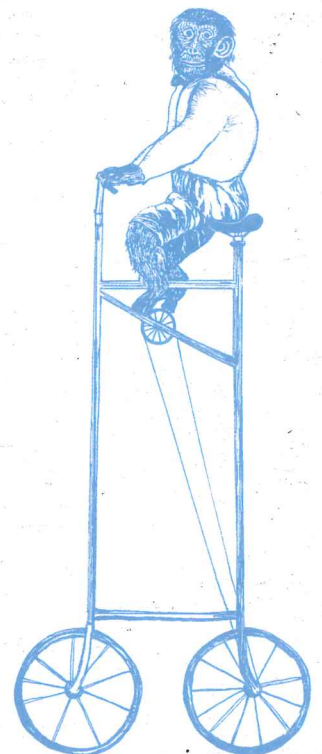


ANIMAL GRAPHICS



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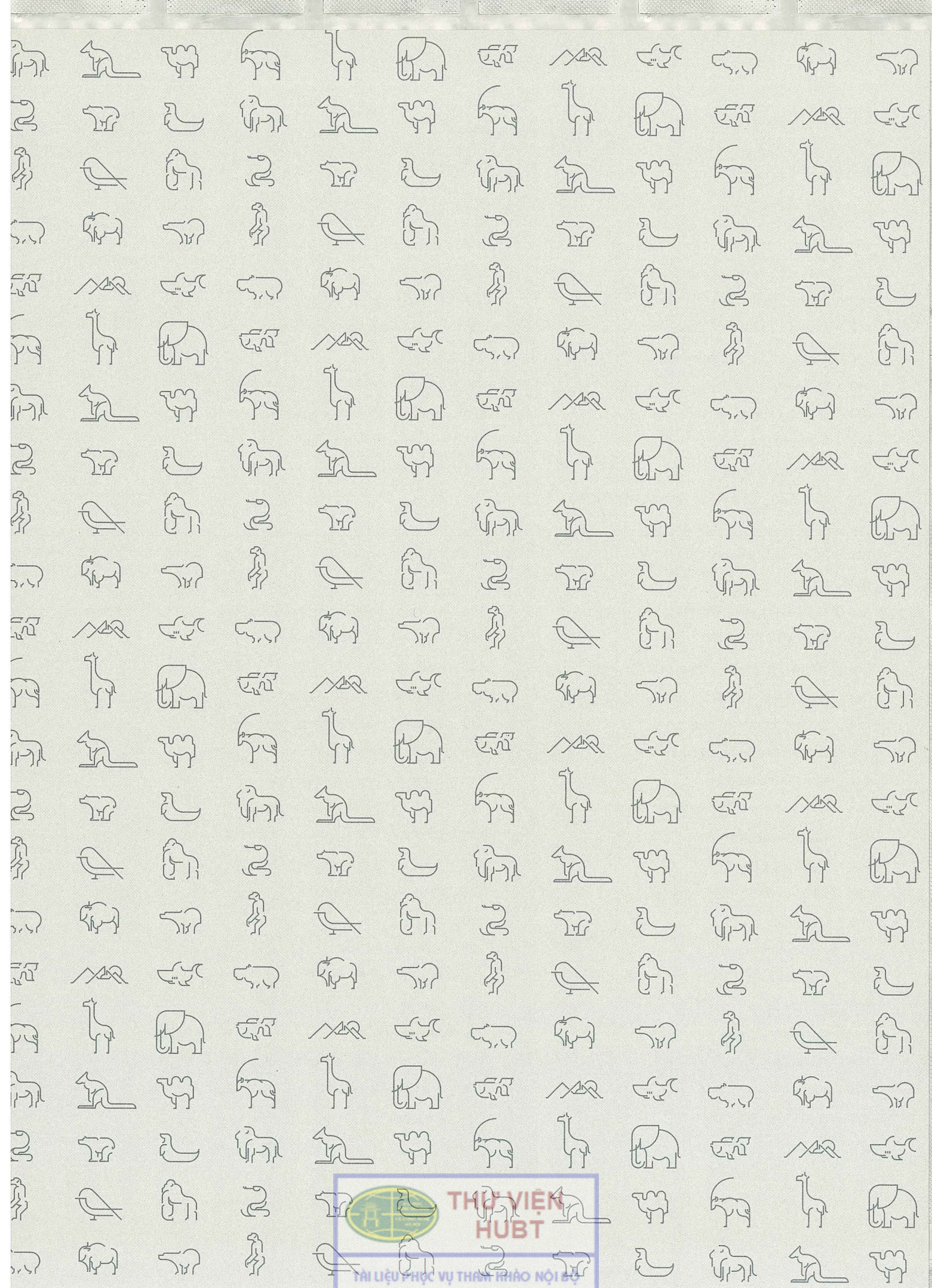
Pattern in p003 and p008 designed by Anna Nowokuńska

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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

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PREFACE

Shaping Animal Kingdom

Cave paintings prove that animal kingdom is admired for as long as human history reaches back. For what more sophisticated and complex is there on Earth for humankind to observe and study. While parts of fauna remain unknown, we did get to know already that the Nature truly is the biggest inventor. Species capable of matching their form, color, brightness, pattern, and texture to the surrounding, like *octopus vulgaris* is, leave simply no choice but to be amazed.

Nonetheless, animals' role extends far beyond the biology sciences. Their look provides the explosion of visual sensations, triggering the imagination of artists, who developed many artistic approaches to capture it. Resulting in anything from photorealism supported by anatomical analysis, theory of light and color; through stylization based on observation mixed with creativity embedded in a particular style choice; up to minimalism, created by reduction to the essence of subject's recognizability.

I have come to believe that the biggest challenge is the minimalistic approach. It consists of pushing the boundaries of formal reduction. Thorough observation helps to determine what characterizes an animal the most. Whether it's a texture, pattern, form, proportions, or a single shape. This way selected parts are then taken out of context, simplified, and emphasized. Decreasing the number of graphic elements increases the significance of each one of them. Interestingly, when given this kind of image, viewers are able to subconsciously fill the visual gaps and effortlessly recognize the animal. Furthermore, the less items image contains, the more powerful each of them becomes as an element carrying some meaning and therefore the more crucial is its position, scale, and stylization in relation to the original. Minimalistic perfection can be reached once there are only these elements left, lack of which would compromise overall legibility.

Moreover, reduction is not necessarily the goal itself. It's a step, often followed by finding some sort of order in graphic representation. Animal figure can be boiled down to the most basic shapes, like circles or straight lines only. Because human brain has a default tendency to instantly simplify gathered visual data, the viewers are in fact able to understand this graphical game. My hero in that matter will always be Charley Harper, whose lifetime affection for animals is immortalized in simplified – but never obvious – yet joyful graphics, that all have geometry in their cores. It is Harper's '*Animal Kingdom*' that pushed me towards geometrization, which never had I imagined as a language for organic subjects before.

'*Animal Graphics*' is a proof of animal kingdom being more than just present in graphic design today. It is a substance very much alive in forms and styles so various, that there is a noticeable need for a collective publication of this kind. Its role is to present the wide range of design approaches. And there is plenty to show. As if designers were as creative as Nature is. Well, we will always try.

Anna Nowokuńska

> p110-113, 114-115



PREFACE

The Richest Kingdom

A is for Animal. Anteater and Alligator...Albatross, Antelope and Ant. Animals come in all shapes, sizes, colors, and patterns. From bears on bikes or a hornbill fishing with rod and line, to horses rocking, jumping, or simply being majestic. From the extremely abstract patterns of birds or geometric animal faces, to intricate renderings of exotic birds and other beasts – a vast array of the animal kingdom in its visual abundance features in this beautiful book.

Man has co-existed with animals for a very, very long time; and since the time that humans have been capable of picking up a flint, we have made marks to record the world around us. We've all seen pictures of the earliest cave paintings, which depict bison, hyena, wolves, or just simply 'beasts.' There is an inherent need in man to paint; to mark-make and record. This need continues today, with contemporary image makers seeing the world (and the beasts that inhabit it) and making unique observations. Sometimes the purpose is to communicate an idea, but sometimes there is nothing more to the process than a joy in observing a handsome creature, and making something beautiful in response.

As a graphic designer I've personally always loved works that depict animals in their barest, simplest forms – often spartan but full of life and brimming with character. The classic logo for Penguin Books (taken through several iterations, but most notably by the typographer Jan Tschichold), or the panda logo by Sir Peter Scott for the World Wildlife Fund are both wonderful examples – and of course Charley Harpers' wonderful work never fails to bring a smile to my face.

Of his work and approach to drawing he said: "When I look at a wildlife or nature subject, I don't see the feathers in the wings, I just count the wings. I see exciting shapes, color combinations, patterns, textures, fascinating behavior, and endless possibilities for making interesting pictures..."

The different representations collected together in this book show a wealth of creativity by numerous design studios and illustrators from around the world. Posters, packaging, and identities are all here, in glorious color! Animal Graphics is a fantastic reference book for people interested in design, illustration, and the animal kingdom in all its myriad forms.

Michael C. Place

> p010-011



THƯ VIỆN
HUBT


TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ ZooMo

The designer designed an iPhone app called ZooMo to enhance visitors' experience of the zoo. ZooMo provides visitors with extensive information on each of the zoo animals. Users can use GPS tracking to track down their favorite animals or to see who's up next. The ZooMo app also has a "FunFact" animation about each of the animals. These posters were designed to promote the app to zoo visitors. The graph along the right hand side gives users an idea of where each animal is in terms of extinction. Reading from top to bottom the letters stand for: Extinct, Extinct in the Wild, Critical, Endangered, Vulnerable, Near threatened & Least Concern.

Illustration & Design: Grainne Smith

Zebra *Equus burchelli boehmi*



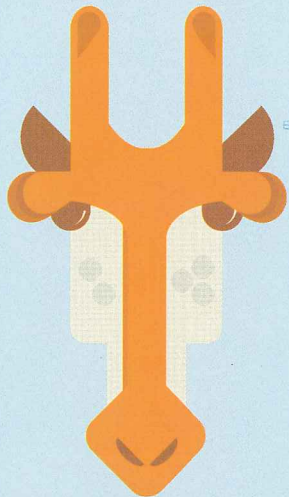
EX
EW
CR
EN
VU
NT
LC

Least Concern — LC

Did you know...
Zebras or "Equus burchelli boehmi" as they are scientifically called are of least concern in terms of extinction? Find out more interesting animal facts when you download the **ZooMo** app on your next trip to the zoo.

ZooMo
Available on the App Store

Giraffe *Giraffa camelopardalis*



EX
EW
CR
EN
VU
NT
LC

Endangered — EN

Did you know...
Rhino's or "Ceratotherium simum simum" as they are scientifically called are Near Threatened in terms of extinction? Find out more interesting animal facts when you download the **ZooMo** app on your next trip to the zoo.

ZooMo
Available on the App Store

Red Panda *Ailurus fulgens fulgens*



EX
EW
CR
EN
VU
NT
LC

Endangered — EN

Did you know...
The Red Panda or "Ailurus fulgens fulgens" as they are scientifically called are endangered in the wild? Find out more interesting animal facts when you download the **ZooMo** app on your next trip to the zoo.

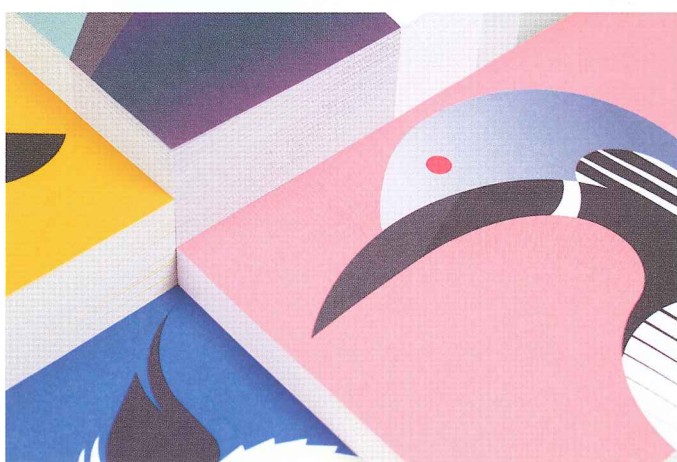
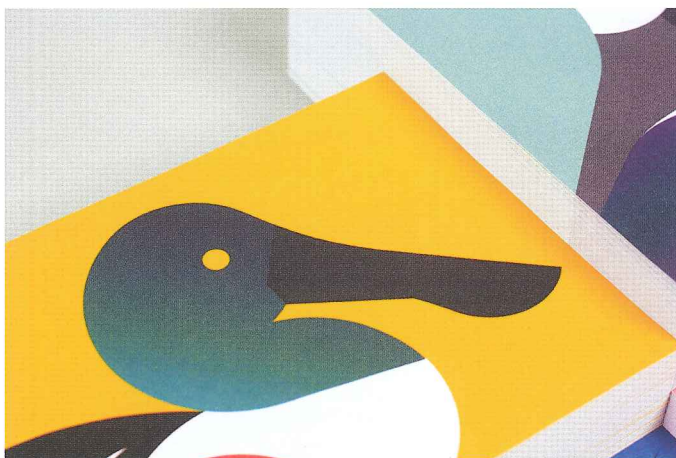
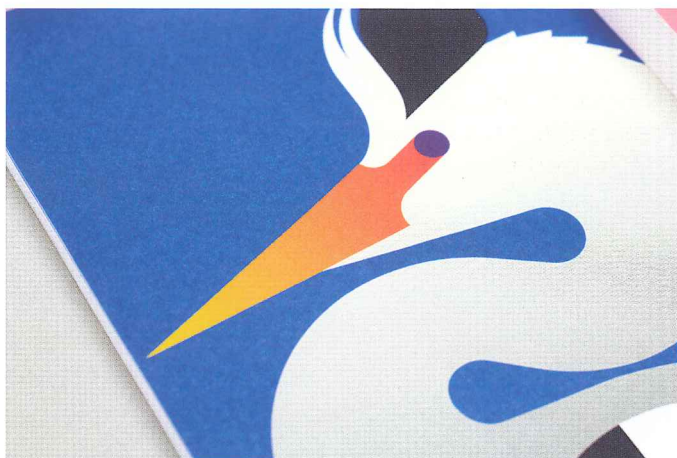
ZooMo
Available on the App Store

♦ The Stow Brothers – Wetlands Direct Mail Campaign

As part of their wider brand identity and design work for new estate agents the Stow Brothers, creative studio Build produced this direct mail campaign celebrating the news that a local wildlife project, the “Walthamstow Wetlands” had been given the go-ahead. Each of the four mailers featured a different bird that will inhabit the newly developed wetlands area.

_Agency: Build _Creative Direction & Design: Michael C. Place _Illustration: JMW Luxton _Copywriting: Nicola Place





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HUBT

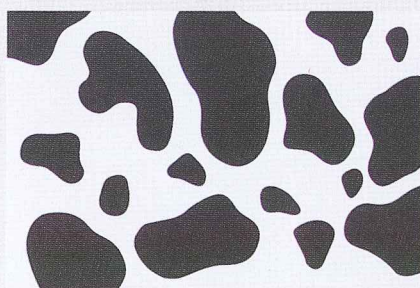
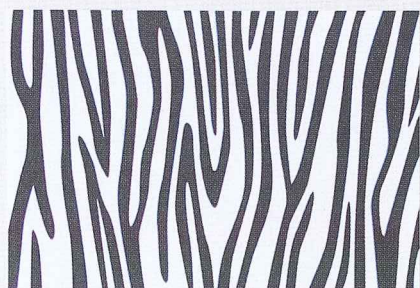
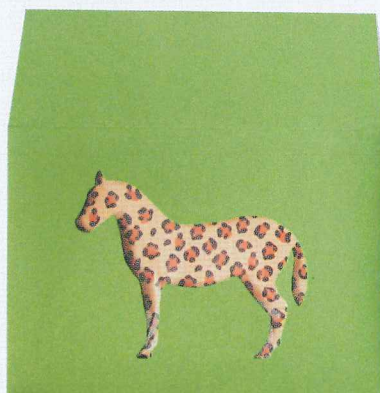
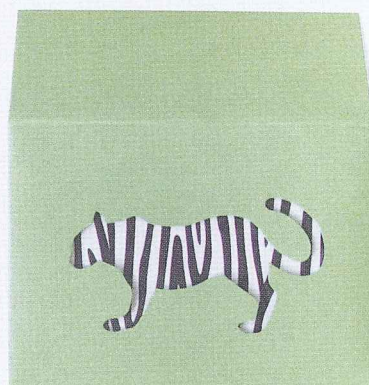
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Animal Cards

Original cards for a kids' photo studio. Children can play with the envelopes and the patterned cards. When they put the patterned cards in the envelope, a zebra, a cow, a tiger, or a leopard appears.

Agency: Coton Design Art Direction & Design: Hiroko Sakai



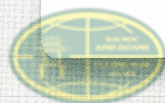
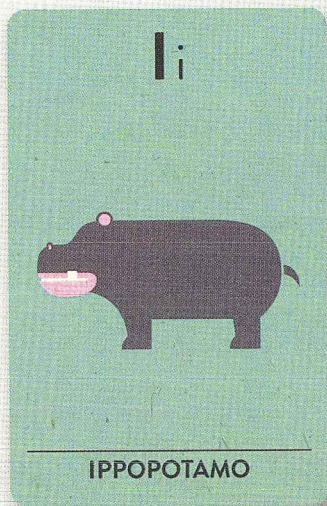


THƯ VIỆN
HUBT

♦ Alfabeto

The idea of drawing animals alphabet arose initially from the designer's need to make a challenge to herself and create a complete set of illustrations. She started this work by drawing an animal for each letter of the alphabet, trying to keep a good balance between reality and fantasy, as she wanted the children to learn while having fun. They turned out to be simple but rich in possibilities just like the mind of a child.

_Design: Francesca Sardigna



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Pp

PECORA

Una pecora a pelo lungo, come quelle inglesi, può produrre dai 10 a 15 Kg l'anno di lana. Mentre una pecora a pelo corto, non supera i 5 / 7 Kg.

Aa



AIRONE

Aa

AIRONE

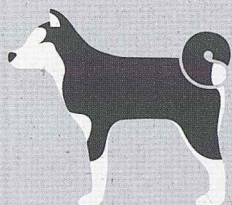
L'airone cenerino o cinerino, così chiamato perchè è grigio e bianco cenere, è il più grande e il più diffuso airone in Europa.

Ss

SCOIATTOLO

La coda così lunga gli garantisce un buon equilibrio e la possibilità di saltare da un albero all'altro. Inoltre gli permette di mantenere caldo il corpo durante il sonno.

Hh



HUSKY

Hh

HUSKY

Questo cane è originario della Siberia, dove era stato allevato per secoli per il traino delle slitte.



THƯ VIỆN
HUBT

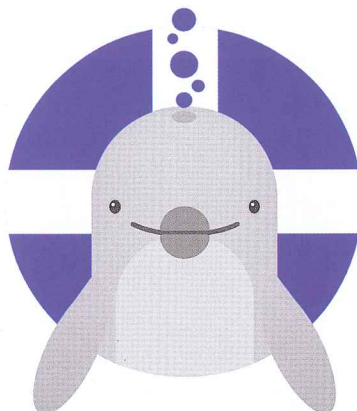
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ World Cup Samba Sweepstake

World Cup Samba Sweepstake is a set of 32 cards, featuring illustrated animals to represent each of the countries taking part in the 2014 World Cup. The designer calls them the Animal Allstars. The concept was to sell each of the cards to friends or colleagues, who in turn get a randomly selected card from the pack. That then becomes their team for the tournament, and their card is their essential fact file, with fixtures and key info.

_Design: Splinter Design

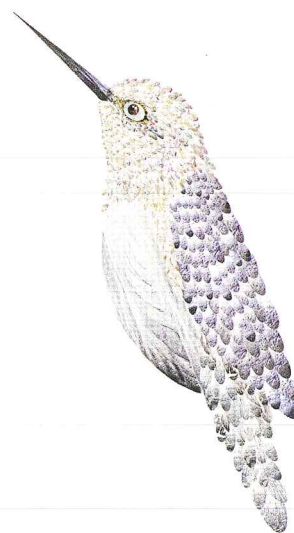
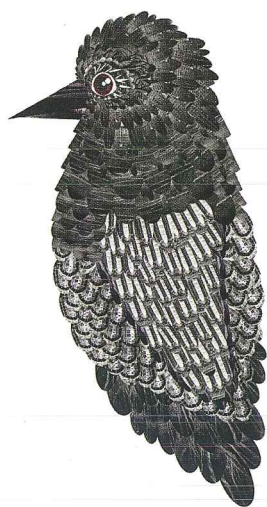




◆ Tre·tea Packaging Design

The goal of the project was to experiment with contrasting elements: simple shapes and intricate illustration detailing. The tea box is designed to inflame curiosity which is triggered by the actual experience that it implies. It consists of a triangular prism that contains three sections inside, where tea bags are nestled. By pulling the tab on top, the user can access the product. Three illustrated birds on the sides of the box represent three tea flavors (white, tropical, and black). Highly detailed and whimsical creatures are assembled from countless feathers cut from a number of photographs from the designer's personal archive.

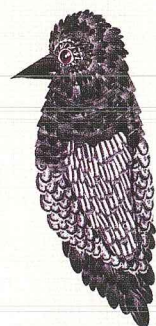
Illustration & Design: Natalia Bivol



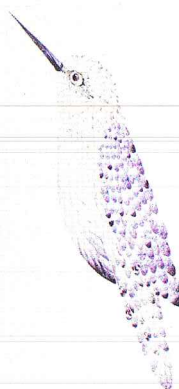
tre·tea

tre·tea

tre·tea



BLACK tea
SRI LANKA



THƯ VIỆN
HUBT

WHITE tea
SRI LANKA

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Animal Voice Memo

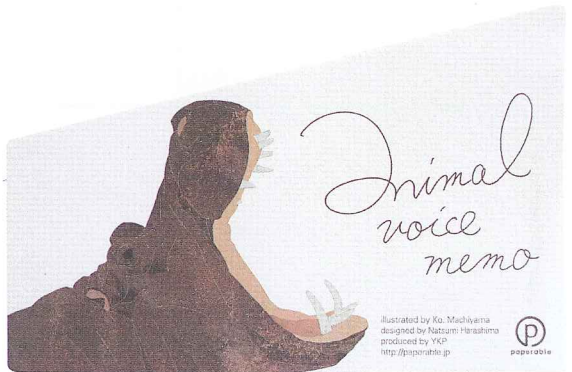
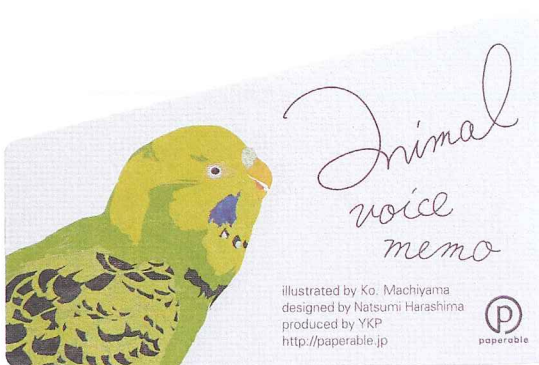
The word "paper" ending with the suffix "-able" is the word "paperable." The paperable, which is a series of stationery with a variety of enjoyable ideas, pleasantly facilitates interactions that enrich the users' mind through the act of making notes on them. Jointly developed by Yamakoshi group, a printing company in Kanazawa, the project aims to seek in this digital era what is possible with paper (i.e. paperable things), bringing out further potential of paper as a medium for communication.

_Creative Direction: Toshio Yamakoshi _Art Direction: Ryosuke Harashima _Design: Natsumi Harashima
_Illustration: Ko. Machiyama _Client: YKP (Yamakoshi + Kapo Project)



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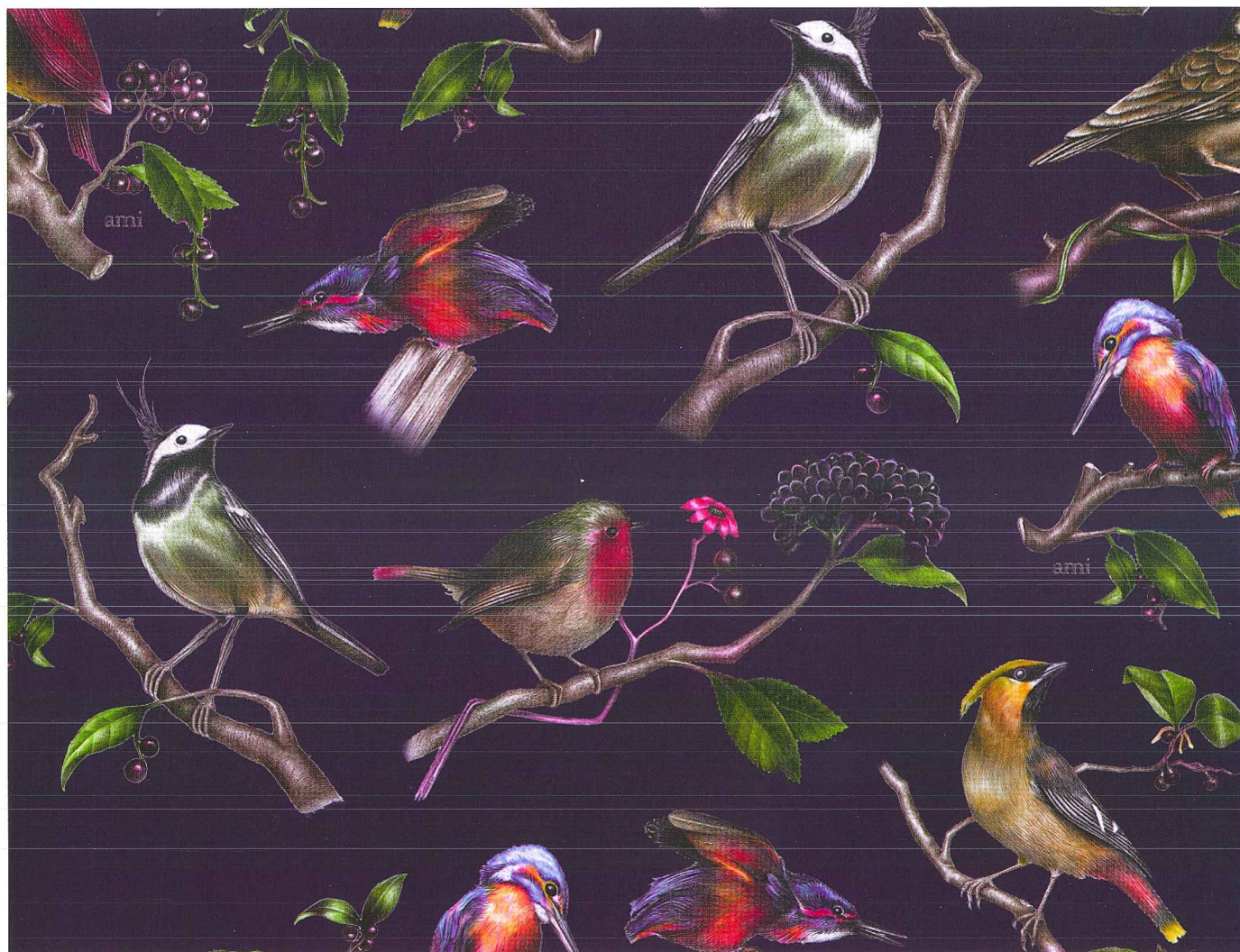
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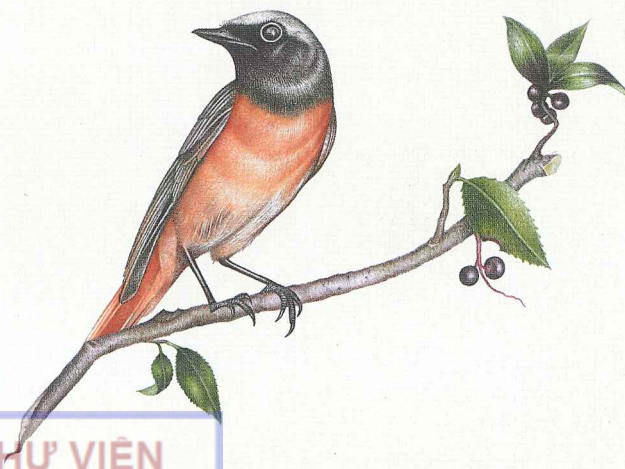
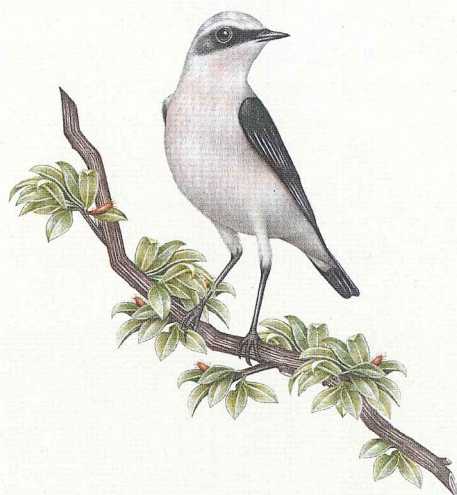
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ The Birds (Ami Paris)

The team designed the pattern of S/S 2013 Ami Paris collection, which is the second collection of the fashion brand. It has been the first time that the designer (Alexandre Matussi) released a pattern. The birds are drawn with the traditional technic: color pencils.

Illustration: Jérémy Schneider Design: Violaine & Jérémy





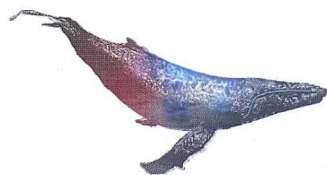
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♦ 2015 Calendar for Grupo Patagón Year-end Gift

Inspired by the Patagonian desert and fauna the team created illustrations for the Grupo Patagón's 2015 calendar. They focused on species that somehow are part of people's daily life at local companies located in the Golfo San Jorge Basin (Provinces of Santa Cruz and Chubut, Patagonia, Argentina). Animals included: Guanaco, Condor, Ostrich, Whale, Trout, Piche, Culpeo Fox, Martineta, Hare, Albatross, Penguin, and Pejerrey.

*_Agency: Cóncavo & Convexo _Branding & Art Direction: Franco Ruarte & Macarena Fernández Sánchez
_Illustration: Damián De Amicis _Writing: Lilián Bareilles*





Balaenoptera musculus
Cá voi lưng gù là loài động vật có vú lớn nhất hiện nay, sống ở các vùng biển ôn đới và cận cực. Chúng có thể dài tới 30 mét và nặng tới 180 tấn. Cá voi lưng gù nổi tiếng vì những bài hát phức tạp mà chúng phát ra.

2015 Febrero

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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BANCHETTO

Grupo Patagón

genuk



Lama guanicoe
Guanaco là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Guanaco được nuôi để lấy lông và thịt.

2015 Marzo

1	2	3	4	5	6	7
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29	30	31				

BANCHETTO

Grupo Patagón

genuk



Rhea americana
Rhea là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Rhea được nuôi để lấy lông và thịt.

2015 Abril

1	2	3	4	5	6	7
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BANCHETTO

Grupo Patagón

genuk



Lynx baileyi
Lynx là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Lynx được nuôi để lấy lông và thịt.

2015 Junio

1	2	3	4	5	6	7
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22	23	24	25	26	27	28
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BANCHETTO

Grupo Patagón

genuk



Lama guanicoe
Guanaco là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Guanaco được nuôi để lấy lông và thịt.

2015 Julio

1	2	3	4	5	6	7
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22	23	24	25	26	27	28
29	30	31				

BANCHETTO

Grupo Patagón

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Magellanicus
Penguin là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Penguin được nuôi để lấy lông và thịt.

2015 Agosto

1	2	3	4	5	6	7
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22	23	24	25	26	27	28
29	30	31				

BANCHETTO

Grupo Patagón

genuk



Bradypus variegatus
Sloth là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Sloth được nuôi để lấy lông và thịt.

2015 Octubre

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

BANCHETTO

Grupo Patagón

genuk



Andean condor
Condor là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Condor được nuôi để lấy lông và thịt.

2015 Noviembre

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BANCHETTO

Grupo Patagón

genuk



Salmo trutta
Salmon là loài động vật có vú sống ở vùng núi Andes của Nam Mỹ. Chúng có thể dài tới 1,5 mét và nặng tới 150 kg. Salmon được nuôi để lấy lông và thịt.

2015 Diciembre

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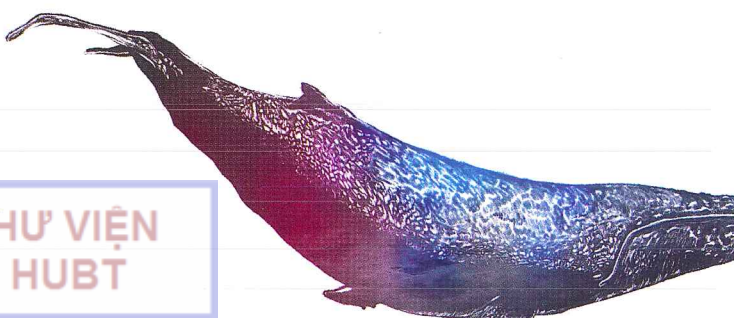
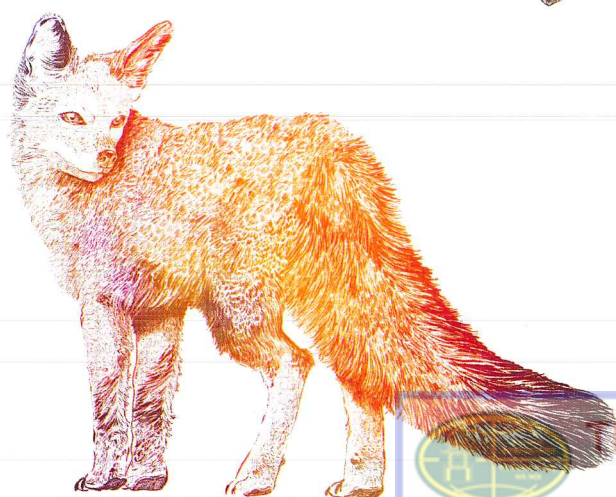
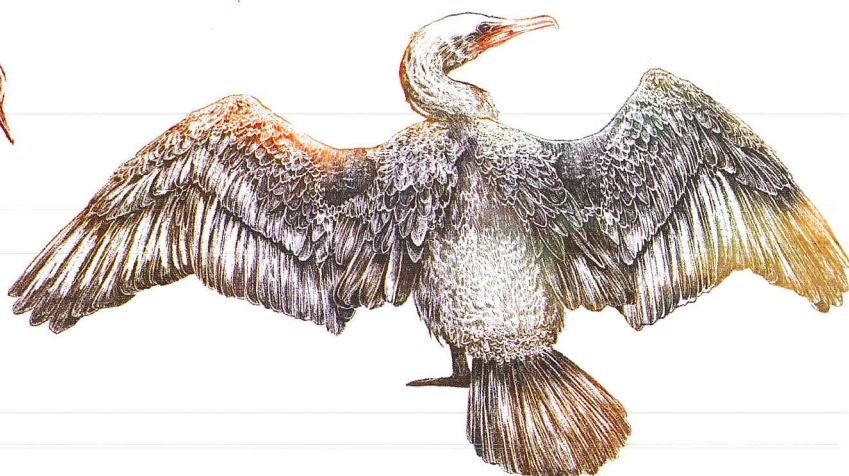
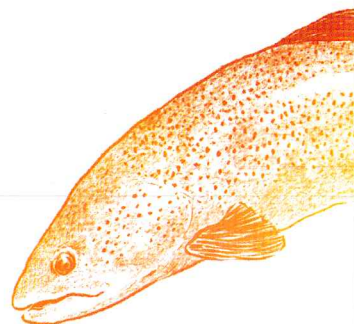
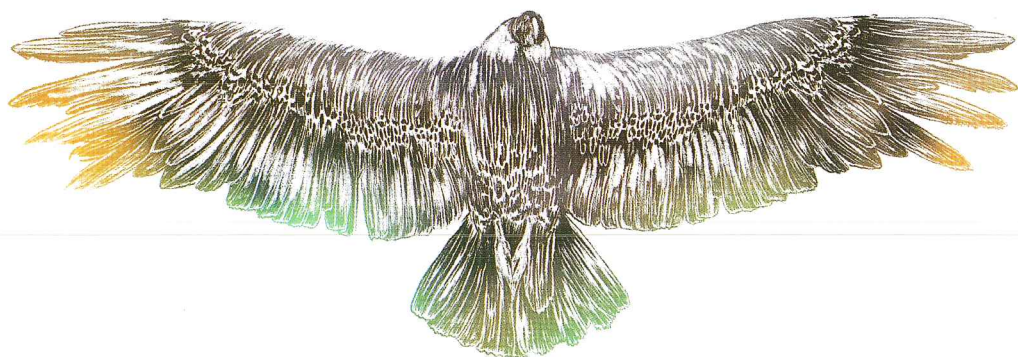
BANCHETTO

Grupo Patagón

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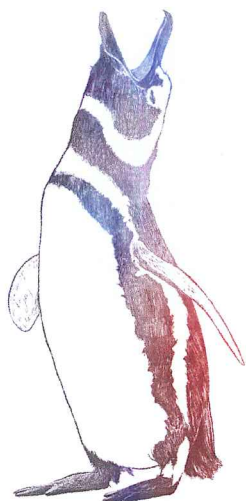
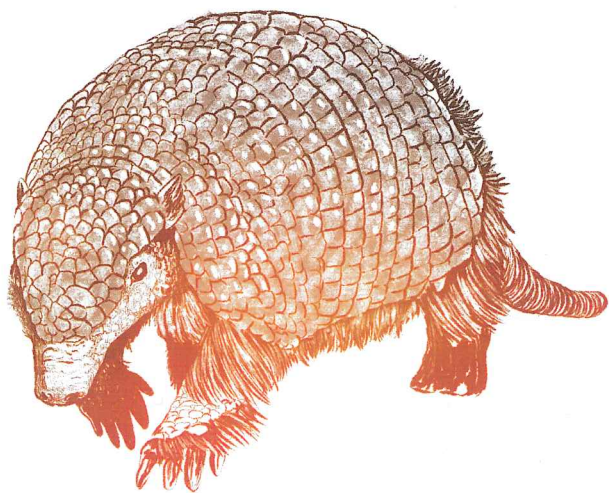
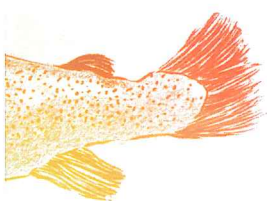


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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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♦ I Wish I Could Meet You Someday

I Wish I Could Meet You Someday is a stationery design proposal that features four of the beautiful creatures that have been recently lost. Each of the four creatures is uniquely and individually illustrated, while at the same time, they are represented with outlines that are often associated with crime scene, death, and murder. All the design elements are employed to deliver a message: many beautiful creatures that were once abundant on this planet are now extinct. While there's no way human can meet them someday, there still may be a way human can prevent the endangered ones from going extinct.

Illustration & Design: Jun Chen





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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Behind the Unknown

Cryptozoology refers to the search for animals whose existence has not been proven. For this project the designer chose twelve animal species which have been approved officially in the last 100 years. The year of discovery gave the designer the idea of using a medium for which time plays an important part. The calendar combines illustrations and infographics. On one hand a fanciful animal-illustration and a calendarium are shown, and on the other hand, infographics which include interesting facts about the animals, for example, appearance, haunt, congeners, etc are showcased.

Illustration & Design: Lara Bispinck




1994
01 02 03 04
05 06 07 08 09 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30


11



SYSTEMATIK
Unterklasse: Mammalia
Überordnung: Eumammalia
Ordnung: Primates
Familie: Cercopithecidae
Gattung: Macaca
Art: Macaca fascicularis

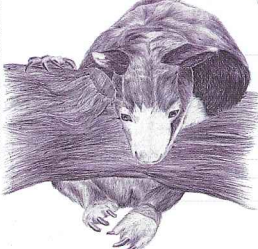


Das Füllhorn ist überwiegend schwarz. Rotes und Weiß sind weiß. Auf beiden Seiten der Schnauze befinden sich weiße Flecken und die der Kehle. Die Kehle ist ein charakteristisches Merkmal zu erkennen. Das Fell ist sehr dicht und weich.




Auf Macaca fascicularis existieren 8 Macaque-Arten aus der Gattung Cercopithecidae. Sie haben ein dickes Fell mit langen, dunklen Haaren und eine dicke Kehle. Die Kehle ist ein charakteristisches Merkmal zu erkennen. Das Fell ist sehr dicht und weich.


EIN SCHWARZWEISSES BAUMKANGURU
Das Dingo (Dingo) ist ein sehr seltenes Baumkänguru. Es ist ein sehr seltenes Baumkänguru. Es ist ein sehr seltenes Baumkänguru. Es ist ein sehr seltenes Baumkänguru.




Die Größe eines Dinges liegt bei 6,5-12,5 kg.




ERNÄHRUNGSWEISE
Baumkängurus leben in Bäumen. Sie sind sehr selten. Sie sind sehr selten. Sie sind sehr selten.




Die Verbreitungsgrenze des Dinges liegt bei 4000 km².




Die Länge des Dinges liegt bei 5,7 m.




Die Länge des Dinges liegt bei 5,7 m.




Die Länge des Dinges liegt bei 5,7 m.




Die Länge des Dinges liegt bei 5,7 m.



Die Länge des Dinges liegt bei 5,7 m.



Die Länge des Dinges liegt bei 5,7 m.




Die Länge des Dinges liegt bei 5,7 m.

1902
01 02 03 04
05 06 07 08 09 10 11
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19 20 21 22 23 24 25
26 27 28 29 30 31


03




SYSTEMATIK
Teilordnung: Hominoidea
Überfamilie: Hominoidea
Familie: Hominidae
Gattung: Gorilla
Art: Gorilla beringei beringei




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.



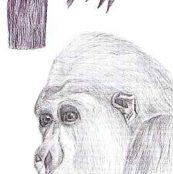
Die Größe eines Gorillas liegt bei 257 kg.




ERNÄHRUNG
Gorillas werden 10 bis 12 Jahre alt. Sie sind sehr selten. Sie sind sehr selten. Sie sind sehr selten.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




POPULATION
Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.



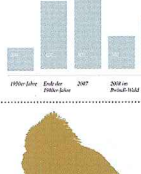
Die Größe eines Gorillas liegt bei 257 kg.




SENSIBEL, SCHÜTZEN & VOM AUSSTERBEN BEFREIEN
Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.




Die Größe eines Gorillas liegt bei 257 kg.



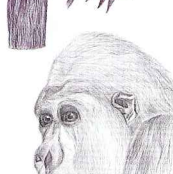
Die Größe eines Gorillas liegt bei 257 kg.




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Die Größe eines Gorillas liegt bei 257 kg.



Die Größe eines Gorillas liegt bei 257 kg.



Die Größe eines Gorillas liegt bei 257 kg.

◆ CNY

The idea was to create the visual identity of the New York Film Festival, which was a fictional event. The objective was to choose one film among the ones projected in order to create its respective identity. The communicational purpose was to bring to life inanimate elements found in a museum through a classic and elegant design.

Illustration & Design: Emilia Ferraresso



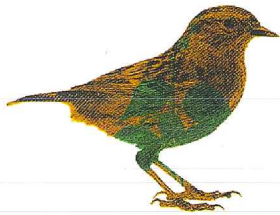
Carla Gugino



Ben Stiller



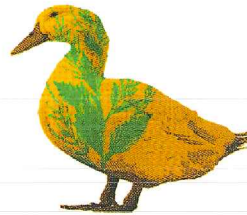
Jack Cherry



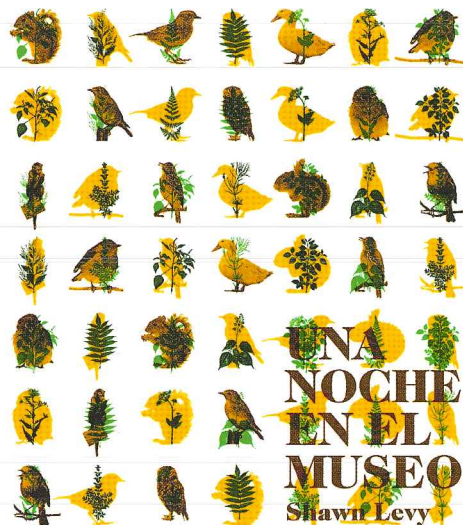
Robin Williams



Dick Van Dyke



Owen Wilson



GUÍA DE LAS PIEZAS DEL MUSEO



Homo Neandertal

El Homo Neandertal es una especie primitiva del Homo Sapiens que habitó por primera vez hace 350.000 años. Es conocido por sus cuerpos fuertes y robustos, sus prominentes cejas y su mentón proyectado hacia delante, así como por su habilidad en la caza y su primitivo uso de herramientas, pero no hablar por una búsqueda del fuego que los consumía.



Faraones egipcios

Los faraones eran los grandes reyes del poderoso imperio del antiguo Egipto, una de las civilizaciones más antiguas de la historia humana. Cada uno de los faraones era considerado la reencarnación del dios egipcio Horus, y por ello, eran momificados preparándose para recuperar su poder en la otra vida.



Teddy Roosevelt

Teddy Roosevelt fue el 26º Presidente de Estados Unidos. Fue historiador y un naturalista que realizó muchas expediciones a América del Sur y a África. Además, es famoso por haber creado el Canal de Panamá y por haber ganado el Premio Nobel de la Paz, entre otras cosas.

Octavio

Octavio fue el primero de los grandes emperadores de Roma y general del Imperio Romano durante 40 años. Hijo adoptivo de Julio César, Octavio subió al poder el año 31 A.C. y en él se mantuvo hasta su muerte. Después de poner fin a una serie de guerras civiles, introdujo la "Pax Romana" cuyo calma ha sido hecha añicos gracias a sus vecinos romanos.



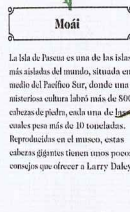
Atila

Atila fue el soberano del imperio de los hunos y un famoso guerrero que combatió contra los romanos en el siglo IV de nuestra era. Se convirtió en figura legendaria en toda Europa por haber creado uno de los ejércitos más feroces y más temidos que el mundo haya conocido.



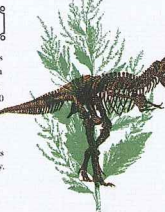
Monos capuchinos

Los monos capuchinos son una especie de simios del Nuevo Mundo, sumamente inteligentes, que viven en América Central y del Sur. Durante años se les ha entrenado como orangutanes, mascotas e incluso para ayudar a personas paralizadas, pero son famosos, como Larry Daley, por su tardanza en descubrir, por su naturaleza traviesa y llena de recursos.



Moai

La Isla de Pascua es una de las islas más aisladas del mundo, situada en medio del Pacífico Sur, donde una misteriosa cultura labró más de 800 estatuas de piedra, cada una de las cuales pesa más de 10 toneladas. Reproducidas en el museo, estas cabezas gigantes tienen unos pocos consejos que ofrecer a Larry Daley.



Tyrannosaurus Rex

El Tiranosauro era un dinosaurio carnívoro enorme que vivió hace unos 85 millones de años. A pesar de sus minúsculos brazos, el poderoso cuerpo del dinosaurio y sus grandes y puntiagudos dientes le convirtieron en un formidable depredador, pero quizá todo lo que quería era jugar un rato al escondite.

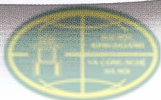


tema.

La noche siguiente, Larry utiliza lo que aprendió para controlar mejor los objetos expuestos, sin embargo, las cosas salen mal cuando trata su intento de ganarse a Atila con promesas de magia baratas, y los doramitas se ponen a luchar a pesar de su acuerdo con Larry. De repente se despierta con Larry otra vez y dejar que todos las llaves de cosas de animales salgan. Un Neandertal se despierta en el momento cuando abundancia el Museo del Neandertal hace que el director Dr. McPhee quiera desquitar a Larry. Mientras tanto, Nick regresa y al mismo día Larry ofrece Rebecca que él la lleve de ella y la deje.

Larry lleva a Nick al Museo para mostrarle los objetos expuestos, pero ninguno cobra vida, y se encuentra que Cecil, Gus y Reginald están en la tumba y otros objetos de la tumba para su publicación y que recibieron de ella mayor vitalidad. Larry finalmente libera a la momia Akhenaten de su sarcófago. El y Nick se escapan. Los tres se encuentran en Larry les convence para trabajar juntos. Aunque algunos de las exhibiciones capturan por la diligencia y van con Larry, Nick, Akhenaten, Jafediah, Octavius y Atila en búsqueda recuperan la tumba. Mientras que en un taxi, Rebecca ve los objetos expuestos volver al Museo, y antes del amanecer ella entra en el Museo, y él le presenta a Scalegawen.

