

# PATRICK REDMOND DESIGN .COM

Graphic designer Patrick Redmond, M.A., is founder and owner of Saint Paul, Minnesota-based Patrick Redmond Design. His brand identity and design firm traces its beginnings to 1966 when, at 16, he began working in the field.

He has provided design for local, regional, national and international clients, from small startups to major corporations, organizations and institutions.

His diverse vocation as a creative in design, advertising, marketing, corporate communication, brand identity creation and management, publishing, education, and the visual arts has spanned areas ranging from the practice of design, graphic arts, writing, and innovation to teaching.

He was a panelist – with leading design professionals including his protégée, Pamela Mead, Director of User Experience, Telefónica Digital, Madrid, Spain; AIGA Medalist Michael Bierut of Pentagram and Design Observer; AIGA New York past President Jennifer Kinon of Original Champions of Design; and moderator, national AIGA President-elect Su Mathews Hale of Lippincott – on the topic "Designers Mentoring Designers" at *"Head, Heart, Hand"*, the national 2013 AIGA Design Conference. For those unfamiliar with the organization, AIGA, known for decades as the American Institute of Graphic Arts, is now

known as "*the professional association for design.*"<sup>TM</sup> With 70 Chapters and over 25,000 members, AIGA celebrated its Centennial in 2014.

Patrick has provided design for over 130 clients, including projects for

- Dayton's & Dayton Hudson Department Store Company
- General Mills
- Honeywell
- 3M
- *Minneapolis Star*
- *Minneapolis Tribune*
- Minnesota Public Radio, A Prairie Home Companion
- Minnesota State Arts Board
- Northern Telecom Systems Corporation
- Norwest (Wells Fargo)
- Peavey Company
- Radisson Hotels
- Sesame Street<sup>®</sup> Live!<sup>®</sup>, VEE Corporation
- State of Minnesota Energy Agency
- Waterford Crystal

... and many others.

For a more complete, alphabetical listing see client list (where clients are also listed by category) at [www.PatrickRedmondDesign.com](http://www.PatrickRedmondDesign.com) > Clients.

In addition to operating his ongoing business, his experience has included positions as:

- INDEPENDENT CONSULTING ART DIRECTOR/DESIGNER for publishers Mid-List Press and Dos Tejedoras Fiber Arts Publications (both through Patrick Redmond Design)
- a SENIOR ART DIRECTOR, Carlson Frequency Marketing Company, Carlson Marketing Group, Carlson Companies, where he worked on projects for regional, national and international clients, and was involved with the Frequency Marketing Education program. He

received several "kudos" recognition certificates for outstanding work. "Carlson Marketing now operates as AIMIA, global leader in loyalty."

- ART DIRECTOR [creative], Art & Design Group, Norwest Corporate Graphics, Norwest Corporation – now known as Wells Fargo – where, among other projects and responsibilities, he designed the "MODERNISM" logo, inaugural poster and material introducing the Norwest [Wells Fargo] Modernism collection, and assisted with brand identity management for the corporation [he worked in the Cesar Pelli-designed Norwest Center, later known as Wells Fargo Center, Minneapolis]. The Modernism Collection is now at the Minneapolis Institute of Arts. He received a Norwest Service Excellence Award. He was the subject of a New York-based *Graphic Design: USA* magazine related cover article, "Norwest banks on Redmond for in-house design group," *Graphic Design: USA*, New York, Vol. 23, No. 10, October 1988, cover, p. 2. *Note: In 1998 Norwest merged with Wells Fargo and has been known as Wells Fargo since then.*
- GRAPHIC DESIGNER for the University of Minnesota's Department of Design, Housing and Apparel (DHA) and the Goldstein Gallery (now known as The Goldstein: Museum of Design) *Note: DHA became part of the University of Minnesota's College of Design.*
- CO-FOUNDER AND VICE PRESIDENT of pioneering computer graphics firm COMCEPT, a spin-off of Patrick Redmond Design. See *Graphic Design: USA*, New York, Vol. 19, No. 6, June 1984, p. 4, and, Bart, Deborah L. and Mary L. Singher, "From the Drawing Board to the Keyboard: The evolution of computer graphics is changing approaches to and attitudes about the graphic design business," *Minnesota Business Journal*, Minneapolis, Minnesota, Vol. 10, No. 1, January 1986, p. 44, 46, 48, 50. *Note: Patrick Redmond quoted on p. 48, 50.*
- SENIOR LAYOUT ARTIST AND SPECIAL PROJECTS DESIGNER at diversified retail corporation Gamble-Skogmo, Inc. *Note: Many of Gamble-Skogmo's businesses, including Gamble's Home Improvement Centers, 1,000 hardware stores, and 300 Skogmo stores, were located in rural communities and small towns.*
- a GRAPHIC DESIGNER-IN-RESIDENCE, Grand Rapids, Minnesota, and Grand Rapids area. *Note: This program was innovative with its graphic design emphasis.*
- ARTIST-IN-RESIDENCE, Eagle Bend, Minnesota. This work received regional, national and international recognition. Patrick was cited in

