

Code	517029
Subject	Walt Herip
Date	6/23/2008
Interviewer	Lisa Hixson
Special Notes	President, Creative Director and Project Coordinator of Herip Design Associates

minutes:

- 0 Introduction, Herip born in Cleveland, grew up in Parma
- 1 Left home at 18, went to the Cleveland Institute of Art, studied industrial design
The economic crash of 1970 caused Herip to seek odd jobs which led to him moving to
- 2 Peninsula. Worked with design firms as a freelancer
- 3 Herip relocated to Center street in 1973
- 4
Peninsula got its name because the river wrapped around the area, which has since been
- 5 re-routed for the canal
Approximately 3 quarters of Peninsula is actually designated as a park, but the town is still
- 6 the original site of Peninsula
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8 The village is still part of the township; Peninsula has changed dramatically over the years.
Peninsula became occupied by many entrepreneurs including brick and farming industries,
- 9 they stripped the land, all original trees were removed
- 10 Community occupied by mostly Eastern Europeans and Italians. Trains took over after 1913
The trucking industry became predominant after the trains stopped stopping in area. Many
- 11 trucking companies got their start in area
- 12 Herip describes Peninsula being "lost in the woods" by the time Herip moved there.
- 13 Wealthy people fought at Washington DC to stop interstate 271 from being close by.
Bob Bishop of planning commission recalled that at some time when a stranger drove by
- 14 they "waved", it was a welcoming with well established rules, little infighting
- 15 The Girl Scouts got the independent library and historical society up and running
They went out and collecting books during Halloween to get the library started in honor of
- 16 Rouch
- 17 They created a foundation to maintain funding in the face of state funding cuts.
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- 19 Herip went to Europe in 1976 for grad school
Herip developed many great connections in Europe. Herip started his company in 1980
- 20 after he graduated from grad school
- 21 The company has been heavily involved in branding and corporate identity
Herip's company designed the 25th anniversary logo for the Cuyahoga Valley National
- 22 Park
- 23 Herip had to deal with "strong headed" people to get a consensus on designs
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- 25
Herip's experience working with Jacob's Field taught him how to deal with gaining
- 26 consensus with the Cuyahoga Valley National Park
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- 29 Herip's family is his big accomplishment since "everybody has to work"
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- 31 (Herip spends most of this time talking about his personal home renovation)
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