Dr. McPhee debido al caos durante la noche decide correrlo pero cuando news informa de los extraños sucesos alrededor del Museo — tales como Cueva de pinturas en la estación de metro del Museo, huellas de dinosaurios en Central Park y avistamientos de hombres de las cavernas, pero aumentan la asistencia y lo deja. Como epílogo, Larry utiliza su invento

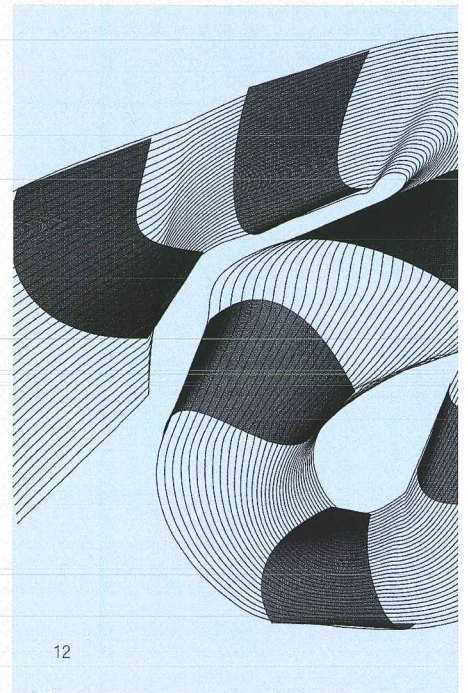
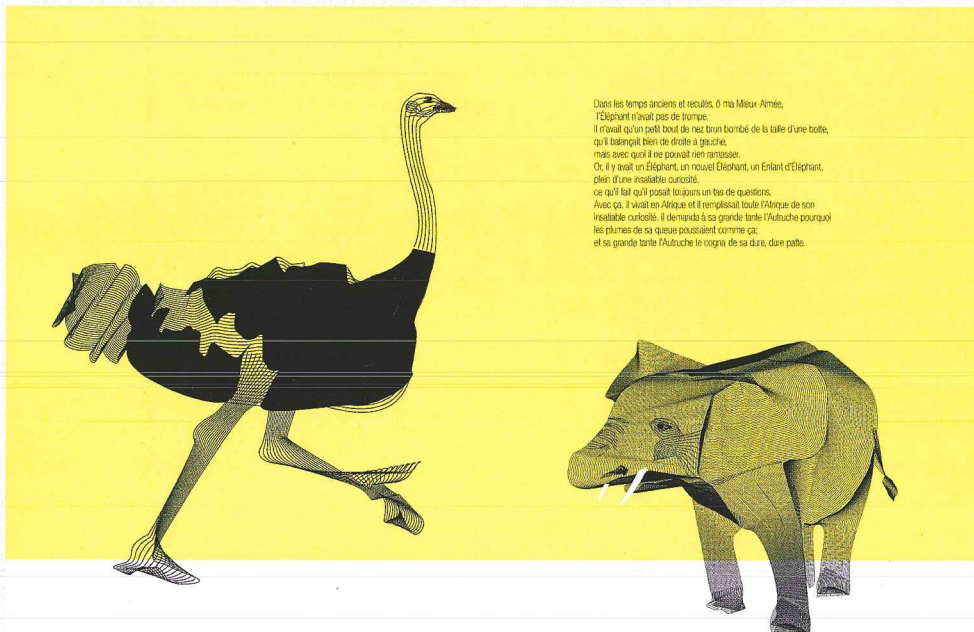
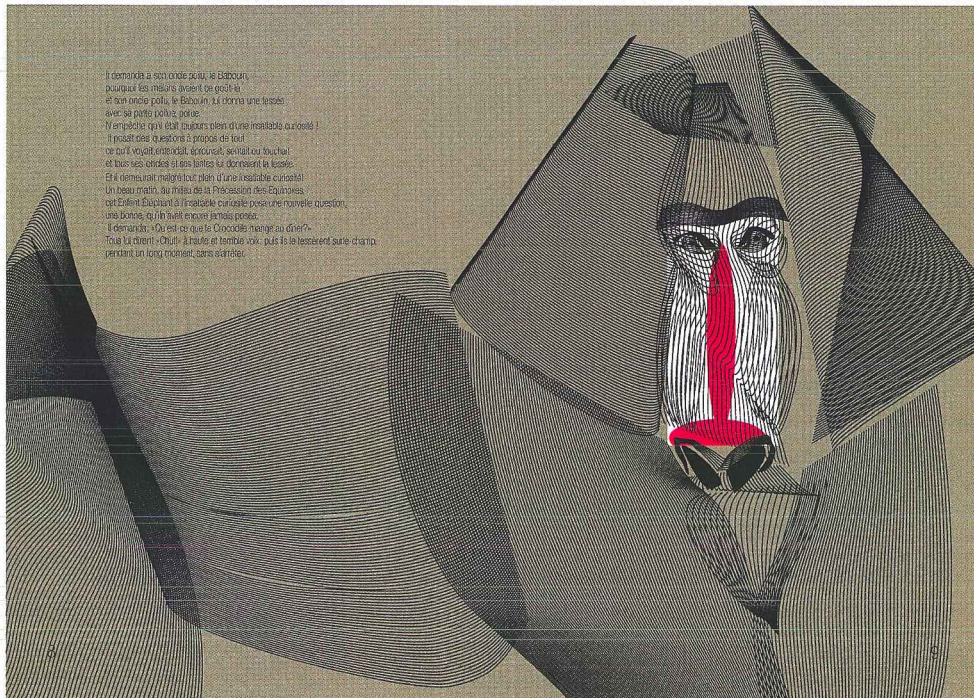


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◆ Kipling's Elephant Child Illustration

A modern illustrated version of Kipling's short story: The Elephant Child. The illustrations are composed of vectorially drawn animals placed on bold colored backgrounds and shapes to create a stark contrast.

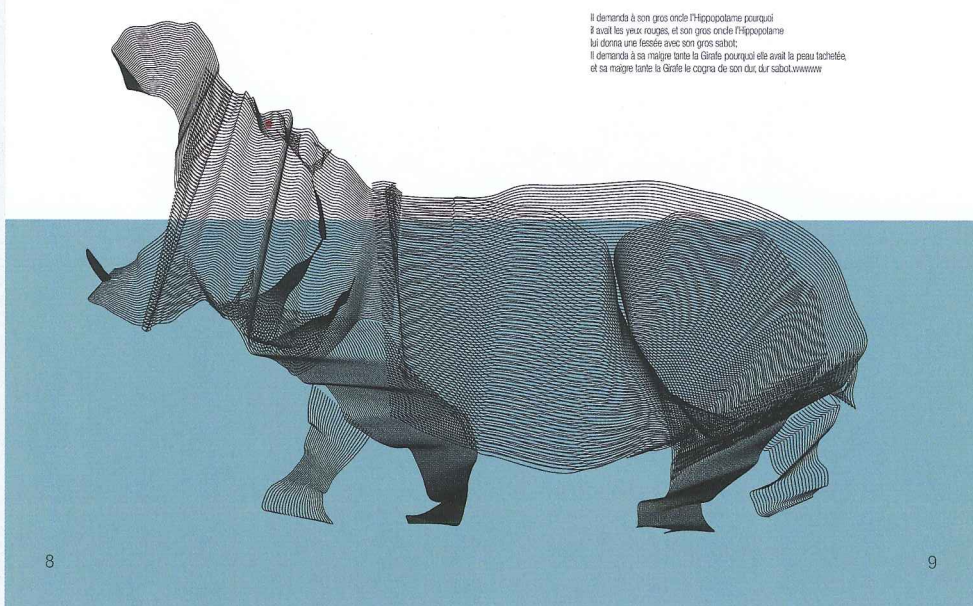
_Design: Emily Louise Simpson



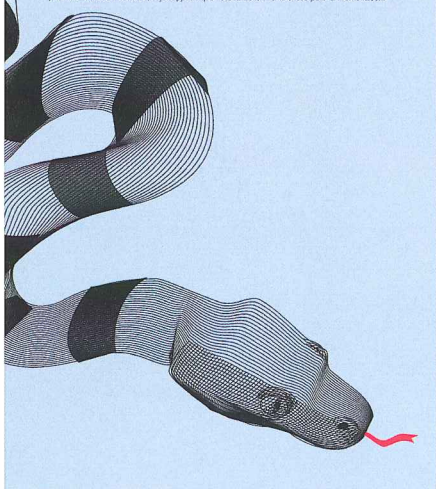
Lorsque ce fut terminé, il tomba sur l'Oiseau Kokoro assis au milieu d'un buisson de jujube et lui dit :
 « Mon père m'a donné la fesse, ma mère m'a donné la fessée : tous mes oncles et tantes m'ont donné la fessée pour mon insolente curiosité. »
 Alors l'Oiseau Kokoro dit, avec un soupir :
 « Va sur les rives du grand Fleuve Limpopo, aux grasses eaux vertes droites et huileuses, bordées d'arbres à fiente. Et tu le découvriras. »
 « Au revoir, je vais au grand Fleuve Limpopo, aux grasses eaux vertes droites et huileuses, bordées d'arbres à fiente, afin de savoir ce que le Crocodile mange au dîner. »



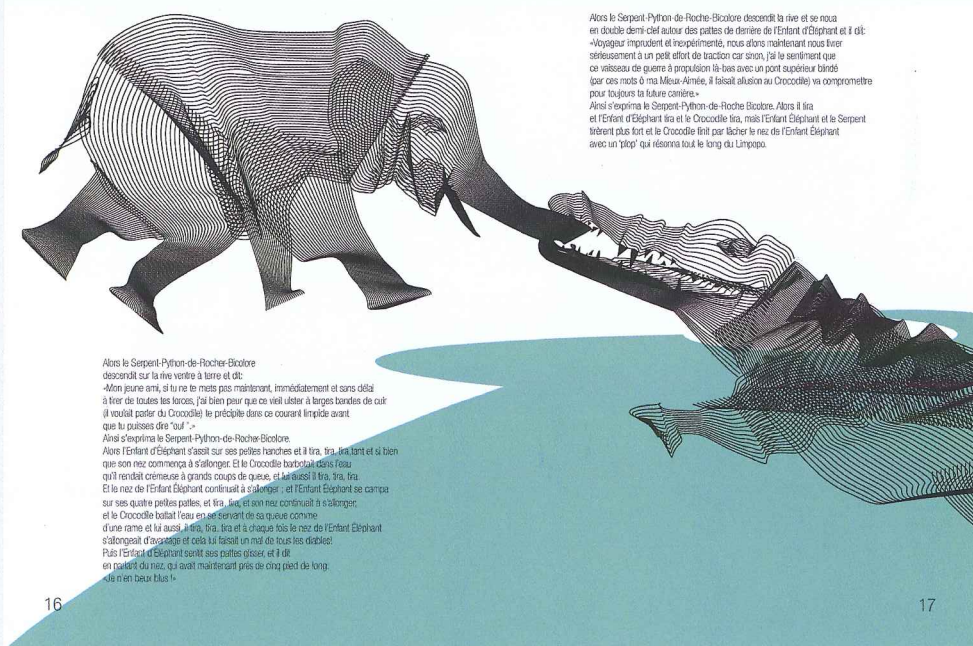
Il demanda à son gros oncle Hippopotame pourquoi il avait les yeux rouges, et son gros oncle Hippopotame lui donna une fessée avec son gros sabot.
 Il demanda à sa maigre tante la Girafe pourquoi elle avait la peau tachetée, et sa maigre tante la Girafe la cogna de son dur, dur sabot. www



La première chose qu'il vit fut un Serpent-Python de Roche-Bicolore enroulé autour d'un rocher.
 « Saluez-moi, dit l'Enfant-Éléphant très poliment, mais avez-vous vu une chose ressemblant à un Crocodile dans ces parages héligènes ? »
 Si j'ai vu un Crocodile ? répondit le Serpent-Python de Roche-Bicolore d'un ton d'absolu mépris. « Que vie tu me demander ensuite ? »
 « Saluez-moi, dit l'Enfant-Éléphant, mais auriez-vous l'obligeance de me dire ce qu'il mange au dîner ? »
 Alors le Serpent-Python de Roche-Bicolore se déroula rapidement du rocher et il donna une fessée à l'Enfant-Éléphant avec son écailleux queue fagotée.
 « C'est drôgne, dit l'Enfant-Éléphant. Mon père et moi même, mon oncle et ma tante, sans parler de mon autre tante la Girafe et de mon autre oncle le Babouin, m'ont tous donné la fessée pour mon insolente curiosité, et je suppose que vous faites la même chose pour la même raison. »



Alors le Serpent-Python de Roche-Bicolore descendit la rive et se mouva en double dans l'eau sur des pattes de dinosaure de l'Enfant-Éléphant et il dit :
 « Voyez pour imprudent et insolentement, nous allons maintenant nous livrer sérieusement à un petit effort de traction car sinon, j'ai le sentiment que ce vaisseau de guerre à propulsion à bras avec un pont supérieur blindé (par ces mots à ma Mère-Almée, il faisait allusion au Crocodile) va compromettre pour toujours la future carrière. »
 Ainsi s'exprima le Serpent-Python de Roche-Bicolore. Alors il tira et l'Enfant-Éléphant tira et le Crocodile tira, mais l'Enfant-Éléphant et le Serpent tirèrent plus fort et le Crocodile finit par lâcher le nez de l'Enfant-Éléphant avec un 'plop' qui résonna tout le long du Limpopo.



Alors le Serpent-Python de Roche-Bicolore descendit sur la rive vers le terre et dit :
 « Mon jeune ami, si tu ne te mets pas maintenant, immédiatement et sans délai à tirer de toutes tes forces, j'ai bien peur que ce vais à briser bandes de cuir (il voulait parler du Crocodile) le précipitera dans ce courant fimpide avant que tu puisses dire "oui". »
 Ainsi s'exprima le Serpent-Python de Roche-Bicolore.
 Alors l'Enfant-Éléphant saisit sur ses petites bandes et il tira, tira, tira, tant et si bien que son nez commença à s'allonger. Et le Crocodile baillonnait dans l'eau qu'il rendait crémeuse à grands coups de queue, et lui aussi il tira, tira, tira. Et le nez de l'Enfant-Éléphant continuait à s'allonger : et l'Enfant-Éléphant se campa sur ses quatre pattes, et tira, tira, et son nez continuait à s'allonger : et le Crocodile baillonnait l'eau en se servant de sa queue comme d'une rame et lui aussi il tira, tira, tira et à chaque fois le nez de l'Enfant-Éléphant s'allongeait d'avantage et cela lui faisait un mal de tous les diables !
 Puis l'Enfant-Éléphant sentit ses petites queues, et il dit en poussant du nez, et avait maintenant pris de cinq pieds de long, et même deux fois !



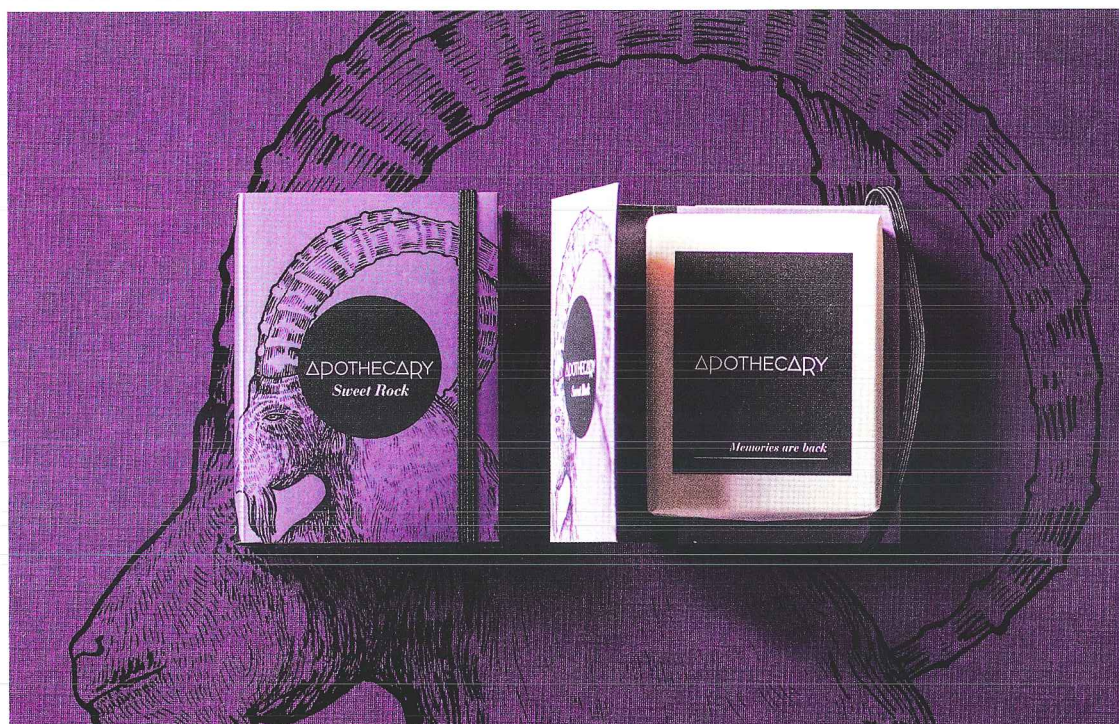
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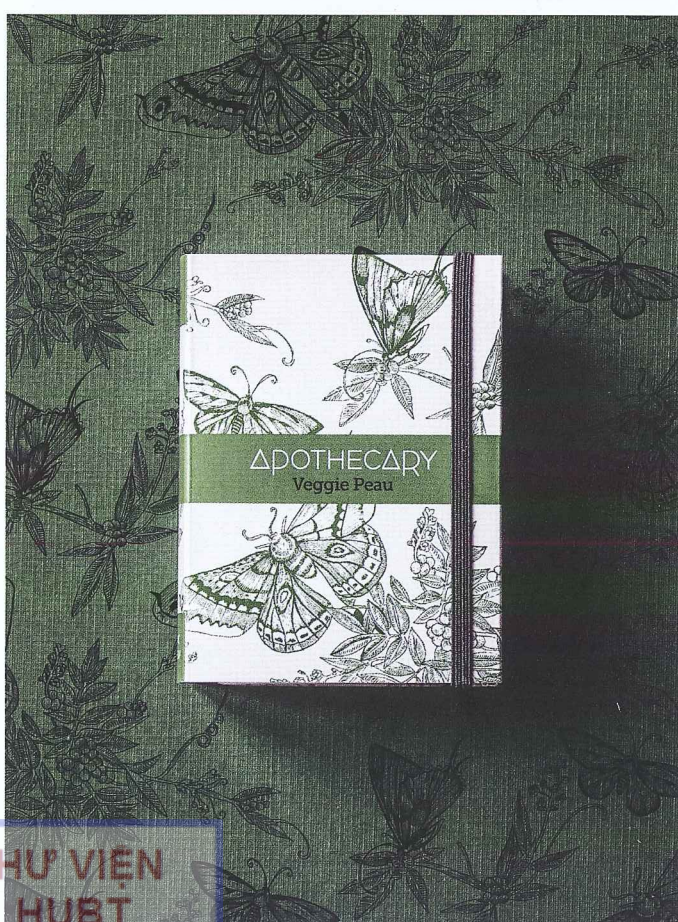
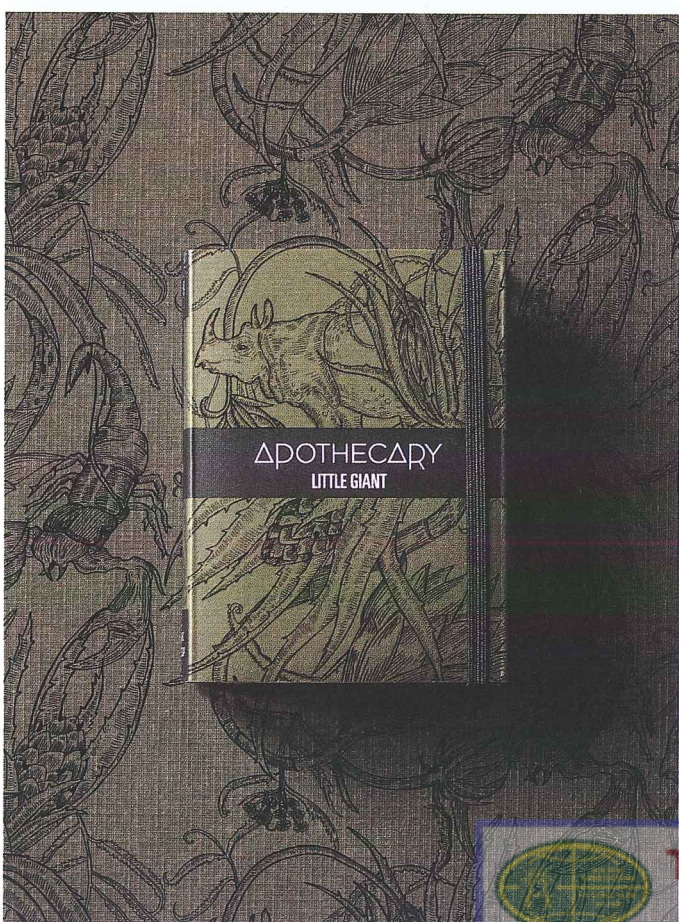
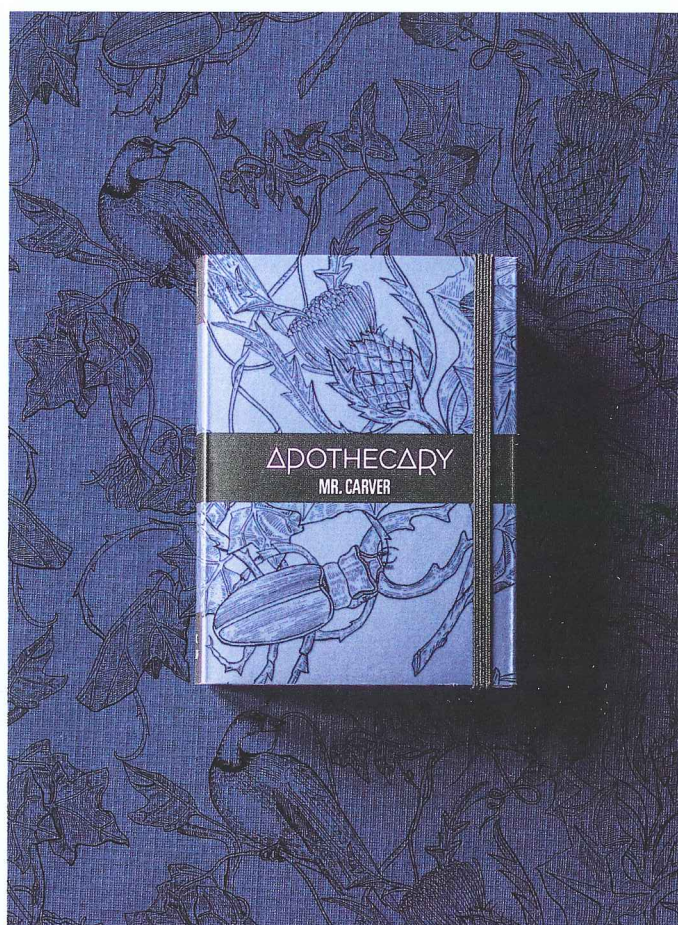
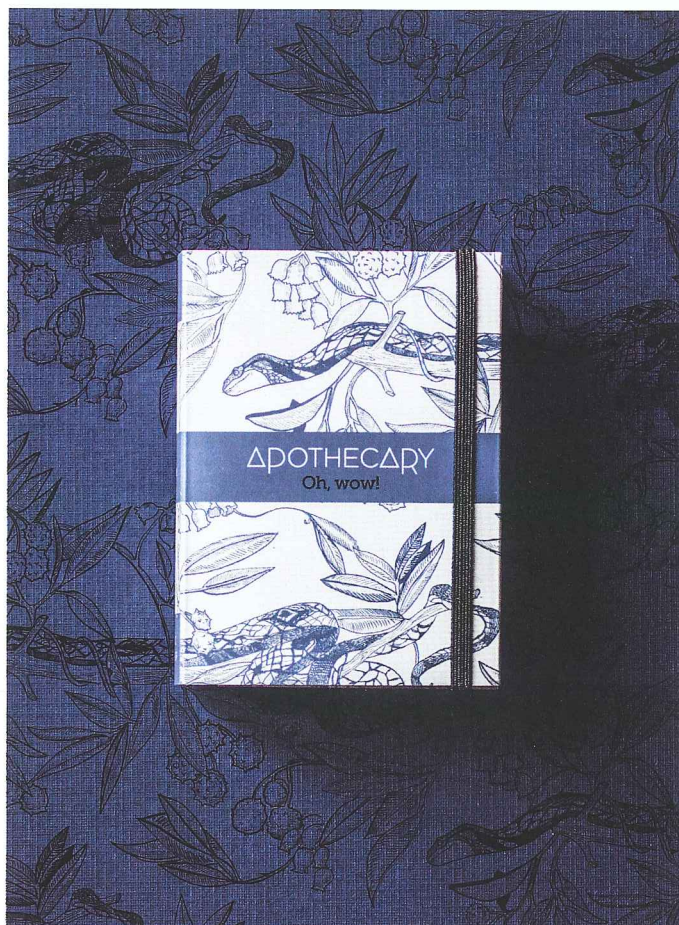
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Apothecary Soap

Apothecary is an Italian brand of beauty products 100% organic. Their main products are soaps of top quality with Italian ingredients. The designer created a logo and a sophisticated packaging for 12 soaps (split on 3 lines: Women, Men, and Top). The packaging has the shape of a book, with a hard cover and a string to lock it. The concept was to create a small book of secrets (the ingredients are traditional and not obvious). For every pack the designer associated an ingredient with two animals according to the sensation and the target.

_Illustration: Lara Piccirillo _Design: The 6th _Creative & Art Direction: Elena Carella & Emanuele Basso _Client: Apothecary



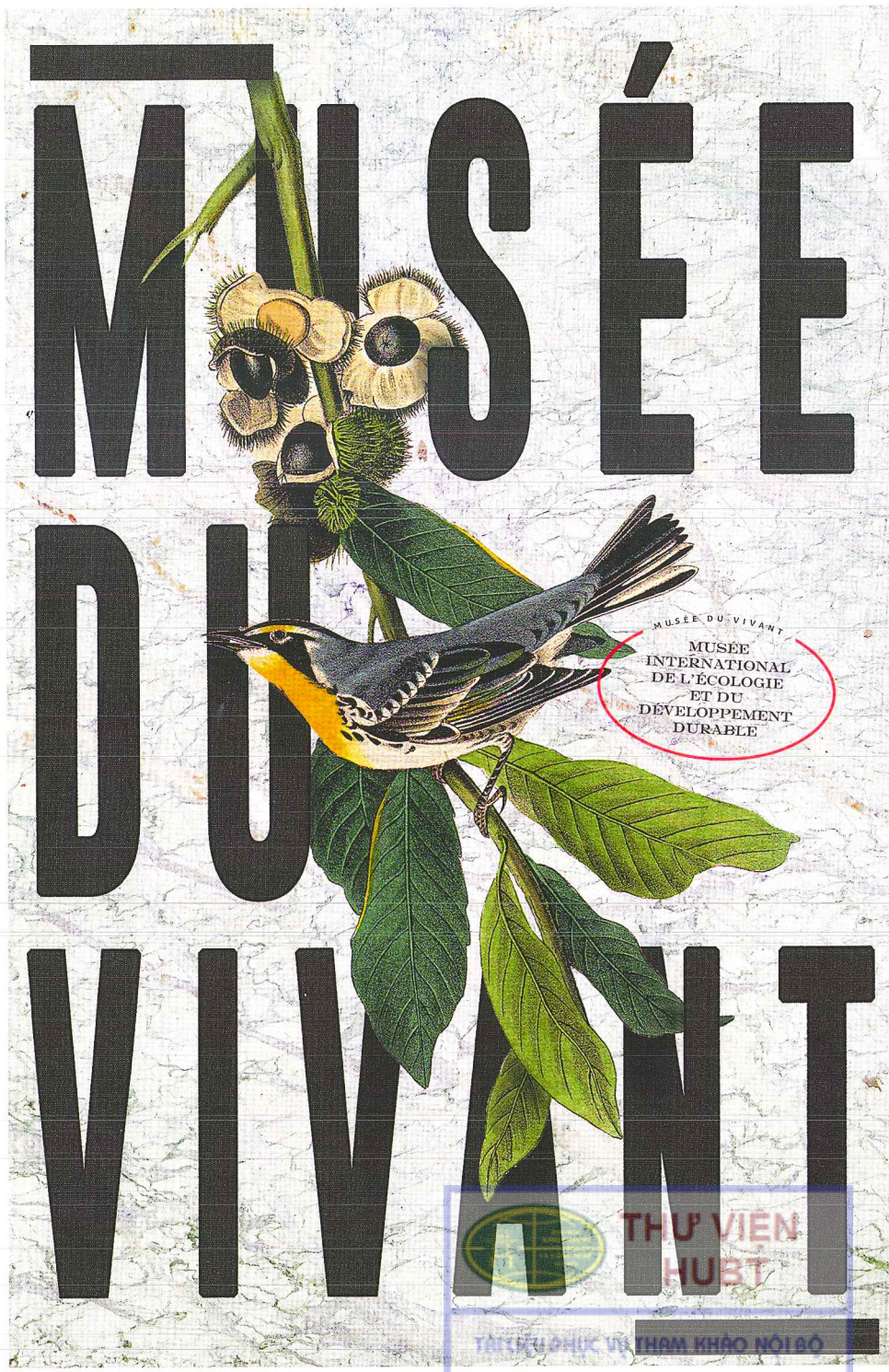


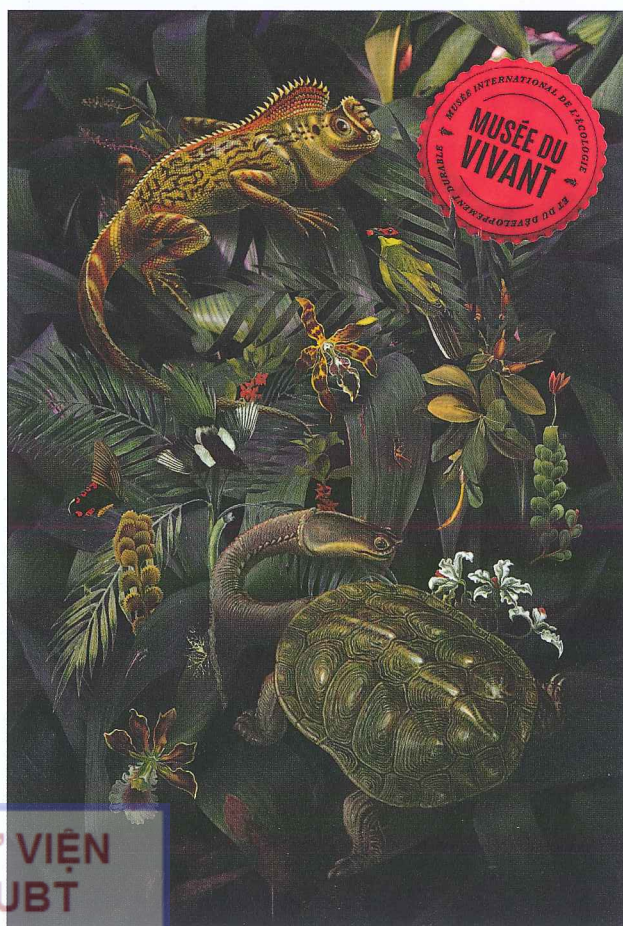
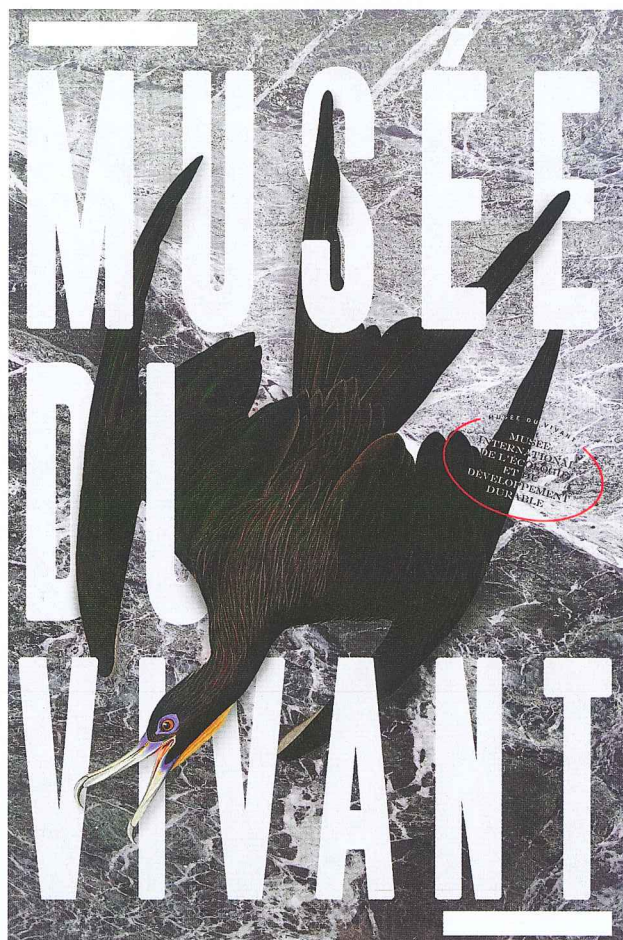
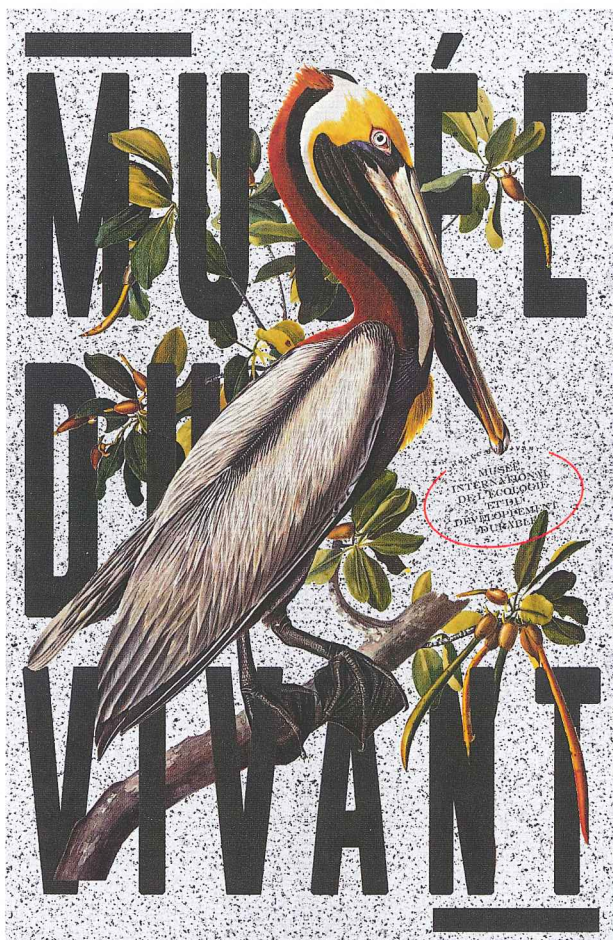
THƯ VIỆN
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♦ “Musée Du Vivant” – Museum of The Living

This project was designed for an exhibition: Le musée du vivant, held in the International Museum for Ecology and Sustainable Development (in France: Agroparistech). They gave the designer the opportunity to visit their collection of ancient science illustration books, concerning the living things on the earth. The designer decided to develop her subject throughout 5 principal posters, based on digital cutting and collage of old illustrations. The illustrations are taken from an ancient book of the American ornithologist and painter James Audubon, “The Birds of America,” and the work of Ernst Haeckel, a German biologist and artist.

Design: Ophélie Maurus





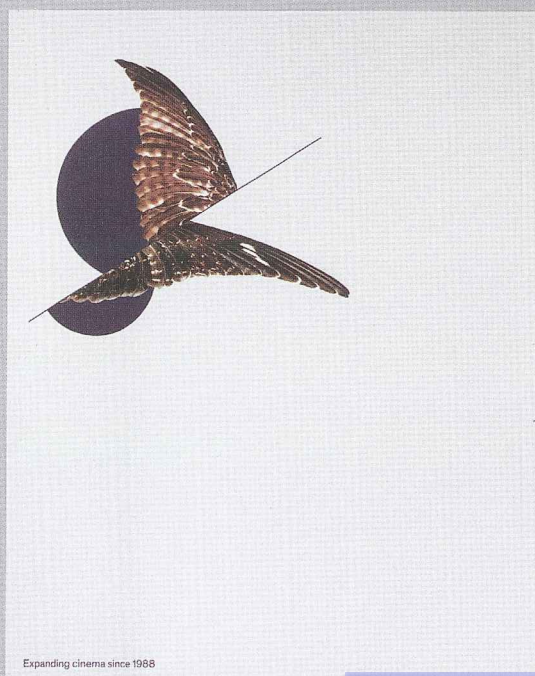
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♦ Images Festival 2014

For the 27th edition of the Images Festival, the classic art house film *Wings of Desire* served as the team's initial inspiration. Once they developed the concept, they proceeded to photograph wings of birds native to Ontario. The specimens were provided by the Ornithology Department at the Royal Ontario Museum. The bisecting line alludes to the editing technique of cutting and splicing inherent in the film making process.

_Agency: The office of Gilbert Li _Creative Direction: Gilbert Li _Design & Motion Graphics & Photography: Brian Banton





THƯ VIỆN
HUBT

◆ Morini İstanbul Weekends

The team designed weekly event concept materials for Morini İstanbul which aims to bring dining experience from New York to İstanbul. Party concepts enriched with delicious foods from celebrity chef Michael White and DJ performances attracted a lot of attention.

_Agency: Monroe Creative Studio _Creative Direction: Onur Gökalp _Art Direction: Burak Tıǧlı
_Copywriting: Hatice Çağlar _Client: Morini İstanbul



MORINI
İSTANBUL

#İSTANBULMORINI

**LITTLE BIT
OF
COLOUR
WON'T
KILL YOU
WEEKEND**

DJ DAĞHAN ATİK
DJ BURAK HASDEMİR

18 NİSAN CUMA 21:30 / 19 NİSAN CUMARTESİ 18:00

MORINI / T: +90 212 353 6767 / ZORLU CENTER, İSTANBUL / İSTANBULMORINI.COM

MORINI
İSTANBUL

#İSTANBULMORINI

**UNDERCOVER
KINGS
&
QUEENS
WEEKEND**

2 MAYIS CUMA 21:30 • DJ BURAK HASDEMİR

3 MAYIS CUMARTESİ 18:00 • DJ DAĞHAN ATİK

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MORINI
İSTANBUL

#İSTANBULMORINI

**HOPES
HAVE
BLOSSOMED
WEEKEND**

DJ BURAK HASDEMİR

11
Nisan
CUMA
21:30

12
Nisan
CUMARTESİ
18:00 / 22:00

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MORINI
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**KNOW
YOUR
DARK
SIDE
WEEKEND!**

NİSAN
4
CUMA
DJ: Dağhan Atik
21:30

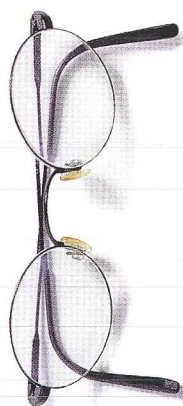
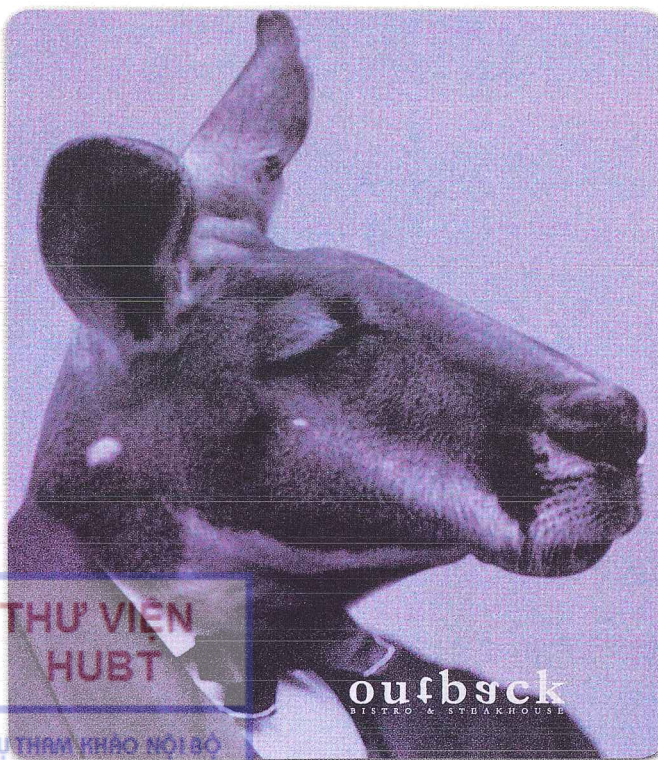
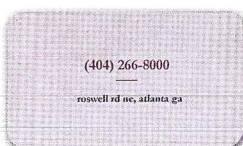
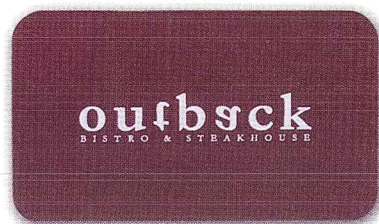
NİSAN
5
CUMARTESİ
DJ: Mert Levent
18:00

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◆ Outback Bistro & Steakhouse

Outback Steakhouse is an American thematic chain restaurant with an Australian motif. The designer's proposed rebranding would create clarity and transform this iconic brand while empowering its strong Australian and American identity. He wanted to create a playful look influenced by the cuisine, centered on brand values and combine all aspects which represent a redesign that is fun, vibrant, and would encourage social gatherings. He employed iconic Australian animal imagery and juxtaposed their heads on equally well-known American leaders like Abraham Lincoln. The result was a unique and quirky brand that defines a new culture for the restaurant.

_Design: Yann Baguet _Instruction: Buzz Busbee



◆ Miaou Feline Boutique

Cats have a variety of different personalities, each with their own set of wants, needs, and styles. However, finding personalized, well-designed specialty cat items can be a challenge. Created as a student project at the Savannah College of Art and Design, Miaou is the feline boutique catered to all personalities, striving to create quality cat products with design in mind.

_Design: Ann Bomar



THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

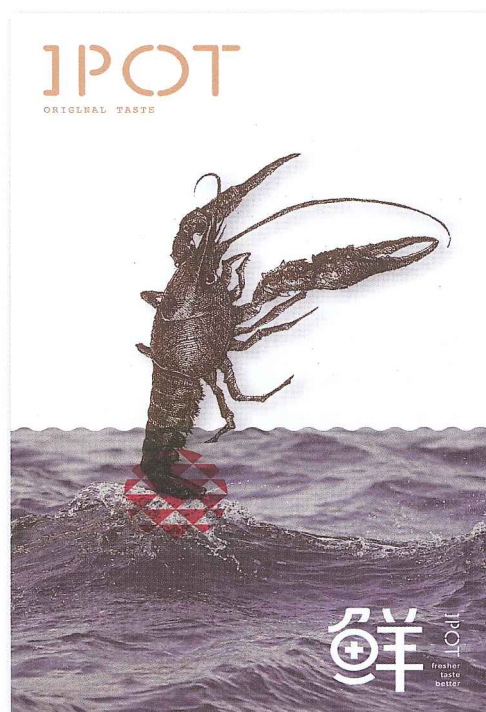
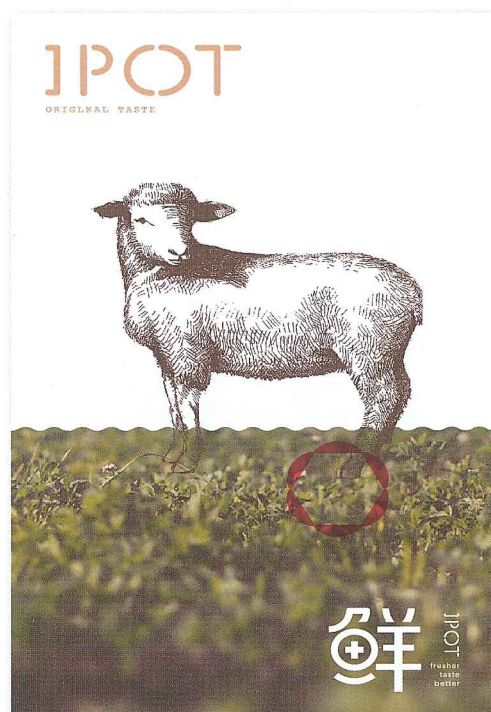
◆ I-POT, or Fresh Tasty, The Hot Pot Brand

The brand design for I-POT followed the mixed style of Ajinomoto and its cultural philosophy of "fresh choice and original taste." The designer wanted to bring out the freshness and essence of the food through this work.

_Agency: Chuyu Brand Management _Illustration: Zhao Feng

_Design: Harry Han _Client: Shenzhen Ajinomoto Food Co., Ltd.





