ferrell graduated from Loyola College in Maryland where she studied communications with a concentration in advertising and design.

Both Isaacson and Ferrell worked separately at different design studios before Zanzinato.

Seger received his bachelor’s degree from Cornell University and worked for the not-for-profit Community Dispute Resolution Center as an assistant casework coor-

dinator and trained mediator, and later as business and client-relations manager at another graphic-design studio, before he joined the Zanzinato firm.

Seger says the three are equal partners in the firm with each bringing his or her own resources to the design studio.

Among Zanzinato’s client list are Cornell University’s Johnson Business School, Office of Vice Provost for Research, English Department, School of Engineering, School of Hotel Administration, Office of Web Communications, and College of Industrial and Labor Relations/Labor Education Research.

Composer Christopher Morgan Loy, James B. Furman Glass Studio, Clarity Consulting Inc., Advion Biosciences, Finger Lakes Engineering, and Primet Precision Materials are also customers of Zanzinato. □

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