*The New York Times*, featured in *Minneapolis Tribune "Picture"* magazine, and featured in *American Education* magazine.

Patrick's early career also included working – in what he considers were like apprenticeships with masters – for

- Illinois Institute of Technology, Institute of Design graduate, industrial designer Robert J. De brey, at De brey Design

and

- Ulm HfG and Yale graduate, Peter Seitz, AIGA Minnesota's first AIGA Fellow, at interdisciplinary design firm InterDesign, Minneapolis.

Design by Patrick Redmond has been included in

- *Graphic Design+*, Japan
- *Graphis Annual* and *Graphis Packaging*, Switzerland
- Biennales of Graphic Design, Brno, Czech Republic
- *Print Regional Annual*
- SIGGRAPH
- Colorado International Invitational Poster Exhibition

competitions or exhibitions including

- New York Art Directors Show
- Society of Publication Designers
- Society of Typographic Arts, STA 100 (American Center for Design)
- American Corporate Identity
- Minnesota and Midwest Independent Publishers Book Award Shows
- Publishers Marketing Association (PMA) Benjamin Franklin Award Show
- Creativity, *Art Direction* magazine, New York
- Desi (American Graphic Design Awards), *Graphic Design: USA*, New York
- The Show, Advertising Federation of Minnesota & Art Directors/ Copywriters Club, Minnesota
- American Institute of Graphic Arts AIGA/Minnesota (Minnesota Graphic Designers Association) Show
- *Seventeen* magazine

- "Have A Heart For Art" community art exhibition, Eagle Bend, Minnesota

museums or galleries including

- Minneapolis Institute of Arts
- Minneapolis College of Art & Design
- Goldstein Gallery (now known as The Goldstein: Museum of Design)
- The Katherine E. Nash Gallery, University of Minnesota
- Paul Whitney Larson Gallery, University of Minnesota
- Milwaukee Art Center (Milwaukee Art Museum) (See Jay Joslyn's review "CAP Serves As a Catalyst," *Milwaukee Sentinel*, Milwaukee, Wisconsin, Vol. 7, No. 77, October 19, 1968, Part 1, p. 29. Note: "CAP" = "Children's Arts Program" at the Milwaukee Art Center. Patrick Redmond's work included in three-person exhibit in the "first 'graduate' show CAP has mounted")
- The Moravian Gallery in Brno, Brno, Czech Republic
- Society of Publication Designers ([www.spd.org](http://www.spd.org))
- College of Visual Arts, Saint Paul, Minnesota
- Minnesota State University Moorhead Art Gallery, Moorhead, Minnesota
- Red River Art Center, Moorhead, Minnesota

and displays at

- Tweed Museum, University of Minnesota-Duluth
- Minnesota State University–Moorhead, Moorhead, Minnesota
- Atwood Memorial Center Gallery, Saint Cloud State University.

In addition to his ongoing work as a practicing graphic designer and business owner, his experience includes teaching at:

- University of Minnesota, Twin Cities  
(for many years in the evening extension program)
- College of Visual Arts, Saint Paul
- MCAD (Minneapolis College of Art & Design)
- Augsburg Weekend College, Augsburg College, Minneapolis, Minnesota
- University of Wisconsin-Stout, "Wisconsin's Polytechnic University", Menomonie, Wisconsin

A summary, including a list of courses taught, is provided at his website [PatrickRedmondDesign.com](http://PatrickRedmondDesign.com) > FAQs > Teaching.