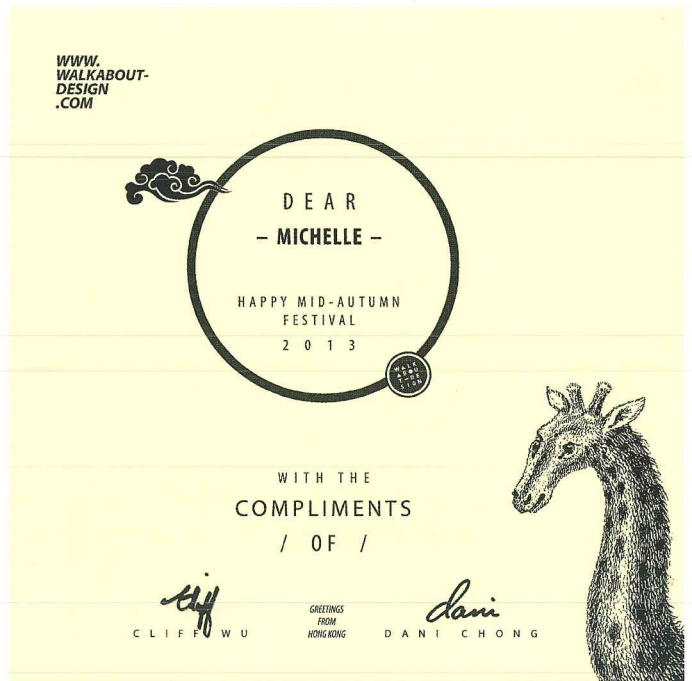
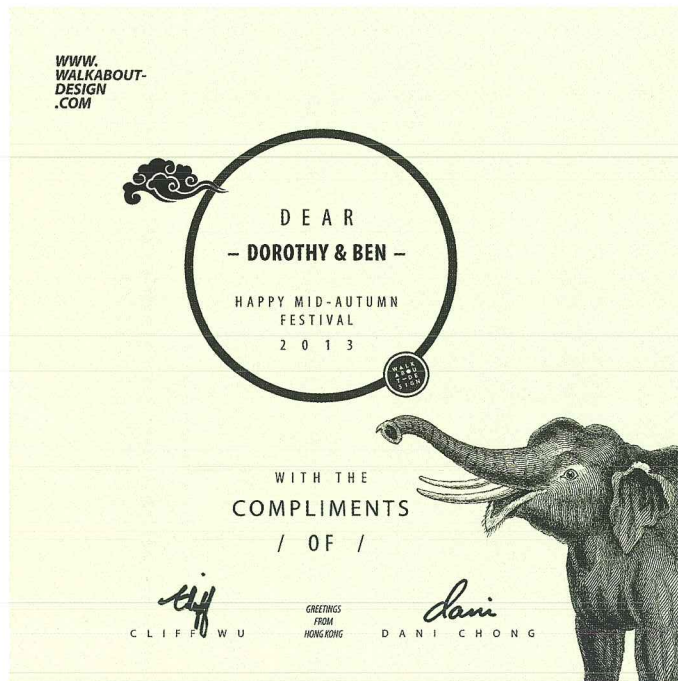
THƯ VIỆN
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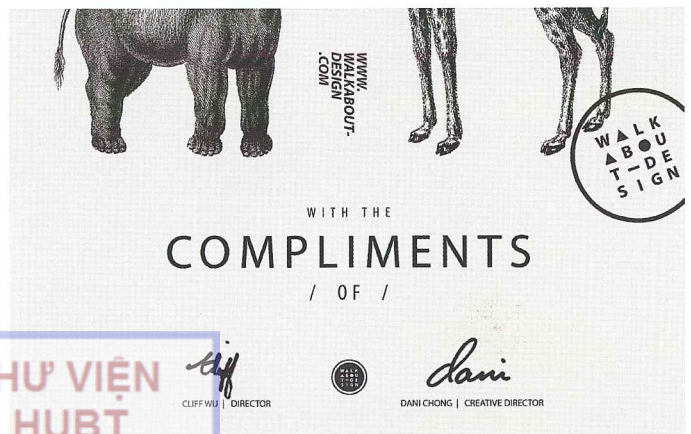
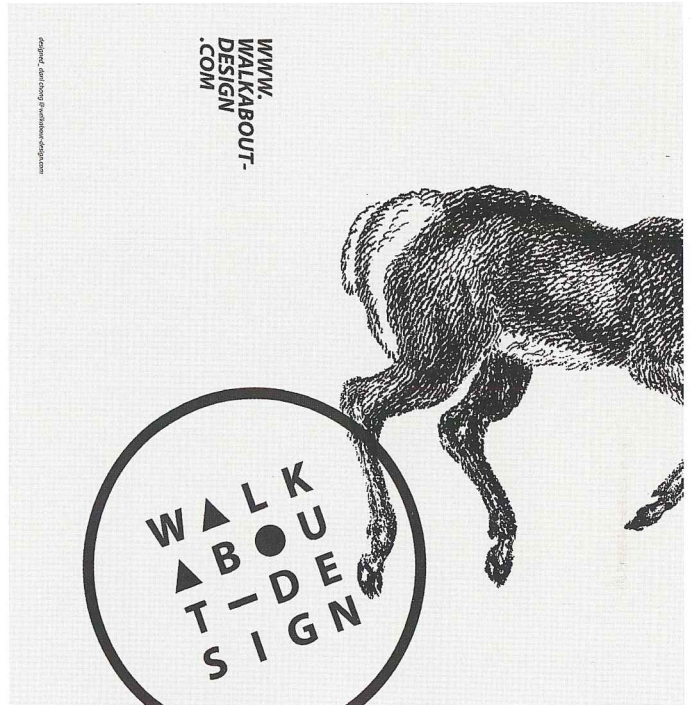
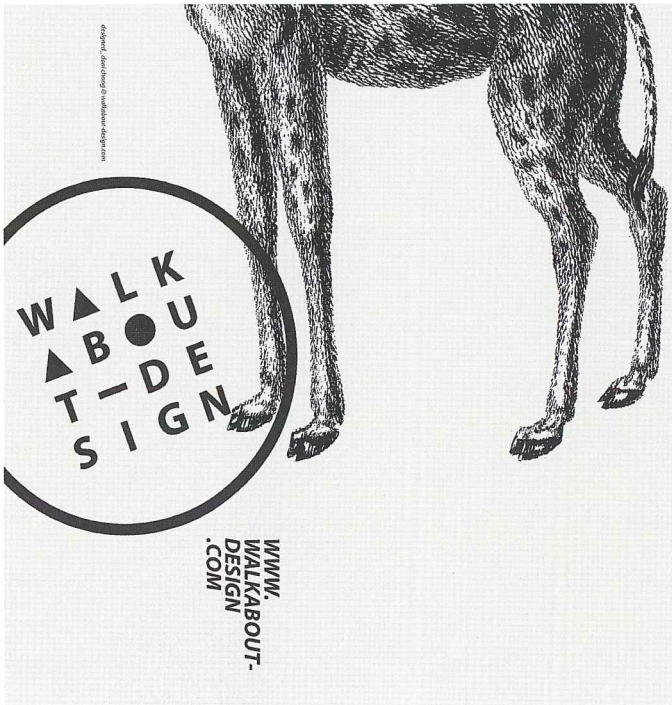
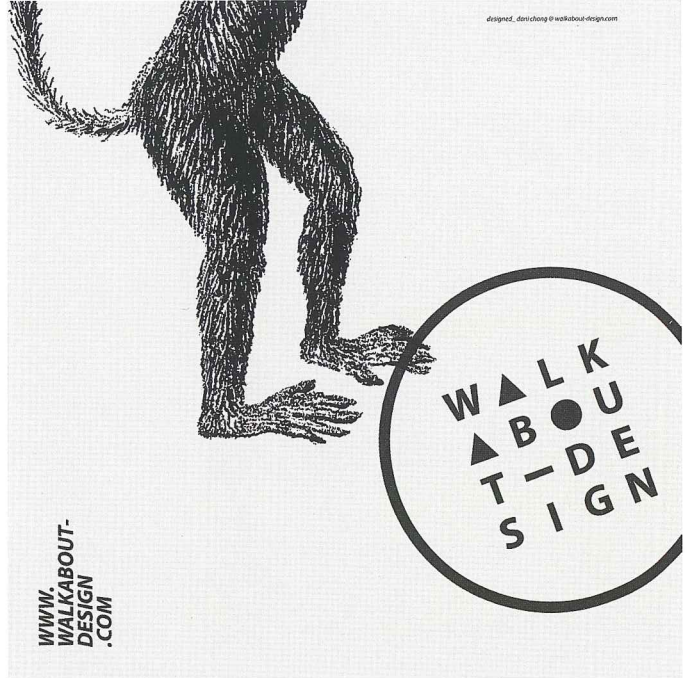
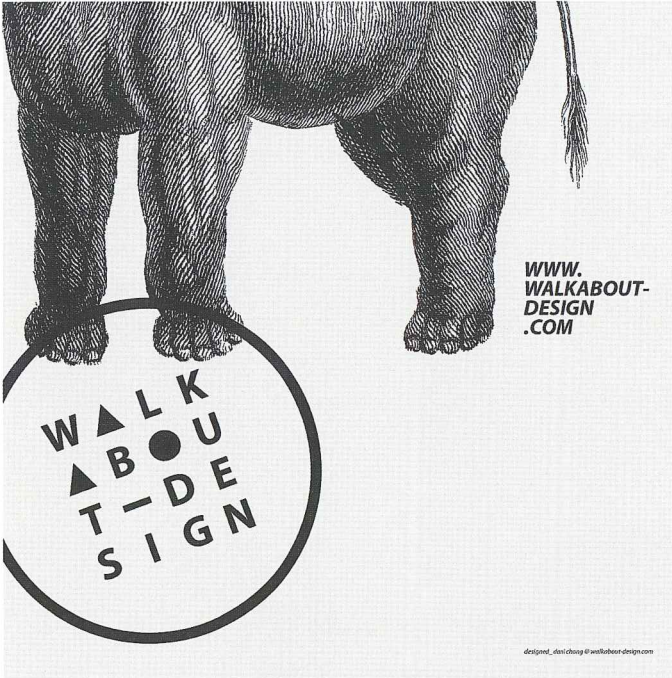
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Walkabout Design

Brand design for Walkabout Design, whose philosophy is "To see the unseen. To tell the story."

_Design: Dani Chong

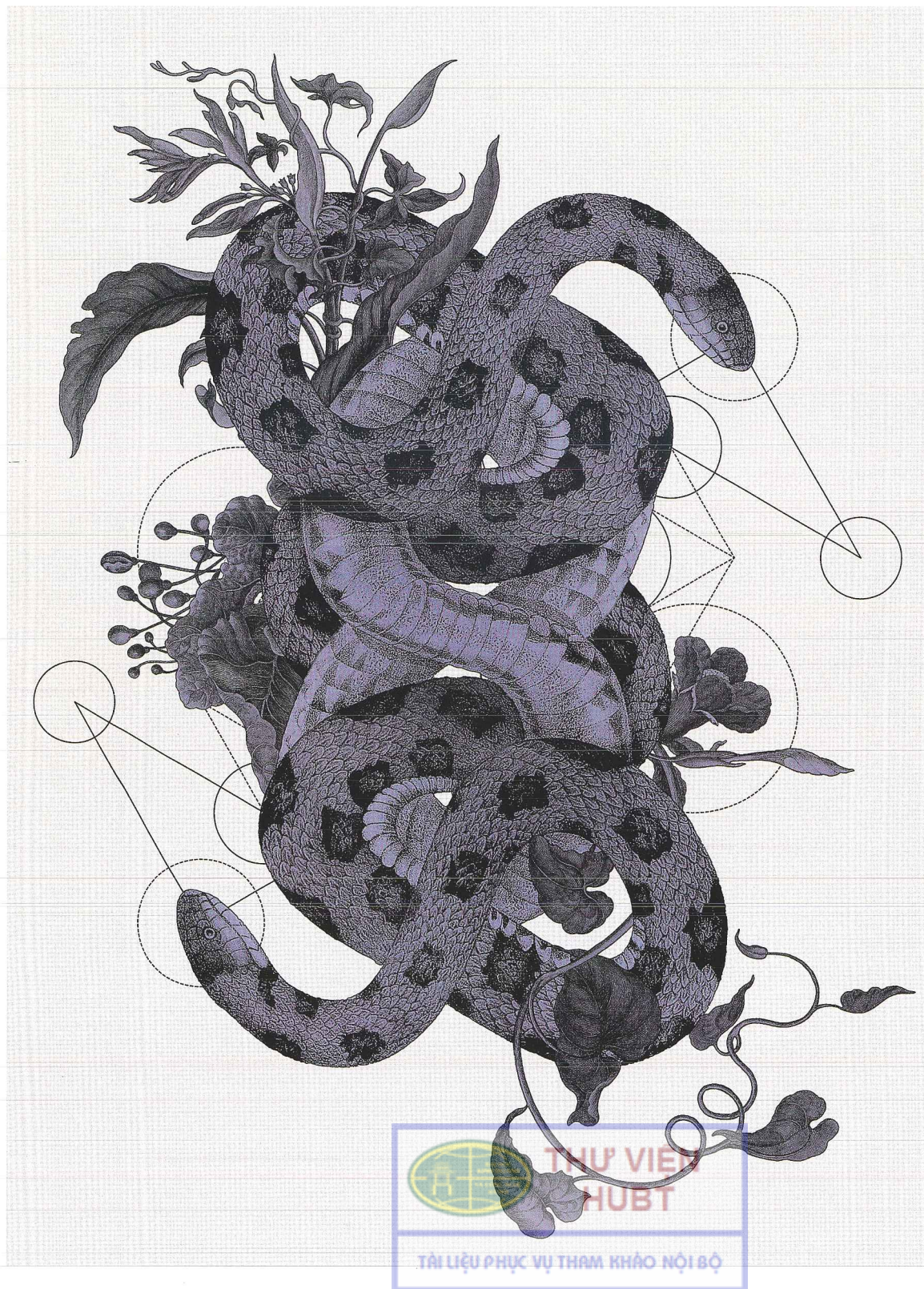


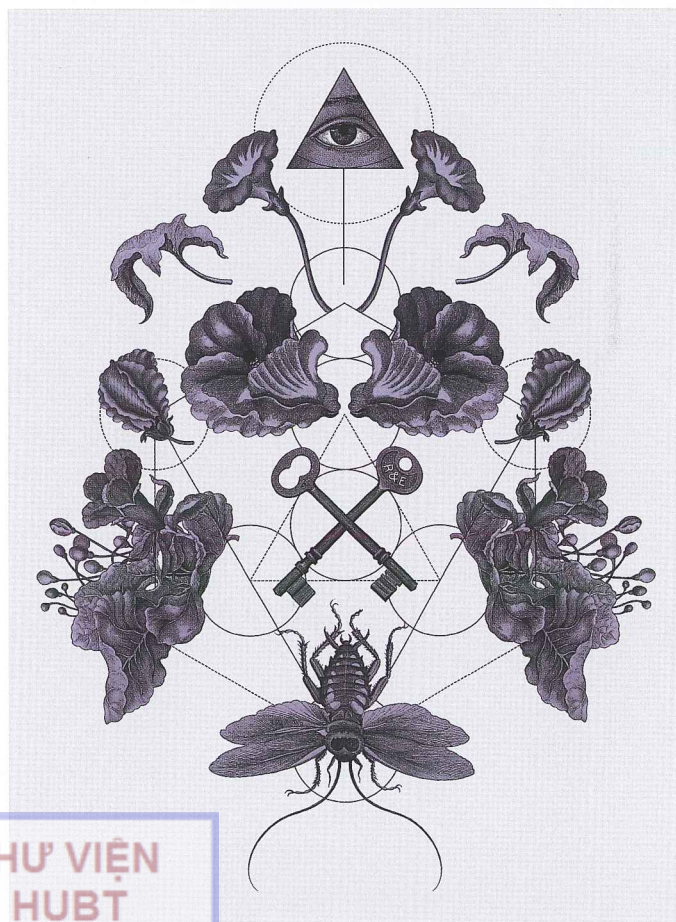
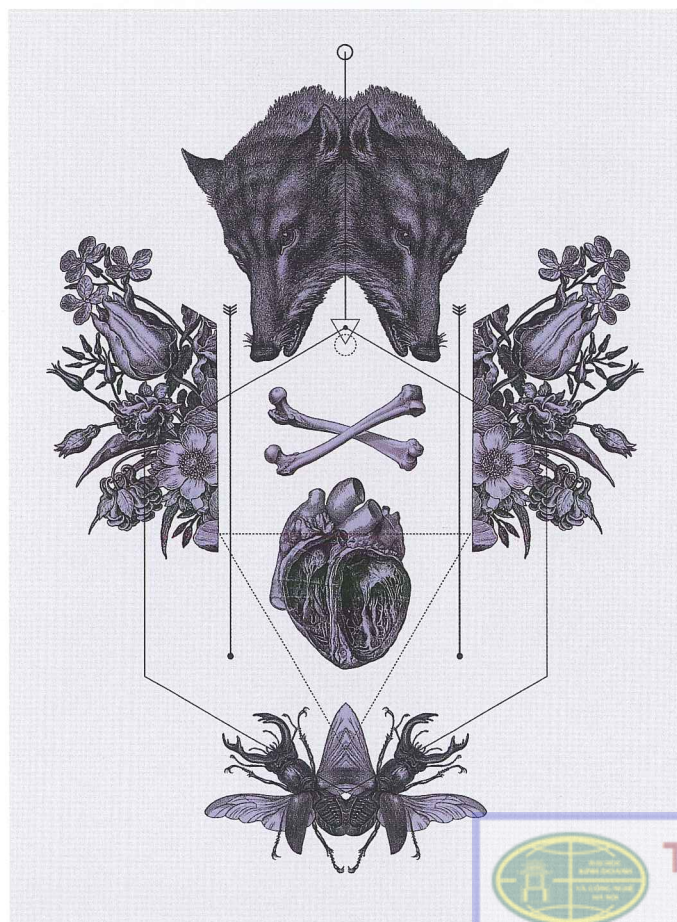
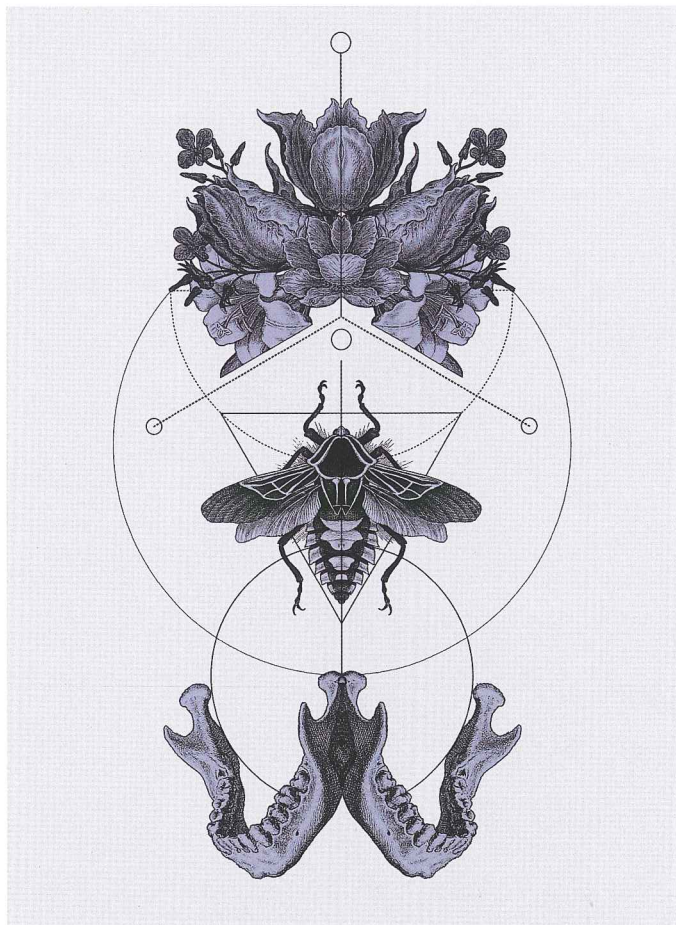
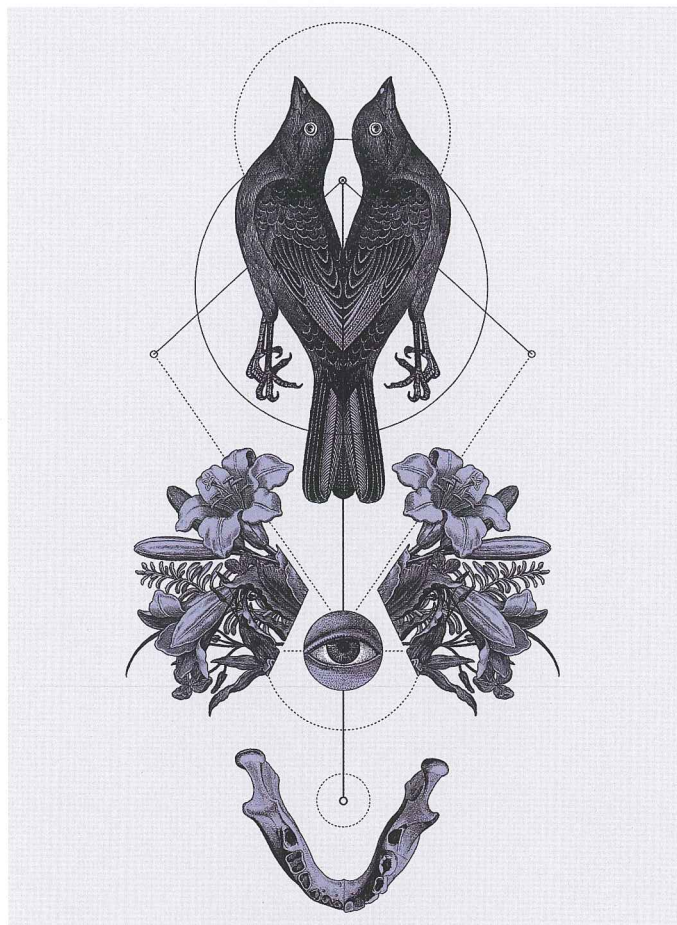


◆ The Panoply Plates

The concept behind “The Panoply Plates” is composed of neo-traditional tattoo motif aesthetics, geometric shapes, and detailed etchings. The word panoply implies a complete suit of armour with a set of diverse components – transferred to the tattoo scene, panoply is symbolizing a full body tattoo (for example “irezumi,” a full-body tattoo of a yakuza member).

_Design: Hannes Hummel





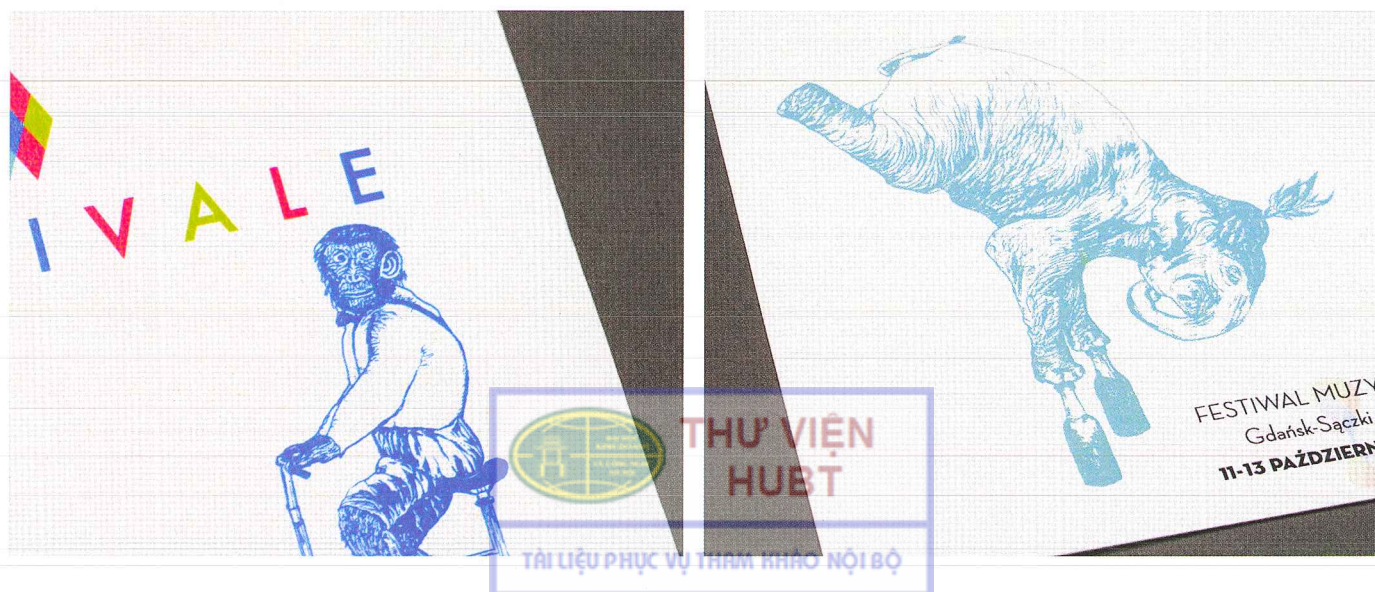
THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Carnivale Music Festival Identity

The designer has decided to design a visual identity for a music festival to draw attention to the fact that the visuals in Poland are entirely based around the festival's patron. Music feasts are often associated with the sponsor and unfortunately it interferes the communication between the idea of the project and the recipient. To the designer, the elements of the identity should not only reflect the spirit of the festival, but also be sufficiently attractive to participants, so they would want to keep the products as souvenirs. In the case of Carnivale, circus atmosphere symbolizes the diversity of the musical types, which is also a decoration theme of the festival area. The whole set includes a logo, six posters, program of the event, tickets, mugs, and information cards. Diamonds were chosen as a module which links all ephemerons together.

Design: Milka Steciak





CARNIVALE



FESTIWAL MUZYCZNY
Gdańsk-Sączki 2013
11-13 PAŹDZIERNIKA 2013



CARNIVALE



FESTIWAL MUZYCZNY
Gdańsk-Sączki 2013
11-13 PAŹDZIERNIKA 2013



CARNIVALE



FESTIWAL MUZYCZNY
Gdańsk-Sączki 2013
11-13 PAŹDZIERNIKA 2013



CARNIVALE



FESTIWAL MUZYCZNY
Gdańsk-Sączki 2013
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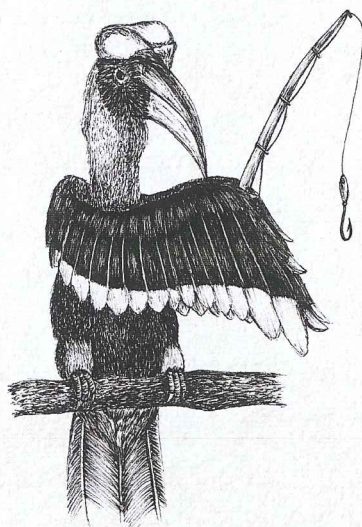
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Pulau Ubin

Pulau Ubin (Ubin Island), famously known for its well-preserved environment and wildlife, is a hidden gem in Singapore that has been neglected by the public for years. The design team has helped Pulau Ubin to reposition itself as the last adventurous kampong (village) in Singapore, by portraying the relaxing and fun quality of the brand. Along with the Lost & Found campaign, their target audience will hunt for the treasures on the island.

_Branding & Advertising: Jenette Mak & Joseph Siau _Illustration: Jenette Mak





Cast your line and get hooked in the land of adventure

Join the photo hunt at the last adventurous kampong.
Spot Anthra the Oriental Pied-Hornbill while fishing here in Pulau Ubin,
and you will stand to win an unforgettable holiday!

Find out more at www.pulauubin.com.sg



Pack your bag and get ready to trek in the land of adventure

Join the photo hunt at the last adventurous kampong.
Spot Peri the Giant Mudskipper while trekking here in Pulau Ubin,
and you will stand to win an unforgettable holiday!

Find out more at www.pulauubin.com.sg



Rent a bike and discover more in the land of adventure

Join the photo hunt at the last adventurous kampong.
Spot Susan the Wild Boar while cycling here in Pulau Ubin,
and you will stand to win an unforgettable holiday!

Find out more at www.pulauubin.com.sg



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Goldkehlchen Cider

Goldkehlchen is a premium, boutique cider made in Austria. Goldkehlchen is a fantasy of a golden bird, which became the key visual of the whole identity. Furthermore, the designer worked a lot with illustrations of apples, birds, and apple blossoms. The key product is the bottle but the range of side products is constantly growing: Postcards, Posters, Coasters, Stickers, Folders, Buttons, Bags, Roll-ups, a Blog, the Website and many packaging solutions are only the beginning.

Illustration & Design & Photography: Bureau F





EINE SCHWALBE MACHT
NOCH KEINEN SOMMER



EIN GOLDKEHLCHEN SCHON

PREMIUM CIDER AUS ÖSTERREICH.
JETZT PROBEZWITSCHERN.



THƯ VIỆN
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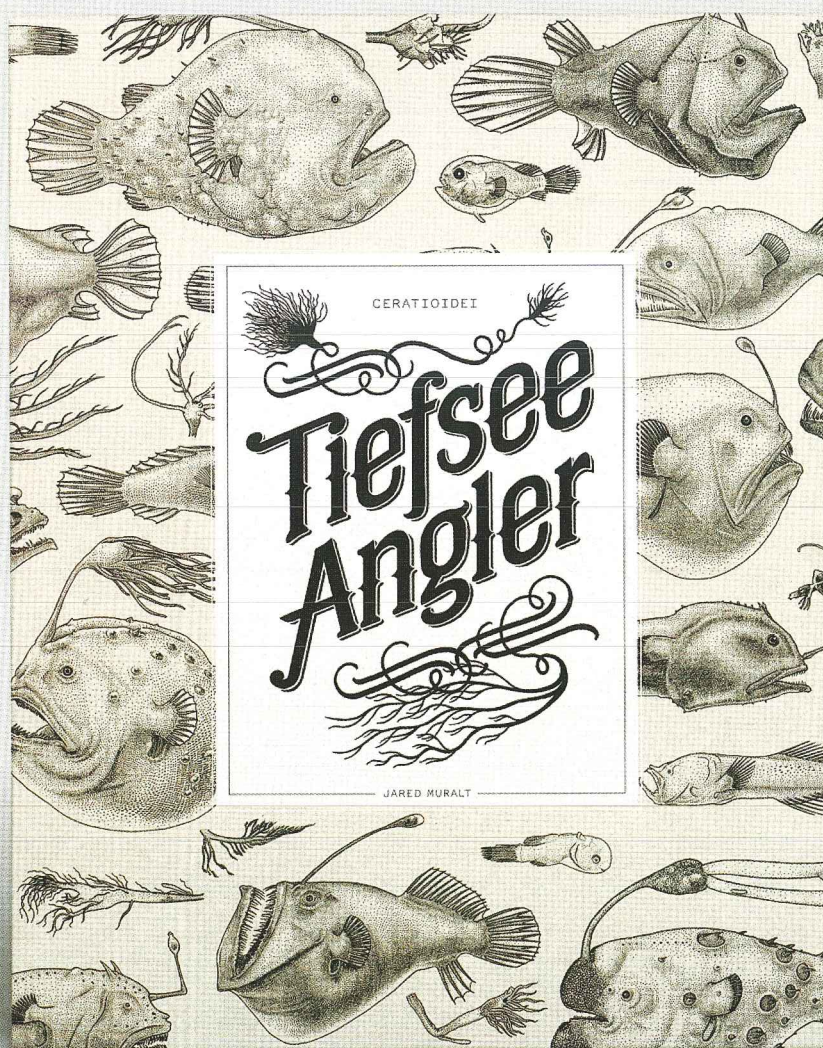
THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Deep Sea Anglers

Deep Sea Anglers, which grew out of the illustrator's desire to practice the technique of pointillism on a daily basis. After the course of one year, his steady exploration of these wild creatures resulted in a collection of more than 120 different illustrations. The various species are carefully and precisely depicted, and as a consequence of the illustrator's frank, Audubon-like renderings, the unique and individual characteristics of each fish are highlighted. Depicted in vertical succession, slight disparities in antennae, fins, and girths become increasingly evident, as the viewer is encouraged to closely read and examine each meticulous drawing. Deep Sea Anglers makes no claim to be a scientific work, but it is still the first volume ever published to contain uniform illustrations of this group of darkness-dwellers.

Illustration: Jared Muralt Design: Silvio Bruegger



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ T.A.C.T.I.C.

A 2565 Lunar New Year Greeting Card. A collaboration project of Stvntiti and The Mbamoe Vectory.

Illustration & Design: Stvntiti & TMV



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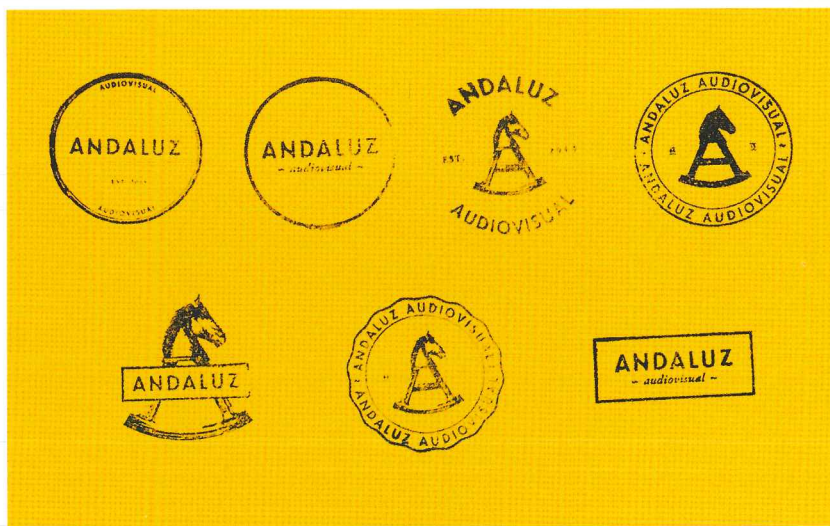
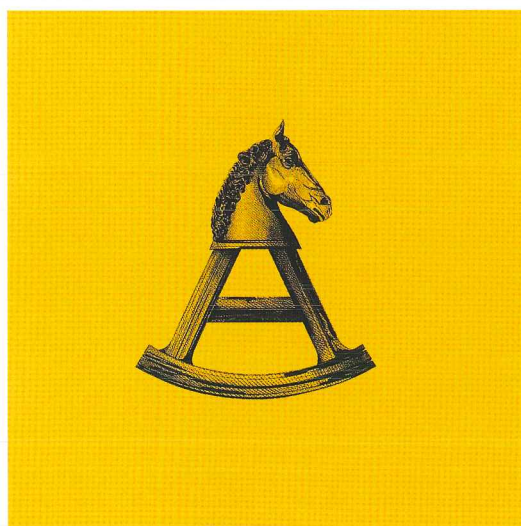
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Andaluz Audiovisual

Andaluz is an Audio & Video production company established in 2013 by a multi-cultural trio of filmmakers. They create, direct, and produce their projects with technical and creative rigor. The brand name and identity come from the short surrealist movie "Un Perro Andaluz" (An Andalusian Dog) by Luis Buñuel, hence a typographic, scratchboard, rocking chair horse A was created for the logotype. Non-linearity, noise, a shot of yellow, monochrome images, Futura, and the viewer's own interpretation of things complete the picture.

_Agency: Plau _Creative Direction: Rodrigo Saiani & Gustavo Saiani _Art Direction: Eduardo Mattos

_Design: Eduardo Mattos & Luisa Borja & Rodrigo Saiani _Code: Caio Vaccaro & Gustavo Saiani & Luisa Borja

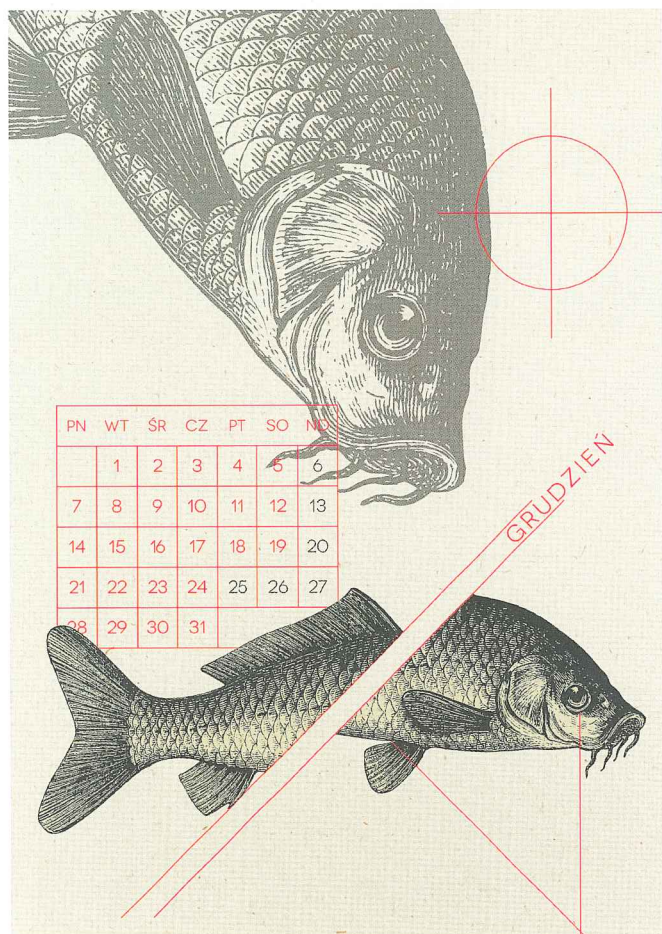


♦ "Insignia" Calendar

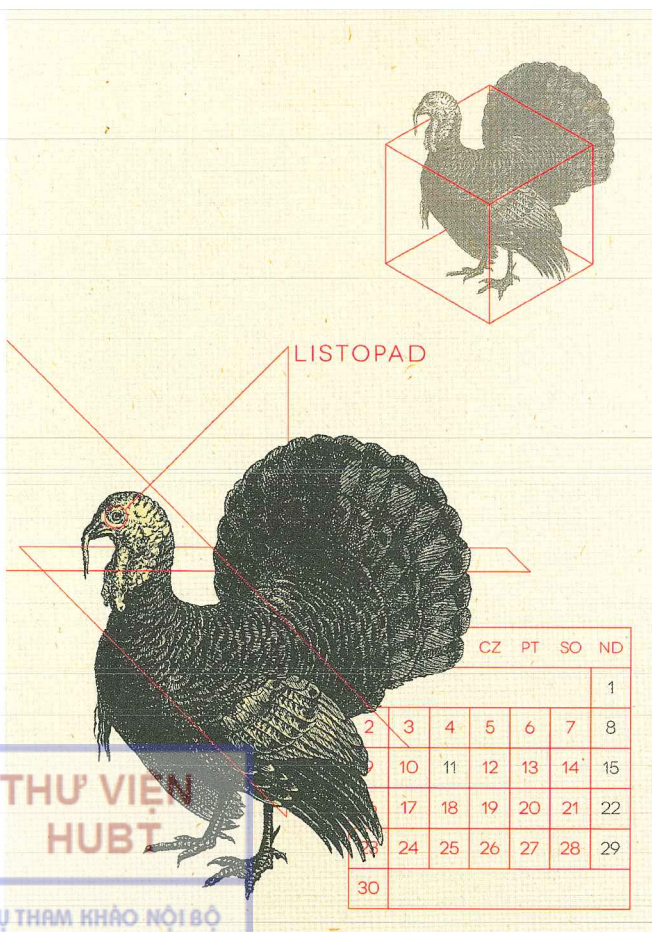
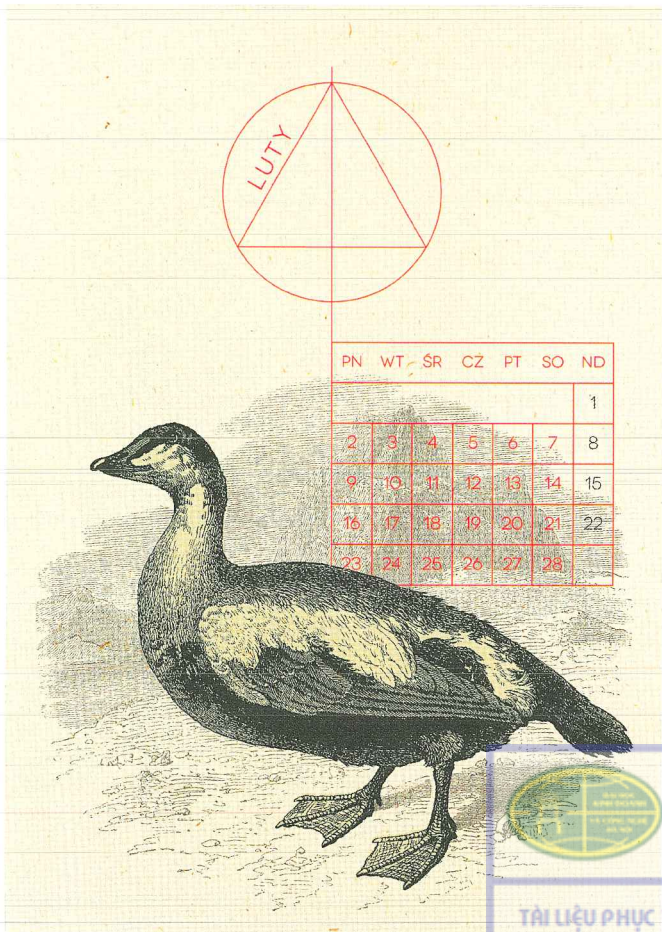
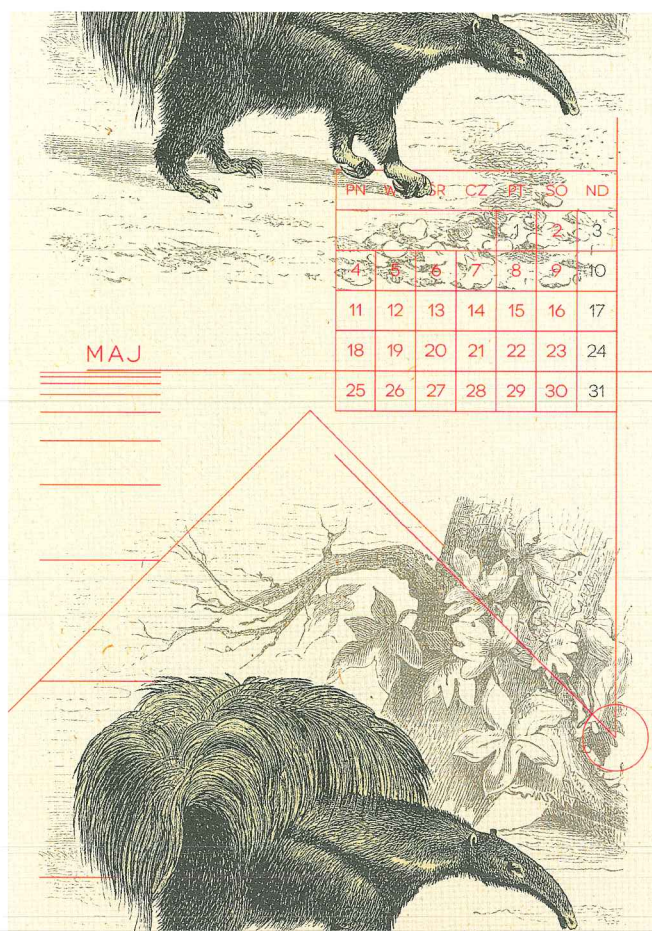
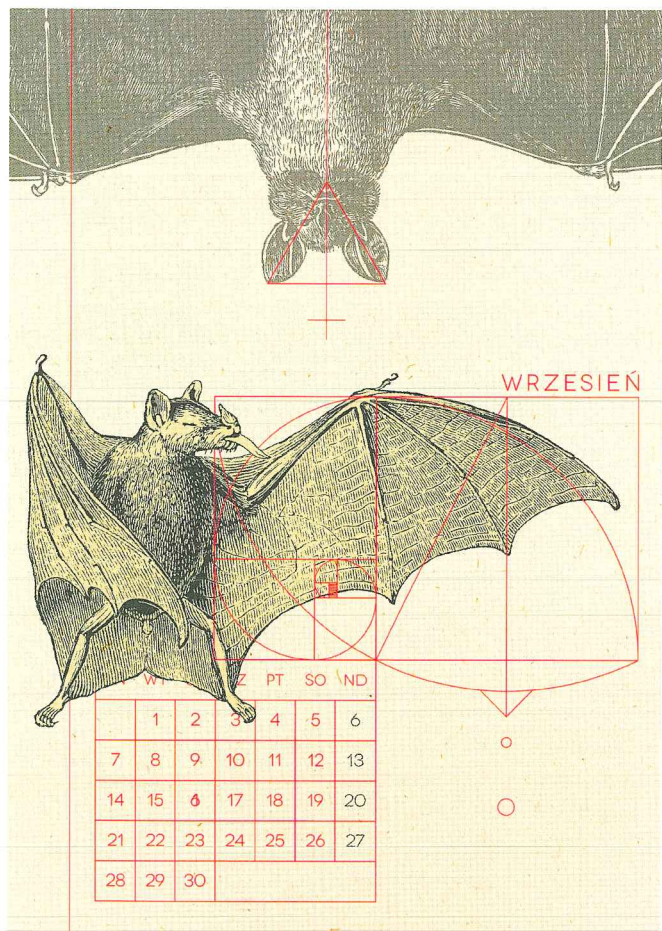
The project "Insignia" is a multi-page calendar (sheet size SRA3 320mm × 450mm), the very nature of which is emphasized by the type of the paper used (Betulla Wodstock 300g/m²). The graphic form of the calendar resembles that of animal prints which can be found in old biology books. The classic form of the design is distorted by the use of abstract lines that divide, highlight, or to put it simply situate the whole project within the context of modern design. Geometric symbols composed of intensely red lines bring an aura of eeriness combined with an occult mysticism.

_Design: Jacek Machowski





THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN
HUBT

♦ Party Animal

Party identification for Warsaw Club in Poland. The designer designed three posters, tickets, and T-shirts with three animals – bear, lion, and dog as the heroes of communication, as he regarded them as the real party animals.

Illustration: Aleksandra Lampart Design: Aleksandra Lampart & Artur Błażniak



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KLUB 1500 M2
FABULOUS NIGHT

WSTEP 120 ZŁ

2012/2013

MUSIC OF THE FUTURE & PIGEON PROMOTIONS PRESENTS
DJ RASHAD & DJ SPINN / USA
[LIT CITY TRAX | TEKLIFE | PLANET MU]

START 20.00



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KLUB 1500 M2
FABULOUS NIGHT

WSTEP 120 ZŁ

2012/2013

MUSIC OF THE FUTURE & PIGEON PROMOTIONS PRESENTS
DJ RASHAD & DJ SPINN / USA
[LIT CITY TRAX | TEKLIFE | PLANET MU]

START 20.00



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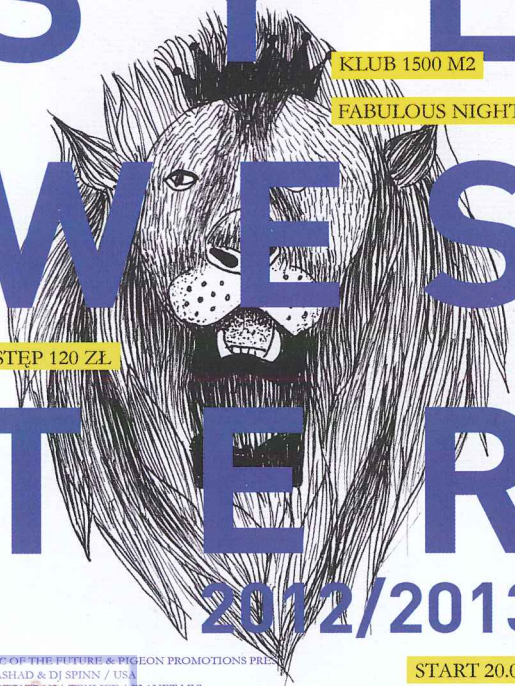
KLUB 1500 M2
FABULOUS NIGHT

WSTEP 120 ZŁ

2012/2013

MUSIC OF THE FUTURE & PIGEON PROMOTIONS PRESENTS
DJ RASHAD & DJ SPINN / USA
[LIT CITY TRAX | TEKLIFE | PLANET MU]

START 20.00




THƯ VIỆN
HUB

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Ocean Pattern

This project was born as a proposition for a quicksilver textile print contest. The intention was to create a pattern that could have several applications. This graphic is inspired by the Pacific Ocean creatures. It is drawn by hand with graphite and pen, and adapted to a pattern form with the use of adobe software.

Agency: Heygraphic Illustration & Design: Oscar Cauda



THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

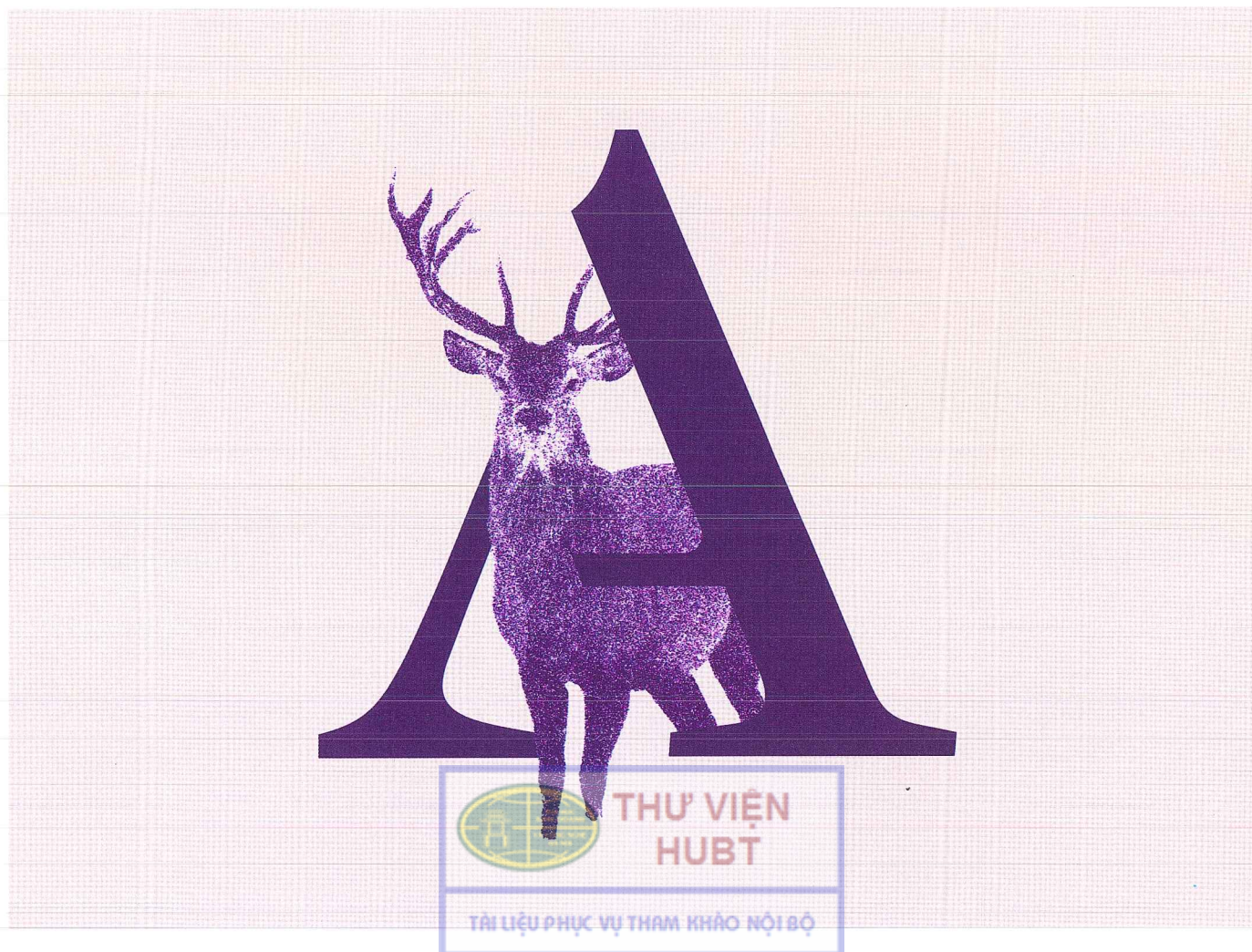
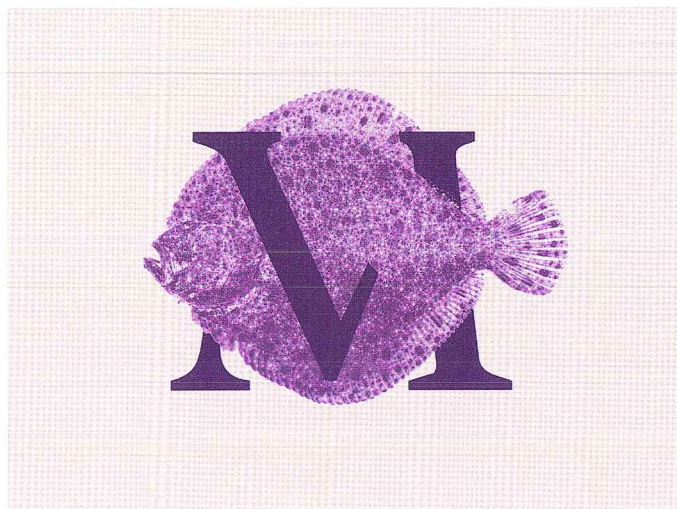


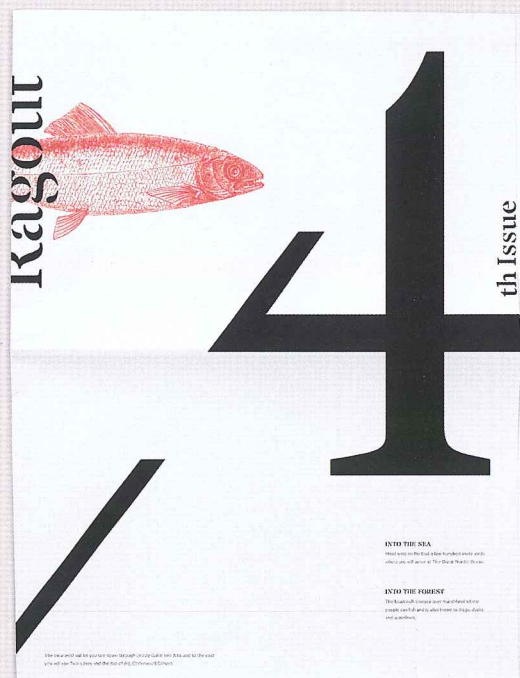
THƯ VIỆN
HUBT

♦ Ragout

Ragout is a modern yet classical serif typeface which works in big and small sizes. This stencil typeface is inspired by trees and houses covered with winter snow. As a result, the thin strokes are gone under the white background.

