



MADDEN
CONNECT PEOPLE TO PLACES

2020 Hermes Award Entry: Missouri Official Travel Guide

AWARD ENTRY:

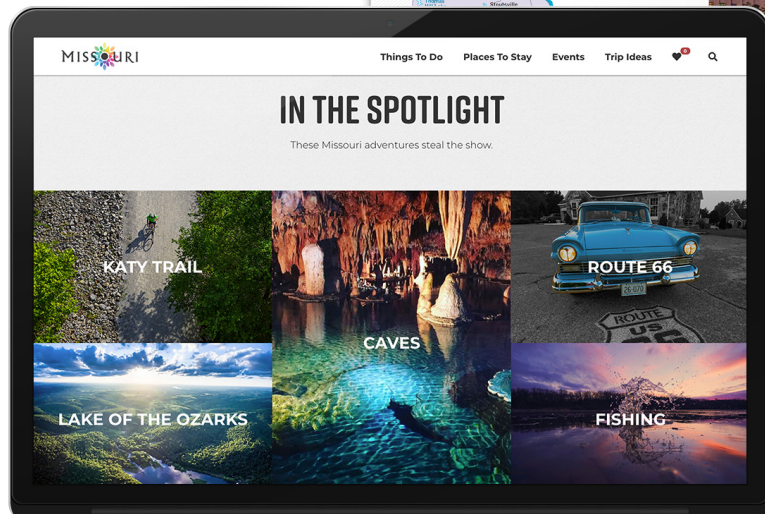
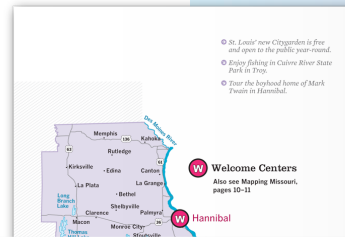
Print Publications; Magazine

SUBMITTED BY:

Madden Media

2020 Missouri Official Travel Guide

The 2020 Missouri Official Travel Guide draws prospective travelers in from the moment they see the intriguing Bridal Caves on the wrap-around cover. The artistry of illustrations used throughout the guide—particularly in the “Kidding Around” feature that showcases family fun activities across the state—make readers pause to take a closer look. The overall design provides a multitude of visual entry points that keep the reader engaged. The Show-Me State’s guide lives up to its nickname.



2020 Missouri Official Travel Guide



MISSOURI-MADE PRODUCTS

- 01 Cerveza Rio | Piney River Brewing Company
15194 Walnut Grove Drive, Bucyrus, PineyRiverBrewing.com
- 02 Adventure Awaits card | 1Canoe2 Paperie
413 Court St., Fulton, 1Canoe2.com
- 03 Old Vine Norton | Robler Vineyard
275 Robler Vineyard Road, New Haven, RoblerWines.com
- 04 Cherry maple chess set | Three Trees Workshop
Warrensburg, ThreeTreesWorkshop.com
- 05 Colombia Gladis Camayo | Sump Coffee
2700 S. Jefferson Ave., St. Louis, SumpCoffee.com

- 06 Missouri is Awesome T-shirt | 5 Pound Apparel
412 South Ave., Springfield, 5PoundApparel.com
- 07 Pottery | Ann Grojman at Art House
513 Court St., Fulton, AveAtArtHouse.com
- 08 Cucumber Daily Pickles | Kansas City Canning Co.
306 W. 47th St., Kansas City, KansasCityCanningCo.com
- 09 White hexagon bowl | Convivial
1026 Hickory St., 4th Floor, Kansas City, ConvivialProduction.com
- 10 Cup of Sunshine loose leaf tea | Big Heart Tea
2615 Winnebago St., St. Louis, BigHeartTea.com

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The guide includes stories that appeal to a variety of interests. One of our favorites is “Made by Hand in Missouri.” The designer was given freedom by the client to express their personal style, and threw in some hand-drawn elements throughout the feature. Texture, grain, and intentionally imperfect illustrations round out the photos and create an interesting reading experience. The great photography—combined with the other elements—really showcased Missouri’s maker movement in a way that feels authentic.



MESSNER BEE FARM
RAYTOWN
ONE CHRISTMAS, Bob and Rachael Messner wished for one beekeeper. The fulfillment of that wish resulted in what is now a thriving “bee-ness.” Besides raw honey, Messner Bee Farm offers lip balm, candles, candles, beard oil and solid perfume derived from the wax of their bees. The shop reflects the Messners’ pride in Kansas City’s maker community by featuring local products created by a local artist and other made-in-Missouri items. There are also available to taste honey, experience hands-on activities and meet the stars of the show...the bees!



ANVIL CUSTOMS
SPRINGFIELD
WHEN RIAN “THE ANVIL” WASSON was in high school, he not only had an unusual collection of tools, he also started blacksmithing as a hobby, using a water furnace and his own backyard as a forge. Always a tinkerer, Wasson once attempted to build a motorcycle from scratch, finding the next from two pieces of scrap metal and some black leather and padding. Although the motorcycle didn’t run, Wasson was inspired when he sold his creation for parts, and the next sold on eBay for \$75. Then, the origin of Anvil Customs and its array of bike-themed, handcrafted leather products: bags, belts, wallets and a variety of accessories, some of which are commissioned with Wasson’s original, hand-drawn drawings inspired by old school bike culture. Shop Anvil Customs in downtown Springfield, or order a one-of-a-kind custom piece online.

