



# Elephant In The Room And Shapiro Walker Design Join Forces

Winston-Salem, NC, MARCH 30, 2017

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TWO LEADING SOUTHEASTERN GRAPHIC DESIGN FIRMS, EACH WITH DECADES OF AWARD-WINNING WORK, HAVE JOINED.

Located in Winston-Salem, NC, the design and brand strategy consulting firm, Elephant In The Room, has acquired longstanding graphic design agency, ShapiroWalker Design (SWD). The firm, which will be called Elephant In The Room (EITR), will continue to focus on graphic design, strategic brand development and various brand communication solutions for national, regional and local clients.

“Normally with a merger, the goal is to grow the firm, increasing in size to be able to take on bigger clients,” said President, Chad Cheek. “However, that’s not why we’re merging. Both firms have been doing great work with great brands for years. We benefit from being smaller in scale and more nimble. We intend to stay that way. ShapiroWalker shares our belief in creating great work. Our collected group of clients should expect an enhanced focus on their brands and an infusion of new thinking around what we can do for them.”

SWD Partner, David Shapiro, will assume the role of Vice President at the new agency; and John Walker will stay on as a Designer. Staff from both firms will be retained. In the near future, the agency will incorporate more capabilities in social media, digital strategy and website development.

“The combined companies have an extraordinary amount of talent, ambition and drive,” said Shapiro. “We are both informal and accessible. Both companies focus on thoughtful solutions that directly address communications needs, without any predisposition to the medium employed. We are both interested in clients and prospects that recognize and appreciate smart work when it’s put in front of them. The two companies are collaborative partners with some of the best clients in our geography.” The two agencies have longstanding partnerships and have worked on various brands at Hanesbrands: for C9 Champion, Hanes, Playtex, Bali, Maidenform and other intimate apparel brands. Both firms support the work of various departments at Wake Forest University, Krispy Kreme Doughnuts and the RiverRun International Film Festival.

“Both Shapiro Walker and Elephant In The Room have been pivotal players establishing Winston-Salem as a design hub, in this region and nationally,” said Hayes Henderson, Creative Director/AVP Creative Communications, Wake Forest University. “David and John have been central to the design and marketing scene for 25+ years; while Chad has established himself in the business and creative communities with a level of engagement and outreach that has added new energy. His group’s work for Wake Forest has helped expand our communication’s reach across campus, as well as elevate our school’s brand recognition.”

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Elephant In The Room will make its headquarters in Winston Tower at 301 North Main Street, Suite 2100, Winston-Salem, NC 27101. The phone number is (336) 725-0110. Visit [ElephantInTheRoom.com](http://ElephantInTheRoom.com) for more information.

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