_Art Direction & Design: Nana Nozaki





♦ Smulpapen

Dutch newspaper Het Parool has a section called Smulpapen (In English: Gourmets). As a Christmas gift, Het Parool made a book for the subscribers and their friends and family. It contains 7 Christmas menus and 7 columns about the recipes. By signing up a friend or family member, the reader will both receive the book and 2 weeks' Het Parool for free. The complete Smulpapen project contains the book, a series of 3 different bookmarks, a complete direct mailing, advertorials, and a gift envelope. In the designer's concept, she was aiming for a non cliché, minimal, but delicate design to create a modern but retro French cuisine feeling by a sort of new style copy book with detailed illustrations. The round corners, the typography, and the use of colors add to the feeling the designer wanted to communicate.

Art Direction & Design: Mara Vissers Illustration: Wieneke Claxton



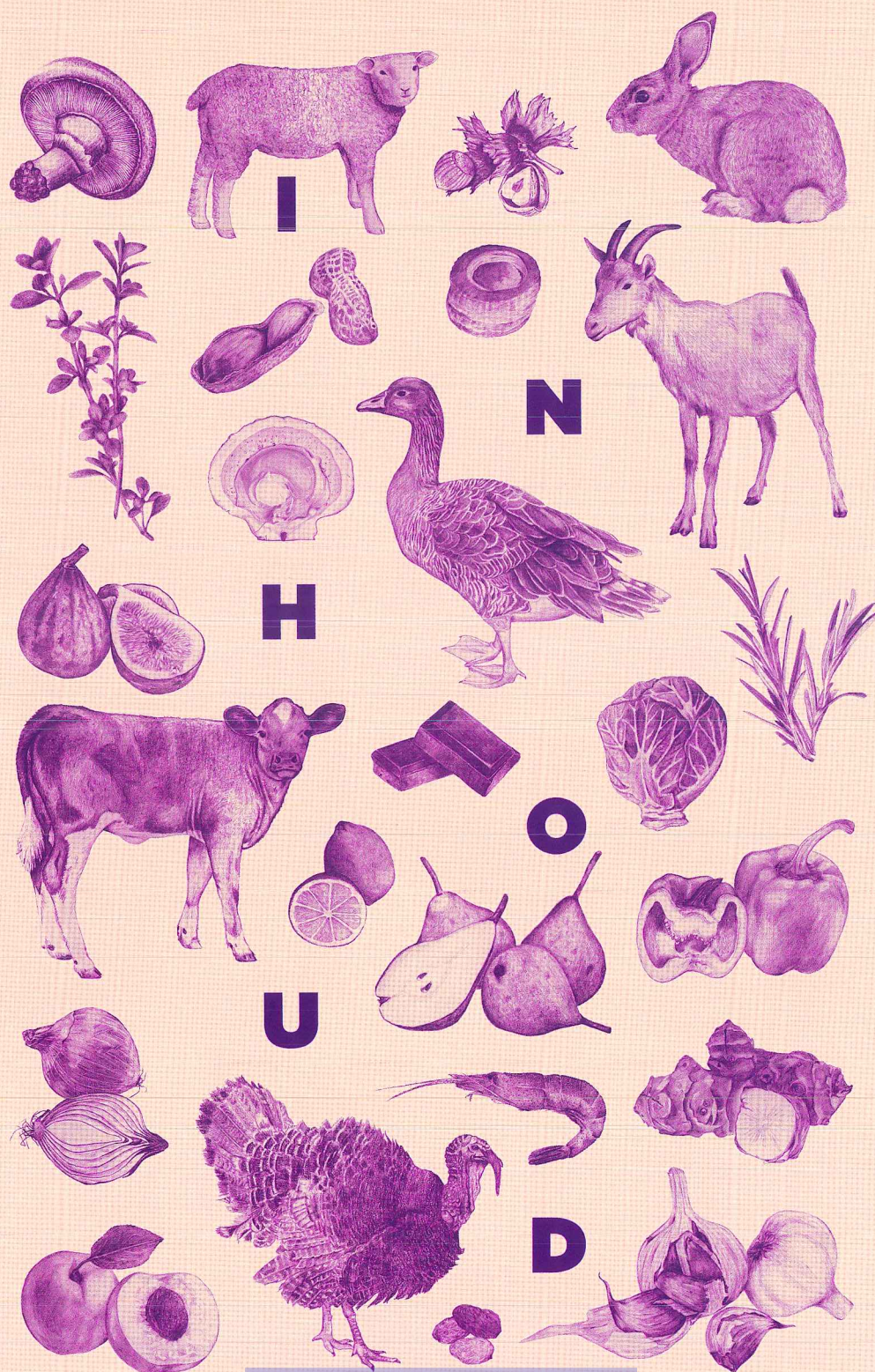
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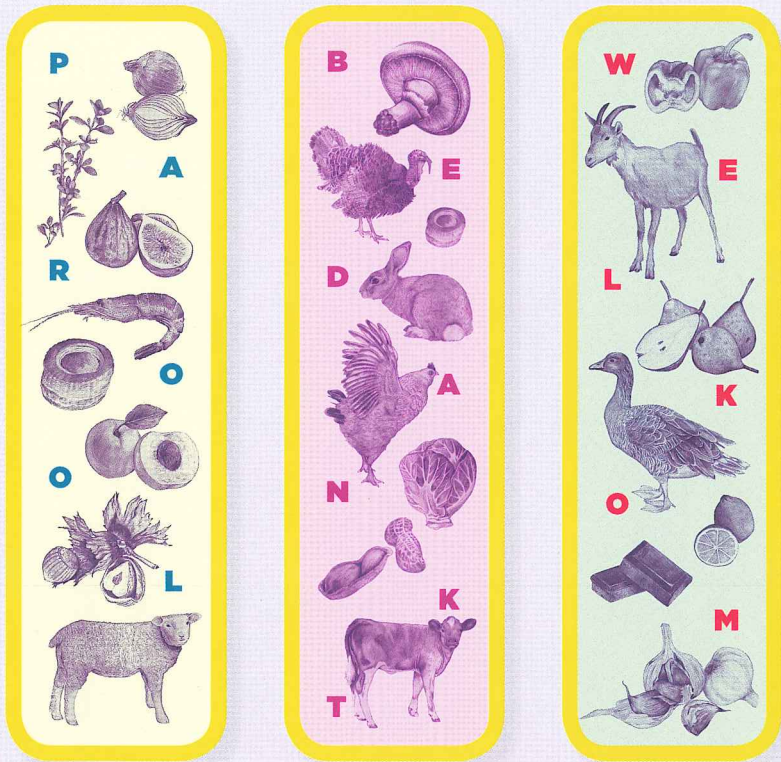
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Poster Folk

Identification for a folk theater in Poland. The designer designed a pack of posters, tickets, bags, and invitations. Cock refers to the folk performances.

_Illustration: Aleksandra Lampart _Design: Aleksandra Lampart & Artur Błażniak

PIEJA KURY PIEJA NIE MAJĄ KOGUTA



RECITAL ARTYSTÓW
TEATRU BEZPAŃSKIEGO

Dworzec PKP
Ruda Śląska Chebzie
ul. Dworcowa 8

23/24 MARZEC
START 18.00

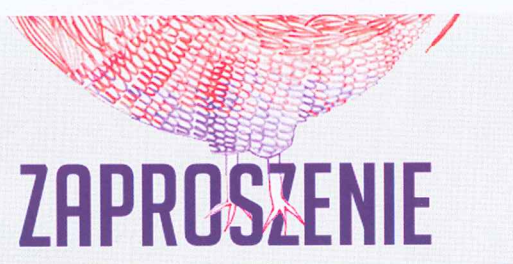


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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

WSTĘP 10 ZŁ

rezerwacja biletów:
www.teatrbezpanski.pl
teatr.bezpanski@vp.pl



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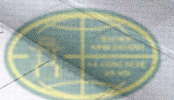
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Chillout Poster

Identification for a theater in Poland. The designer designed posters, tickets, outdoors bags, and invitations as a series, using the chimpanzee as the main visual identity.

_Illustration: Aleksandra Lampart _Design: Aleksandra Lampart & Artur Błażniak



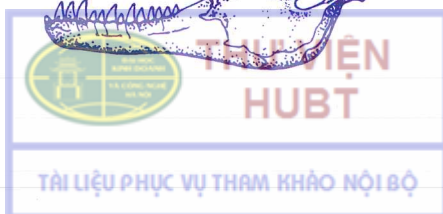
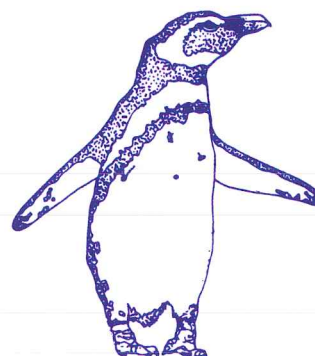
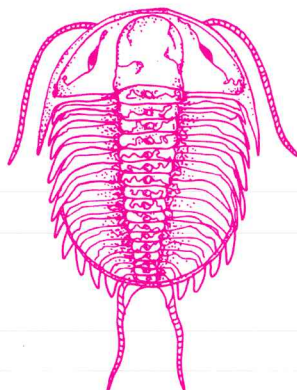
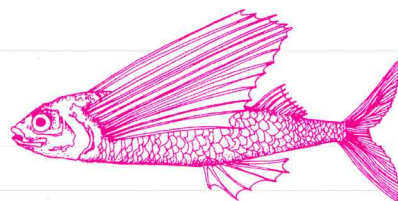
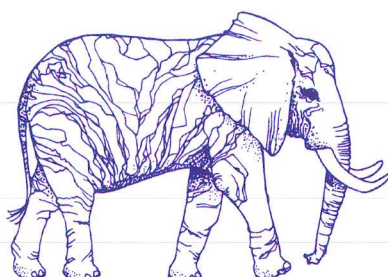
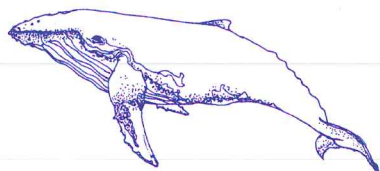
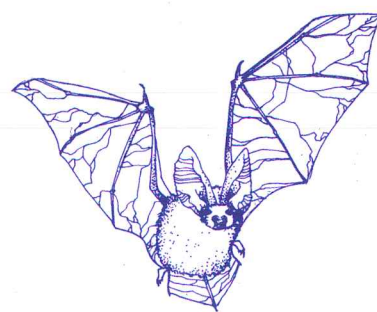
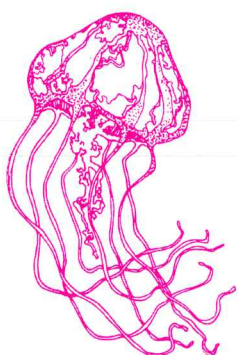
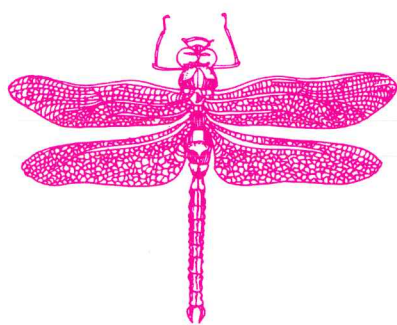


THƯ VIỆN
HUBT

◆ Natural History Museum, Berlin

This fictive re-branding aims to reflect both the natural history aspect and the scientific and research oriented aspects of the Natural History Research Museum in Berlin. The logo box is designed to give associations to how the elements are placed in their boxes in the periodic table. In combination with various animal illustrations the logo becomes dynamic and changing, like evolution itself.

Illustration & Design: Björg-Elise Tuppen

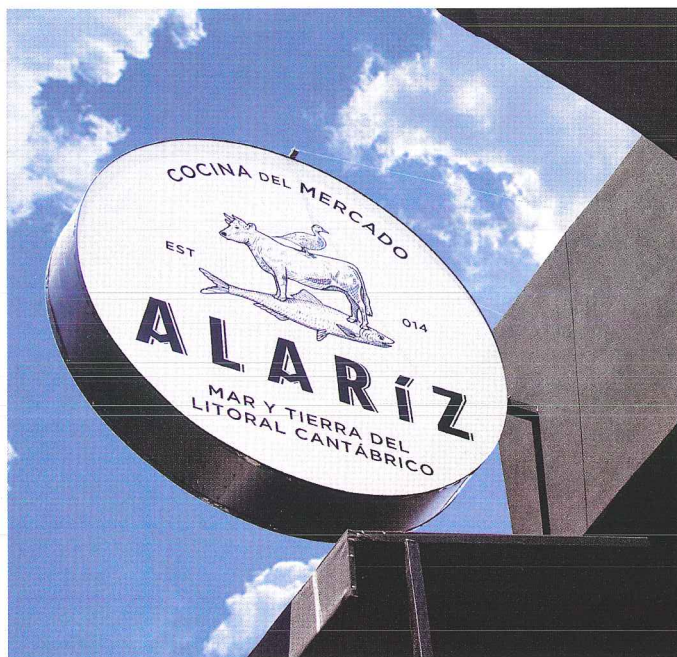




♦ Alariz

Brand design for Alariz, a restaurant providing Cantabrian dishes. Etching animal drawings were incorporated to evoke the idea of fresh ingredients. The restaurant's operation was represented in graphic code: the chef as a fish (Cantabrian's cuisine foundation), the waiter as a fast hare, etc. In the brand image, these animals appeared in the same hierarchy level as they took in the menu as ingredients. With these animals, a graphic pattern was created to build and reinforce the brand's experience.

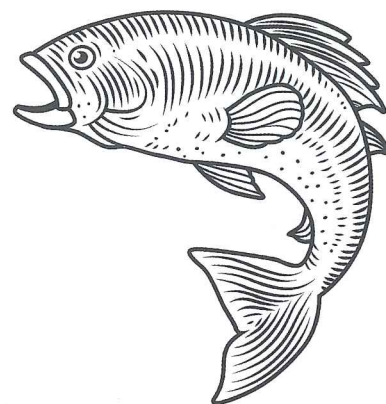
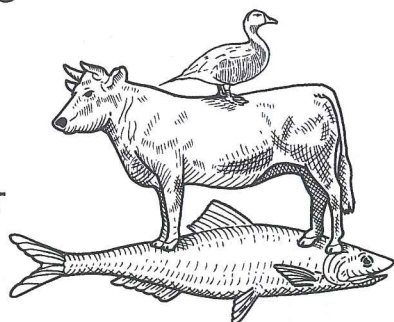
_Design: Henriquez Lara Studio



COCINA DEL MERCADO

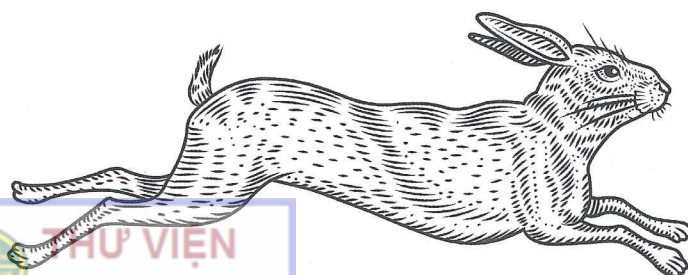
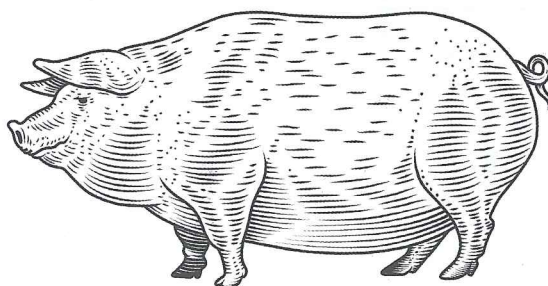
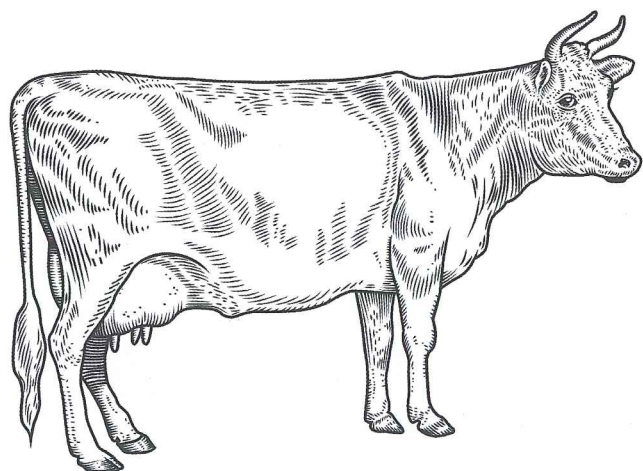
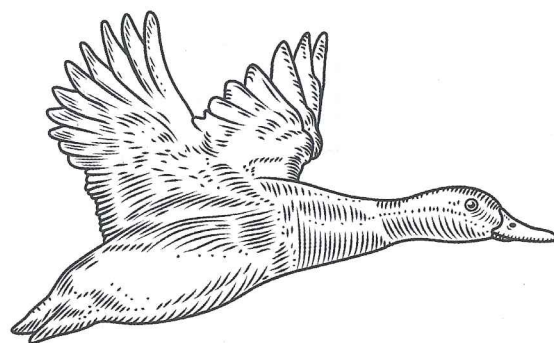
EST

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ALARÍZ®

MAR Y TIERRA DEL
LITORAL CANTÁBRICO



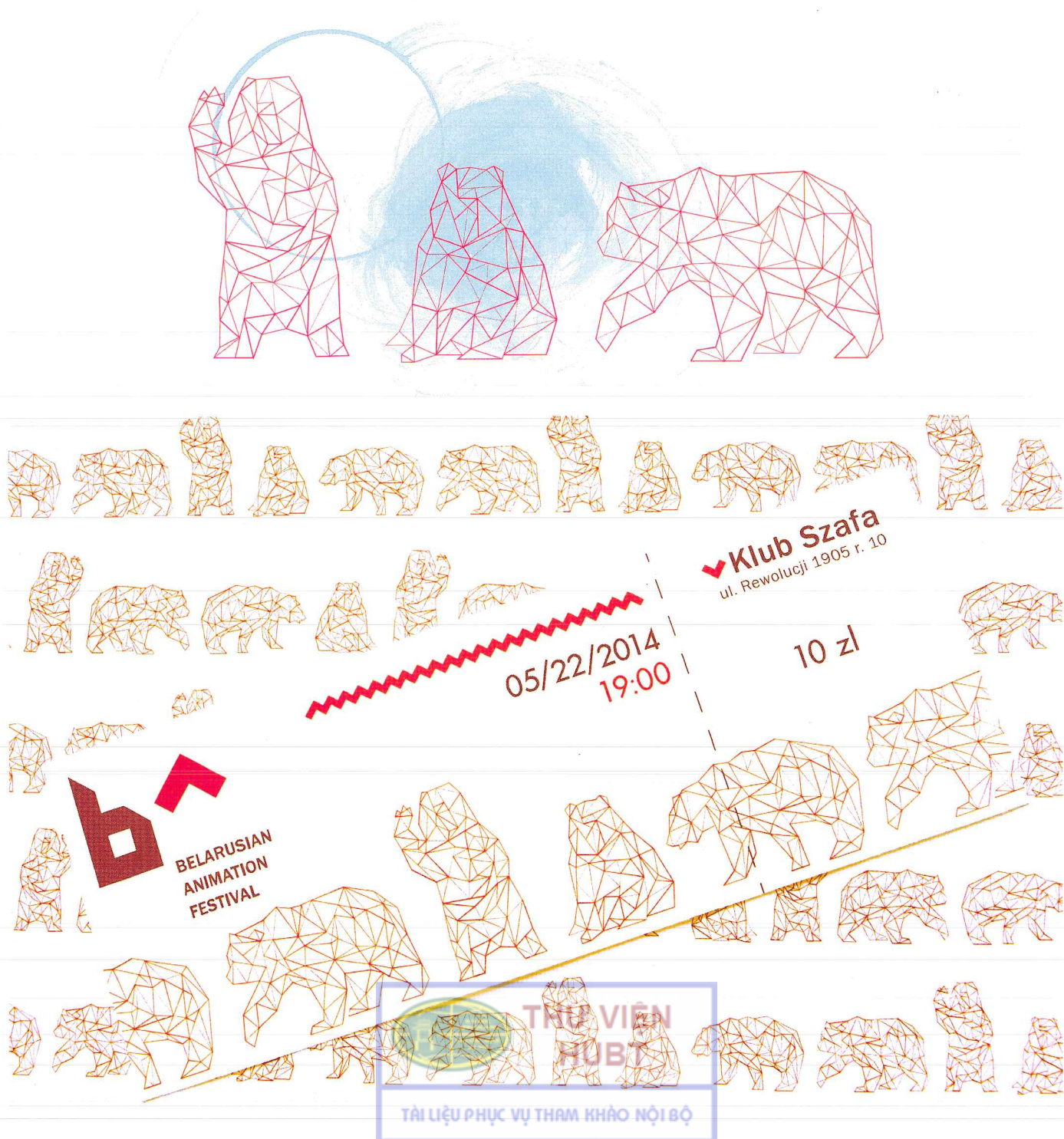
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Belarusian Animation Festival BA-Fest!

The visual style of Belarusian Animation Festival in Poland was developed and implemented by the designer. The main elements of the visual style are the moving figures of bears. Bears are one of the most favorite animal characters in the animations of different countries that usually express positiveness. They bring out the hearty atmosphere of the Belarusian animation in this project. The blot on the background adds liveliness to the other elements. The broken line's shape resembles the Belarusian national ornament. The project was founded to popularize Belarusian animation and introduce its peculiarities to the Polish audience.

Illustration & Design: Alina Piotrova



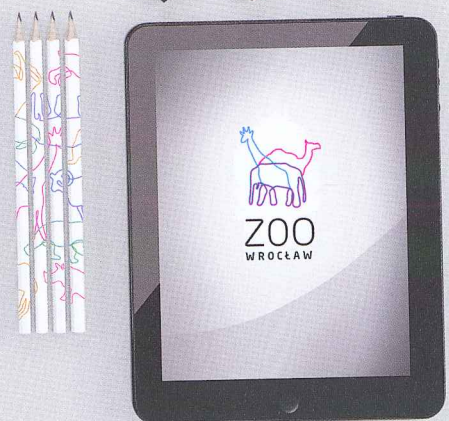
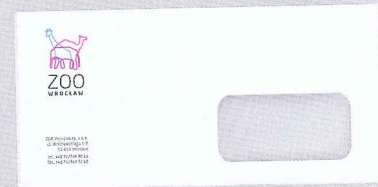
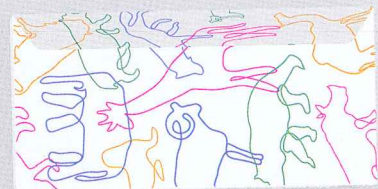
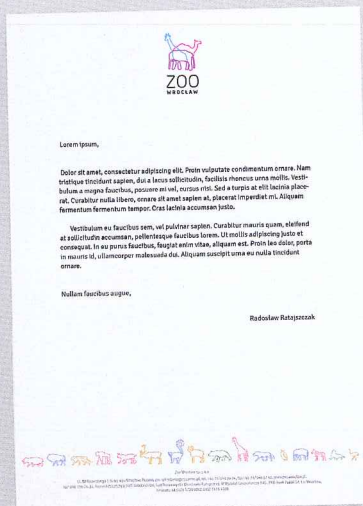
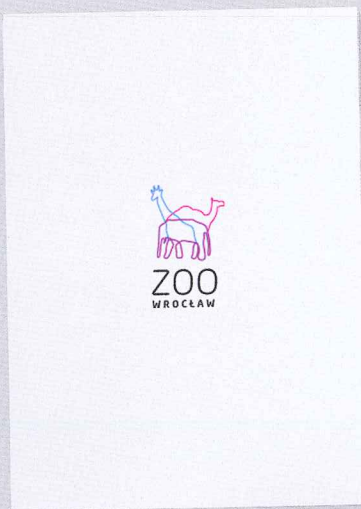


♦ Visual and Information System for Zoo Wrocław

Zoo Wrocław was opened to the public already in 1865. It's one of the most famous zoos in Poland and attracts hundreds of thousands of visitors every year. This fact led the designer to propose a new visual and information system for it. The logo is a combination of animal shapes and the first letter of the word "Wrocław." The designer used vibrant colors, as children are the most frequent visitors, and for them that coloring is attractive. Additional colors existing in the system are assigned to corresponding clusters of animals to help visitors identify the animals in the zoo.

_Illustration & Design: Agata Szota _Promotion: Dr. Mieczysław Piróg _Assistance: Dr. Marta Plonka & Mgr. Jarosław Kowalczyk



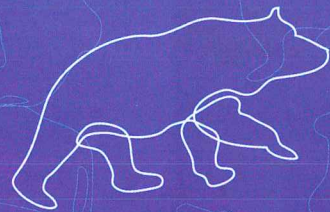


ODWIEDŹ
WROCŁAWSKIE
ZOO!



ZOO Wrocław Sp. z o.o.
ul. Wróblewskiego 1-5
51-618 Wrocław

ODWIEDŹ
WROCŁAWSKIE
ZOO!



ZOO Wrocław Sp. z o.o.
ul. Wróblewskiego 1-5
51-618 Wrocław

ODWIEDŹ
WROCŁAWSKIE
ZOO!

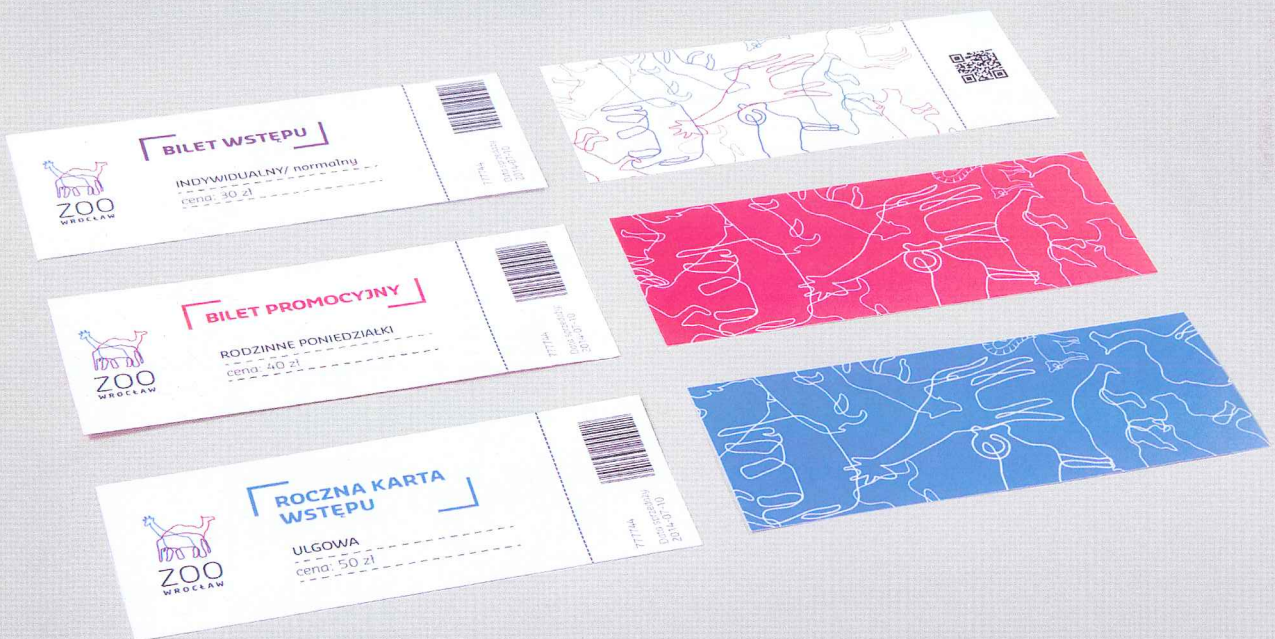
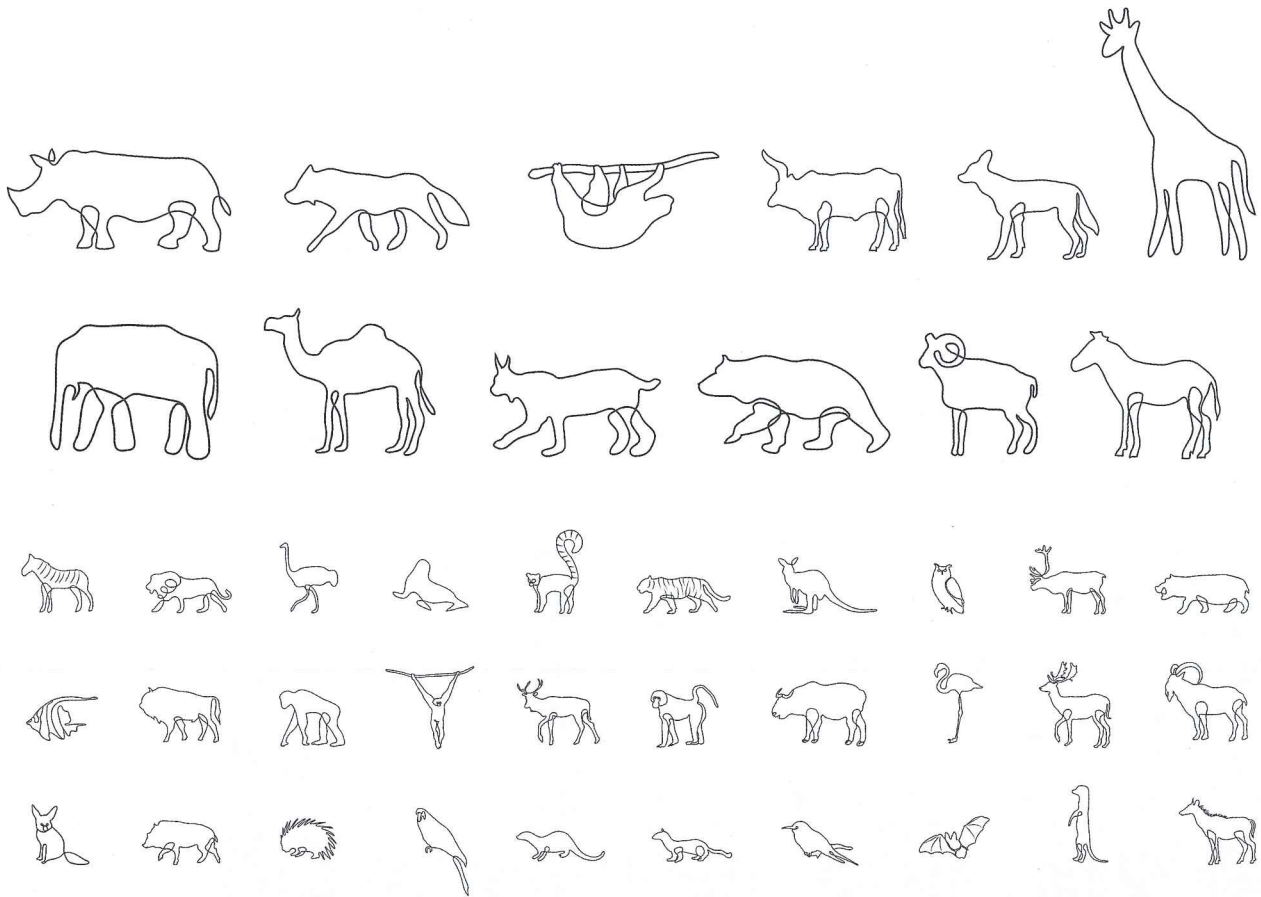


ZOO Wrocław Sp. z o.o.
ul. Wróblewskiego 1-5
51-618 Wrocław

ODWIEDŹ
WROCŁAWSKIE
ZOO!



ZOO Wrocław Sp. z o.o.
ul. Wróblewskiego 1-5
51-618 Wrocław



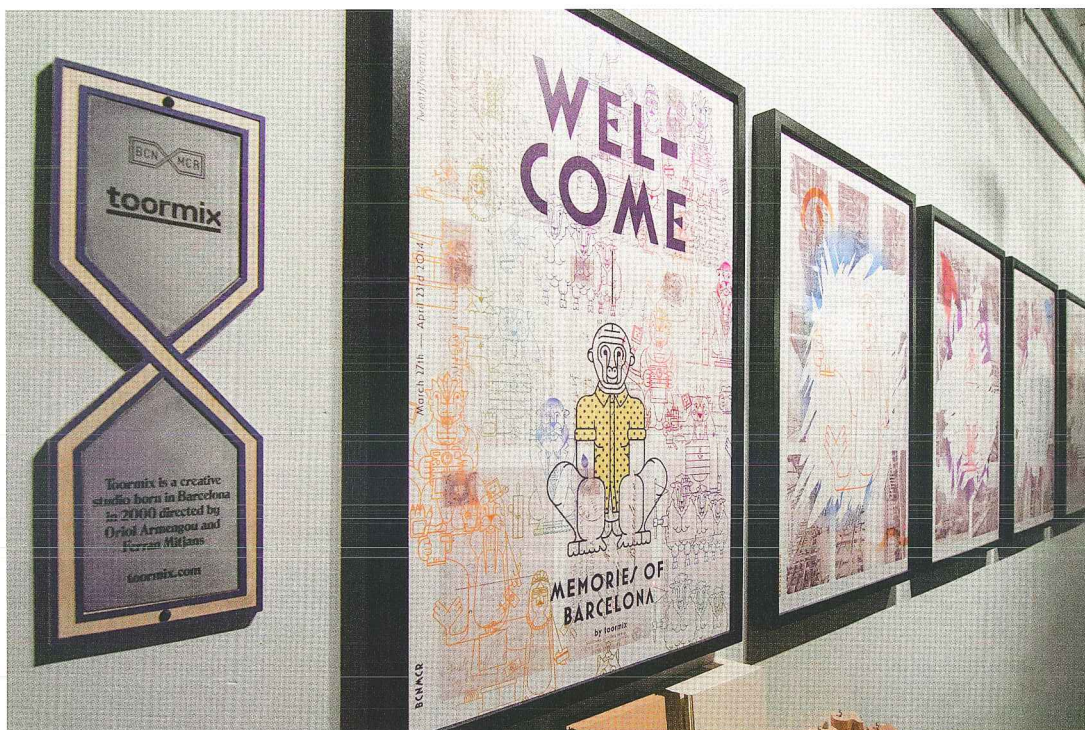
THƯ VIỆN
HUBT

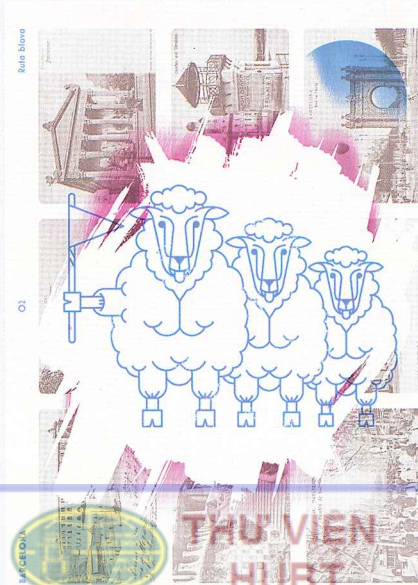
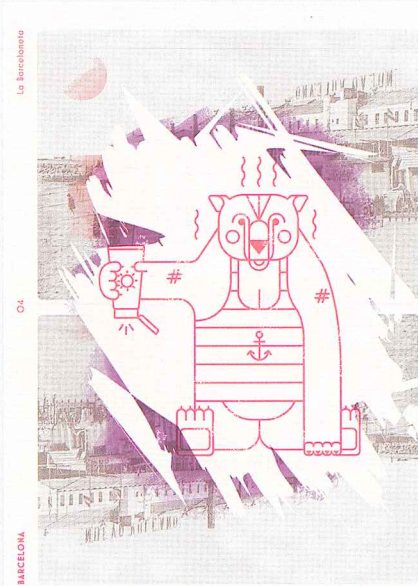
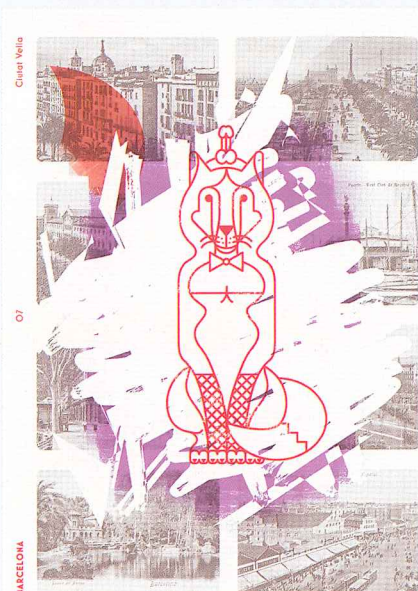
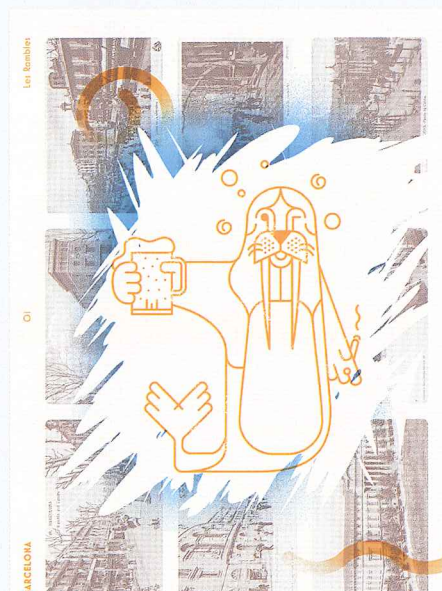
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Welcome, Memories of Barcelona

This is an experimental project coming out of the request to participate in a joint display in the city of Manchester for the event BCNMCR 2014. The concept is based on a criticism about tourism in the design team's city that is expressed through the personalization of several tourist stereotypes turned into animals, all based on a long photographic archive of the city at the beginning of the 20th century. The idea was to express how tourism may erase the authenticity and the own history of Barcelona. The final collection has 8 posters with an original format of 50 × 70cm.

Illustration & Design: Toormix



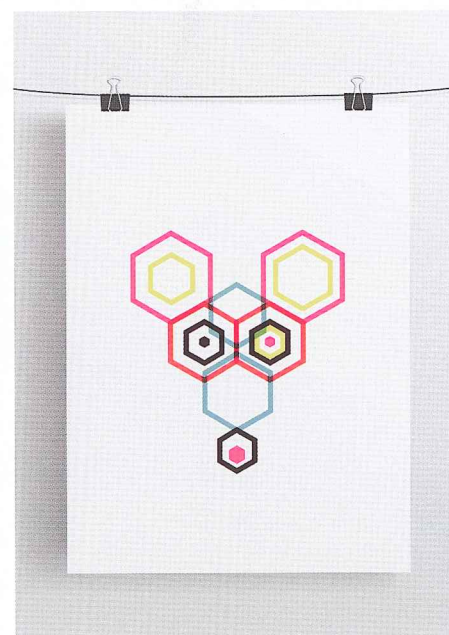
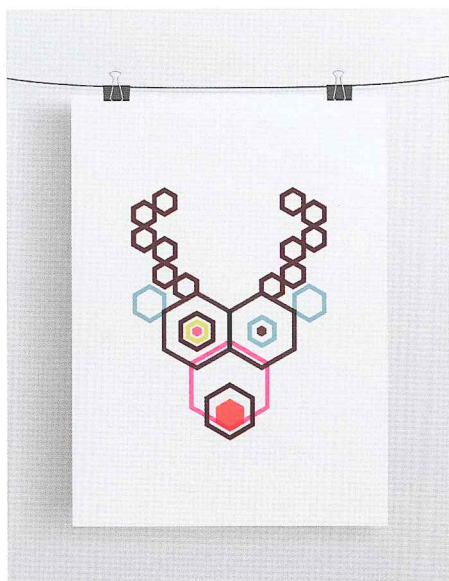


◆ Hexagon Animals

Hexagon Animals was a fun side project that started out with the designer playing around with a hexagon shape in Illustrator. Once the designer started to break apart the pattern he designed at first, the shape of a bear's head appeared. After that, he kept on playing around with it and ended up creating six more animal heads.

Illustration & Design: Maarten Deckers





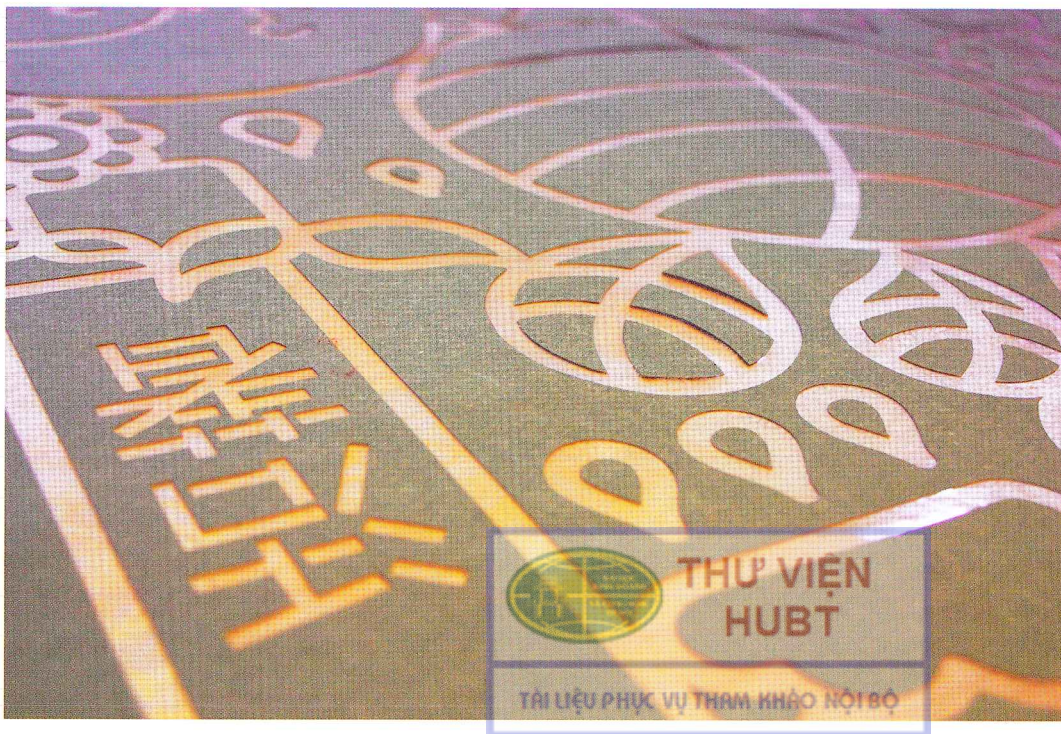
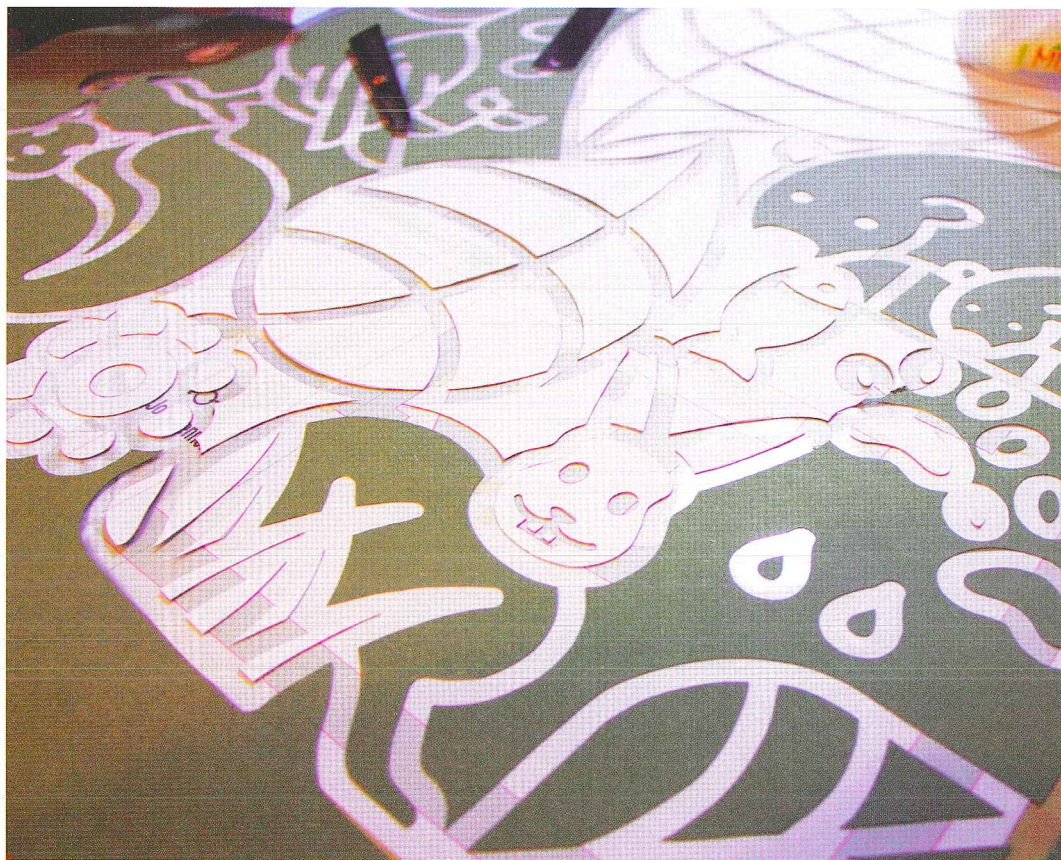
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Alive

To the team, each step, each movement, and each action in our daily life will actually affect people around us and the world. Through this project, the team want to share the philosophy that environmental protection is a linkup for human and nature, and an attitude of "ACT NOW" is very important.

_Agency: Reformer _Design Direction: Wai Chan _Craftsmanship: Coei Yip & Wai Chan _Client: Earth People





THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Happy Horse Year!

The designer uses minimalistic visual identity and unique print effect to design this new year's card, with the aim to deliver best wishes to the recipient.

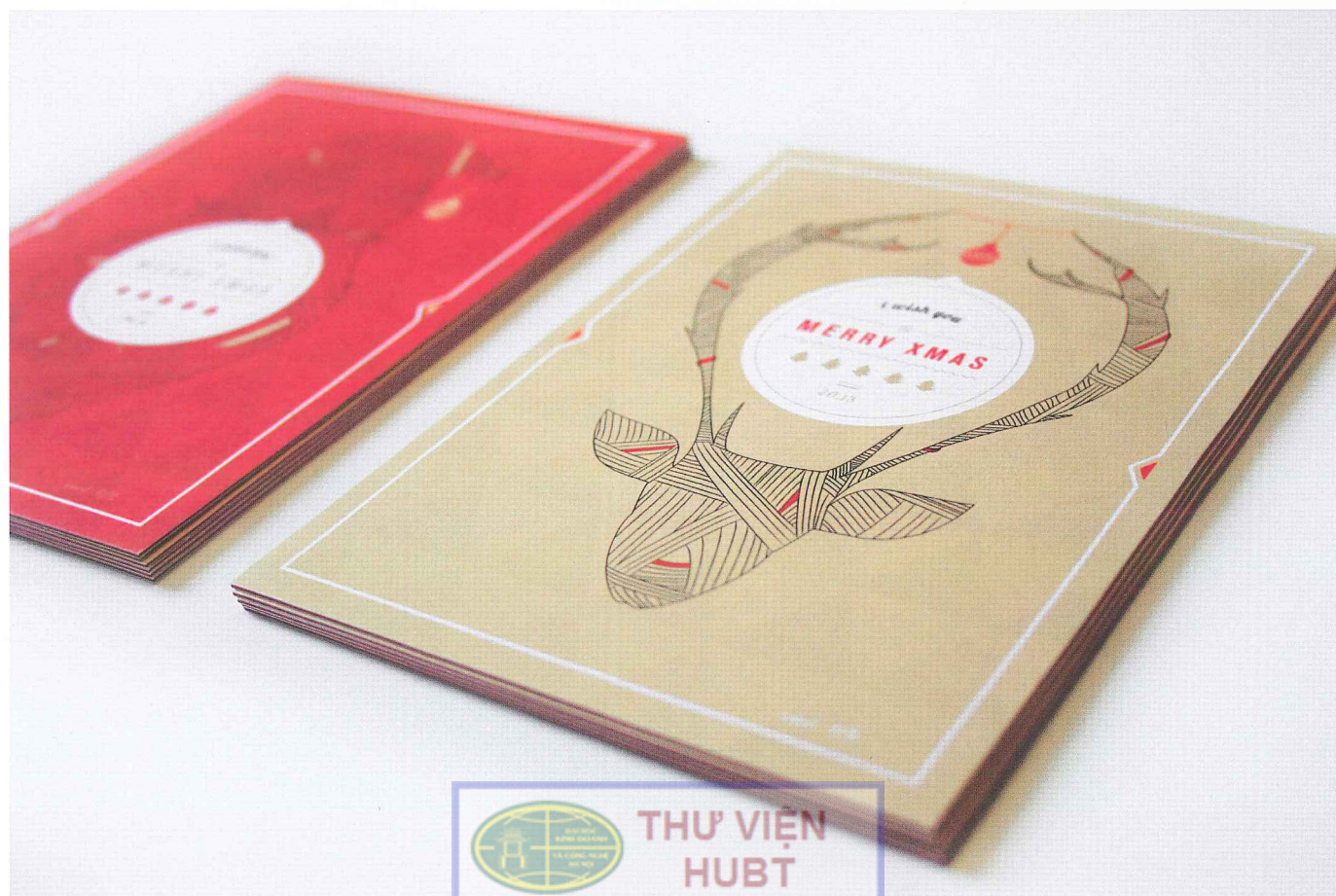
_Design Direction: Qin Anhui _Design: Huang Weiren



◆ XAS Cards

This work includes various Christmas cards with elk as the main visual identity.