Involved in design education with emphasis on creativity, professional development, and business, as well as theoretical and practical influences on design process, Patrick also taught numerous and varied courses (including "*Design Process: Creativity*" which he was instrumental in proposing, developing and teaching for the first time).

As part of his university classes, he was the first to incorporate field trips to the Apple® computer regional offices [to use the then-new Mac 512 and Mac-Plus™ Macintosh® computers] and to COMCEPT Computer Graphics [see Redmond, Patrick. "Comcept," *Graphic Design: USA*, New York, Vol. 19, No. 6, June 1984, p. 4], and later was one of the first to integrate the use of the internet and online course material in his courses. In addition, he taught *Graphic Design* and *Ideation* at the College of Visual Arts where he was the first to include a computer graphics experience in the courses; taught *Design Process & Presentation* at MCAD; and developed and taught *Publication Design* at Augsburg College's "Weekend College".

During summer 2000, Patrick served as a mentor for the University of Minnesota Multicultural Undergraduate Research Program – later known as the Multicultural Summer Research Opportunities Program (MSROP) at the University of Minnesota, Twin Cities.

Patrick successfully led the initiative to form a college [student] chapter of the American Advertising Federation (AAF) and served as a faculty advisor for the "Minneapolis Business College, A Bradford School, Advertising Design Club, American Advertising Federation (AAF)." Patrick also served as Co-Chair of the Minneapolis Business College Graphic Design Program Advisory Board. In this role, he served as a key recruiter of influential leaders in the Twin Cities graphic design, marketing, graphic arts and advertising communities to serve as members of this advisory board.

Patrick was the first person to lead the graphic design sessions at the University of Minnesota Design Institute's first "Design Camp" in 2000. (See PatrickRedmondDesign.com > About > U of MN Design Camp 2000.)

He has been a visiting designer/artist, guest speaker, presenter, or panelist at various schools, colleges and universities including:

- University of Vienna, Vienna, Austria
- Ringling College of Art and Design, Sarasota, Florida
- Miami Ad School–Minneapolis
- Minnesota State University–Moorhead
- University of Minnesota–Duluth and Tweed Museum (Artist Lecture Series)
- Minnesota State University–Saint Cloud
- University of Wisconsin–Stout, "Wisconsin's Polytechnic University", Menomonie, Wisconsin (Presentations for Student Design Association)
- Minnesota State University–Bemidji (North Country Arts Council)
- Minnesota State University–Marshall (Southwest Minnesota Arts and Humanities Council)
- Itasca Community College, Grand Rapids, Minnesota
- Bethel University, Saint Paul
- School of Theology, University of Saint Thomas, Saint Paul ("Spirituality in the Arts" series)
- Alverno College, Milwaukee (Note: With Sister Mary Irenita, SSSF, and fellow student M. Stupich)
- The Blake School, Minneapolis

and others.

Patrick Redmond has also demonstrated innovative computer graphics at national congresses, conventions and conferences, including:

- ACM SIGGRAPH (July 23-27, 1984) Minneapolis Convention Center, Minneapolis, Minnesota
- NCGA (1984) (National Computer Graphics Association) Anaheim Convention Center, Anaheim, California
- NAMTA (National Art Materials Trade Association, now known as the International Art Materials Association) computer graphics demonstrations: RCD/Wasatch 400 Hyatt Regency Dearborn, Dearborn, Michigan

Patrick Redmond's writings about graphic design education include "Learning about becoming a designer," (guest column), *Articulars*, Saint Paul, The Minnesota School & Resource Center for the Arts, June 1989, Vol. 4, No. 5, p. 2, a variation of his "Selecting a graphic design curriculum that is right for you," *MGDA Designers Offer Their Advice* brochure, (Edited by Phil Swensen), Minnesota Graphic Designers Association, Minneapolis, 1985, p.16-17.

He has offered the "Independent Master Class with Designer and Artist Patrick Redmond, M.A." (unaffiliated with other educational institutions).

Patrick retired from teaching facet of his multifaceted career in 2012.

Originally from Milwaukee, Wisconsin, Patrick was a student in the Milwaukee Art Center's – now known as the Milwaukee Art Museum – Children's Art Program, where he studied in the then-new Eero Saarinen-designed mid-century modernist building overlooking Lake Michigan. The Milwaukee Art Center was located in the Milwaukee County War Memorial Center. It was photographed by Balthazar Korab.

