

# UNION-FINLEY MESSENGER

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## AGENCY ORANGE

*Big Town Business with a Small Town Owner Equals High End Design and Affordability*

By Samantha Milton

Bethel Park resident, Shawn O'Mara has built a name for himself within the city of Pittsburgh. Even so, he continues to return back to his small town roots with his eye for design and unique belief in high end quality at an affordable price.

O'Mara is the owner of ocreations, a design firm based in the Southside on Carson Street. According to O'Mara the design firm and its success were really unexpected. "I never could have imagined this type of success two years ago," O'Mara said.

The old saying that "art imitates reality" would seem to apply at ocreations where the reality of O'Mara's big stature (he stands at 6' 4" tall) could easily be intimidating for most, yet his approachability and likeability as a small town guy prevails. Likewise – his company provides big-time, powerful creative one might expect to see on Madison Avenue. But the service and focus at ocreations is for the little guy and small businesses at an affordable price.

In addition to his work at ocreations, O'Mara also teaches at The Art Institute of Pittsburgh. Luckily for him, his very own students leave him with a never ending supply of designers available for hire. This makes for less stress on O'Mara when hiring because he knows his students and their work and is certain that they will strive at ocreations. Currently, O'Mara's team consists of four graduates of the Art Institute of Pittsburgh, Andrea Brichacek, Jesse Mader, Jared Dieffenbach, and Clemente Miller. "My talented group of designers is what really took our firm to the next level," says O'Mara. "We wouldn't be here without them."

The atmosphere at ocreations is low key, laid back and fun... yes fun! It has been long said that 'all work and no play gets you nowhere' and is well, boring. There's nothing boring about ocreations that's for sure. From the moment you walk in the doors greeted by walls covered in orange, orange and more orange, you know this isn't just another design studio.

"We are a high end design firm, but within your budget. You can afford us," said O'Mara. That fact is rare nowadays, yet stands true with ocreations. Steel Shield Technologies, Giant Eagle, Eyetique at South Hills Village, Cain's Saloon in Mt. Lebanon, L.S. Altman, Anne Gregory Bridal, and Hot Shots bar and restaurant in South Park, are just some of the local businesses that have tapped into the ocreations talent.

ocreations isn't just another design studio; it is a place of big city style at a small town price. As O'Mara said, "We're not like everyone else. Think Different. Think Orange."



Bethel Park resident Shawn O'Mara provides affordable marketing and design for local businesses from his ocreations "orange-colored" offices located in the south side.



The ocreations team is eager to work with your business. Pictured (L to R) - Andrea Brichacek, Jesse Mader, Shawn O'Mara, Jared Dieffenbach, Clemente Miller.

For more information, visit the ocreations website at [www.ocreations.com](http://www.ocreations.com).