Illustration & Design: Martin Grohs



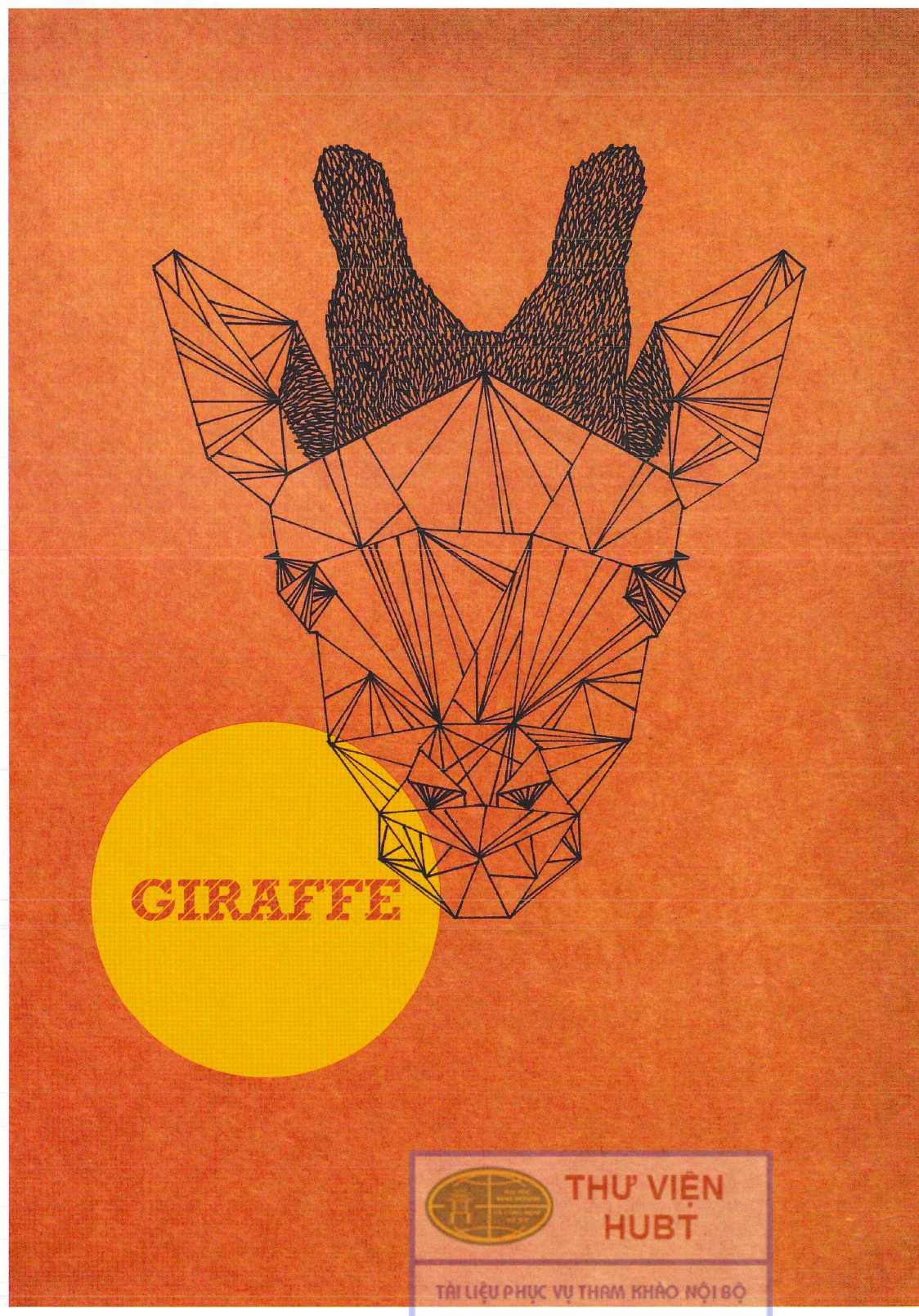
THƯ VIỆN
HUBT

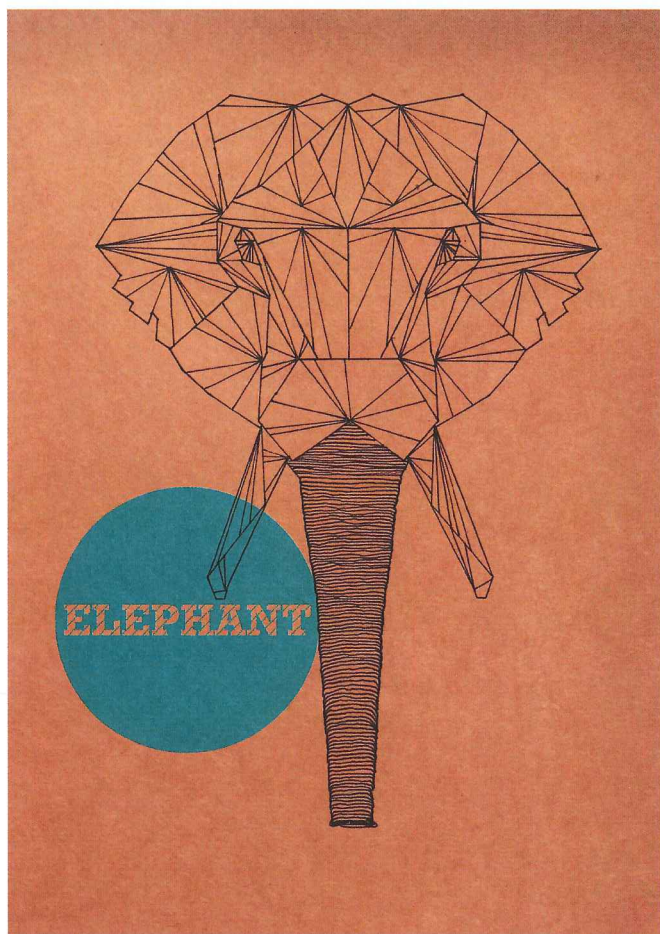
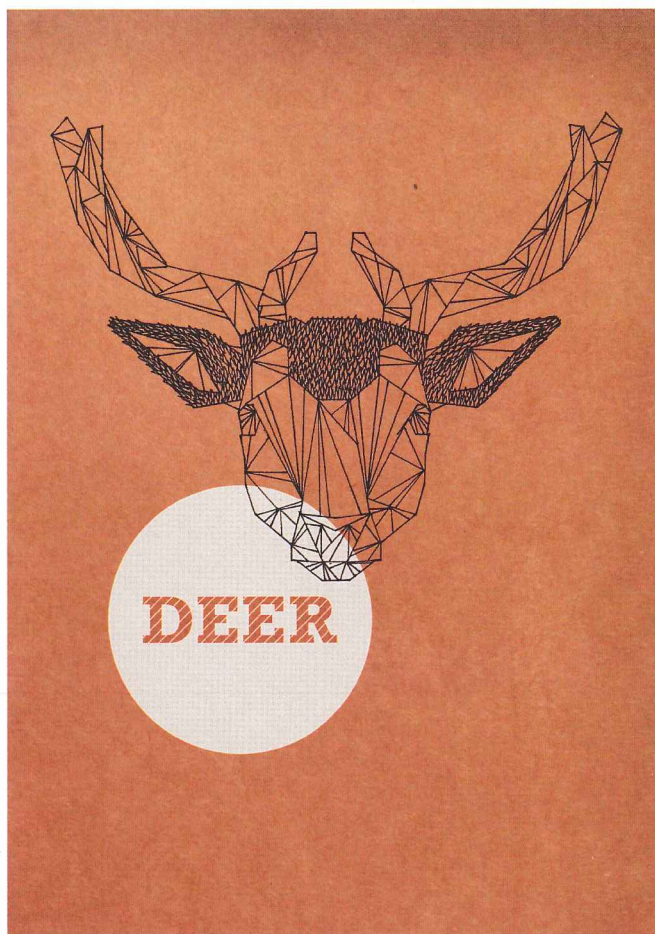
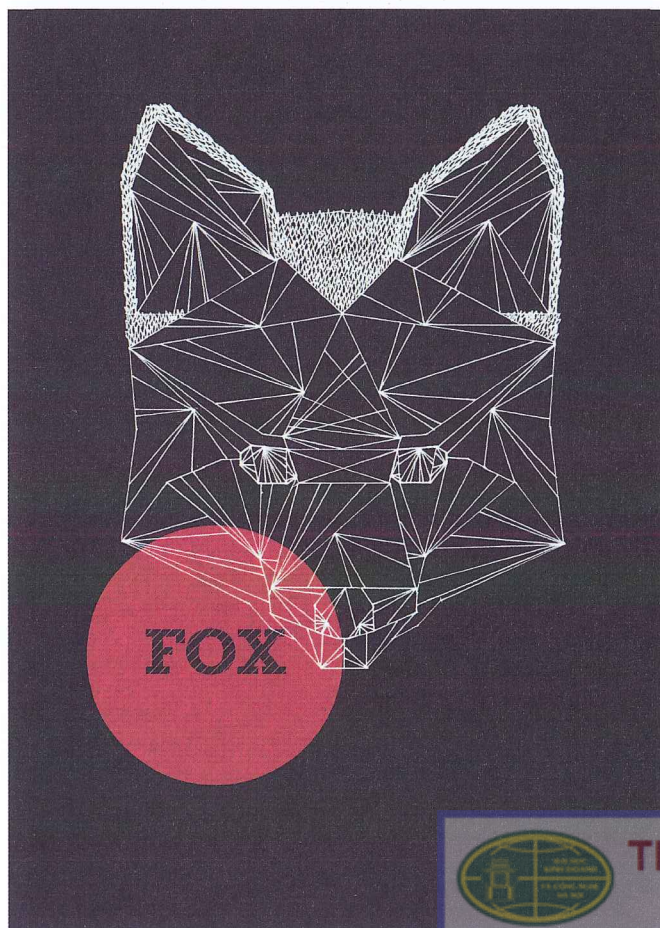
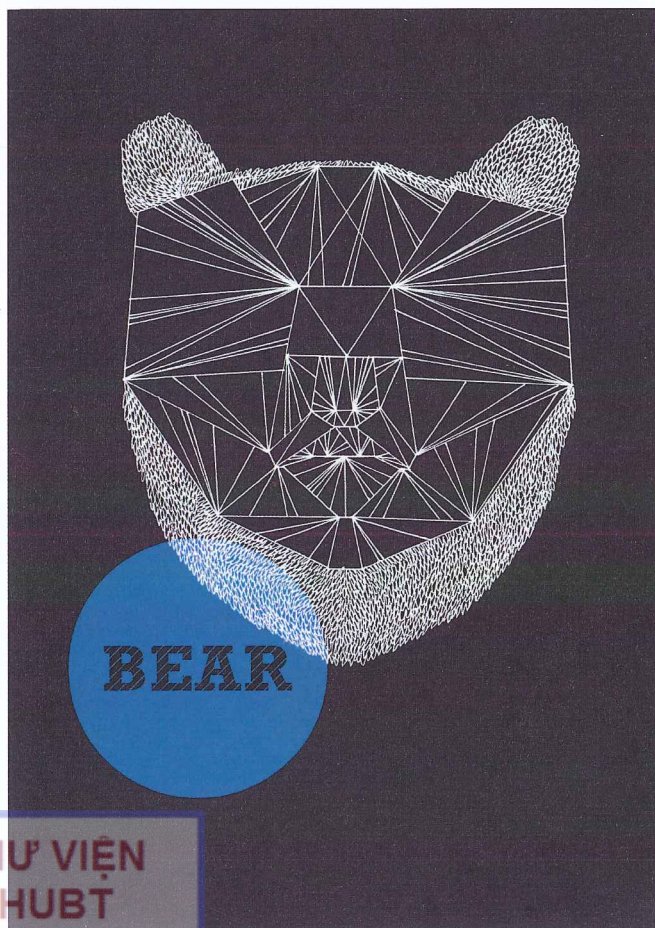
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Animal Bar

The designer experimented with linear technique to find possible ways to draw animals through this project.

Illustration & Photography: Rita Honosi



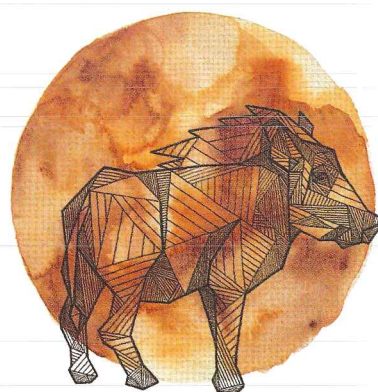
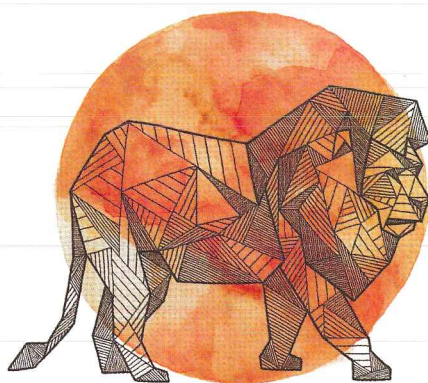
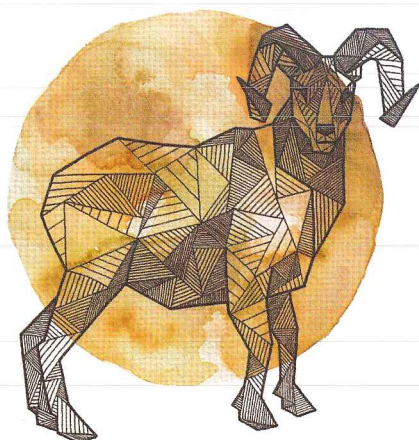
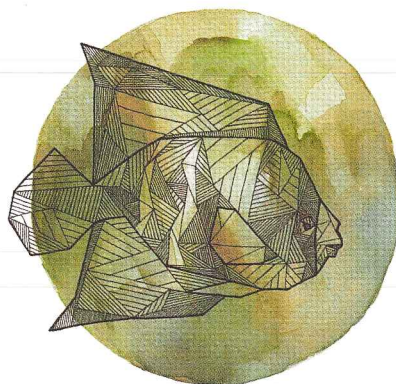
**ELEPHANT****DEER****FOX****BEAR**

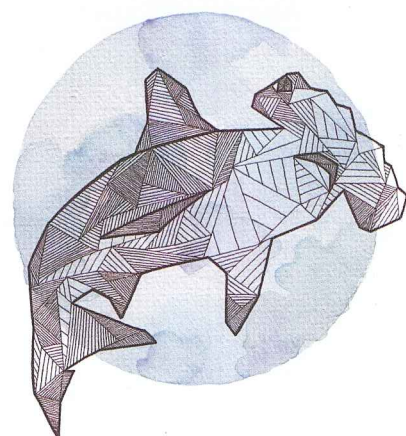
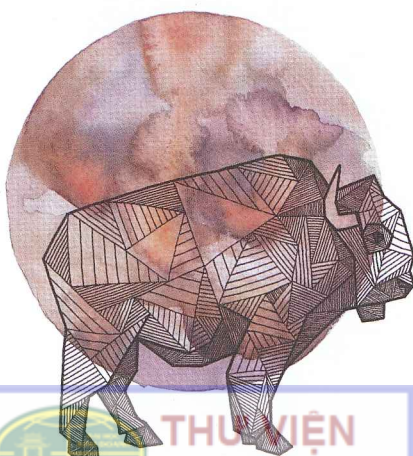
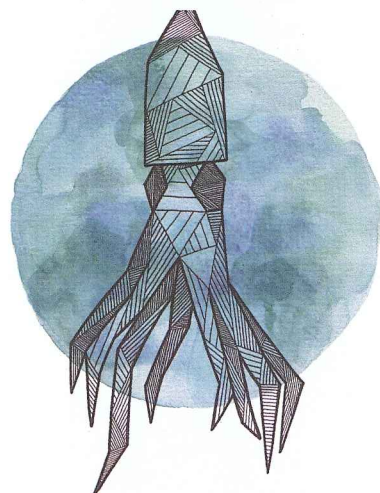
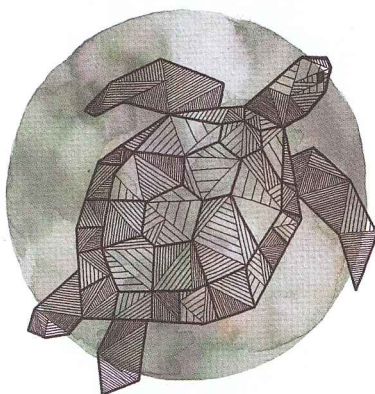
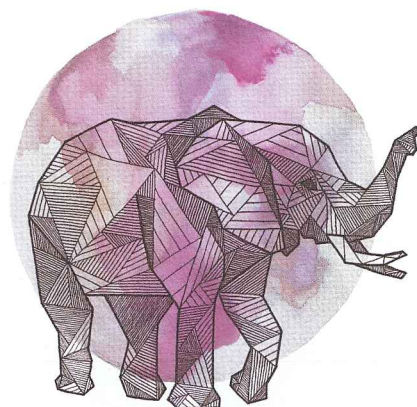
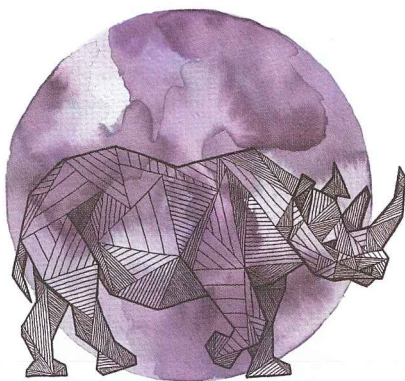
THƯ VIỆN
HUBT

♦ Geometric Animals – The Full Moon Series

The Full Moon series was inspired by the iconic image of a wolf howling at the moon, which was the first piece in this set. The series is an exploration of human's connection to animals and nature, as we all eat, sleep, and breathe under the same brilliant moon.

Illustration & Design: Allison Kunath





♦ HOKA – Clothes for Children

Visual identity for a children's clothing store. The idea was based on simplicity, minimalism, and referring to nature. Shop owners suggested the use of an image of giraffe – their daughter's favorite pet. The team created the logo based on giraffe's head made of wooden blocks – the simplest and the most noble toys. They used simple geometric shapes, warm tone, wooden pieces, and clear, sans-serif typography, and avoided bold shapes, vivid colors, and garish style which are often associated with children category. A simple, clean, and warm brand image was the result.

_Design: Ortografika





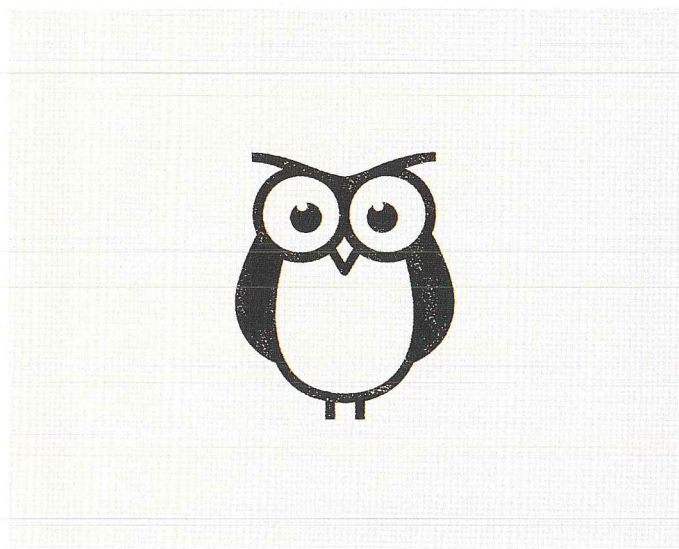
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ NoaNoir

Brand Identity for NoaNoir, a shop for handmade jewelry based in Belgium.

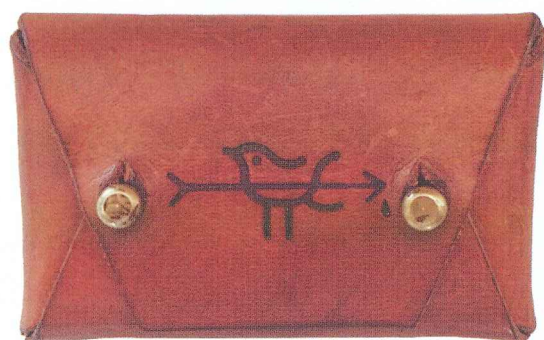
Illustration & Design: Maarten Deckers



◆ Pettiroso Handcraft

The project is based on the concept of nostalgia and memory. The Nostalgia is a highly evocative feeling that is intertwined with the temporal dimension of our memory. The symbol that best summed up the intent of the brand is a small bird, the Pettiroso (Robin Redbreast) pierced in the chest by an arrow. The aesthetic is clean and simple and line is used as a primary element. The result is a nice image with a little touch of tragic.

_Creative Direction & Design: Vacaliebres _Photography: Claudio Colombo

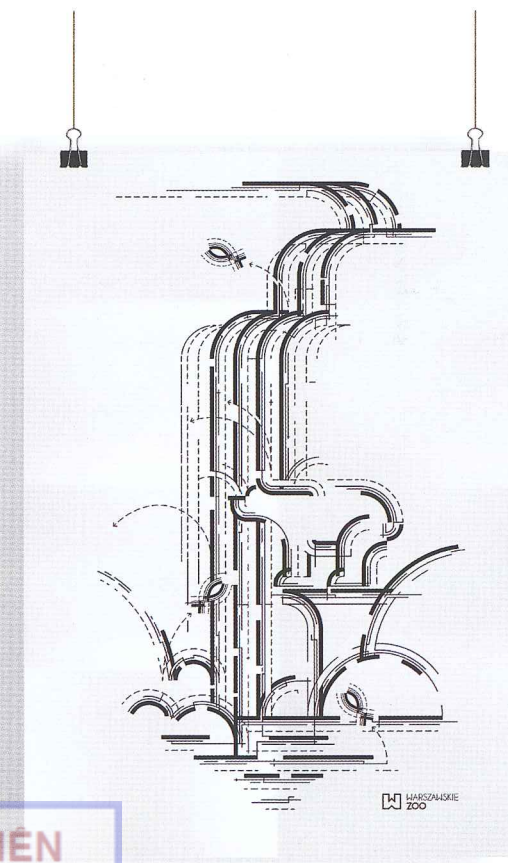
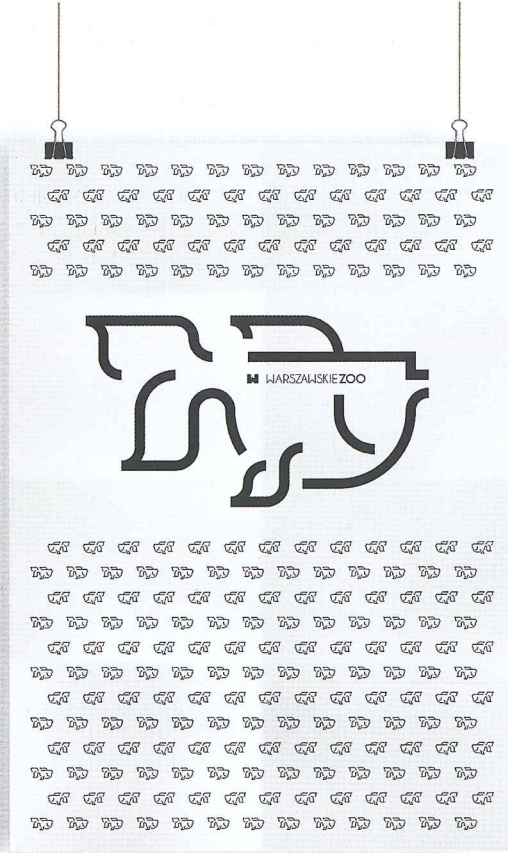
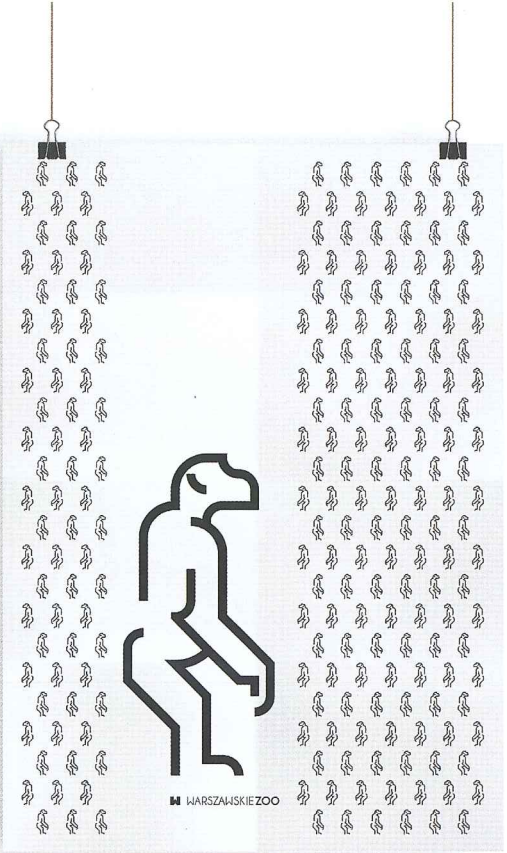


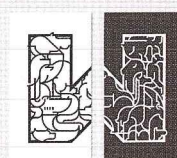
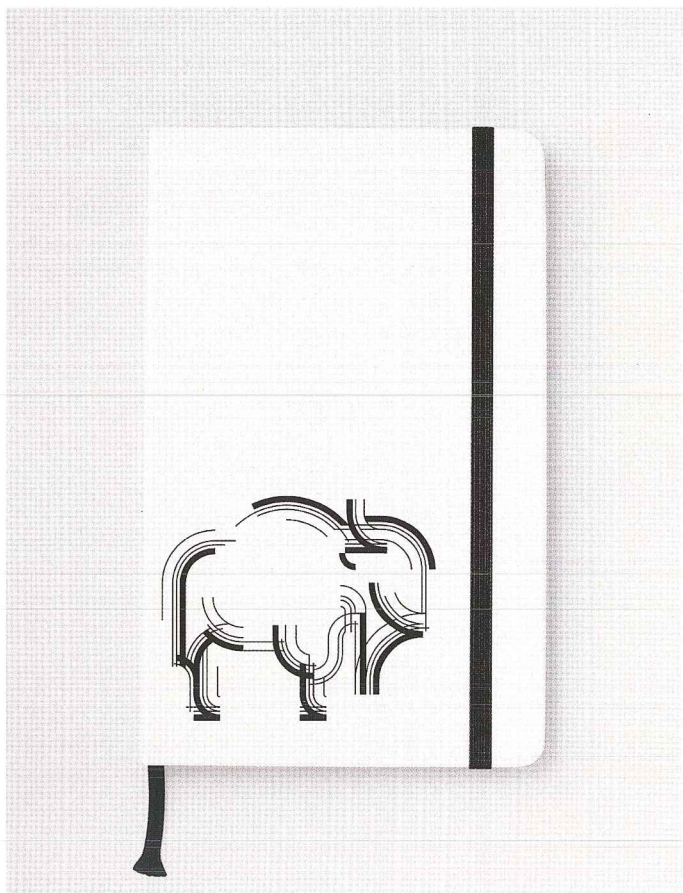
♦ Warsaw Zoo Visual Identity

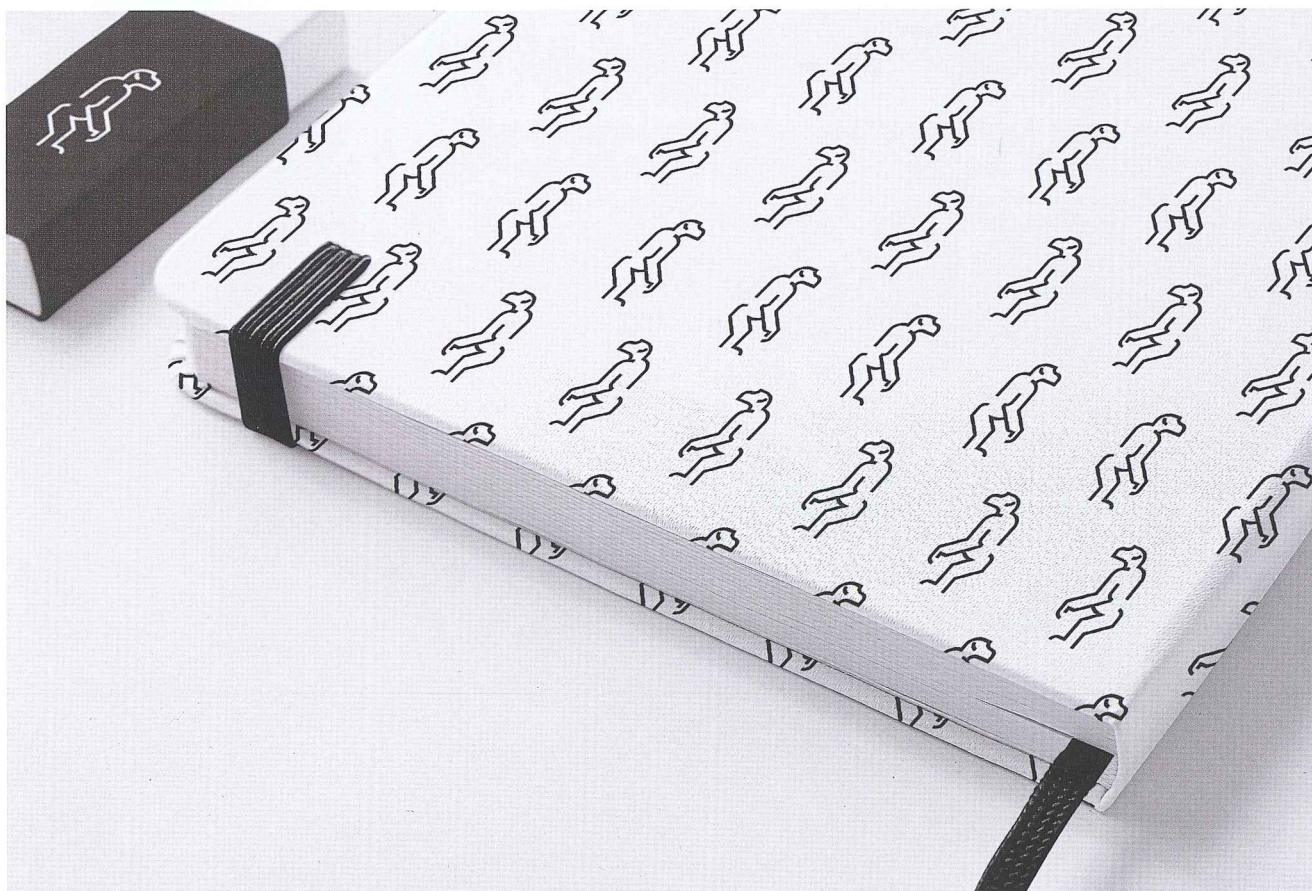
The project is based on a strong stylistic statement of animals' graphic representation. Minimalistic pictograms use modular elements arranged on a grid. Pictograms became the building substance for the logo, and were used to create patterns and developed into a more elaborate illustration style in order to create a visual tools set for the space and promotion materials of the zoo. The main logo constitutes of a "W" letter filled with animals. Different zoo facilities are given lower hierarchy logo design system with a single pictogram depicting inner theme. The look and feel for wide range of promotional materials have been introduced for different audiences.

Illustration & Design: Anna Nowokuńska







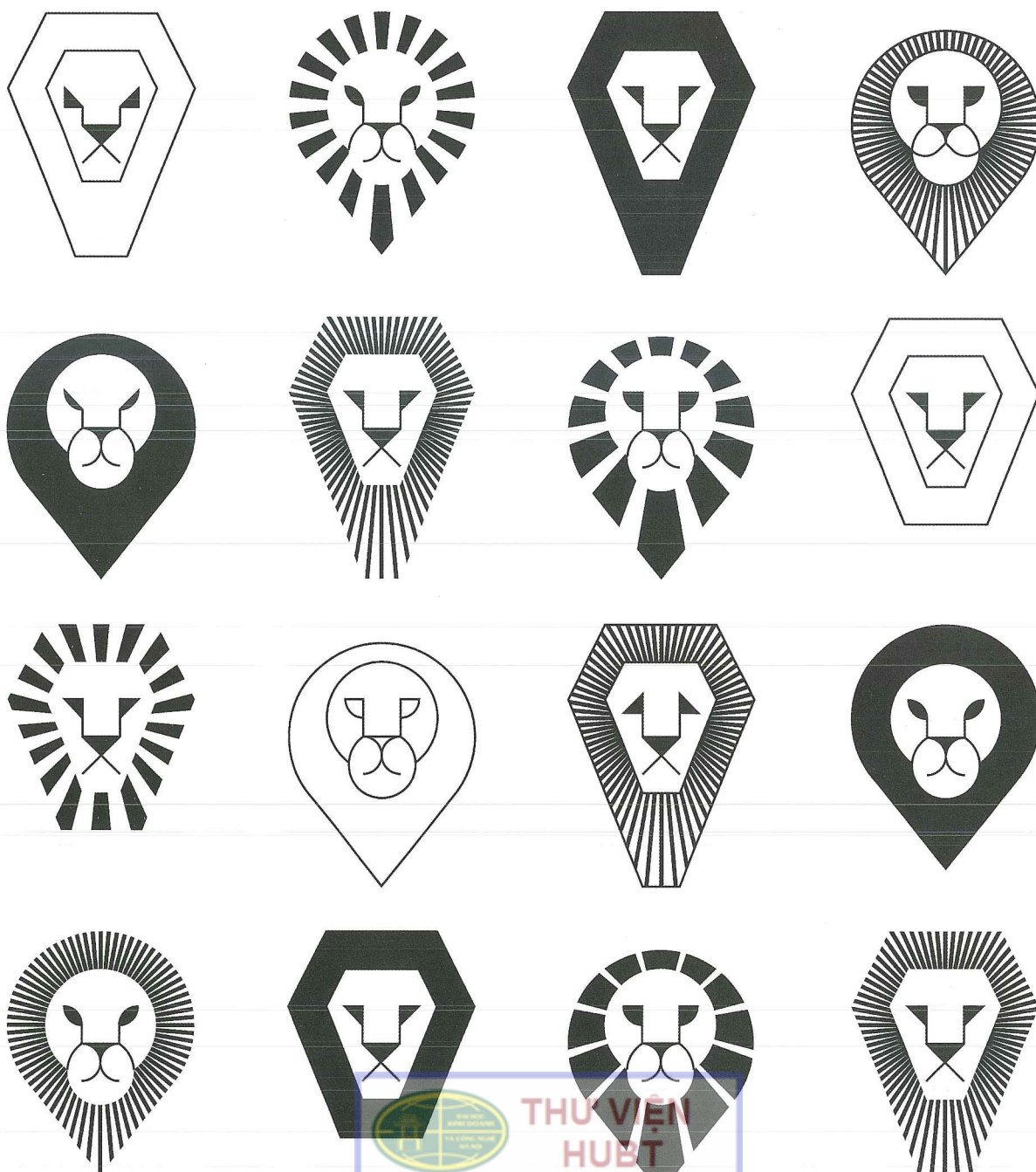


THƯ VIỆN
HUBT

♦ Animal Pictograms Posters

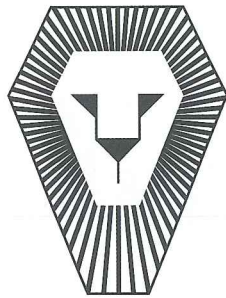
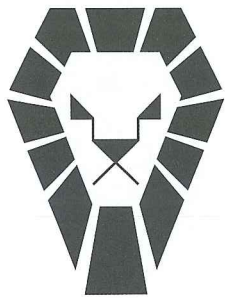
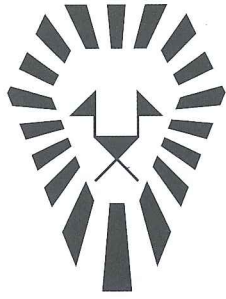
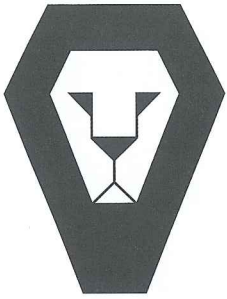
This personal project of the designer reflects her admiration for geometrisation and simplification in graphics and arts. In her opinion, they allow to capture what is the very essence in visual representation even in such organic subject as animal kingdom. She often seeks for system based solutions. Thus each of the animals on this poster series is a study of lines and shapes within the constraints of construction grid and how they determine the mood and meaning of overall animal pictorial design.

_Design: Anna Nowokuńska

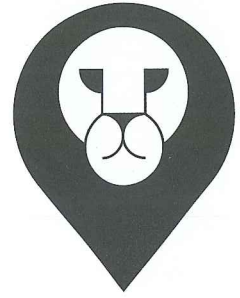
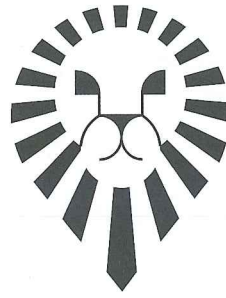
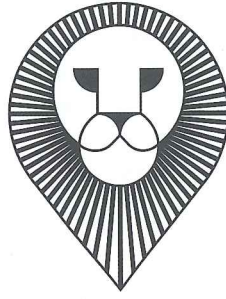


THƯ VIỆN
HUBT

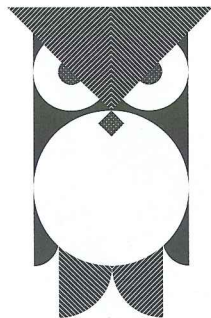
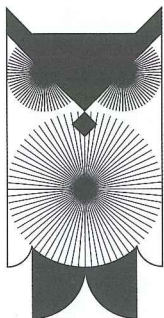
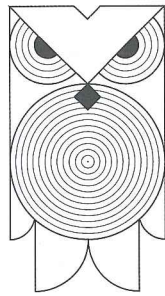
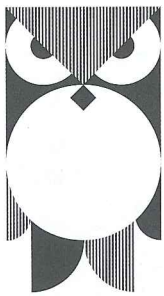
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



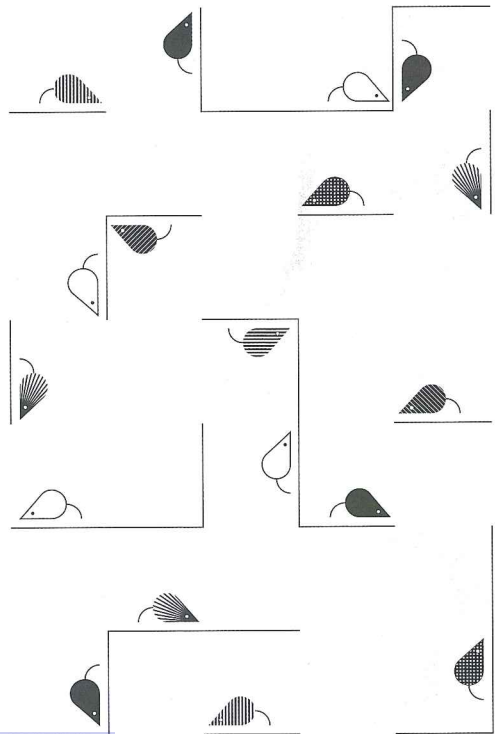
LION



LION



OWL



MOUSE

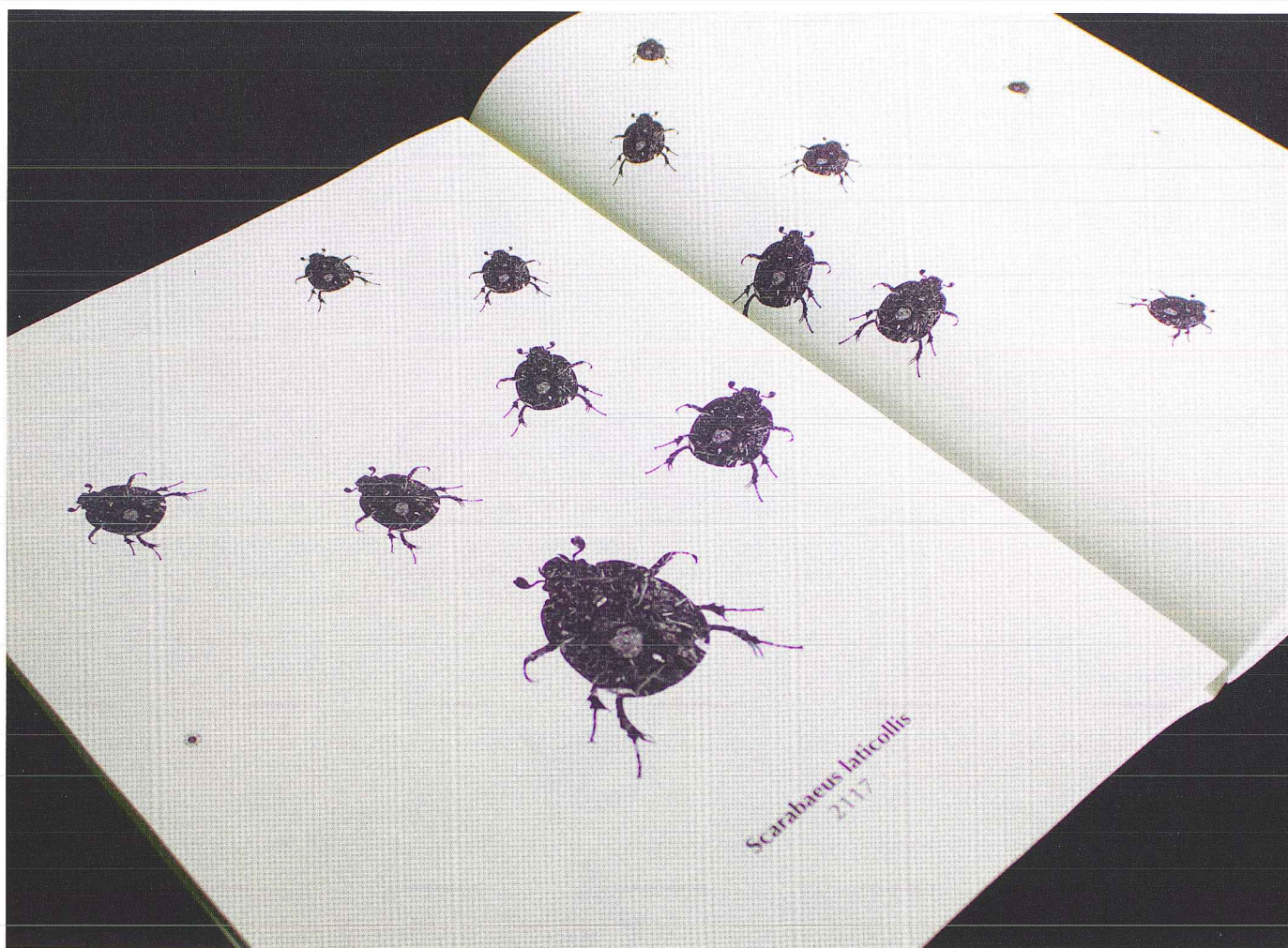


THƯ VIỆN
HUBT

◆ Extinct – A Time Before the End

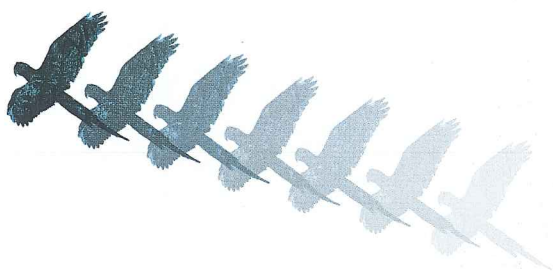
This work represents human's selfishness and their ambition of being at the top of the predatory pyramid, which has involved the transformation of human into a destructor being. This big egocentricity from human make them blind of the consequences, which are against the nature, their own habitat, and the other species they live with. To the designer, the nature is not an infinite resource and human's excessive exploitation reduces in leaps and bounds its own survival.

