

Summer 2006

District: Downtown

Sound & Vision: The
Studio Sessions**MORE ARTICLES****Rockfish Graphix***Daniel Rodriguez*

For Daniel Rodriguez, the benefits of having a primo location downtown can be summed up with one word—accessibility—to anyone and everyone his graphic design and Web production business needs to flourish. "I always have people just stop in," he comments. "I get clients walking in just by having that street office space. The amount of traffic we get through here, the visibility, you can't match anywhere else." Future clients aren't the only people Rockfish lures in. Situated amongst his biggest business rivals, Rodriguez says that his address also provides him with the opportunity to collaborate and learn from creative competitors in the area. He says, "A lot of people would see it as competition. I see it as everyone being able to work together. You can use someone else's services or vice versa. I think it's great that everybody's nearby."