

# PAVE

Communications & Consulting

## **PAVE Communications & Consulting, Established by Sascha Freudenheim And Alina Sumajin, Announces Launch**

**Thursday, July 16, 2015, New York**— Sascha Freudenheim and Alina Sumajin announced today the launch of PAVE Communications & Consulting. Freudenheim and Sumajin, who both most recently served in senior leadership positions at Resnicow + Associates, bring a combined more than 25 years of experience in cultural communications to the establishment of PAVE. The full service strategic communications agency serves the creative disciplines, including the visual and performing arts, design, architecture, humanities, and film.

The agency is distinguished by its direct and multi-layered approach to public relations campaigns, that draw upon the vast number of platforms now available to clients to communicate their brand messages and diverse activities.

"The cultural and media landscapes have changed so much in the last decade. Social media and digital platforms are important, but traditional media remains vital too," said Freudenheim. "Clients are asking consistently where they should invest their time and resources to best reach their target audiences. With PAVE, Alina and I are putting the emphasis on alignment—between message, platform, and audience but also between the competitive and economic realities our clients are facing and the scope of outreach efforts. That's at the core of communications success."

"Communications is not a one size fits all equation. We're looking at the competitive environment, the incredibly packed cultural calendar, and most importantly at our clients' defining attributes to determine the right mix of opportunities and investments," said Sumajin. "Timing is another crucial element. The planning time for a major event, a press announcement, and a tweet are obviously not the same, so the overarching strategy and plan are key."

PAVE is named for its principals' guiding values of passion, alignment, vision, and experience. And Freudenheim and Sumajin are committed to providing the kind of one-on-one attention necessary to convert those values into tangible results.

"I'm familiar with Sascha and Alina's work through both personal experience and in the visibility of their previous projects. Their broad strategic capabilities and clear-eyed tactical view of media relations demonstrate a depth of knowledge that will surely bring success to their clients," said Susan deMenil. "Few art world issues are as complicated as those relating to cultural heritage. Sascha's grasp of these issues were essential to the successful campaign for Houston's Byzantine Fresco Chapel. I'm looking forward to hearing more about his new venture with Alina."

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More information regarding PAVE Communications & Consulting's clients will be announced in the coming weeks. Biographical details and additional information on the agency and its services can be found at [www.paveconsult.com](http://www.paveconsult.com).

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