Illustration & Design: Almudena García Quiroga

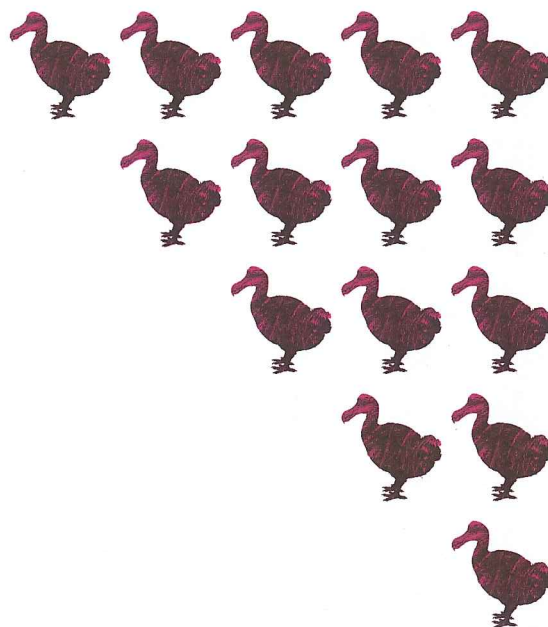




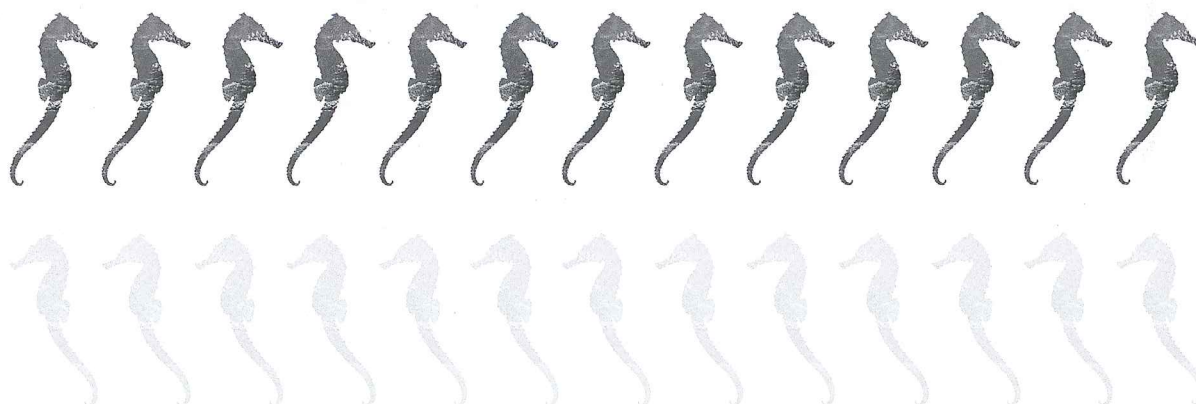
Phoenicopterus
2433



Ara
2322



Raphus cucullatus
1662



Hippocampus
2345



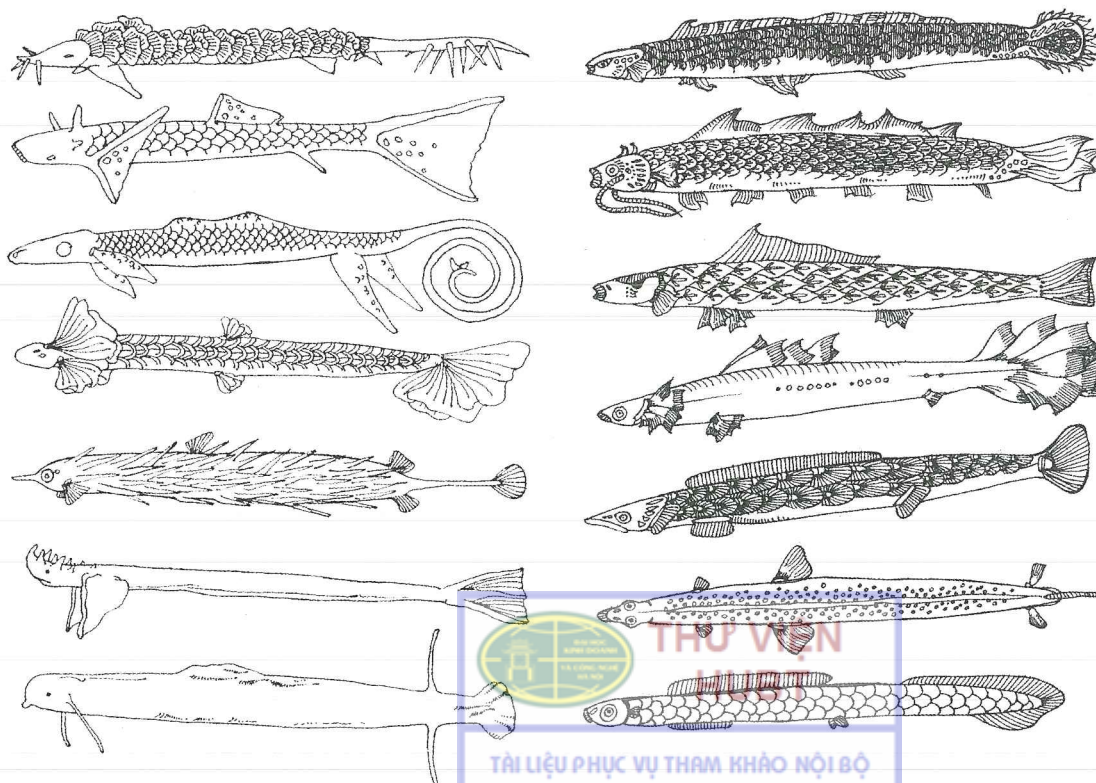
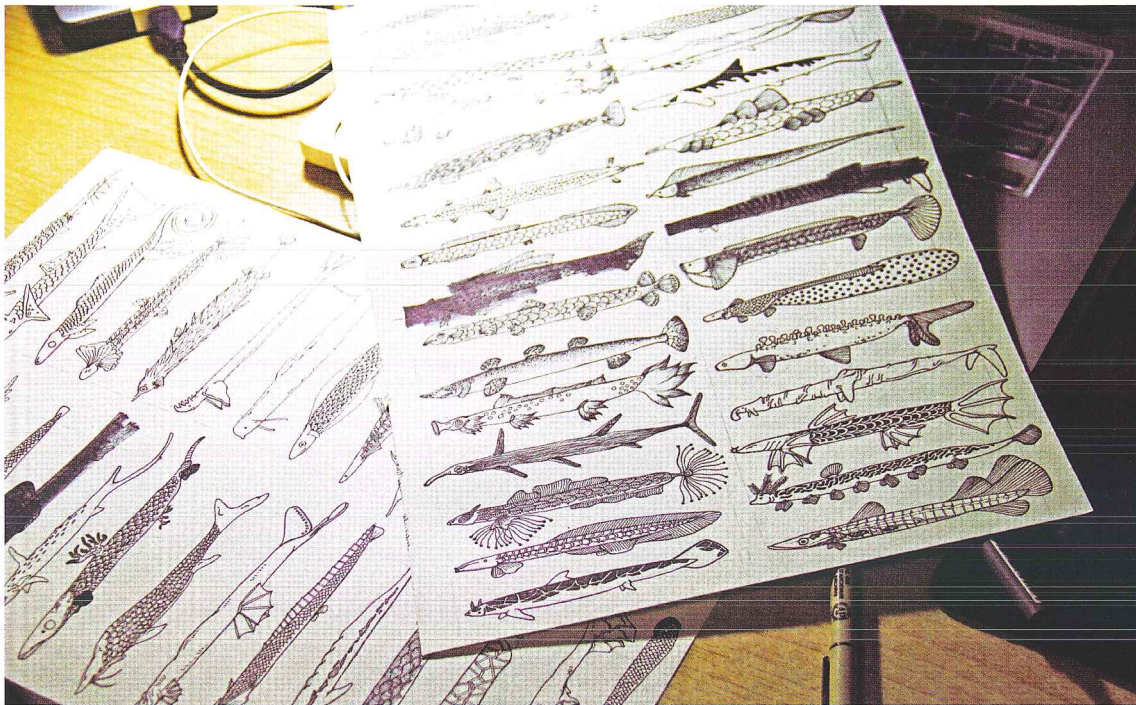
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Poster for Cultural Festival of Japan

The designer made this poster under the topic of the 60th Japanese Culture Festival as a cultural poster. When the designer got this task, the fish's look came into his mind at once, as fish is very special to Japan. The designer painted 60 distinctly surrealistic fishes for the passed 60 Culture Festivals (including the one of that year) under the sun in the middle, acting like a beacon showing the "fishes" direction.

_Design: Wilson LUOHAOZHEN



文化の日

文，从宏观的方面来讲，它可以用于表示一个民族的文化历史；从个人方面来说，它可用于表示一个人的内涵。

Wen, macroscopically, it can be used to express the culture & history of a nation; personally, it can show one's intension.

化，动词变化，描述改变，见证发展，指向未来。

Hua, as the verb "Change", describes changes, witnesses developments, points future.

文，マクロな観点から言うと、これにより一つの民族の文化や歴史を表すことができる。個人の面から言うと、これにより一人の人間の内包を表すことができる。

化，動詞の変化、改変を記述、発展を目撃、明日を指す。

文

化

文化，对人的存在方式的描述。人皆存在于自然中，同时也存在于历史和时代中。外在角度来说，文化是人在“存在”过程中的言说或表述方式、交往或行为方式、意识或认知方式；内在角度来说，文化包括作为人的自我的心灵意识和感知方式，更是当一个人在回到自己内心世界时的一种自我的对话、观察的方式。

Wenhua, the description of people's existence. All human exist in the nature, also in the history and times. From the outer, Wenhua is the ways of speaking communicating and recognizing in living; from the inner, Wenhua includes a individual's spiritual notion and one's means of recognizing, more the means of self-talking and self-observing when a person returns back to his inner heart.

文化，人間の存在方式への描写である。人間は自然界に存在しながら、歴史と時代の間が存在するのである。外在的な視角から見ると、文化は人間が「存在している間」の言説と表示の方式、付き合うと動く方式、意識と認知方式である。内在的な視角から見ると、文化は人間の「自我」と「心」といった自覚と感知方式だけでなく、更なる人間が自分の心を直面する時、真実の自我への対話、観察の方式である。

祭

60回

Japan National Tourism Organization

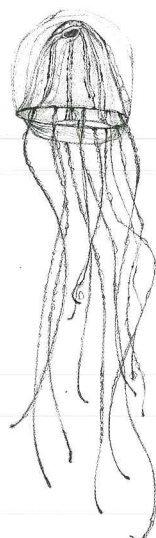
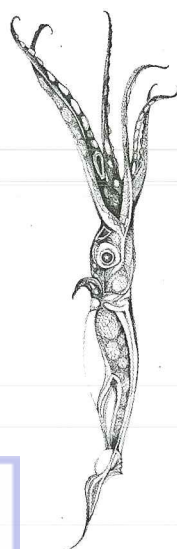
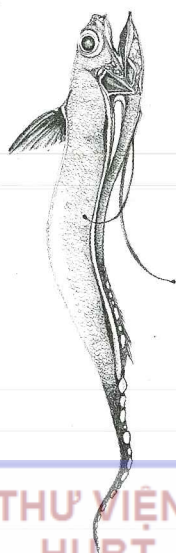
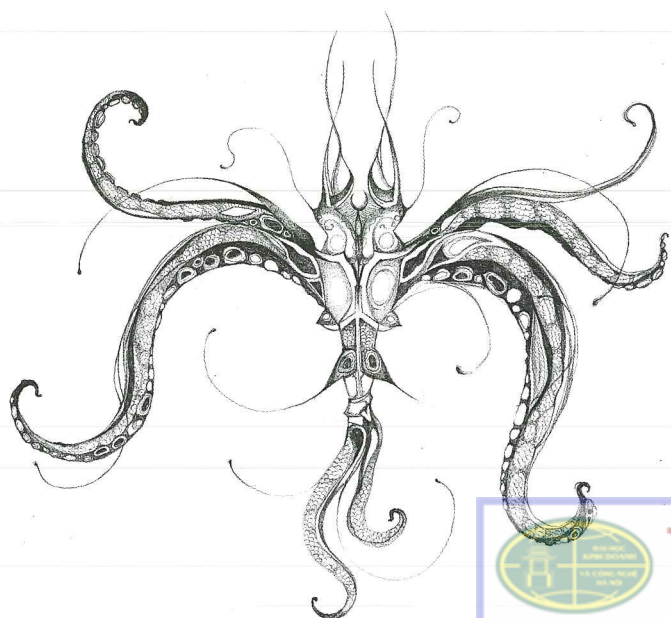
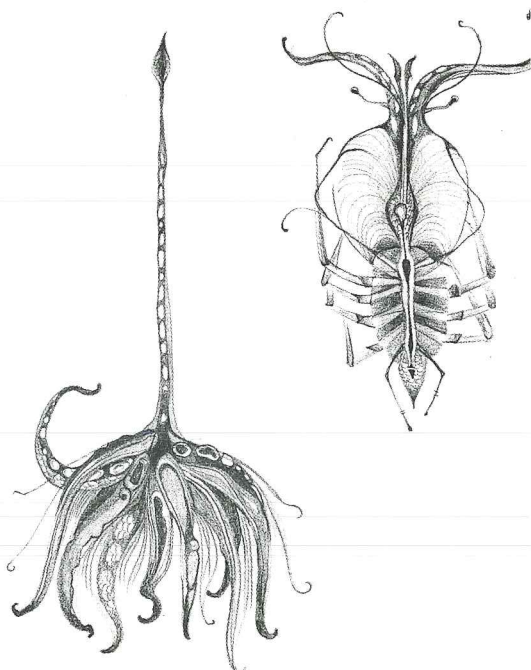
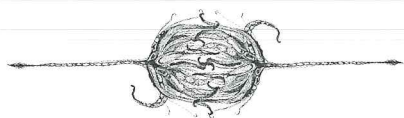
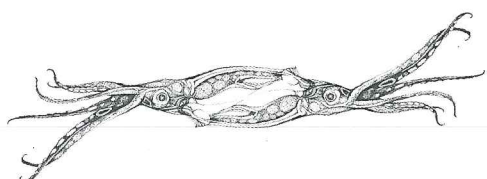
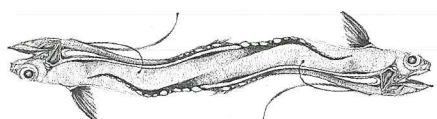
Japan. Endless Discovery.

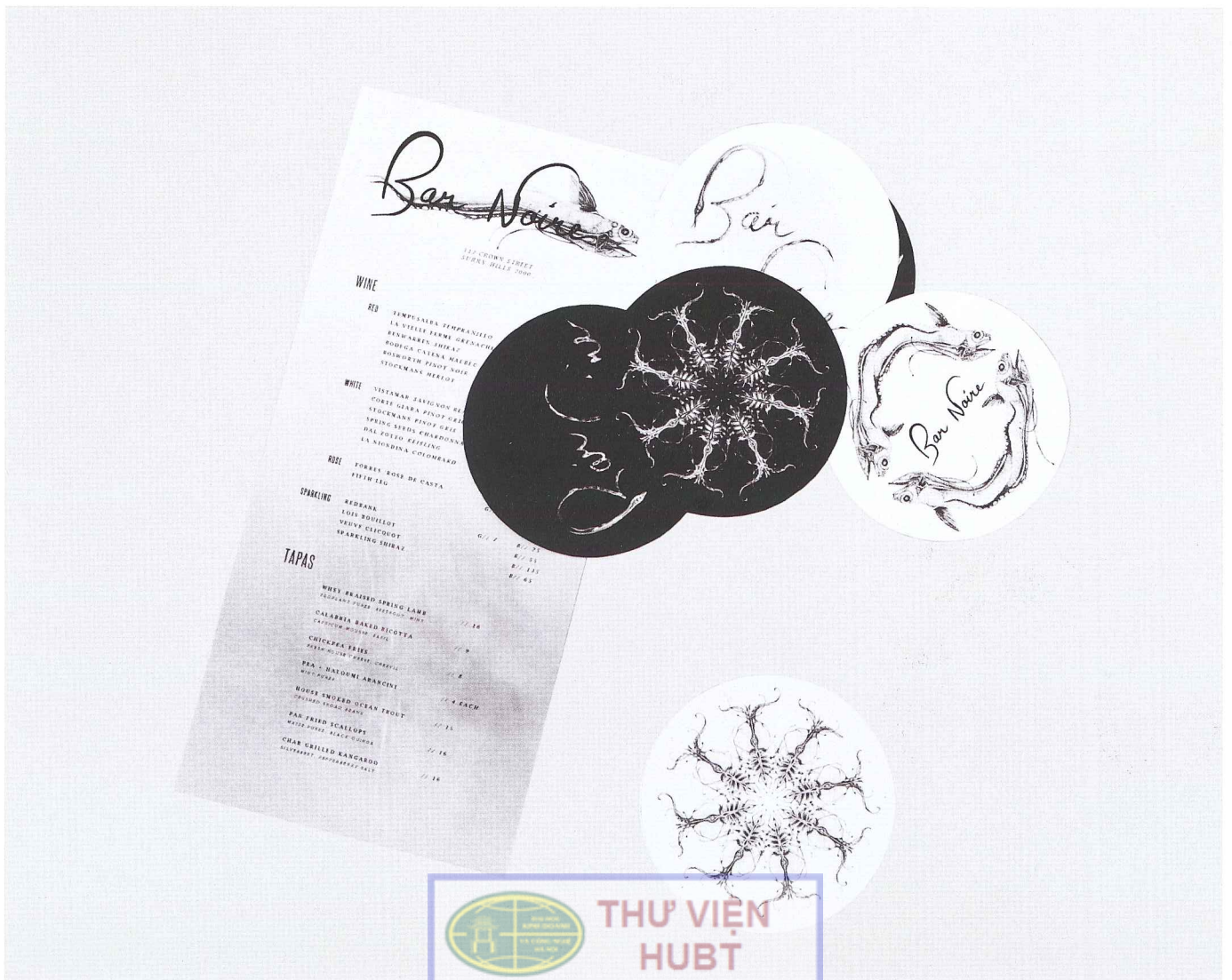
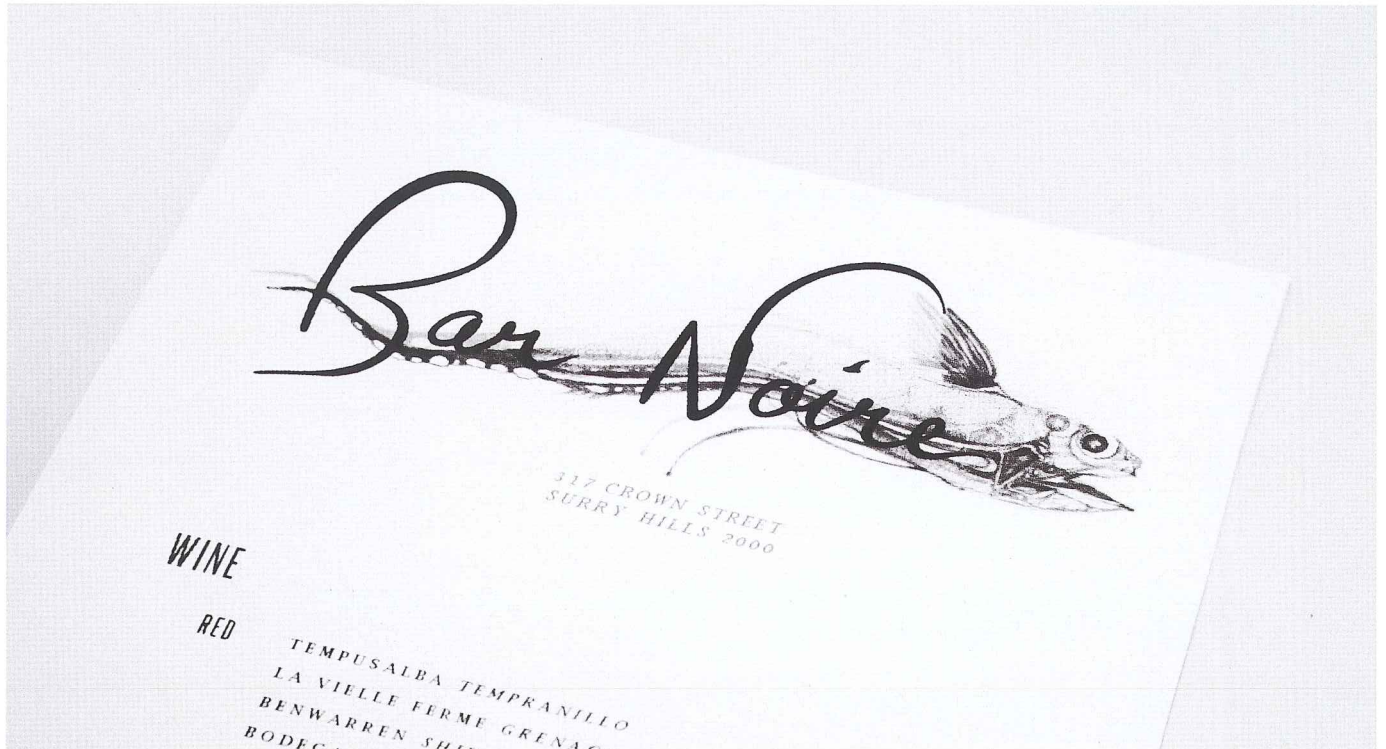


◆ Bar Noire

Illustrated Branding for a wine bar in Surry Hills. Bar Noire plays on ideas of Noire/Black as the deep, dark ocean. The illustrations of the deep sea creatures are applied throughout the logo, menu, coaster, and wallpaper design, creating a relaxing, yet sinister environment.

Illustration & Design: Bec Kilpatrick

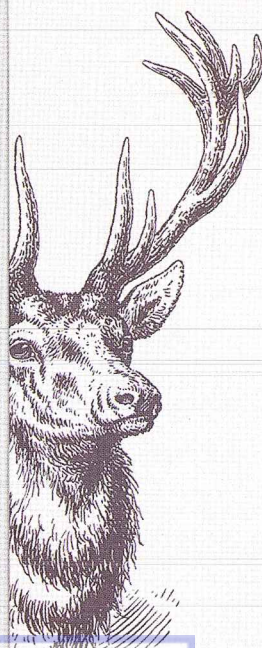
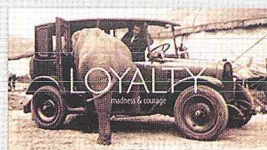




♦ Corporate Identity For Loyalty Agency

Loyalty is a young, daring, creative agency in Yekaterinburg. The main aim of the corporate identity is a reflection of variety and multitasking. The company has two divisions – the creative and the architectural, in connection with which, in corporate style you can clearly see division theme and the presence of parts. In the following, illustrative arts of the logotype are used in visual media. Also, in design you can see surreal photos and unexpected visuals in the engraving technique.

_Design: Vladimir Shirokov



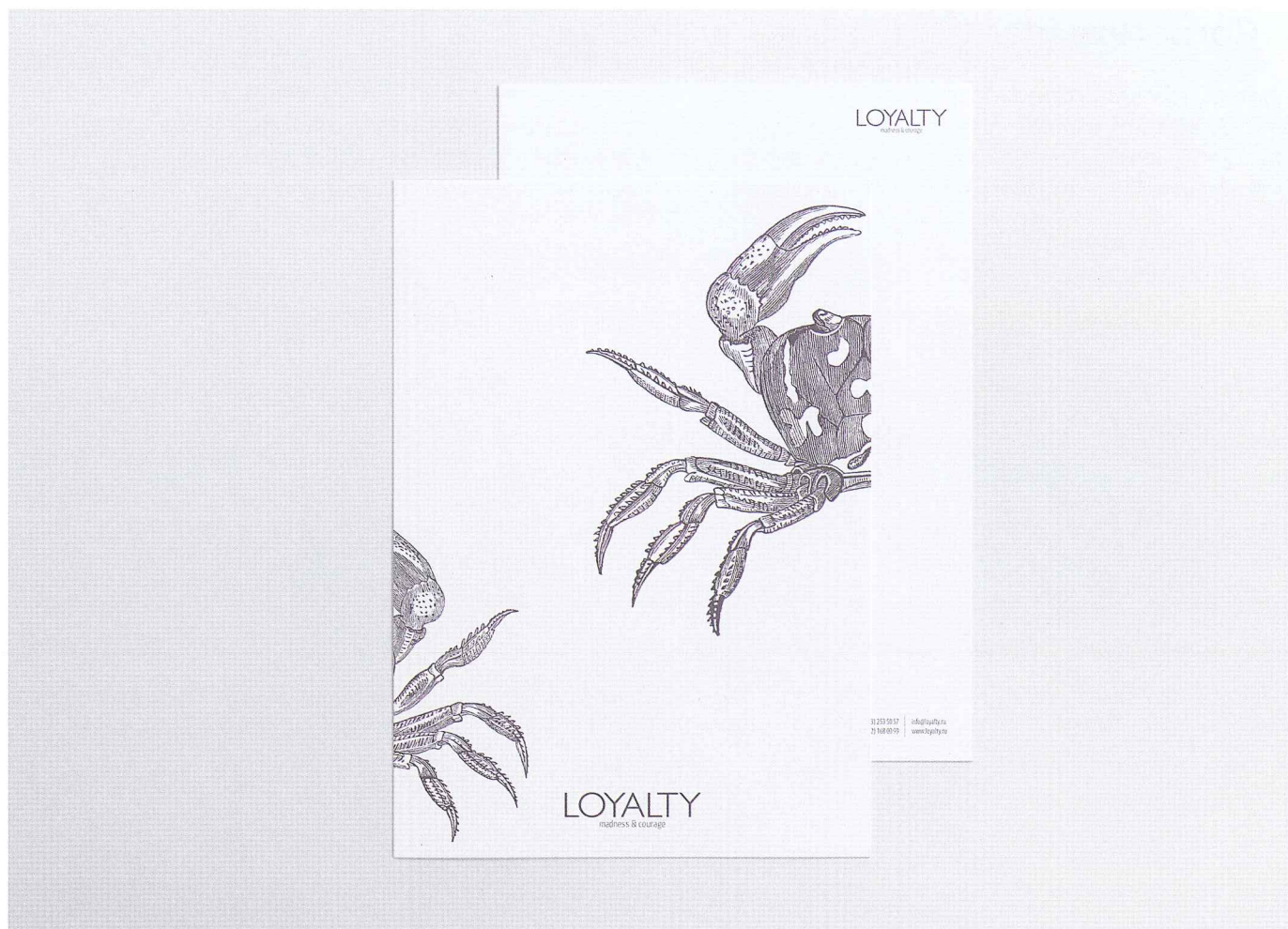
LOYALTY
madness & courage

+7 (343) 253 5057 | info@loyalty.ru
+7 (343) 168 0099 | www.loyalty.ru



THƯ VIỆN
HUBT

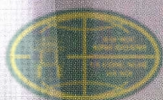
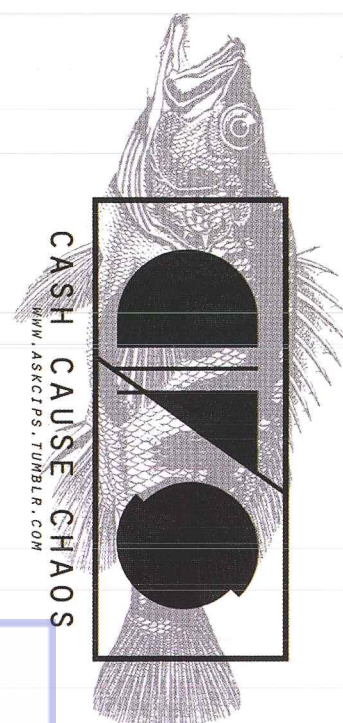
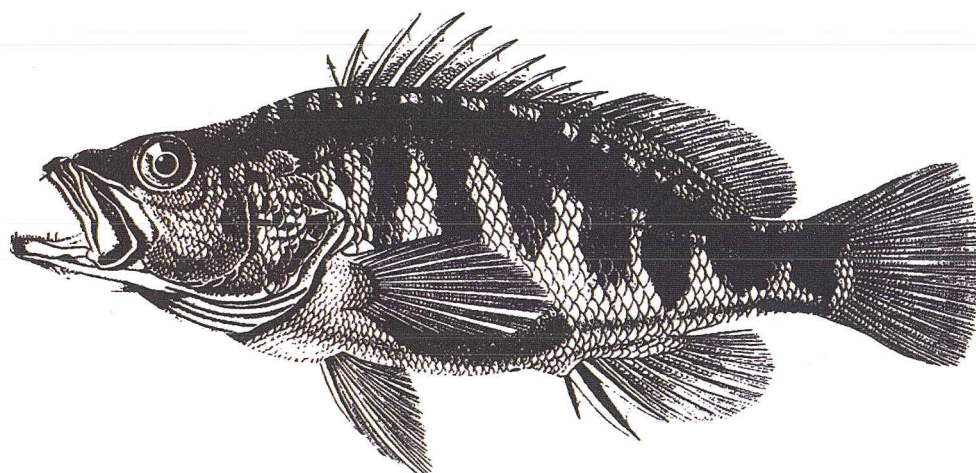
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



♦ CIPS: Cash Cause Chaos

CIPS is the designer's own brand. Through this project the designer wanted to tell people what she had been through in her hard time and happiest hours. The pattern is applied on T-shirts, tote bags, stickers, and notebooks, etc. "Cash Cause Chaos" means the evilness of people caused by money. In the designer's mind, when money controls people's mind and life, there's nothing left but greediness.

Illustration & Design: Riayu Putri Narindra



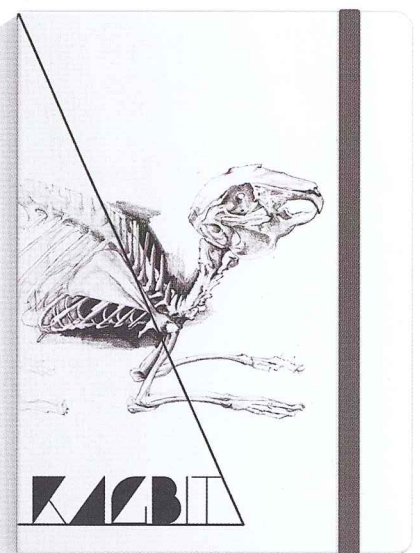
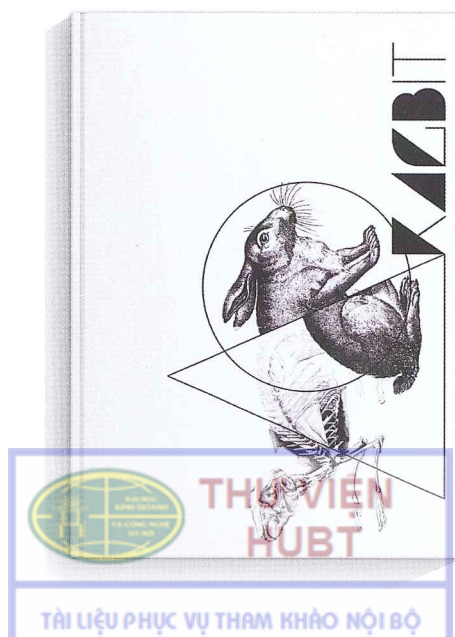
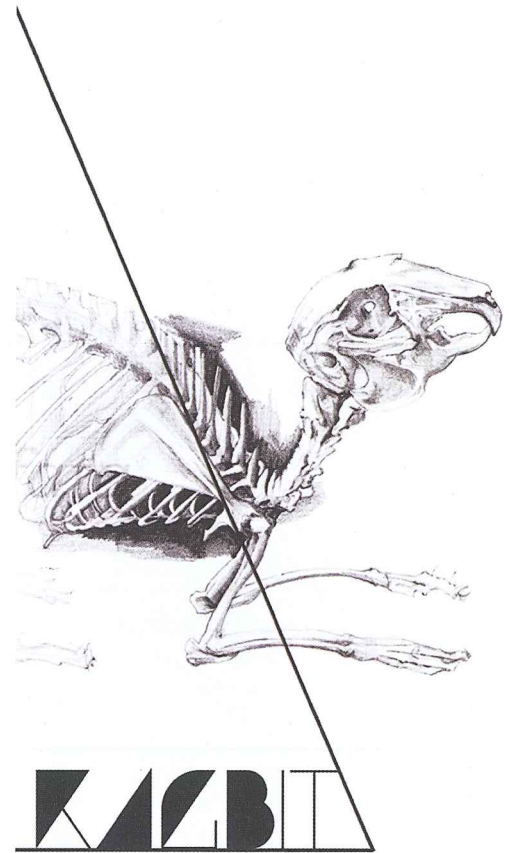
THƯ VIỆN
HUBT

ISI LUYỆN PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Ragbit

Ragbit is the designer's personal project to remember her beloved white rabbit. The designer made this brand for goods with white color background and rabbit graphics. The pattern is applied on stationery, apparels, and home decorations like framed posters.

Illustration & Design: Riayu Putri Narindra



◆ A Postcard Project

The project consists of simple and quiet business cards and five models of postcard, taking special care on the materials and printing. The idea was to create a work with vintage and austere look in consonance to the Retrato de un Instante photo reports. Because of that, the design team used that kind of materials and decided to print all in black and white.

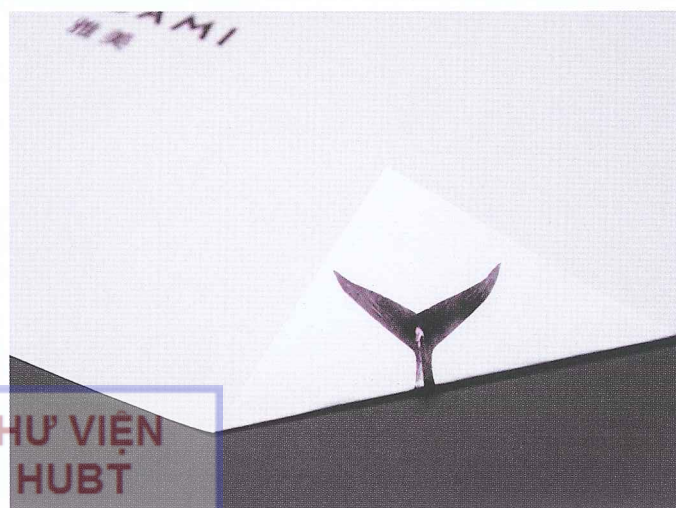
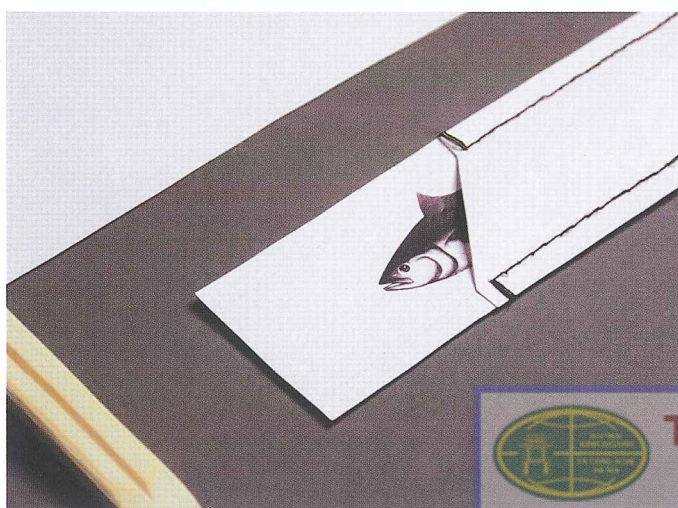
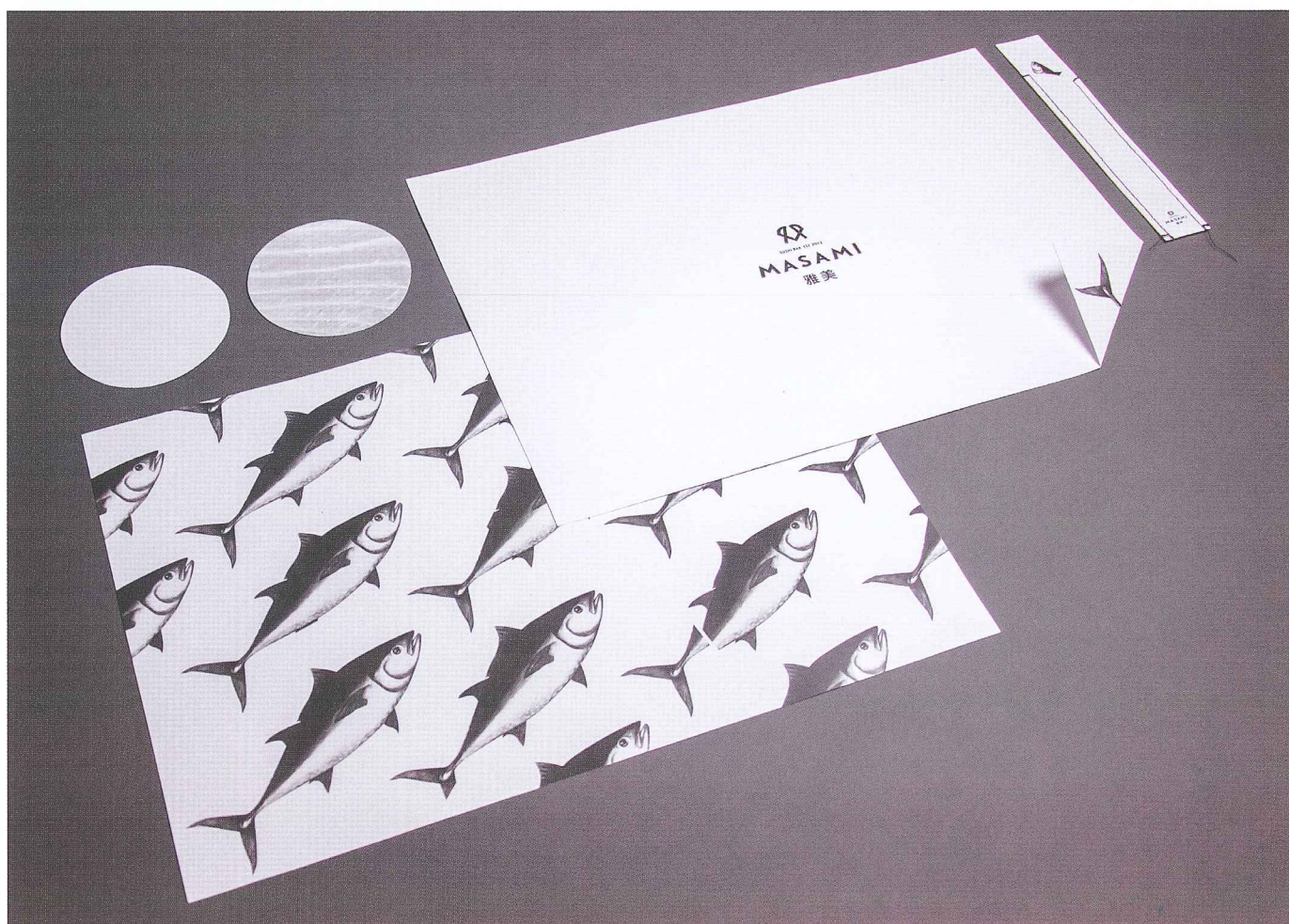
_Logo Design: Pía Becerra (Retrato de un Instante) _Stationery Design & Print: Rowelt



◆ Masami Sushi Bar

Masami is a Sushi bar in Bangkok, Thailand. The studio's task is to create an identity, prints, and interior design that represent the sushi bar in different perspectives. Both identity system and interior decorations are based on Japanese industrial structure – symmetrical and bold. When the team discussed with one of the partners of the bar who was also a head chef, his passion and obsession about knife, the most important tool to create a beautiful sushi, became the team's main idea about cutting, slicing, and chopping the fish. They applied that idea into their print materials including coasters, dish mats, and chopstick envelopes.

_Creative Direction & Art Direction & Design: Wide and Narrow



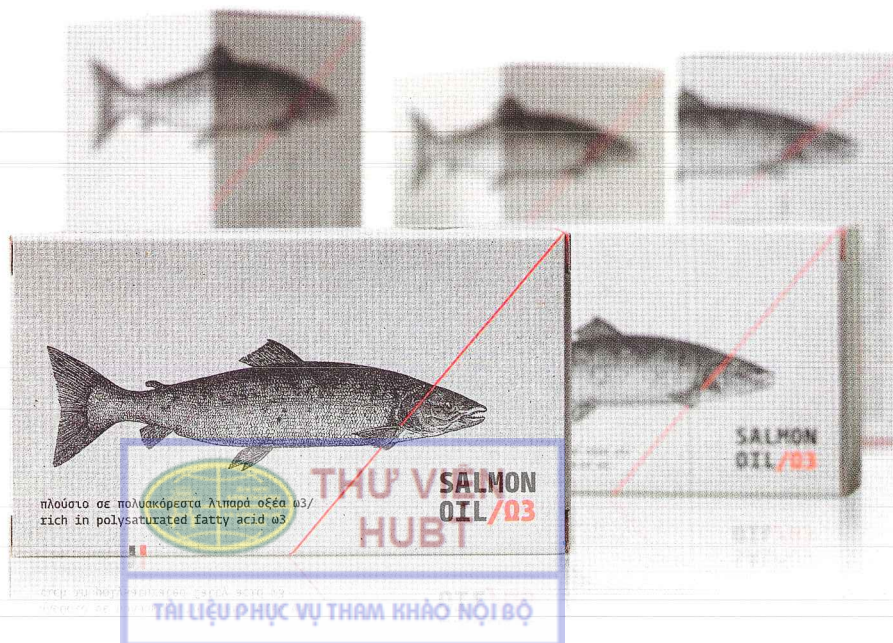
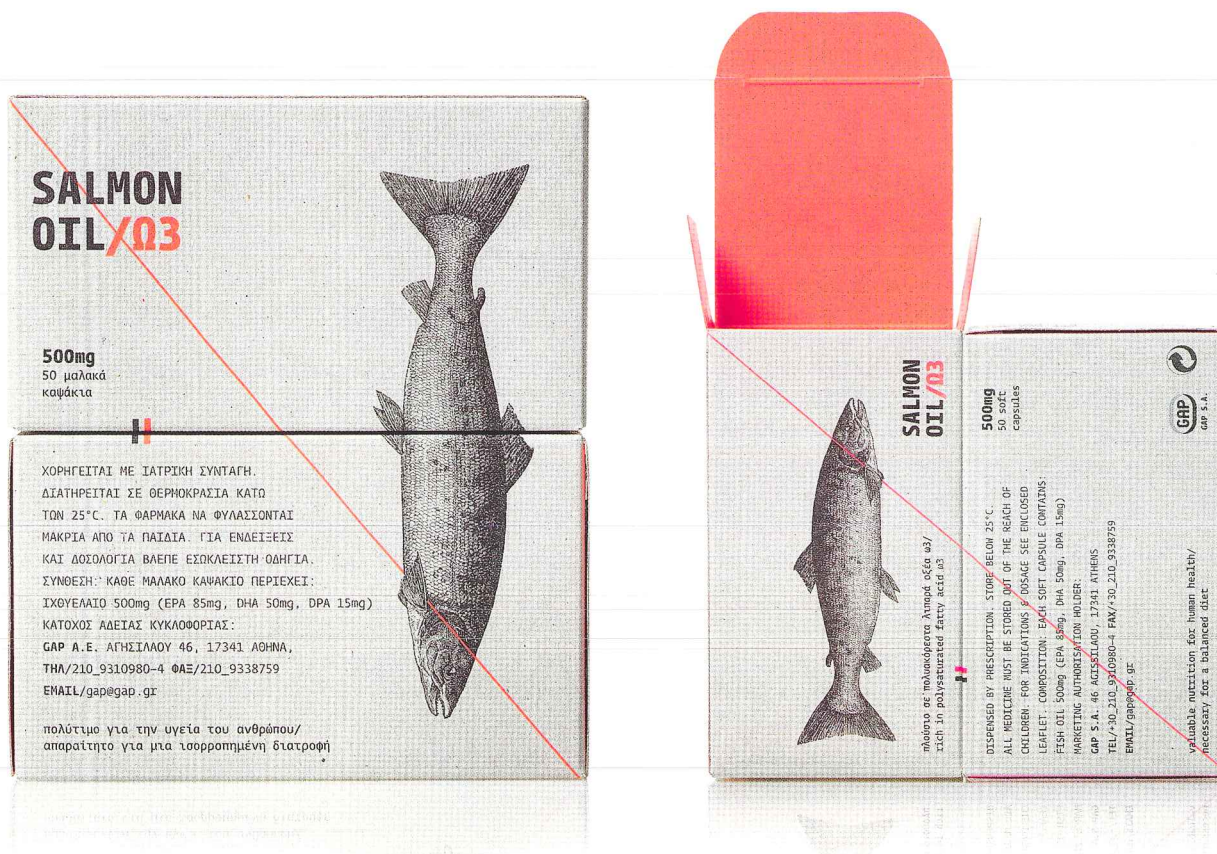
THƯ VIỆN
HUB

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Salmon Oil

The team opted for a design which would include a direct and rather sober reference to the very natural source of the product – a salmon fish. They chose the iconographical approach of a fish encyclopedia of the 18th or 19th century, simple, clear typography, and the devise of the orange diagonal line to connect the packages when displayed.

_Agency: Mousegraphics _Creative Direction: Greg Tsaknakis _Art Direction & Design: Kostas Vlachakis



♦ La Orquesta

"La Orquesta" is a story about neighborhood, market, and fish. In the story, Fran and Sebastian, two fishermen who are in very different moments of their lives, find themselves in one single room, facing all of their fears and longings. "La Orquesta" is a stage play directed by Pedro Cantalejo-Caldeiro and Pablo Tercero, and played in different theaters all over Spain.

Art Direction & Design: Sonia Castillo



COMPANÍA RECABARREN
PRESENTA

PABLO TERCERO PEDRO VARANALLA

LA ORQUESTA

DIRECCIÓN RAY MALTÉS
VERSIÓN PEDRO CANTALEJO-CALDEIRO / PABLO TERCERO

TEATRO DEL ÁGUILA
Calle del Águila 11
8 Euros entrada anticipada
9 Euros en Taquilla
Reserva tu entrada en:
teatrodelaguila@gmail.com

23 FEBRERO
2/9/16/23/30 MARZO
19:30H

 **TEATR@ DEL ÁGUILA**
ASOCIACIÓN CULTURAL

 **THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

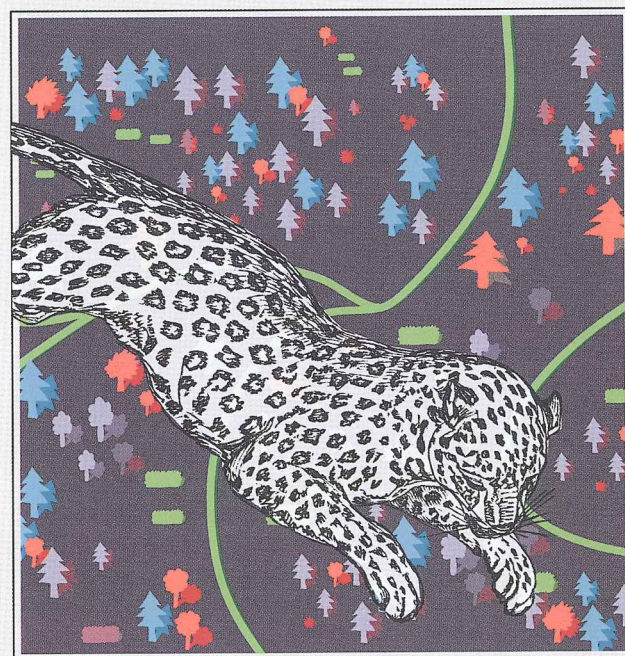
Visítanos en facebook/laorquestateatro

♦ La Ménagerie du Jardin des Plantes

New branding for the Ménagerie du Jardin des Plantes (a zoo in Paris, belonging to the botanical garden Jardin des Plantes), inspired by its architecture and history.

_Design: Elsa Lecoq & Thomas Nicolas





JANVIER - 2013

L M M J V S D
 3 4 5 6 7 8 9
 10 11 12 13 14 15 16
 17 18 19 20 21 22 23
 24 25 26 27 28 29 30
 31

BIENVENUE À ARAMIS LE LÉOPARD

LE LÉOPARD

Le léopard (*Panthera pardus*) est un mammifère carnivore de la famille des félidés. C'est l'unique grand félin du genre *Panthera*, avec le tigre, le lion et le jaguar. Son aire de répartition s'étend d'Espagne à la Turquie, du Mexique au sud de l'Inde, jusqu'au nord de l'Australie et du Japon.

Il existe de nombreuses sous-espèces de léopards, dont celle originaire de France, le léopard d'Espagne, qui est aujourd'hui éteinte.

37 RUE OLIVIER - 75003 - TEL : 01 40 79 37 04 - MÉTRO : JARDIN DES PLANTES - SITE : WWW.PARIS-LEOPARD.COM



JANVIER - 2013

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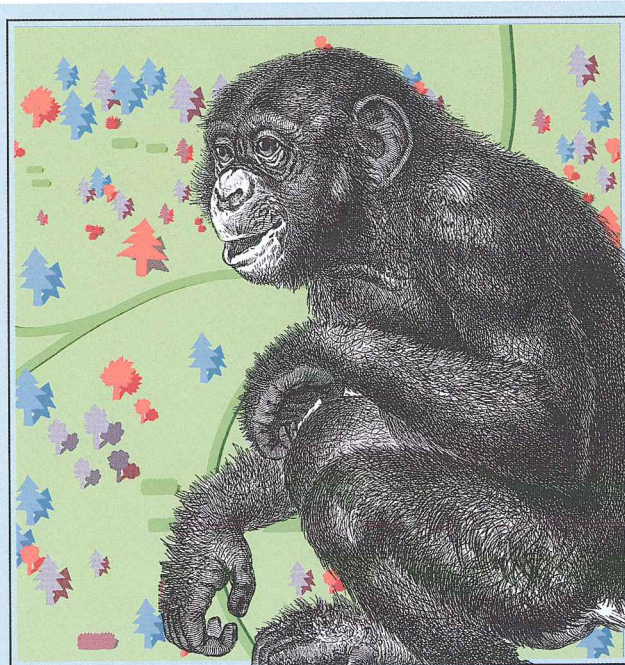
HELLO À TIMOTHÉE LE GECKO

LE GECKO

Les géckos, ou gekons, sont un ordre de reptiles dont on recense les espèces dans de très nombreux pays. Les gekons sont généralement qualifiés de "petits léopards" en raison de leur couleur et de leur comportement.

Dans certains pays, ces animaux sont considérés comme "animaux de compagnie". Ils sont très appréciés pour leur capacité à grimper sur les murs et les plafonds.

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JANVIER - 2013

L M M J V S D
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SALUT, KIKI LE CHIMPANZÉ

LE CHIMPANZÉ

Les chimpanzés forment des communautés sociales de 40 à 100 individus. Ils vivent en troupeaux et sont très intelligents. Ils sont capables de fabriquer des outils et de communiquer entre eux.

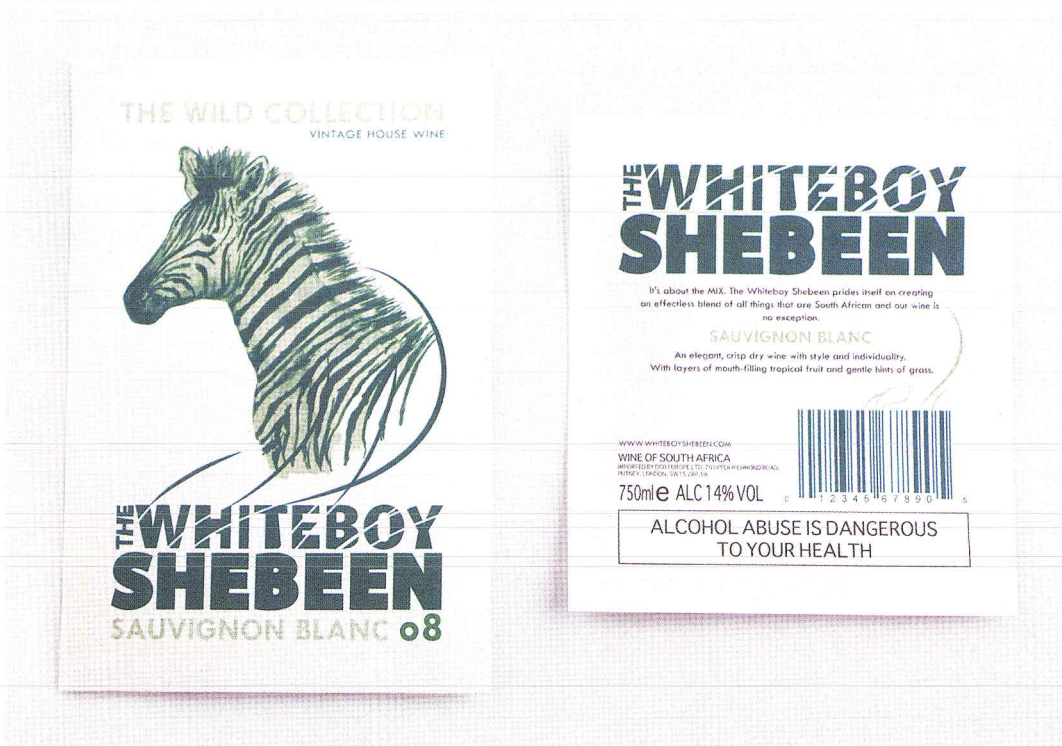
À l'intérieur d'une communauté, les chimpanzés ont une hiérarchie sociale. Les mâles dominants sont les plus âgés et les plus forts.