Patrick is a graduate of Pius XI Catholic High School, Milwaukee, recognized regionally and nationally for its exceptional art program, among its other distinctions (see [PiusXI.org](http://PiusXI.org) > Academics > Courses of Study > Visual Arts). Pius XI Catholic High School has received the "Blue Ribbon School" Award.



While a student at Pius XI, he received the Strathmore Award for Graphic Design in the national Scholastic Art Awards competition, was a member of the National Honor Society, Art Club President, and Vice President of the school's Future Teachers of America (FTA) chapter (a position that included coordinating the FTA tutoring program for the high school). Receiving the Strathmore Award for Graphic Design was an honor that was also one of the influences on his decision to become a graphic designer.

Patrick has been a Minnesota resident since 1968 when he moved from Wisconsin to attend the Minneapolis School of Art – later known as MCAD, the Minneapolis College of Art and Design – for his first two years of college.

He transferred to the University of Minnesota where he received Bachelor's and Master's degrees, the former at the time in the University's "University College" innovative University Without Walls program [later known as the Program for Individualized Learning in the University's College of Continuing Education] with its emphasis on self-directed, independent study, "learning how to learn" and "learning as a lifelong process."

He earned the Master of Arts degree in the Design, Housing, and Apparel Graduate Program (now known as The Design Graduate Program), starting in Design, in what was then the University's College of Home Economics, which, in 1990, became the College of Human Ecology, a department that is now part of the University's College of Design – with emphasis in applied design/visual communication... graphic design. His interests included theoretical and practical influences on the creative concept development process in graphic design as visual communication.

Three years after receiving his Master's degree as well as after holding additional corporate and agency positions, he returned to academia. He was accepted into the doctoral program at the University of Minnesota and began coursework toward a PhD, with an emphasis on the interdisciplinary and multidisciplinary designer/creative.

Patrick attended the 2013 Yale Writers' Conference at Yale University, New Haven, Connecticut, where, among other experiences, he continued work on his book about one of his mentors, Minnesota native Eugene Larkin (1921-2010), a leading and influential graphic artist, printmaker, and design educator.

His extensive bibliography provides details about various facets of his career and ideas. For example, he has been included or featured in three New York-based *Graphic Design: USA (GD: USA)* magazine cover stories (including the already-mentioned article)

- "Norwest banks on Redmond for in-house design group," *Graphic Design: USA*, New York, Vol. 23, No. 10, October 1988, cover, p. 2,

and the following commentaries by Patrick Redmond:

- "25+ Top Professionals Forecast Design & Production Trends," [a.k.a. "*Graphic Design: USA* 25th Anniversary Forecast: Design & Production Professionals"], *Graphic Design: USA*, [New York], Vol. 24, No. 1, January 1989, cover, p. 33 [Note: Article by Patrick Redmond included in this magazine-prepared editorial section]
- "Technology promises fusion of work and play," *Graphic Design: USA*, [New York], Vol. 31, No. 1, January 1995, p. 85 [Note: Article by Patrick Redmond included in this magazine-prepared editorial section "Is 'graphic design' on verge of a golden age? 50 design leaders forecast 1995," cover, p. 37-89, by publisher Gordon Kaye; also note: cover sidebar states "Words of wisdom from 50 of America's most interesting graphic communicators," "Patrick Redmond" included on cover in list of 50 which also includes Milton Glaser, Tim Girvin, Massimo Vignelli, and Henry Wolf, to name some of the others].

See his bibliography at [PatrickRedmondDesign.com](http://PatrickRedmondDesign.com) > About > Bibliography.

He provided his perspectives regarding resources for graphic designers and his experience working as the [creative] Art Director at Norwest (now Wells Fargo) in the then-new Cesar Pelli-designed Norwest Center (now Wells Fargo Center), downtown Minneapolis, in his piece "An Inside Look at the Graphic Work in Norwest's 'Modernism' Corporate Art Collection," *AIGA/Minnesota Issues*,

Minnesota Chapter of the American Institute of Graphic Arts, Minneapolis,  
March 1989, cover, p. 2.

