

**ITM/Li Wei Su & ITM/Last Place  
Strategic Alliance Story**

August 25, 2011

ITM (US) Ltd.  
For Immediate Release:

**Grand Opening of the Last Place™ “Pop-Up” Store**

*Two Cleveland Artists of Chinese/Japanese and Singaporean/American backgrounds contribute to the ITM First Dragon™ global cross cultural exchange project:*

Li Wei Su (born April.18th.1988) is an entrepreneur, designer and the co founder the "Last Place" brand. Li Wei was born in Taipei, Taiwan and moved to Tokyo at age three. Due to his dad's occupation, a tour guide, Li Wei spent his childhood and adolescent years moving freely between Taiwan and Japan. Li Wei's interest in art was inspired by his mother who used to work with a cartoon producing company. Brought up in a cartographic environment, since childhood he developed a good sense of colors and a fine passion for drawing. At age of fifteen, Li Wei began to develop his design and drawing skills as well as creativity, through education, and freelance activities such as poster flyer design, web design and development.

In 2006 Li Wei found out that CIA (Established in1882) ([www.cia.edu](http://www.cia.edu)) created the first Industrial Design Educational Program in the USA; and it was also located in the Rock and Roll Capital of the World?! Li Wei inspired by all the possibilities and new adventures that could impact on his life in the US and what he could do for China and the world too, so he took his “Great Leap Forward.” In 2007 because of his driving desire to experience different cultures and to share his own, and to polish his already high standards of applied design know-how, he arrived in Cleveland to attend The Cleveland Institute of Art's world renowned Industrial Design Program. In 2010 he co-founded the clothing brand "Last Place" with his classmate Irwan (Wan) Awalludin and graduated from CIA in 2011 – the American Dream was unfolding in their lives and times as they grew embraced by their new peers in Cleveland.

**The Last Place™ Mission Statement represents a new “Mind-Set” for the meaning of last place;**

**The Last Place™ Mission Statement (<http://lpcle.com/intro/>):**

**A mind-set that comes from starting at the very bottom; focused, determined, and hungry. A mind-set that gives an individual an edge over those who lack it. The mind-set of those quietly working while others flaunt uninspired achievements. Humble because they are aware of the hard work and obstacles ahead, yet with confidence and consideration, they creatively overcome these obstacles, while enhancing the world around them.**

**Last Place™ represents creative individuals everywhere who are making things happen without the spotlight of a glamorous city shining on them, but find it radiating within them.**

**Based out of Cleveland, Ohio Last Place™ is inspired by its harsh and gritty environments. Learning, working, and growing, in the “Rock and Roll Capital of the World” where failure looms at every street corner; you're forced to think and act differently than those living in more fortunate cities.**

**Last Place clothing is designed for the individuals that understand you may start with nothing but you have everything in the world to gain.**

**Regardless of where you stand, the LP Garments™ serve as a symbol that you're on your way; like a badge worn with pride showing that you overcame your circumstances. Each piece is designed and manufactured with the utmost care for quality and style; inspiring individuals to apply the same caring and attention to detail throughout their lives**

**Simply put, we believe that every good story needs adversity, what's your story?**

Two years ago Li Wei Su was introduced to Jack Craciun III, the Chairman of the ITM Group (<http://www.itmltd.com/>) and The First Dragon™ Ltd, by Danny Zhang. Zhang's parents are first generation resident of Cleveland, Ohio's Chinese community and are dear friends of Li Wei and Wan. After being introduced to ITM, Li Wei and Jack spent over a year studying each other's past global cultural exchange developments, accomplishments, and future opportunities to market valuable and Culturally Enhancing Intellectual Properties.

When Li Wei fully understood the ITM dedication of purpose to globally release The Story of The First Dragon™ in 2012; its true value to the people and culture of China and Cleveland; and the long-term history of ITM dedication to market the Culture of China and Cleveland to the world, Li Wei, Wan, and their Last Place Team™ became earnestly dedicated to help ITM achieve The First Dragon™ Global Cross Cultural Exchange Project.

In the past few months, Li Wei, like Mr. Christopher Manacci, MSN, ACNP, the Architect and Managing nurse practitioner of critical care transport for the Cleveland Clinic (<http://my.clevelandclinic.org>), who has established the ITM / Manacci Seraphim Group Strategic Alliance, have all worked together to create the ITM / Li Wei Su Group (<http://liweisu.com>) and the ITM / Last Place Strategic Alliances (<http://lpcle.com>).

Together, Li Wei and Manacci have acknowledges that the synergy of Li Wei's work and the long-term mission of the ITM/Manacci Seraphim Group, its Chairman, Jack Craciun III, and their present Global Media Cultural Exchange and Intellectual Property Branding Projects were perfectly parallel regarding their interest to deliver meaningful contributions to mankind.

When asked about the new Li Wei Su Strategic Alliances during the Grand Opening, Craciun said, "this past weekend the ITM/Last Place Strategic Alliance pulled-off a Success-Filled Last Place™ "Pop-Up" Store...and First Anniversary Celebration with the help of -- All of us in Cleveland!" "In deed, to be able to globally market (with an entrenched and purposeful China/Cleveland Focus) a multi-cultural event from the Colonial Marketplace of Euclid Avenue, by virtue of spirit and passion found glowing in 'New Immigrants,' 'mover and shakers of a new day'; The Last Place 'Pop-Up' Store represents a second-round of modern trend-setting examples of entrepreneurialism to come from that particular location in Cleveland – where such examples a century ago rang the bell of opportunity so loudly in Cleveland...it was heard around the world! Dad used to say, history repeats itself over and over again, he was right...so look out world Last Place Cleveland is headed for First Place again with gusto driving our spirits!!!"

Meanwhile, the "First" Last Place™ "Pop-Up" Shop will be selling its "Last Place "Mind Set" Line™ of Tees" at the Colonial Marketplace Grand Opening location during the next three weeks – so stop by to say hello, take a few Last Place photos, and maybe do a little shopping too.

**The LP "Pop-Up" Shop is located at the Colonial Marketplace, (<http://landmarkmgt.com/colonialmarketplace>), at 530 Euclid Ave Cleveland, OH.**

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**Contact Information:**

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