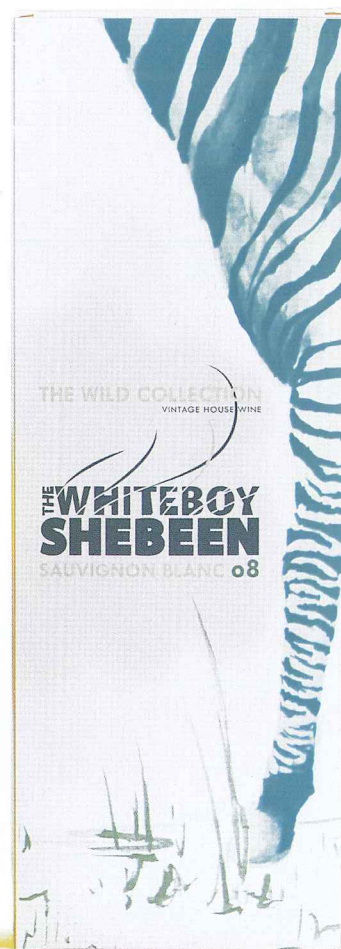
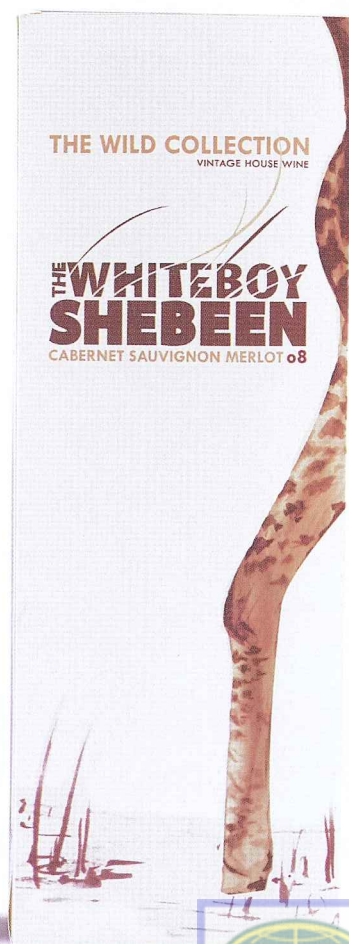
37 RUE OLIVIER - 75003 - TEL : 01 40 79 37 04 - MÉTRO : JARDIN DES PLANTES - SITE : WWW.PARIS-LEOPARD.COM

♦ The Whiteboy Shebeen

The Whiteboy Shebeen is contemporary, African-themed restaurant located in the upmarket area of Sandton in Johannesburg, South Africa. The atmosphere is authentic and aims to provide a modern African experience. The project was a final year student assignment with the requirements to design a wine label and wine box which would suit the restaurant. The designer chose to orientate the design towards a clean and fresh look, using African animals as a link to the overall theme of the restaurant. The wildlife found in South Africa is immensely important and unique as it plays a vital role in the economy through tourism.

Illustration & Design: Samantha Cox





THƯ VIỆN
HUBT

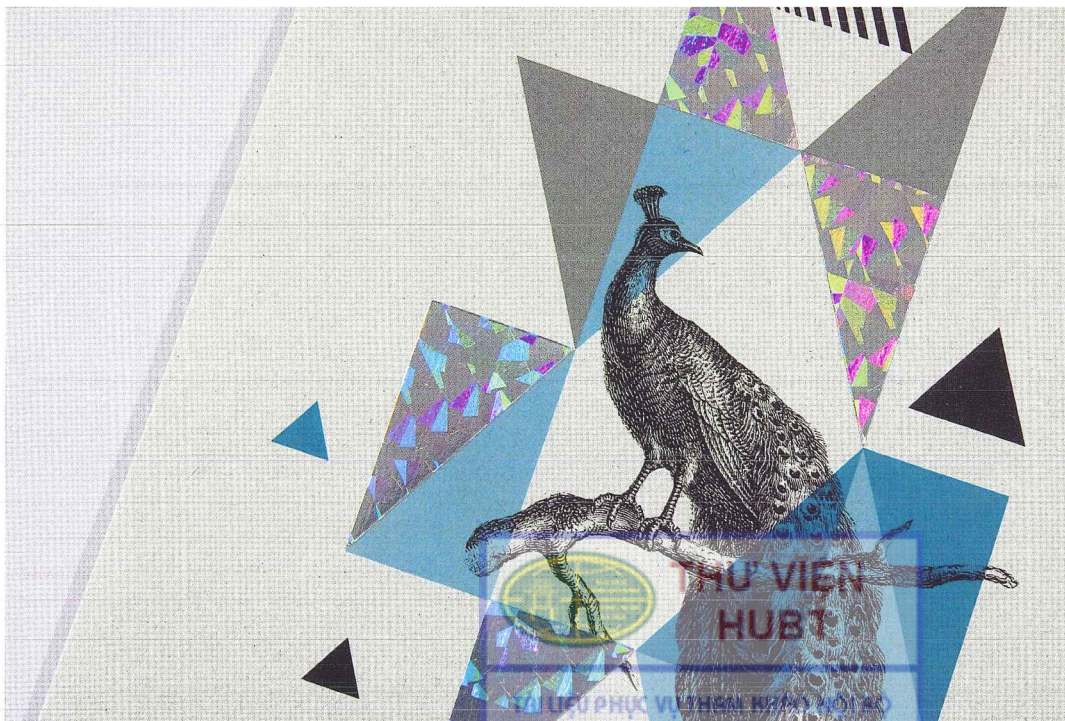
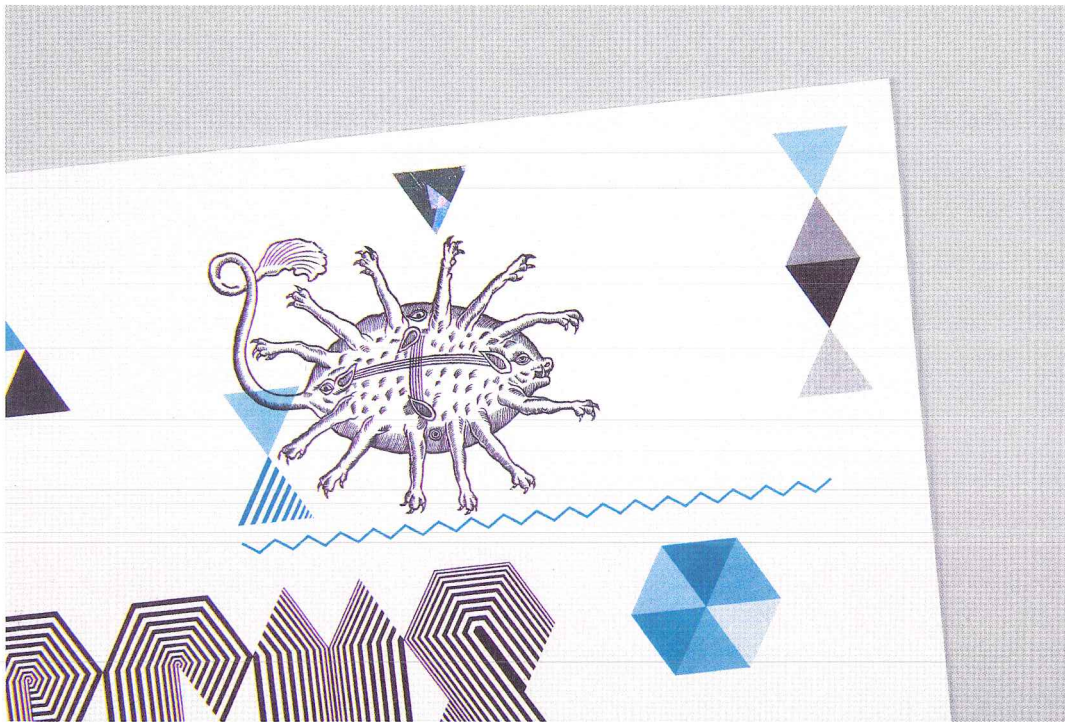
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Circus Identity

Identity for a new club and restaurant with a burlesque theme and changing performances. Since the club interior features many mirrored surfaces, the design of the logo is based on the shape of a kaleidoscope. The outline shape and basic construction of the logo always remain the same while the inside changes depending on its application. Other influences came from Surrealism, Art Deco, Alice in Wonderland, animals, and the steps leading up to the large table that doubles as a stage.

_Agency: Mind Design _Creative Direction: Holger Jacobs _Art Direction: Craig Sinnamon

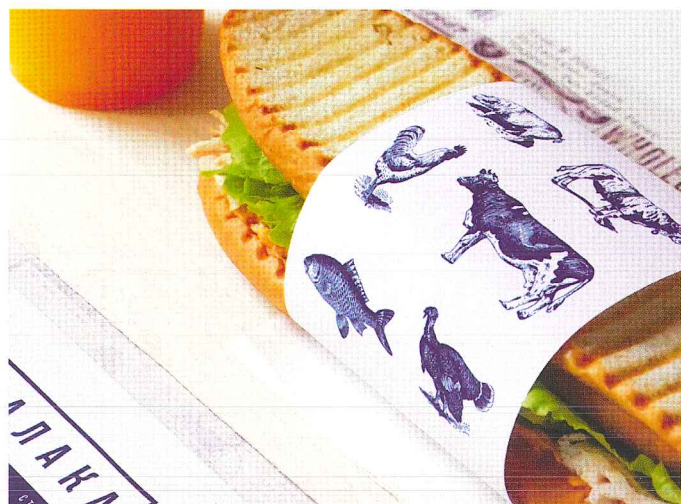
_Design: Andy Lang & Sara Streule _Client: Circus



♦ Identity for Minsk Restaurant Talaka

The designer thought a lot on how to convey the flavor of Talaka restaurant and its delicious dishes. Based on the wonderful animals, he started to work on the corporate identity for the restaurant. Animals perfectly convey the atmosphere of coziness and comfort of the restaurant of the highest level.

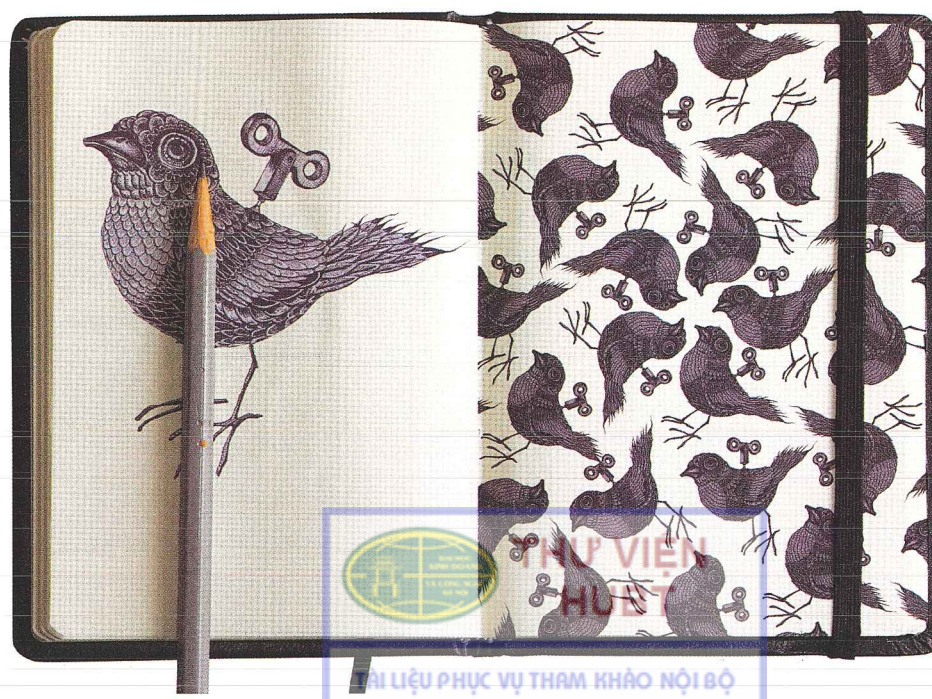
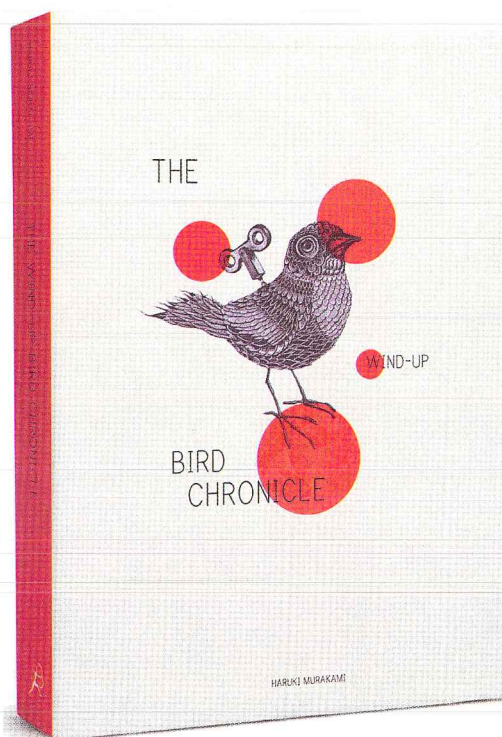
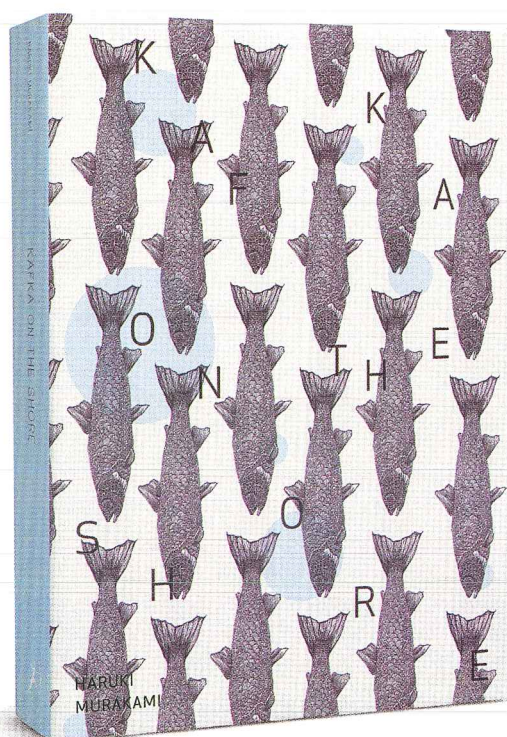
Design: Anton Leogky



♦ Haruki Murakami Book Covers

The designer drew illustrations for the covers of three novels by Haruki Murakami: *The Wind-up Bird Chronicle*, *Kafka on the Shore*, and *Norwegian Wood*. She wanted the illustrations to have a detailed, delicate feel, and intended to convey the melancholic, elegant, and somewhat surrealistic style of the Japanese author, as well as the highly aesthetic world he creates in his stories. The bird and fish illustrations in two of the covers are a direct reference to the author's use of animals, which seems to be central and strongly symbolic elements of most of his books.

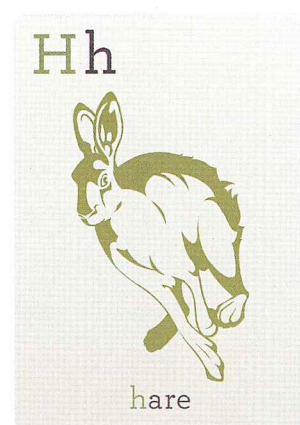
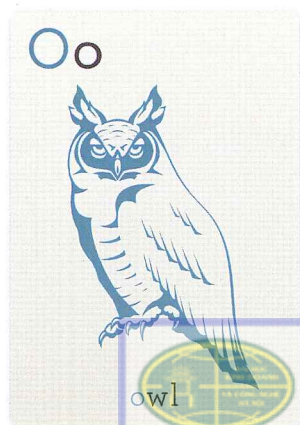
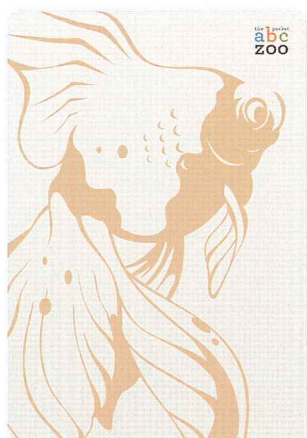
Illustration & Design: Celia Arellano



♦ The Pocket ABC Zoo

The Pocket ABC Zoo is a concept for a children's portable, educational card game for smartphones and tablets featuring colorful animal illustrations that represent each letter of the alphabet. In the designer's mind, The Pocket ABC Zoo is perfect for entertaining children on the go while providing them with a stimulating learning experience.

_Illustration & Design: Emma Williams

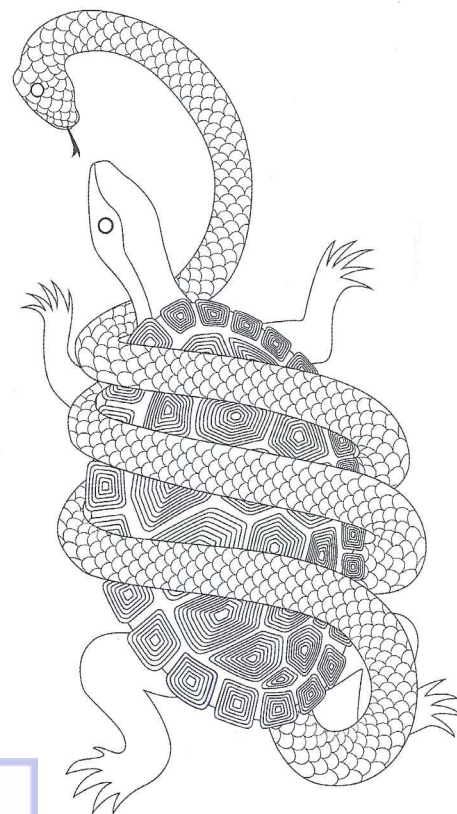
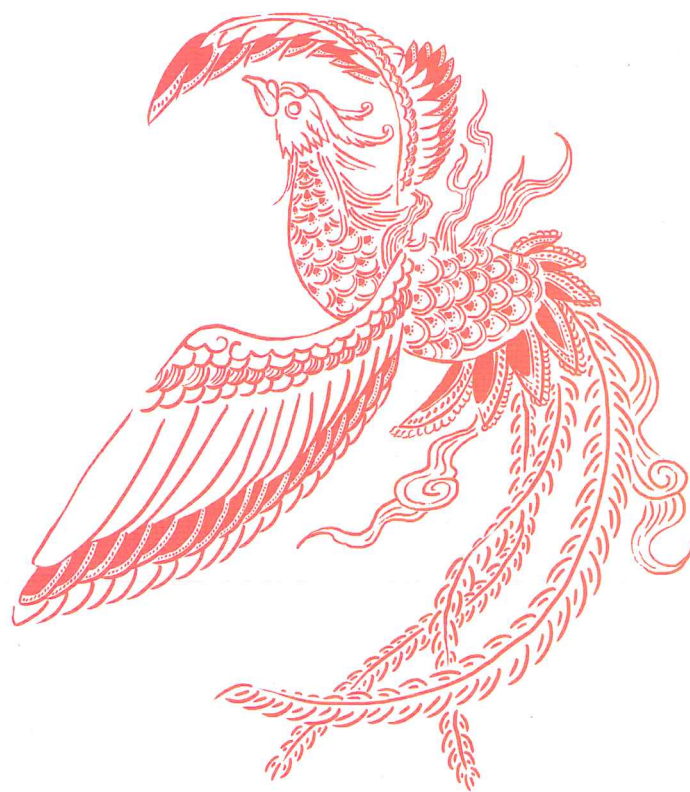


◆ The 4 Symbols

In the four symbols of the Chinese constellations, each creature represents a season, a direction, and an element. From a different perspective, they can be a very good representation of the Chinese culture in its totality. Each creature is "preserved" in a way that reflects their respective element, accompanied by copywriting that simply "tries too hard" to be cool and current. The outcome is the designer's sarcastic comment on people's perception of the Chinese culture. What used to be such a large part of Chinese people's lives, has now been reduced to what you'll find in the supermarket, two for \$5.

Illustration & Design & Packaging & Photography: Kenn Lam





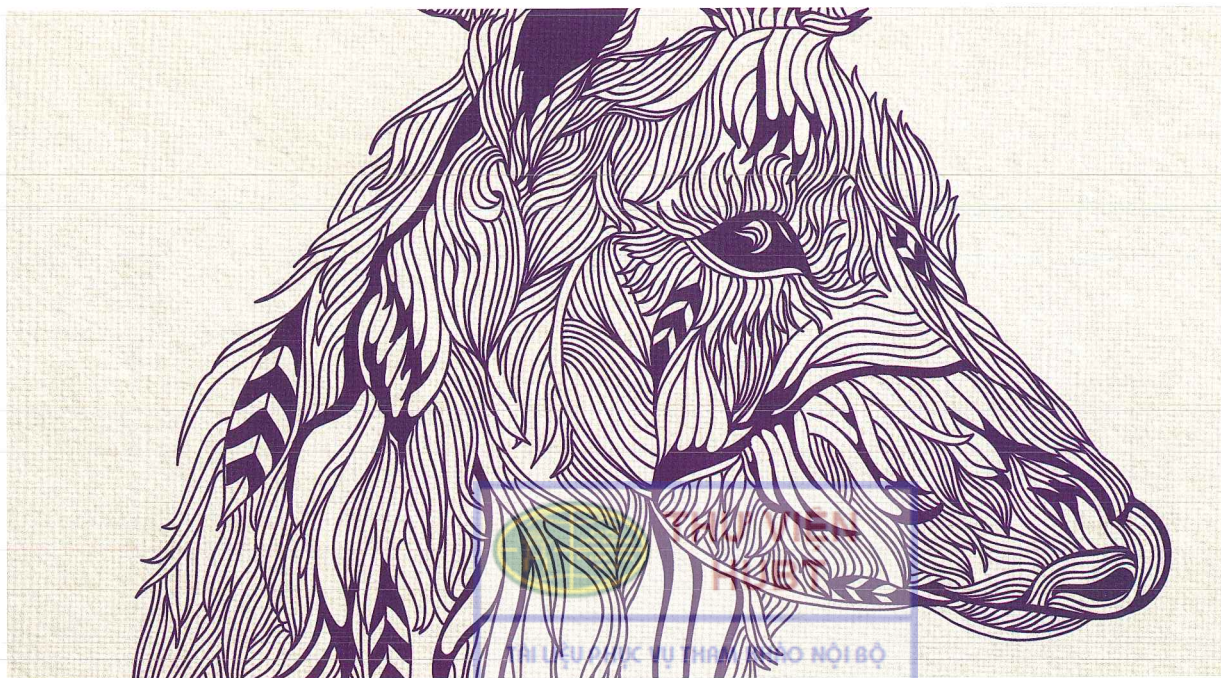
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Animals

Hand-drawn illustrations of an untamed nature. The designer wanted to bring out the emotion of each animal with only lines and details. Unlike in reality all the animals in this project were drawn with the same texture and pattern.

Illustration: Shreya Gupta





THƯ VIỆN
HUB

♦ One Love

One Love is a cat food brand. Cat owners who pay attention to their cats' meals will choose One Love "for once and forever."

_Agency: The Magic Company _Illustration: Grivina Oxana & Vaganova Lyalya _Design: Bogdanova Polina



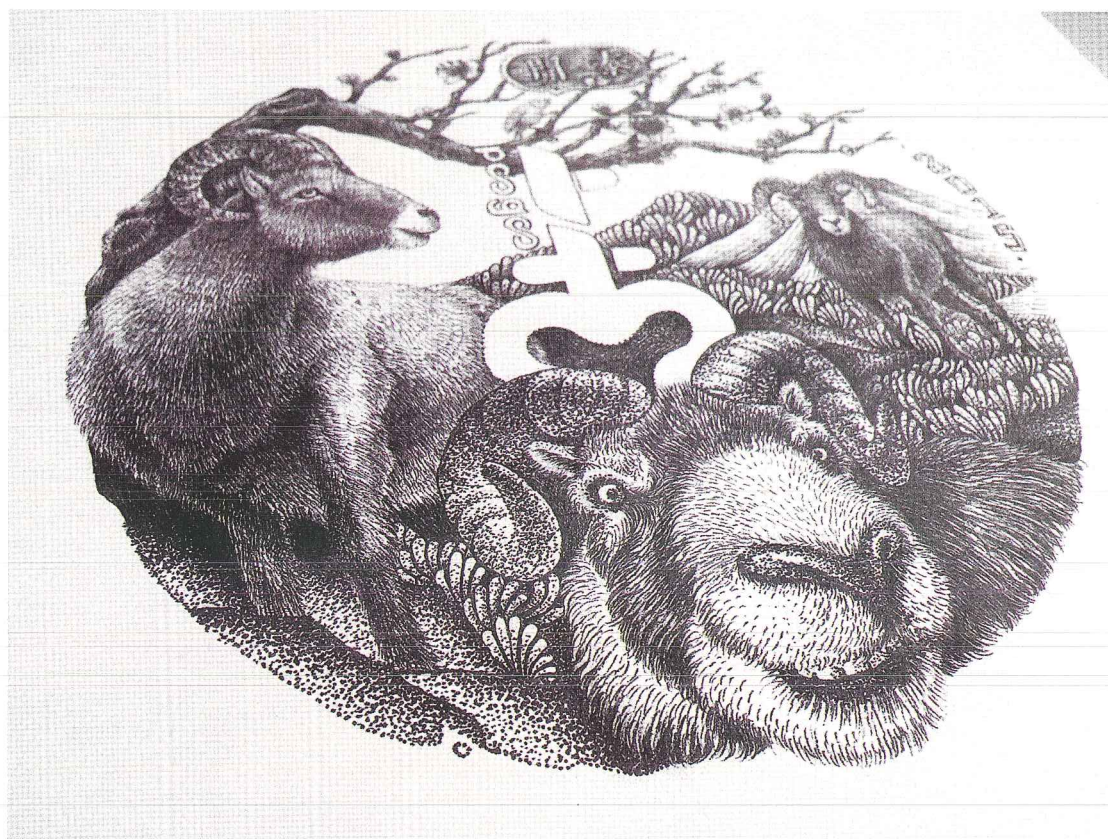


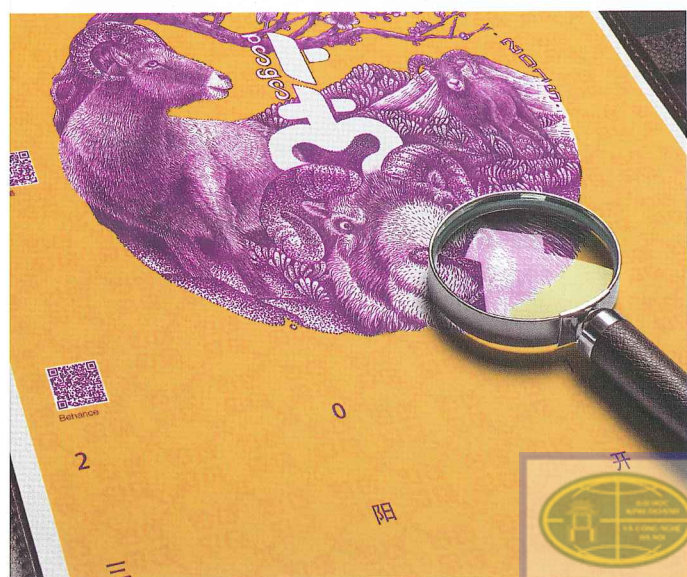
THƯ VIỆN
HUBT

◆ Auspicious Beginning of A New Year

The idea comes from an old Chinese idiom "San Yang Kai Tai," meaning "three sheep will bring an auspicious year ahead." Thus three sheep were used as the main visual identities in this work.

Design: Poogoodesign

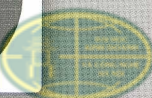
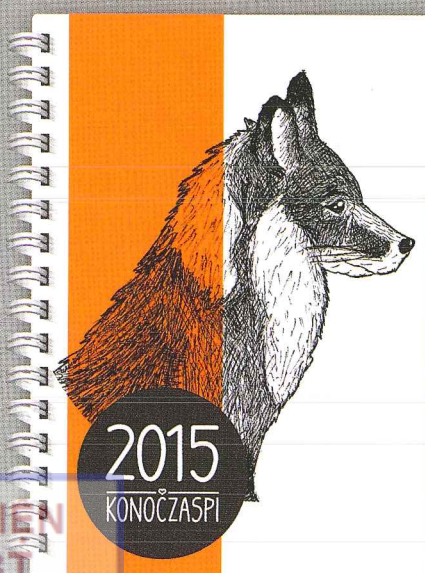
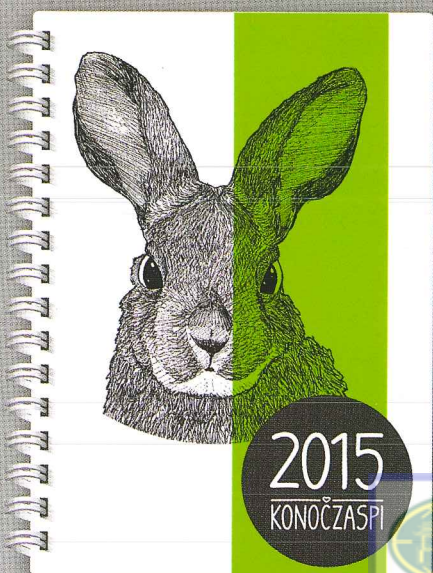
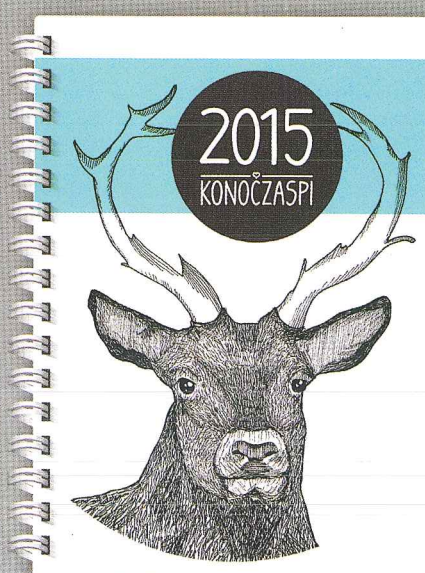
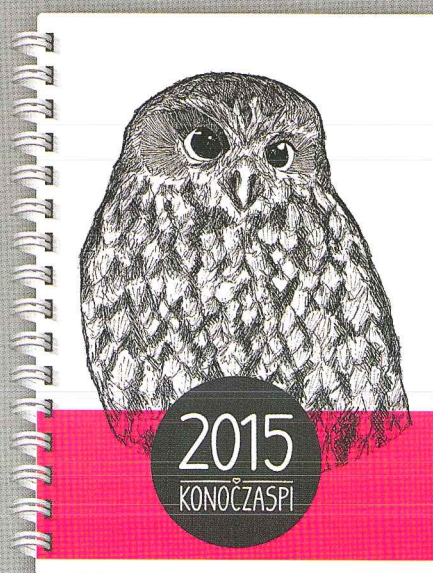




◆ KONOČZASPI Planners 2015

Daily planners KONOČZASPI could be used to note a set of important moments and events. Users can write down things they don't want to miss. The whole set contains four animals (deer, rabbit, owl, and fox) and four covers in four colors representing the four seasons (blue for winter, green for spring, red for summer, and orange for fall). Blank pages for notes contain Slovenian proverbs for motivation such as "Every man is the artisan of his own fortune."

Design: Kaja Zalokar



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ The Secret Garden

The designer was invited to create illustrations for Aigle's spring/summer collection 2015 under the theme "secret garden."

_Illustration: Casiegraphics _Client: Aigle



THƯ VIỆN
HUBT

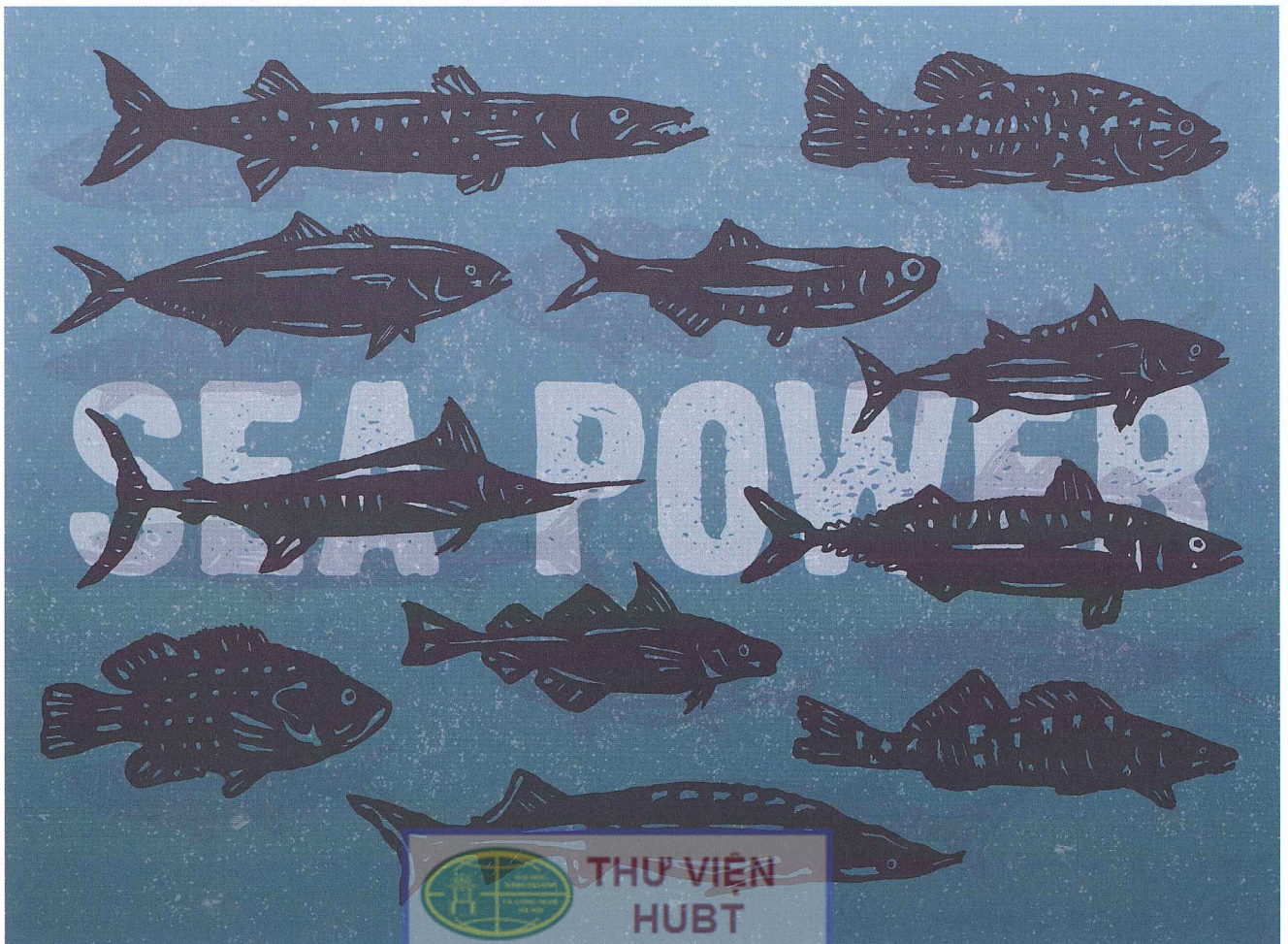
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Hand-drawn Animal Illustrations (Pattern)

Hand-drawn animal illustrations made as graphic supply for logo, pattern, etc. Goal for this project was to create vintage looking illustrations with ink and pen. The designer used these to create patterns that fit for paper or cloth.

Illustration & Design: Matej Ilčík



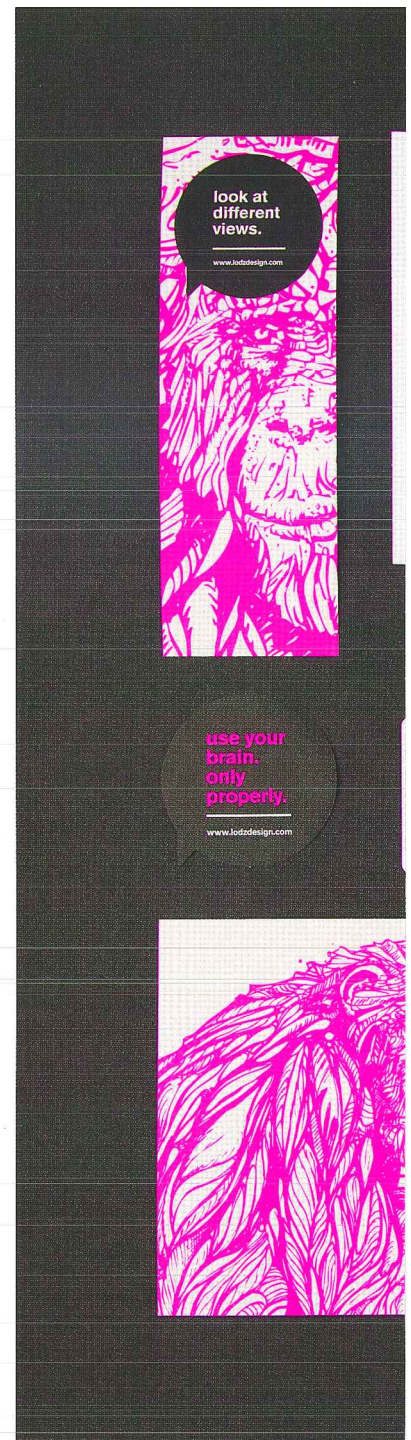
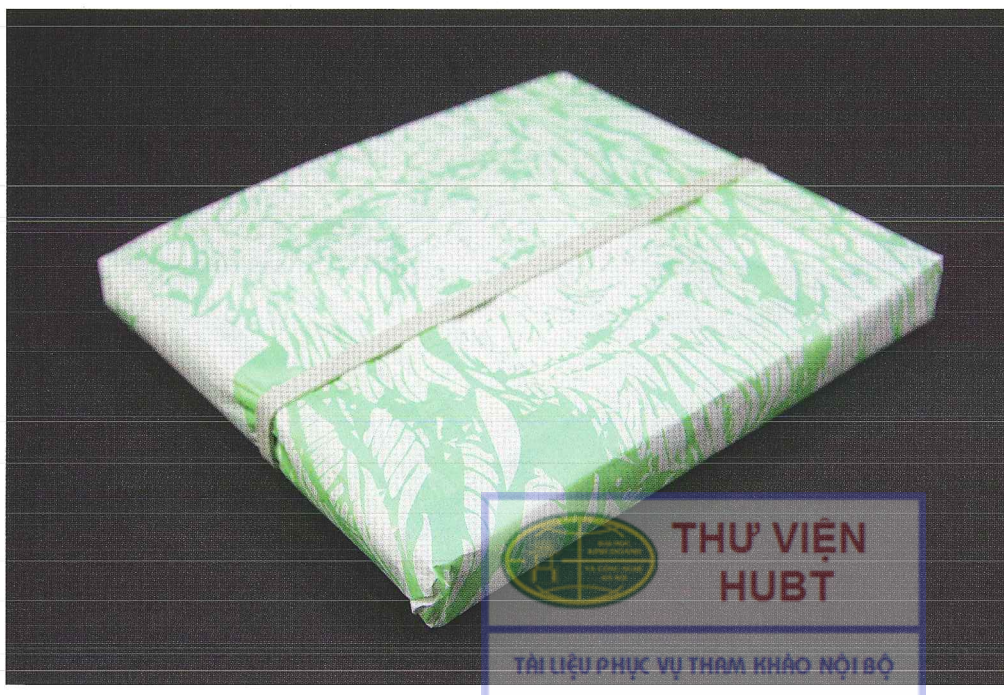
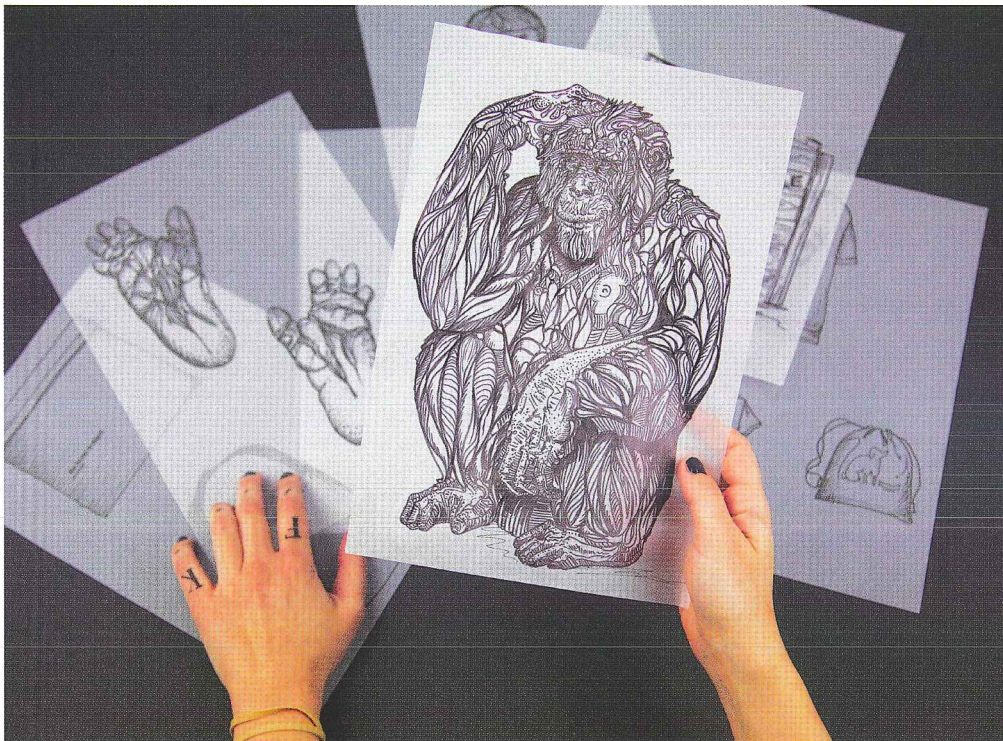


THƯ VIỆN
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♦ Lodz Design Festival 2012

Visual identity for the 6th edition of Lodz Design Festival. The subject was AWARENESS in design, in addition to the usefulness and aesthetic value. The studio's idea was to show the conscious and thinking being. They chose chimpanzee as a representative as he symbolizes the essence of thinking, afterthoughts, and reflection about the reality and changes. Symbol of awareness and reflection is the neon pink spot at his forehead. The team expected to make recipients contemplate. They wanted to make people re-think about their opinions, encourage them to verify existing views and review reality in a new and conscious way. This idea refers to the experiment conducted by the cognitivist – they observed a chimpanzee in a room with a mirror (he was acquainted with his reflection). Researchers made a paint spot at the chimpanzee's head. After he took a look at his reflection, he identified the spot and rubbed it from his face away, instead of trying to rub away the spot from the chimpanzee in the mirror. It was a proof that chimpanzees are self-aware.

_Design: Ortografika

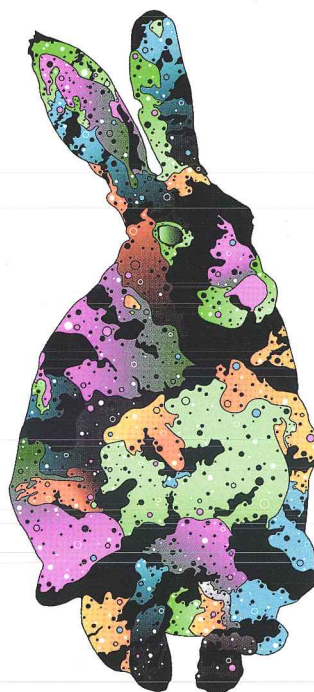
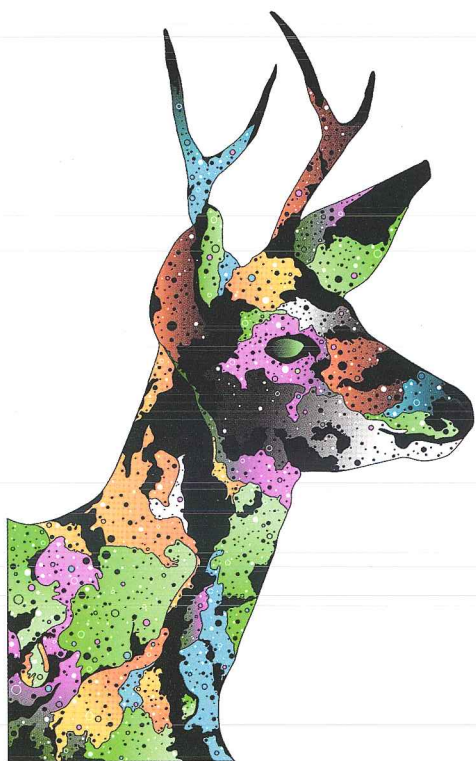


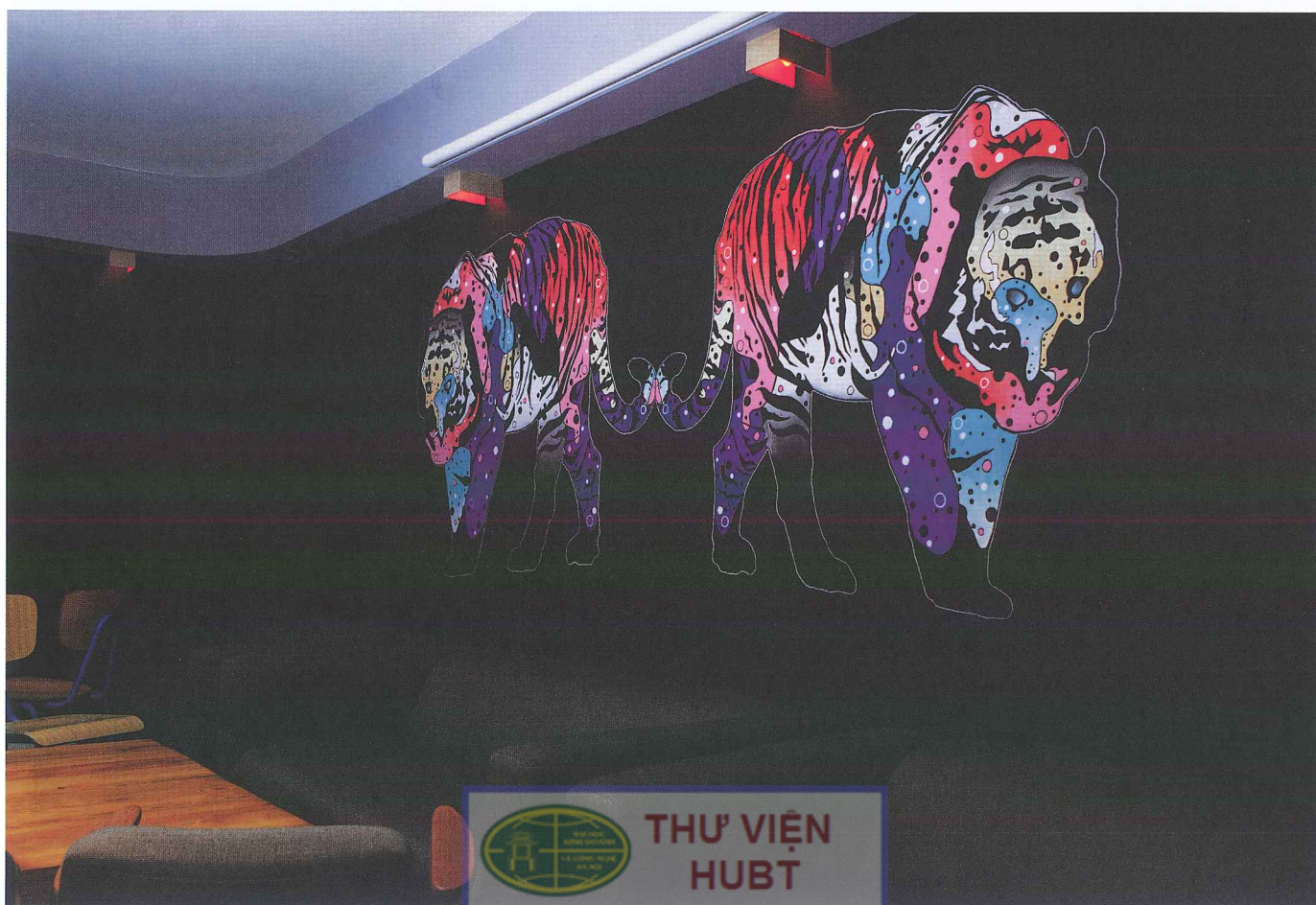


◆ KNK Club

KNK stands for Kawiarnia Nocna Kisielice, a well-known club based in Poznan, Poland. After eleven years of serving as a classic beer pub and great space for small gigs, Kisielice changed to a modern club with sophisticated interior design and a wide variety of liquor shots. Animal motifs were presented in the club space from the beginning and the designer decided not to change that. Deer and rabbit pieces were printed on a plexiglass and the rest of the animals were hand painted by the illustrator.