Patrick's education also includes attending

- George Morrison Master Class, Grand Marais Art Colony, Grand Marais, Minnesota
- Art and Design Travel/Study Northern Europe: London, Cardiff, Basel, Paris, through California State University–Chico, led by Gregg Berryman
- Numerous seminars and workshops, Technology Learning Center and Digital Media Center, University of Minnesota, Twin Cities Campus
- Center for Business Excellence, Executive Education and Development, Opus College of Business, University of St. Thomas, Minneapolis, Mini Master of Business Communication, 2011.
- The Forum (The Landmark Forum) and related courses or seminars, Landmark Worldwide [formerly Landmark Education], Minneapolis/St. Paul, Minnesota.
- "Enhancing Creative Potential, " taught by Gerald "Jerry" Allen, Split Rock Arts Program, University of Minnesota–Duluth, Duluth, Minnesota
- "Improvisation" course, The Guthrie Theater, Minneapolis
- Memoir writing and creative writing courses taught by Patricia Hampl, respectively at Quadna Summer Workshops, Hill City, Minnesota, and University of Minnesota, Minneapolis. Note: Patricia Hampl's early essay "Self Portrait of a Rural Town," about Patrick Redmond's work as an artist in residence in Eagle Bend, Minnesota, was published in *Preview, Magazine of Minnesota Educational Radio*, Saint Paul, Vol. 7, No. 3, March 1973, p. 4-5. "Minnesota Educational Radio" became "Minnesota Public Radio"; *Preview* became *Minnesota Monthly* of Minnesota Public Radio.
- Yale Writers' Conference (2013), Yale College, Yale University, New Haven, Connecticut. Note: "Biography" section led by M.G. Lord.

- Decision Sciences courses: "Foundations of Knowledge Engineering" and "Problem Formulation," Carlson School of Management, University of Minnesota
- Kilkenny Design Workshops (tour), Kilkenny, Ireland (see book "*Kilkenny Design – Twenty One Years of Design in Ireland*," published by Lund Humphreys, London, 1985, for information about the Kilkenny Design Workshops)
- Wausau Summer Art Workshops, presented by M.A.T.A. (Milwaukee Area Teachers of Art), University of Wisconsin-Marathon Campus, Wausau, Wisconsin
- Junior Great Books (as a teenager), Milwaukee, Wisconsin

He has presented at icograda [now known as "ico-D"; see [www.ico-d.org](http://www.ico-d.org)], UNESCO, National Council on the Arts/National Endowment for the Arts, and AIGA conferences. He coined the term "Designers As Entrepreneurs"<sup>TM</sup> at the 1977 International Design Conference in Aspen, Colorado.

He summarized his term as AIGA Minnesota president (when the organization was known as MGDA, the Minnesota Graphic Designers Association) in "Retrospective Perspective," *AIGA/MN Issues, The Official News Paper* [sic] of AIGA/MN, The American Institute of Graphic Arts, Minnesota Chapter, Minneapolis, November 1999, p. 11; and he was author and editor of *Minnesota Graphic Designers Association Newsletter*, Minneapolis, February 1980. [Note: Majority of issue consists of "A letter from the president" summarizing 1979 in respect to MGDA during Patrick Redmond's term as the organization's fourth person to lead the organization, following Tim Larsen, Jim Johnson, and Peter Seitz.]

Patrick has been a member of AIGA Minnesota for many and various years, serving as president, January 1979-February 1980, of MGDA, Minnesota Graphic Designers Association, a.k.a., AIGA Minnesota. He was a founding member of AIGA Minnesota's Expert Designers committee (formerly known as the "Veteran Designers" [working title] committee).

He led the initiative to include a list of AIGA Minnesota past Chairmen and Presidents, and years of their respective terms, under "About" at the AIGA Minnesota website. The list also includes the period when the organization was known as MGDA, the Minnesota Graphic Designers Association. The preliminary version of this list, a work in progress, may be seen at AIGA Minnesota's website [www.aigaminnesota.org](http://www.aigaminnesota.org) > About > Past Presidents. See further information about this initiative at [PatrickRedmondDesign.com](http://PatrickRedmondDesign.com) > News & Updates, 07.31.12.