“If there’s something you love, you can probably find someone in Missouri that makes it.”
—Gary Streng, author, *Missouri Craft Distillers Guide*

Buying local, Missouri-made products encourages continued production of quality, handmade artisan products. Discover Missouri’s makers and their stories at makers markets and retail spaces across the Show-Me State, including *Made in KC*, *Gateway City Affiliates Art Gallery in Hannibal* and *Art House in Fulton*, as well as the *Buy Missouri* website.

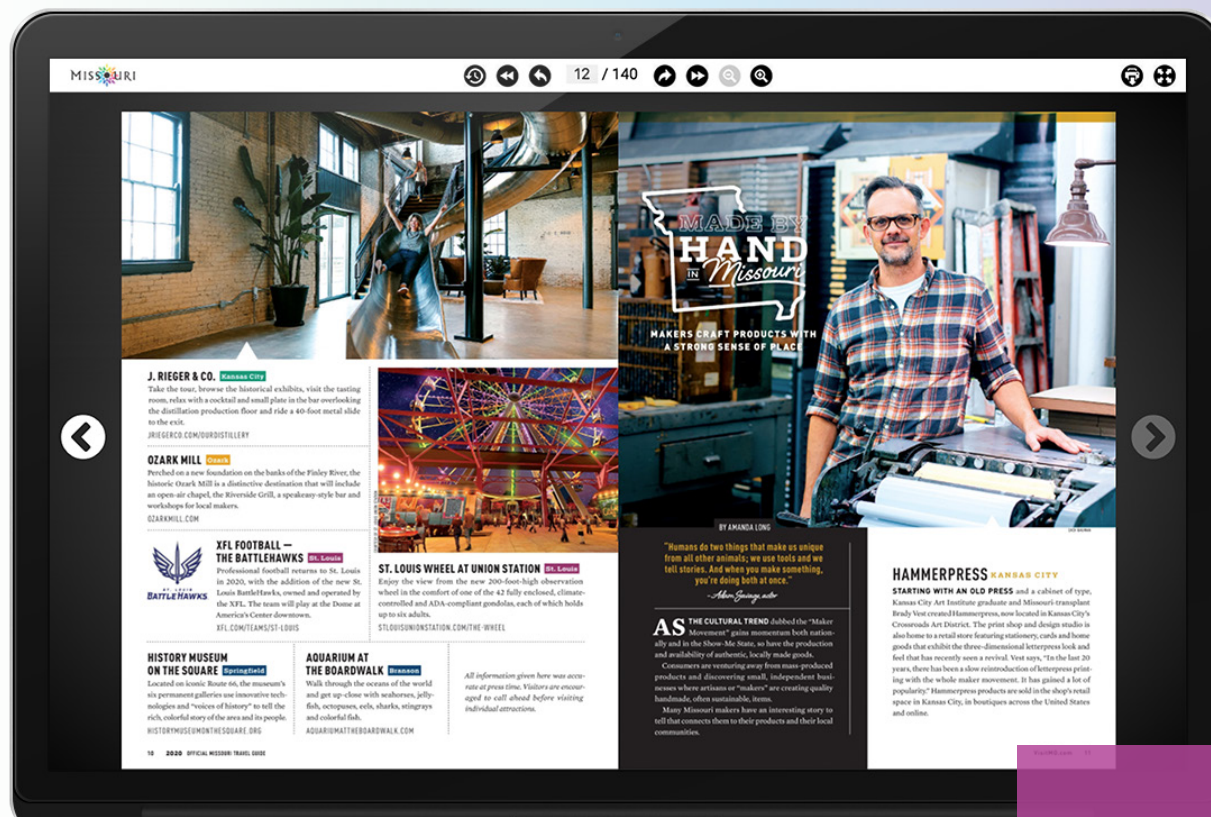
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Another standout feature is “Missouri’s Permanent Case of the Blues.” It tells the story of how the St. Louis Blues made National Hockey League history by being the first team in 20 years to be dead last in the rankings in January to making the playoffs—and ultimately winning the Stanley Cup. Intertwined with this Cinderella story are anecdotes about how the dramatic turnaround of the sports team impacted the local community and brought the city’s residents together in celebration and support.



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Awesome storytelling is important in a guide, but what makes this guide worthy of a Hermes Award?

One of Missouri Division of Tourism's goals is to ensure all of their partners receive exposure to audiences via listings. This means the majority of the guide is dedicated to content that's generally not as captivating as the features. So how did we honor the client's commitment to listings while creating a strong user experience?

- The listings are divided by geographic region for ease of use and readability.
- Each regional section of listings begins with exhilarating imagery of awesome things to do and see.
- Display ads, highlighted listings, and charts are thoughtfully placed to catch the reader's eye and bring attention to MDT's partners.

Check out the Digital Edition here:
<https://maddendigitalbooks.com/mtg20/>