

# Bringing Visual Spice to Big Bear: Graphics Designed Ink

Combine an unflinching passion for customer service with an artists' unending creativity, roll it into a printing business, and you get Sevag and Melissa Bagboudarian and their new business, Graphics Designed Ink (GDI). Located in the building that formerly housed Little Green House, this personable young couple are ready to serve Big Bears' printing needs.

Sevag is an artist first and foremost, having used his "God-given skill" to create graphics for his parents' business-owner friends when he was a mere 12 years old. Then at 15, he was hired to paint small elements on Rose Parade floats. For the next 27 years, his artistic talent fanned out to pursuits ranging from large print shop graphic design and management to designing red carpet "step and repeat" backdrops. Recently, he created all of the graphics at the Peterson Museum, a gigantic project.

In their remodeled and sparkling clean shop, customers will find the newest and largest latex printer, which is environmentally safe, "a green machine," said Sevag. He believes that a printing shop should be uncluttered and dirt free, as dirt in a print job is unacceptable.

"We want to bring 21st century printing to Big Bear," said Sevag, noting that while they cherish the history of Big Bear, "we hope to add some spice to the visual landscape here," through signage and graphic design for Big Bear clients. His big clients have included VIACOM, Disney, Comicon, G-3. and Twitter, for which he creates all the graphics for their four-day Twitter show in Las Vegas.

His work with the Rose Parade float barns had an additional benefit, as it was there he and his wife met. "My father and grandfather were both float animators. I spent many fun-filled days with them in the float barns," said Melissa. They have been inseparable since their first date at the Houston Steak House in Pasadena, where they celebrate every wedding anniversary. The couple have four girls between them.

Their business partnership came about when Melissa left 8 years of surgery center patient care experience and signed on with Sevag to open and run the business, sharing their commitment to delivering superb customer service.

"If we don't have it, we will get it. Not only will we meet your deadlines, we deliver to our customers," Melissa said. In the shop, customers join them at the "creativity table" where Sevag and Melissa sit down with customers to listen and understand their projects and ideas. And "every Friday, is free cookie day for clients," said Melissa, who bought an Otis Spunkmeyer cookie baker to offer freshly baked treats.

"We print everything" is the motto at Graphics Designed Ink. If you need something printed, they do signs, pop-up tents, backdrops, business cards, exhibit materials, tablecloths, car wraps, and everything in between," Sevag said. Sevag and Melissa are committed to "always being available for our clients." The Grand Opening is Friday, November 16 at 3:00 p.m. Graphics Designed Ink is located at 559 Bonanza Trail, Big Bear Lake, (909) 878-0899. Their hours are Monday through Friday, 9:00 am – 6:00 p.m. and Saturday, 10:00 a.m. to 2:00 p.m.

~ Ellen Clarke