2015 is the 36th Anniversary of Patrick Redmond's term as AIGA Minnesota's President. His involvements in the organization, formerly known as the Minnesota Graphic Designers Association, include:

- Chairman > President (1979-1980)
- Board Member (1979-1981)
- Design for Society Award Committee Member (1983-1985), Chair (1985)
- Editor, first *AIGA Minnesota (MGDA) Newsletters*, early precursors of AIGA Minnesota's digital publication *Distiller* (See important explanation re: the unique process of producing these early newsletters under "1979 Firsts" at [www.PatrickRedmondDesign.com](http://www.PatrickRedmondDesign.com) > Re: AIGA Minnesota webpage).
- AIGA Minnesota's (MGDA, Minnesota Graphic Designers Association's) first "Design Camp"<sup>®</sup> [when it was known as the Lutsen Design Conference, Lutsen, Minnesota] committee member
- AIGA Minnesota 30th Anniversary Celebration (2007) committee member
- AIGA Minnesota Expert Designers committee (formerly known as "Veteran Designers" [working title] committee), a founding member/committee member (2009-2012)
- AIGA Minnesota 2010 "Portfolio 1-on-1"<sup>®</sup> reviewer recruiter subcommittee member and 2015 portfolio reviewer

- AIGA Minnesota 2010 Design Camp® 30th Anniversary subcommittee member
- AIGA Minnesota 2011 "evolvedesign" roundtable discussion event *ad hoc* volunteer ("greeter")
- participant/attendee, numerous other AIGA Minnesota events, various years

Patrick is a former national member of New York-based Graphic Artists Guild. While he was a member, his work was included, alongside work by designer Milton Glaser, in a national, full-page advertising campaign for Mohawk Paper which also featured work by a variety of other Graphic Artists Guild members. The ad, a two-sided, bound-in insert printed on Mohawk "Pure White Irish Linen Text, 80 lb." paper, was part of the "When you want to look good on paper, Mohawk" campaign, in this example featuring "You can look good on new Irish linen, Mohawk." See *Art Direction, The Magazine of Visual Communication*, October 1981, p. 57-58.

He has served as a judge for various competitions, ranging from corporate and academic awards shows to the Direct Marketing Association's (DMA) regional ECHO awards, the Printing Industry Midwest (PIM) "Star of Excellence Awards" [his experience over the decades includes providing creative for work in nearly every category of print in the commercial printing industry], and the Midwest Independent Publishers Association (MIPA) "Midwest Book Awards".

Community involvement has included work as a former

- Loaned Executive with United Way
- telerecruiter of volunteers for the American Cancer Society
- member, Minneapolis Mayor's Small Business Task Force
- delegate (alternate) for the Minnesota Governor's Conference on Small Business
- member, Minneapolis Chamber of Commerce's first Small Business Trade Fair committee

- member of the Minneapolis College of Art and Design Alumni Scholarship committee
- member of the State of Minnesota task force to study programs leading to the certification of teachers of Art
- provider of promotion and design assistance with Washburn Child Guidance Center (Washburn Center for Children) 120th anniversary celebration "From Flour To Families".

He is a former member of:

- AdFed (the Advertising Federation of Minnesota, AdFed.org, a member club of the American Advertising Federation, AAF.org)
- The Greater Minneapolis Chamber of Commerce, Minneapolis
- The Saint Paul Area Chamber of Commerce, Saint Paul, Minnesota.

He is a member of the College of Design Alumni Society, University of Minnesota Alumni Association – he served as a Board Member of the College of Human Ecology "CHE" [formerly known as the College of Home Economics with DHA "Design, Housing and Apparel" later becoming part of the University of Minnesota's College of Design] Alumni Society ["CHEAS"] (1992-1995). He served as founding Co-Chair of the early CHEAS Alumni Mentoring program (now known as the College of Design Mentor Program). He also volunteered as a graphic design mentor for the University of Minnesota's College of Human Ecology Alumni Society Mentor Program (predecessor of the University of Minnesota's College of Design Mentor Program).

Patrick is a non-[MCAD]-degreed alumnus of MCAD (Minneapolis College of Art & Design) [Minneapolis School of Art]. Note: He attended MCAD for his first two years of college (1968-1970) prior to transferring to University of Minnesota.

Patrick Redmond is also an artist, illustrator, consultant, author, creativity advocate, retired educator and former art director. He is currently involved in

independent projects and initiatives. His 50-year retrospective is being planned for 2016.

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[www.PatrickRedmondDesign.com](http://www.PatrickRedmondDesign.com)

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*Other significant sections also need to be added.*

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