_Illustration & Design: Jaroslaw Danilenko _Photography: Adam Wilkoszarski (Cocoon Studio)





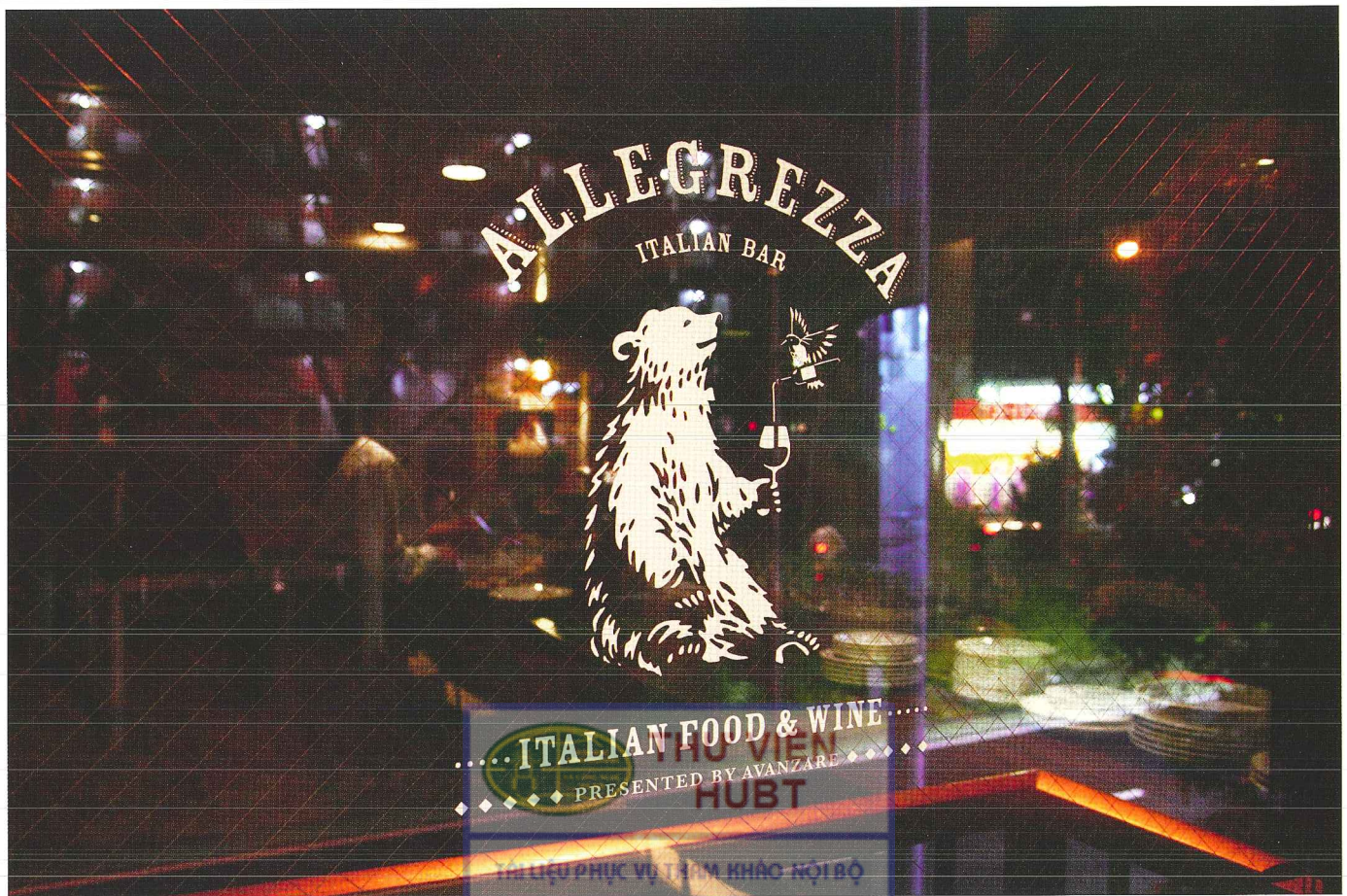
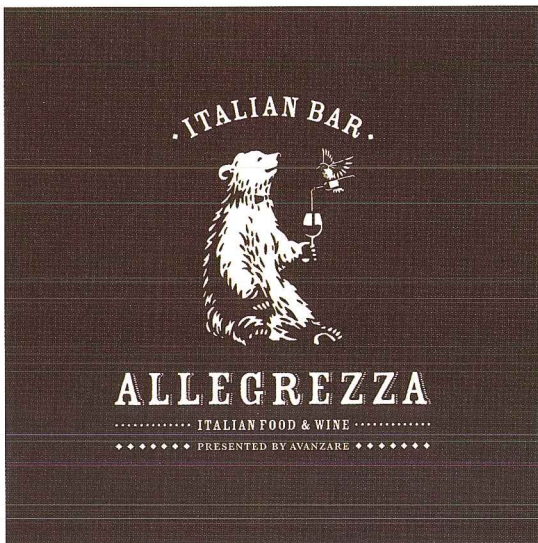
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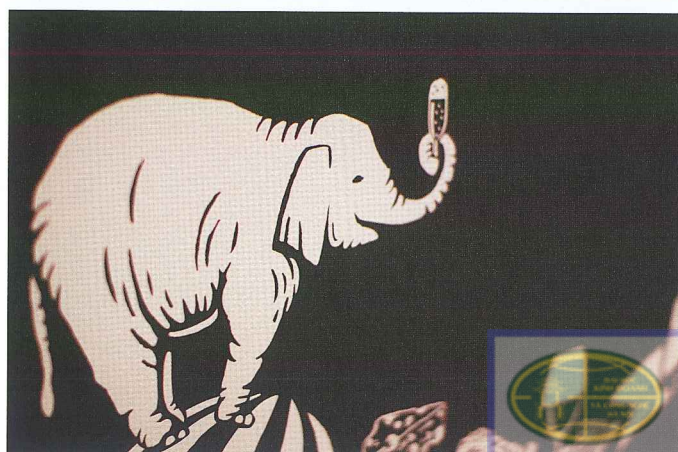
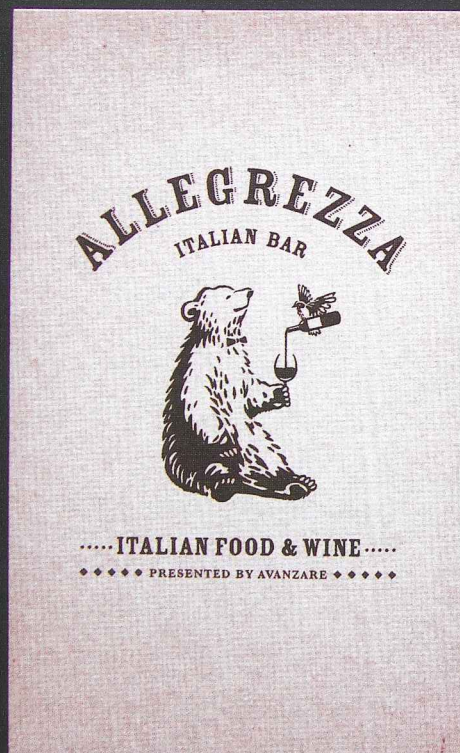
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Allegrezza

Allegrezza is an Italian bar where guests can enjoy many varieties of wine and hors d'oeuvres using seasonal foodstuffs. Being inspired by the Italian shop name meaning "cheerful" and "fun," the designer carried out creating an image of a shop having "circus" as the keyword. The logo depicts a scene where a bear, the star of the circus, returns to a bar after finishing his work. A friendly design was created all the while maintaining an atmosphere of an adult like bar.

Art Direction & Design: Masaomi Fujita

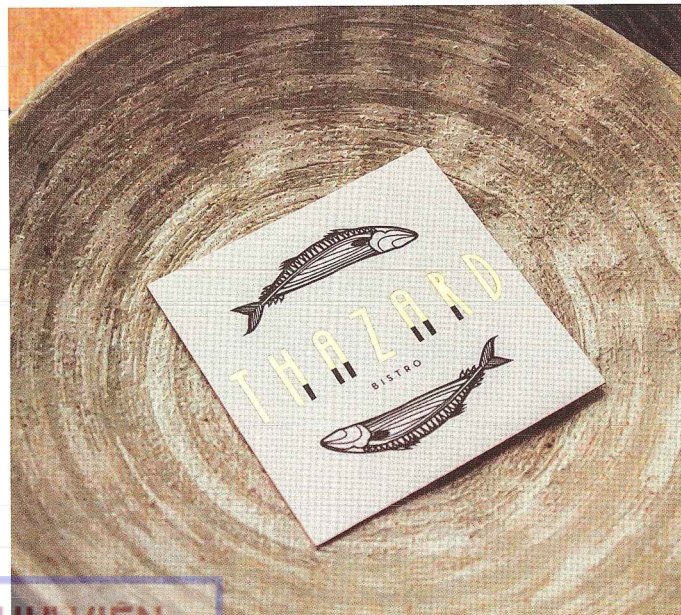
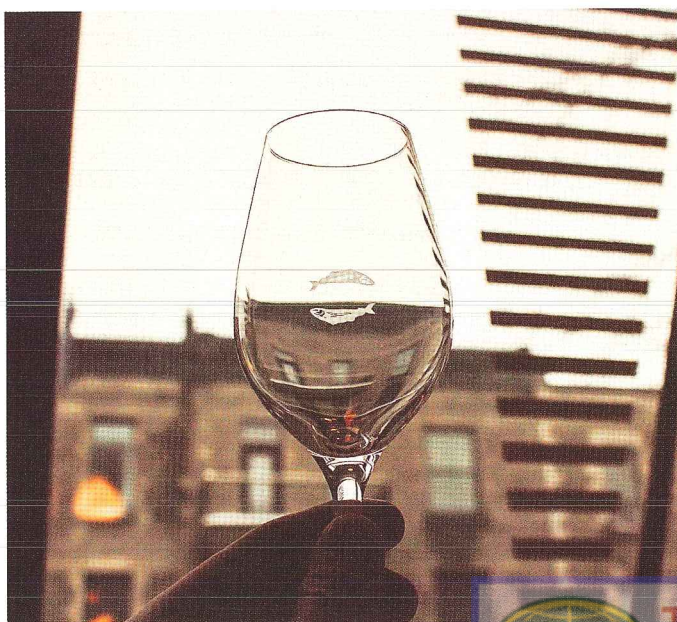
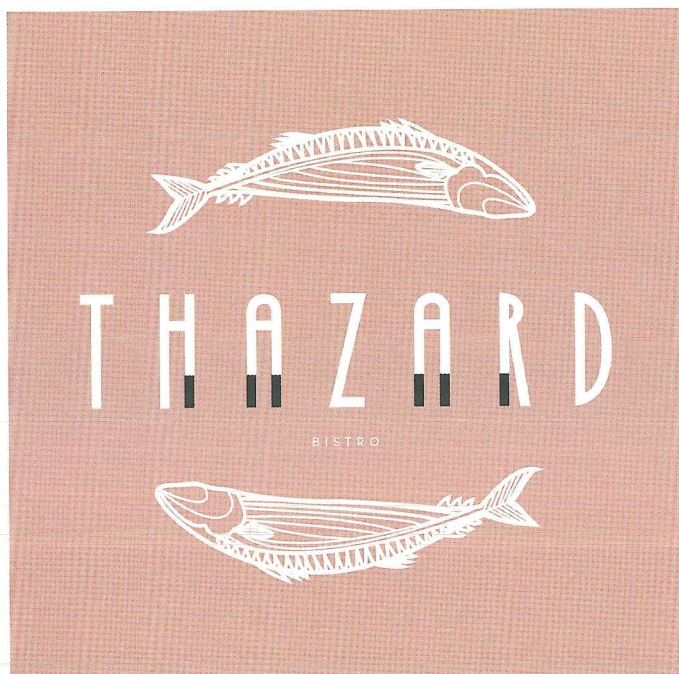




◆ Thazard Bistro

Thazard is a Japanese bistro with French-style "guéridon service," outstanding cocktails, and a late-night kitchen closing at 2 a.m. The logo is inspired by the fish itself. The typography revealed the minimalist design and a neat atmosphere of the establishment. Some letters have been filled with black accent to create a wavy movement. This way, the "Z" is isolated and brings a harmonious balance. The artwork has been simplified and treated with different type of motion lines and shapes to look sophisticated, pictorial, and modern at the same time.

_Design & Logotype & Edition & Typography: Marie-Gabrielle Banville _Photography: Guillaume Saur



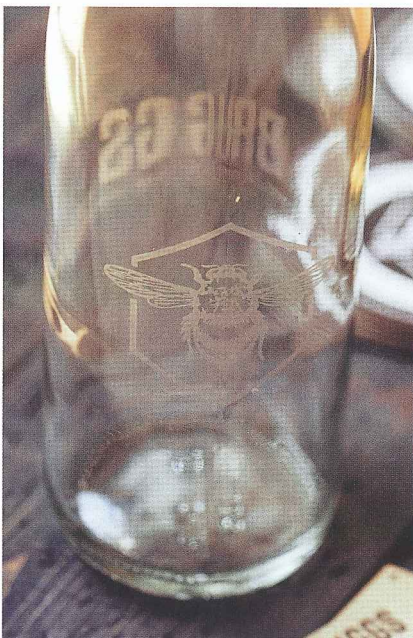
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Briggs Identity and Branding

This comprehensive branding and identity package for Briggs Kitchen + Bar in Calgary, Canada includes stationery, packaging materials, apparel, menus, etched water bottles, and more. Strong, simple typography, honeycomb-like geometric patterns, and a monochromatic scheme laid out in an orderly manner showcase a utilitarian worker-like quality and skillful panache. The bumblebee represents a focused, humble, and dedicated worker who achieves simple and extraordinary things – and that is what Briggs Kitchen + Bar is all about. They dedicate themselves to providing simple food and memorable experiences for their guests with their skills and passion.

Agency: Raw & Rendered Design: Joey Camacho



♦ Insecta

Insecta is a series of custom brewed beer inspired by an original collection of digital insect renderings. The concept of entomology perceived as jewels was incorporated into the aesthetic of the bottles and labels. The appellations: Sting, Pinch, and Bite describe the level of intensity pertaining to each beer based on the alcohol content, malt, hop, finish, and body. A clever description is located on the back label associating the type of beer to its alcohol consistency. The identity consists of distressed typography and a decorative mark resembling a crest, contributing to the antique aesthetic. The mark embellishes the neck of the bottles. The labels were printed with two spot colors on handmade paper, placed on top of a gold leaf paper.

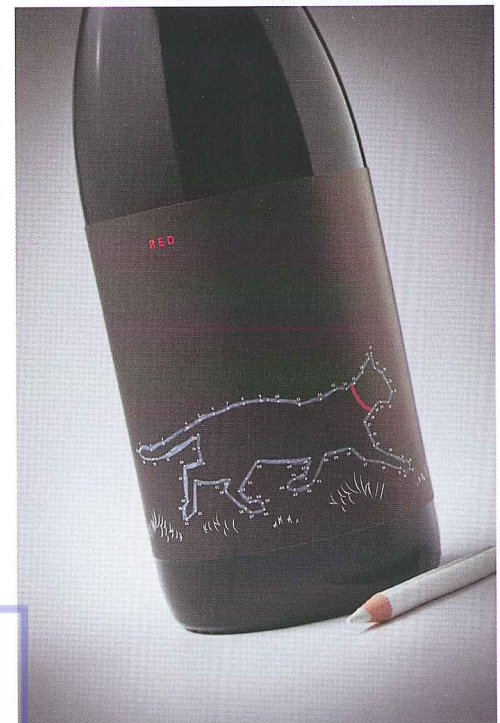
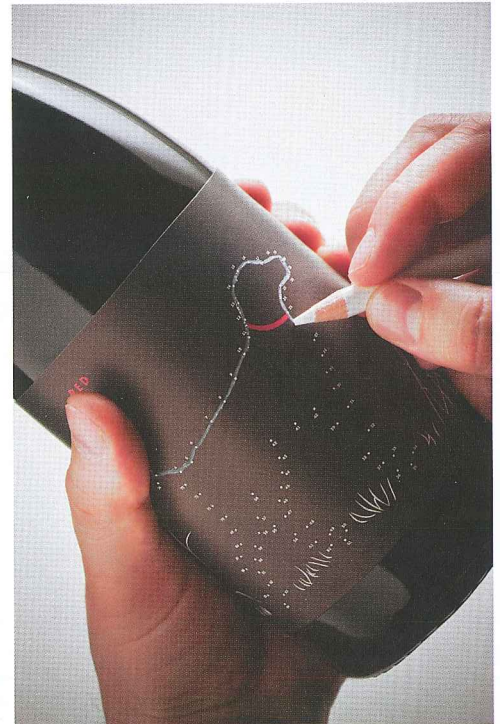
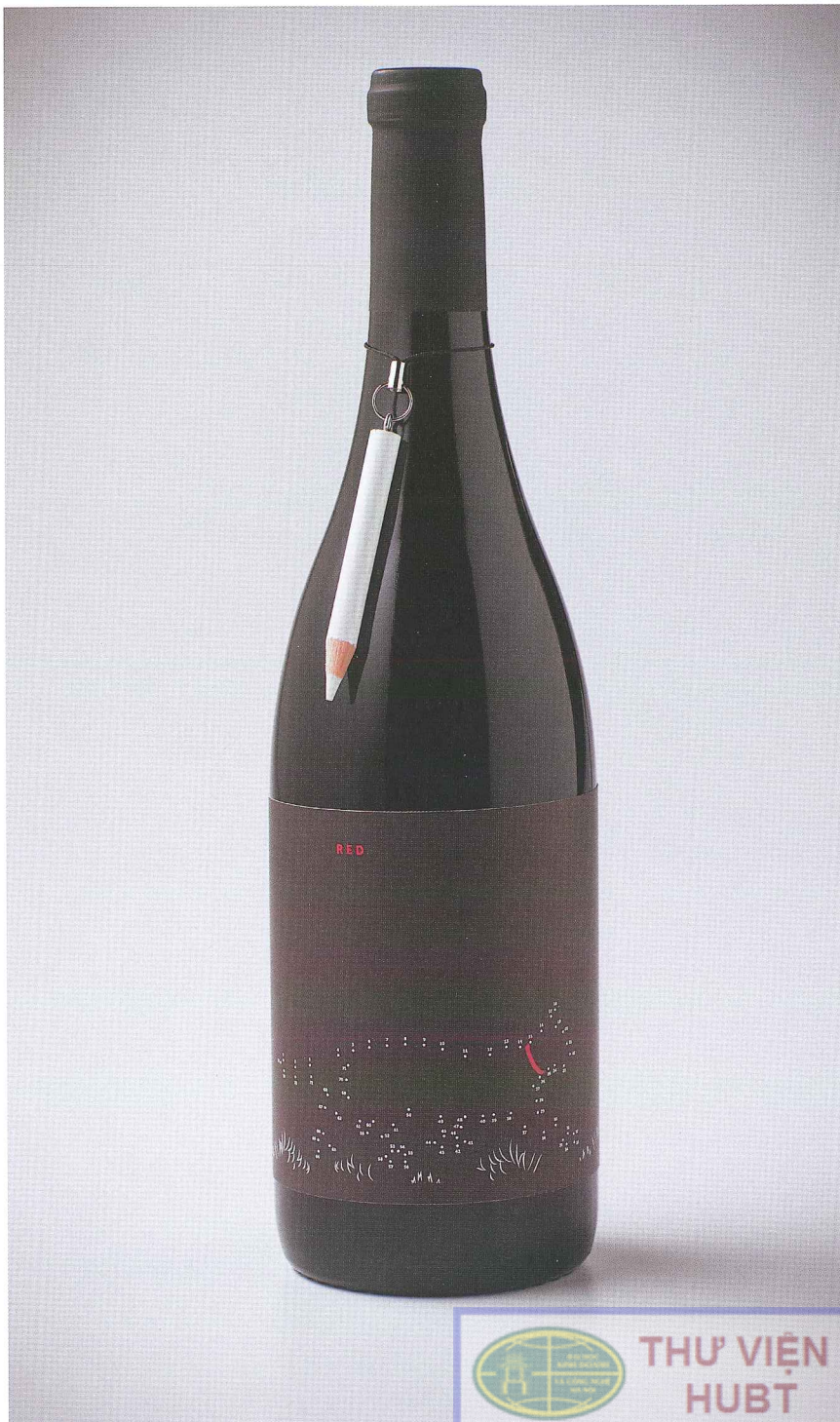
Illustration & Design: Tanya Behar



◆ “Point After Point” Wine Bottles

The purpose was to design a limited edition wine bottle for Cargill's Empyreal 75, an all-natural, highly digestible protein concentrate for dog and cat diets. The target audience for the red wine was pet food manufacturers who were attending the Pet Food Forum Tradeshow and were considering using Empyreal 75 protein as an ingredient for their pet food. Conceptually, the solution needed to make a strong connection to red wine and dogs or cats. “Point After Point” was the direction taken as it connected the positive points offered by Empyreal 75. Bottles were adorned with white grease pencils that allowed the prospects to connect the “points” to create either a cat or a dog.

_Agency: Bailey Lauerman _Creative Direction: Ron Sack _Design: Brandon Oltman _Illustration: Greg Paprocki
_Writing: Cliff Watson _Production Manager: Gayle Adams _AE: Jen Kros-Dorfmeier



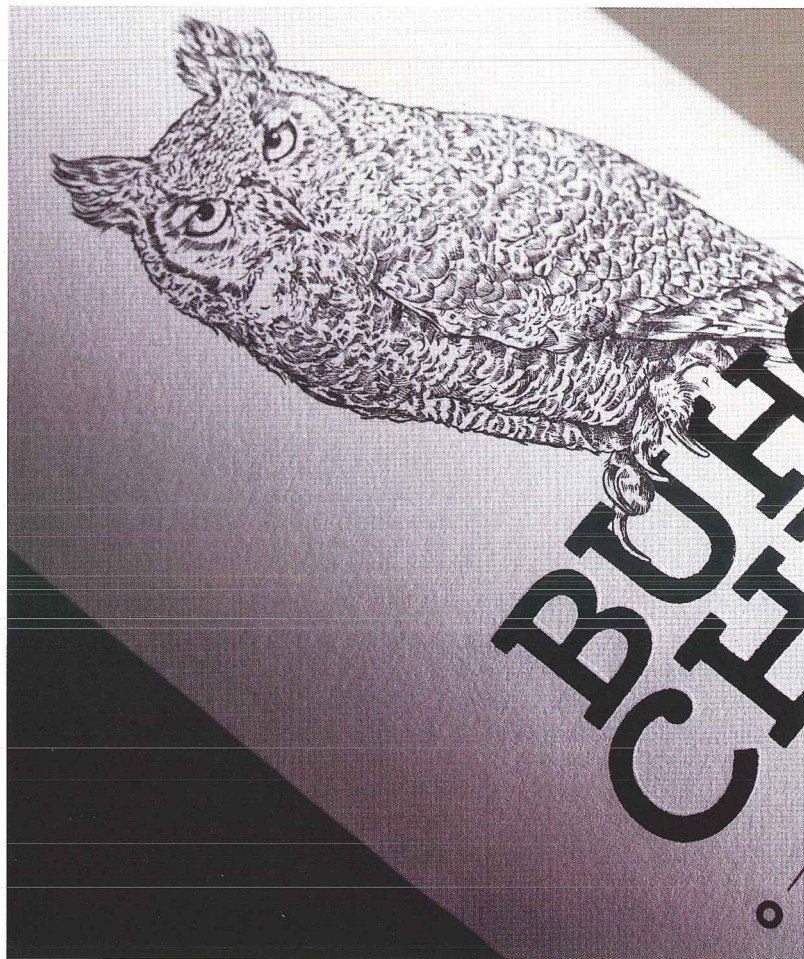
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Buho Chico

A label graphic design for a red wine by Parxet, with an owl as the main visual identity.

_Illustration: Joan Chito _Design: Lo Siento Studio



♦ DX ROBLE Bodegas Los Pinos

Winery Los Pinos entrusted the studio the creation of a wine label, whose premise was to design, in black and white, the figure of a horse: "Distinguished X," pure Spanish breed horse. The studio created the logo DX, designing a typeface of minimalist line, together with a game of clean and pure lines, shaping the noble and elegant silhouette of "Distinguished X."

Agency: Armoder Arte & Diseño S.L. Creative & Art Direction & Design: Giovanni Acquaviva



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Gallo García

Tequila Gallo García is a genuine Mexican product. The brand has two tag lines, the first one meaning tasty Mexican tequila and the second one trying to give the personality of the rooster to the brand. Then the studio created an illustration to evoke a handcrafted look and feel to the graphic identity. The packaging was designed to create a traditional editorial design combined with the sophisticated touch of a short bottle.

_Agency: Parallel Studio _Illustration: Christian Poire _Design: Jorge Mar



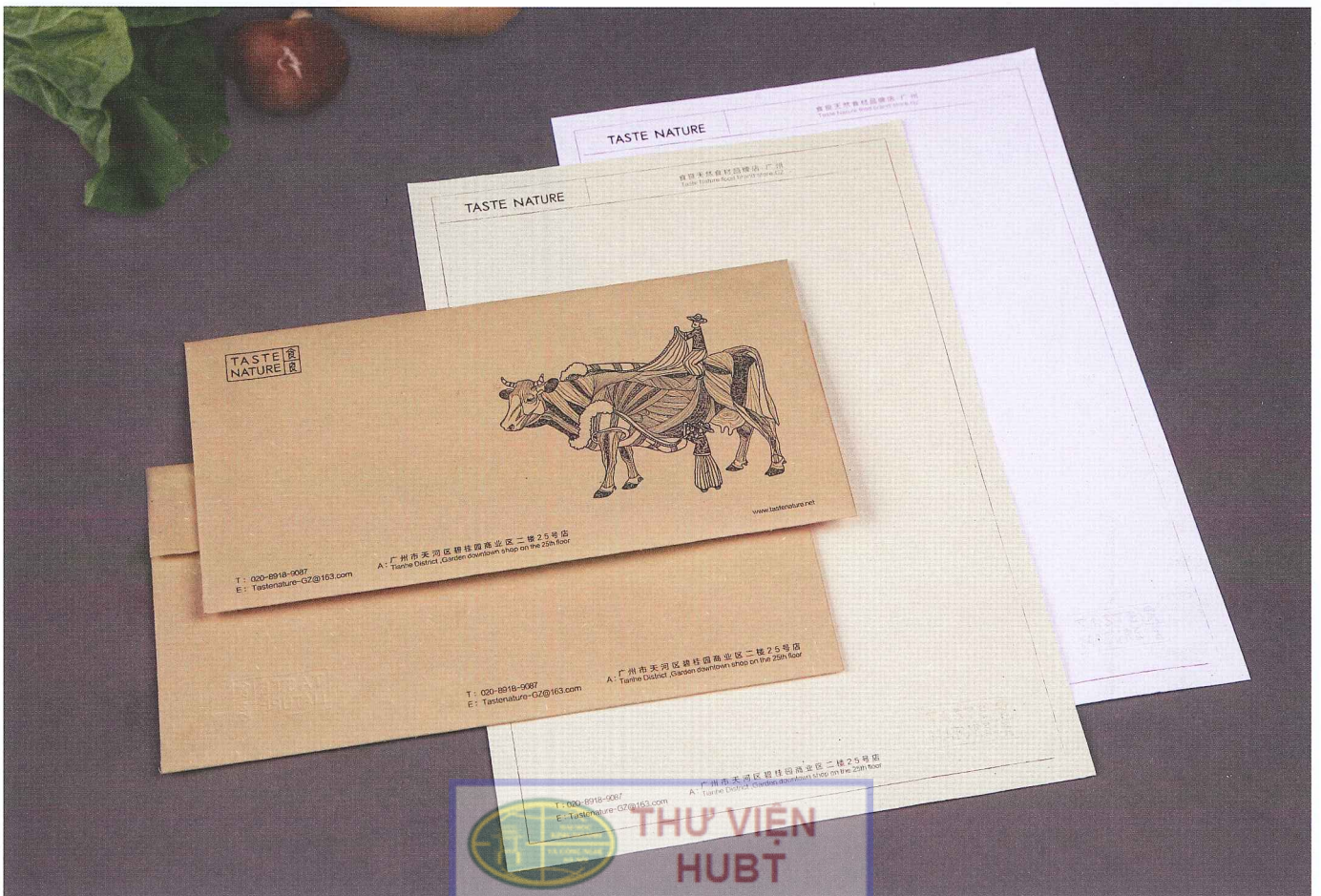


◆ Taste Nature

Taste Nature is a brand that pays respect to the natural food materials. To the team, the value of the food is not only to fill the stomach, but to make people think and reflect on themselves. The team wanted to present the aesthetics of the food through their design and make people respect it as the brand.

_Art Direction: Xu Xianhong _Design: Huang Langpin & Ou Zurong _Client: Guangzhou Taste Nature Natural Food Materials





The designer used visual identities of chicken and monkey to create a funny atmosphere through this project.

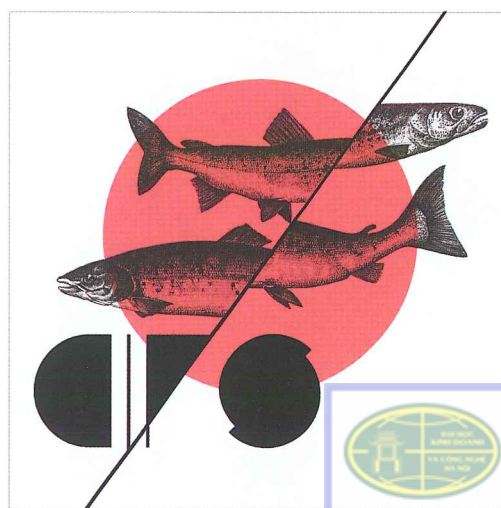
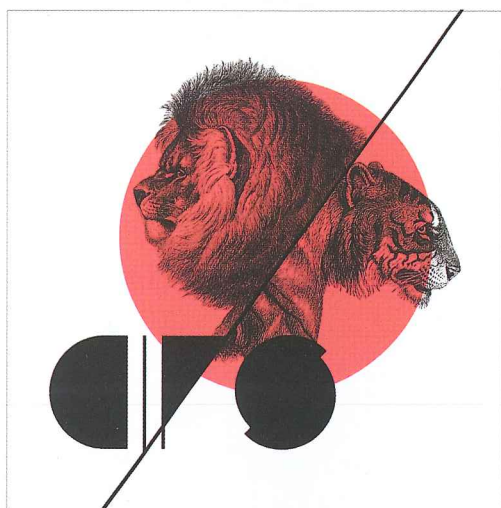
_Agency: Pixonal _Creative Direction & Design: Mohamed Said _Art Direction: Ibrahim Ashour



◆ CIPS: Summer Article

The designer often went to the beach in summer so she made some cute and stylish bags for people who go to the beach. The label contains six animals that the designer usually met on her way to the beach, through the wild forest, river, and lake.

Illustration & Design: Riayu Putri Narindra



THƯ VIỆN
HUB

◆ Moomah

When the design team first met with the founder of Moomah, she expressed a desire for Moomah to be a space that would encourage creativity and connection between parents, children, and friends. A place where imagination and wonder would reign. The team sought to develop an organic, dynamic brand language to translate her vision for a multigenerational collaborative space into a memorable brand. They first looked to identify the essence of Moomah and simplified it into four core values: connect, create, discover, and nourish. They then developed a robust visual brand language that would convey those ideals, designing variations of the logo with everyday objects that represented each value. They pushed the boundaries of traditional identity development by extending the brand's identity beyond the logo and name and creating an ownable graphic vernacular that encapsulated the whimsy, wonder, and heart of the brand.

_Agency: Apartment One _Creative Direction: Spencer Bagley & Liza Lowinger

_Design: Spencer Bagley & Liza Lowinger

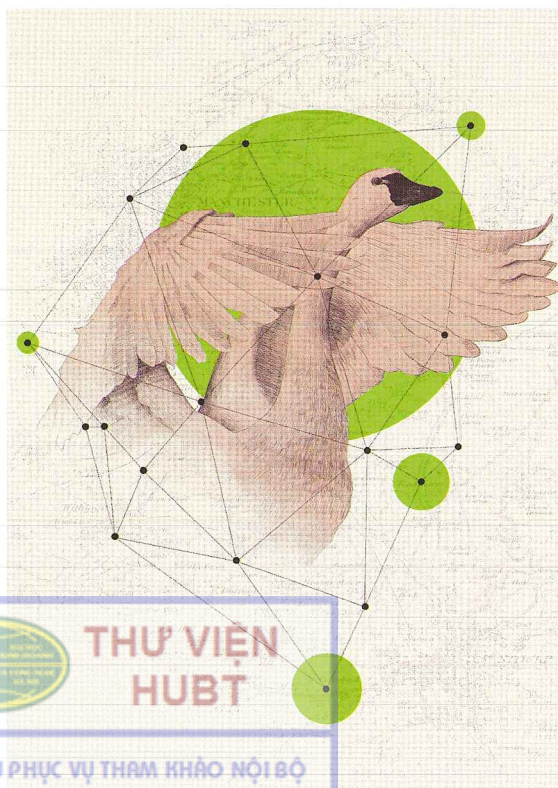
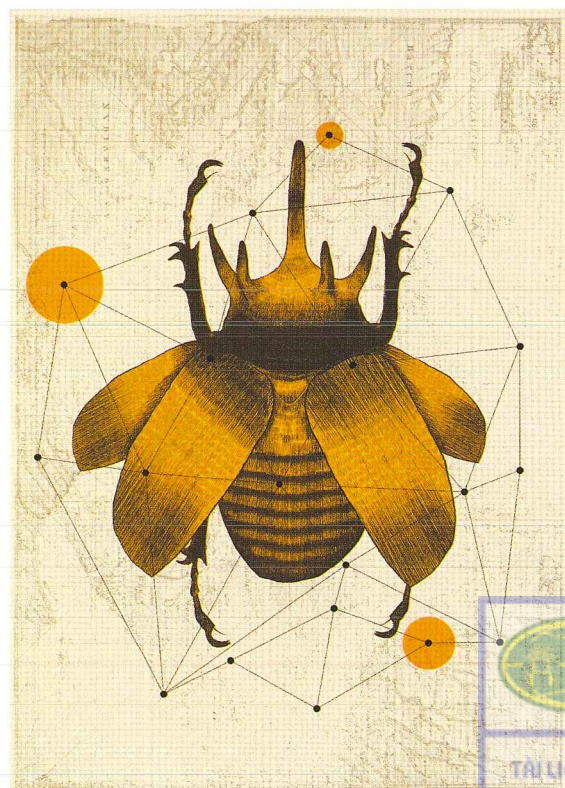
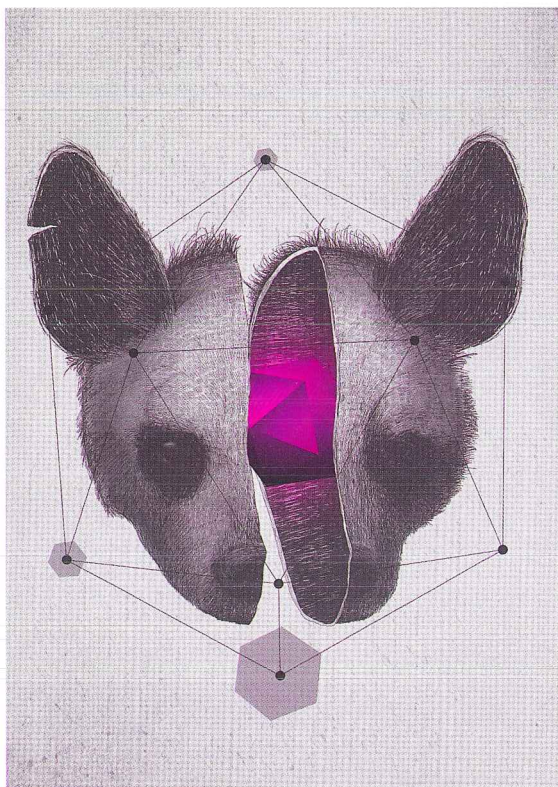
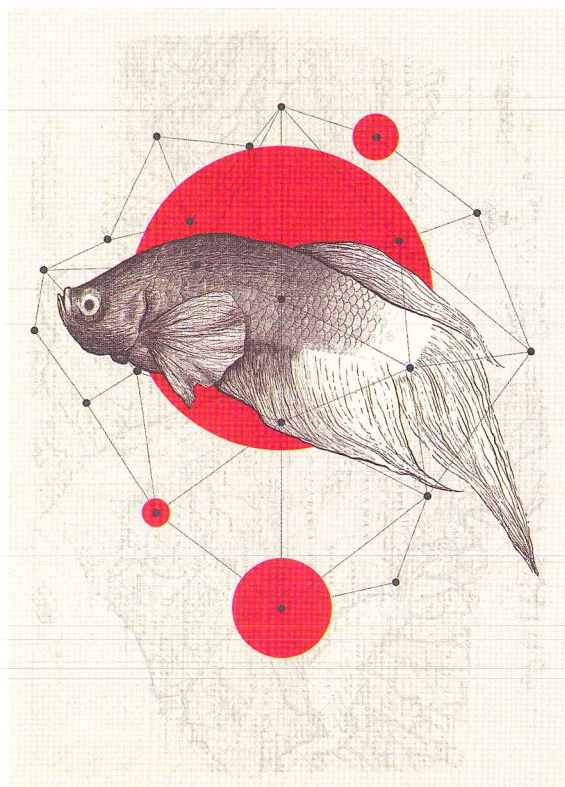




♦ Structures

This work has combined graphite hand drawings and digitally sourced or manipulated images. The artist is very familiar with the differing logics behind various modes of contemporary image production. The work concerns itself with the representation of nature in relation to these underlying logics or structures.

_Design: Kaan Bağcı



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Northwest Life

This work is a screen print honoring the lovely and majestic wildlife the designer encountered in his area.

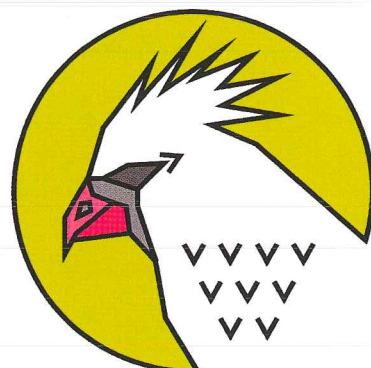
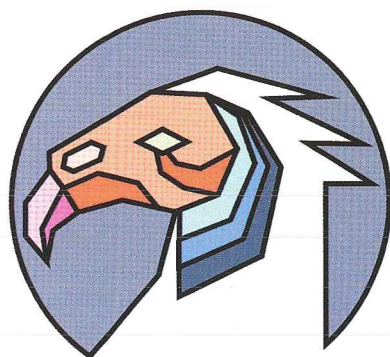
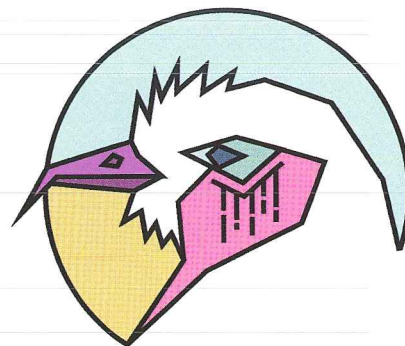
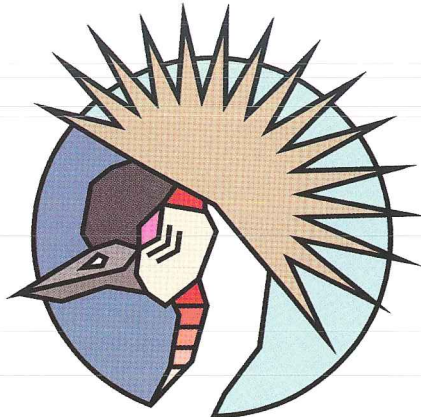
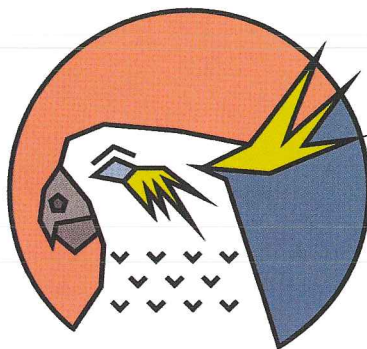
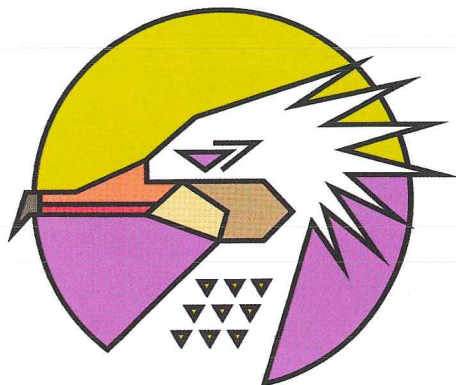
_Design: Dan Schlitzkus



♦ Flight

Birds broken down into their purest, simplest, geometric forms.

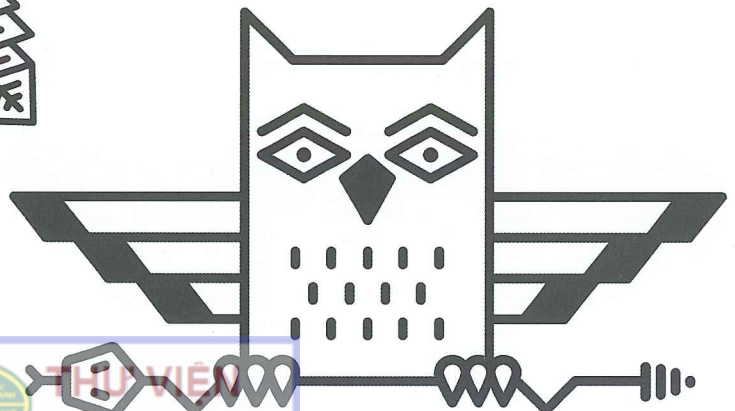
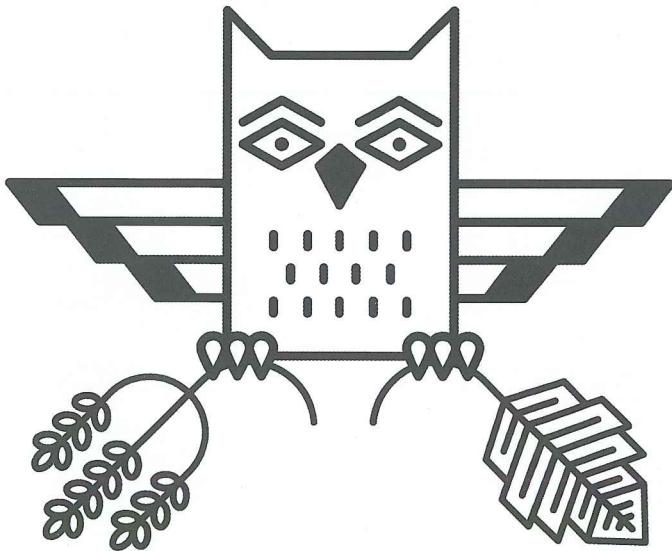
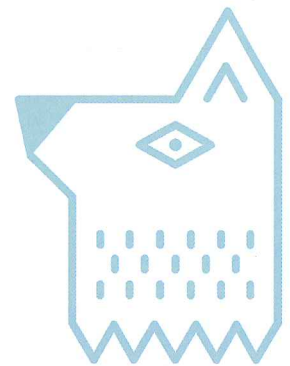
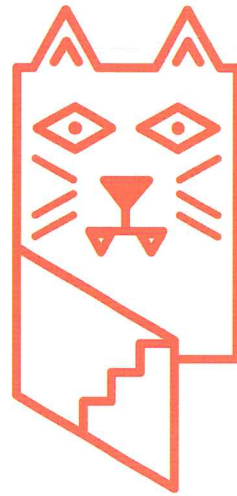
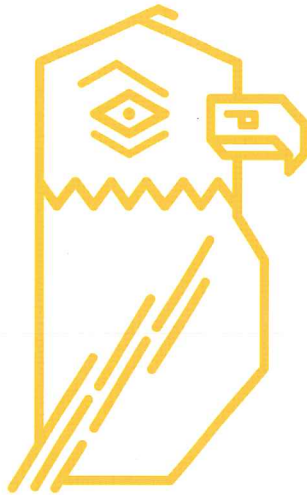
_Design: Joseph J. Shields



◆ The New Primal

Identity and packaging design for a jerky company using different animals as key visuals.

_Design: Fuzzco



♦ Long Muzzle Business Cards

For some time now, the designer has been thinking about making business cards that would be a good representation of what she does (screenprinting and illustration). She came up with several designs, had them digitally printed and felt like none of them really worked. Then she realized she had a stack of fluo pink test prints in the studio and decided to use them as a base for her business cards. Each card was handmade and unique. Dog characters and text were hand-drawn on the screen printed background.

Illustration & Design: Monika Grubizna

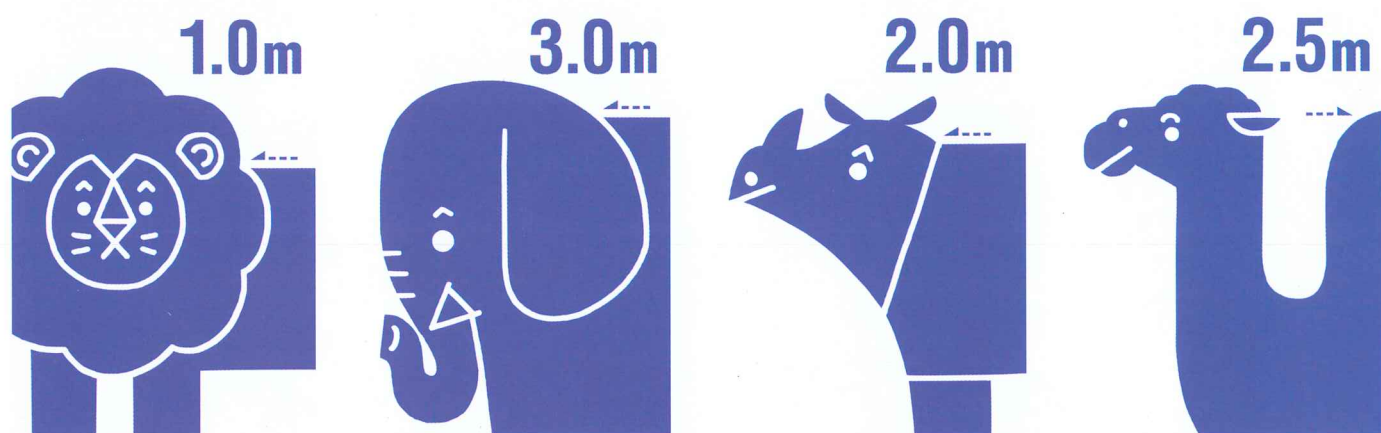


◆ Tsunami Flood Levels Sign (Animal Signs for Flood Levels)

The signs show estimated flood depth generated by Nankai Trough giant earthquake. Those signs are created as the disaster prevention measures of Nishi Ward, Osaka. The levels of flood depth are depicted respectively in the body height of seven animals, making it easy even for children to understand the depth in an intuitive manner. Those are intended to raise awareness of tsunami for the residents by displaying the depth on the walls of public facilities such as schools. Various creators contributed to the process of design by carrying out discussions and workshops at elementary schools.

_Direction: Shinichi TAKAOKA, Planning Div., Enokojima Art, Culture and Creative Center, Osaka Prefecture

_Illustration: Shunsuke Satake _Design: Akiko Masunaga & Masunaga design team



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ The Re-imagination of Ancient Egypt

The designer has been thrilled and inspired by the ancient Egyptian mythology and how the ancient people used animals to depict the Gods and Goddesses in their culture. Each illustration in the project tells a different story and holds a different spirit. Through this project, the designer wishes to re-build the amazing and colossal ancient Egypt and take people to the world of Egyptian Gods and Goddesses.

_Design: Dylan Phan





THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Bird Illustration & Notebook Design

A zoological illustration project. The designer drew two birds Tufted Titmouse and Parrot and applied them on notebooks' cover with some abstract shapes. As the original work is in black and white, she used bright yellow and turquoise to make the design more attractive.

Illustration & Design: Bochuan Li



♦ "Zwierza Ki" Calendar

The multi-page calendar was available in two different formats: SRA3 (320mm × 450mm) and A5 (148mm × 210mm)- a desktop calendar version. The form of the project resembles that of an old, long forgotten biology book, with its amazing prints of all kinds of animals. There is a print of a different animal on every page, followed by a humorous limerick that refers to a depicted creature. Four squares to the left of the limerick mark the beginning of each verse, accentuate the color range used to draw the animals and organize the typography of the page.

_Design: Jacek Machowski



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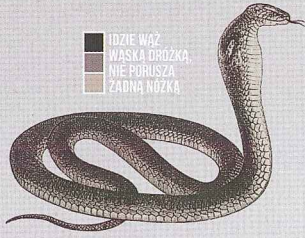


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THƯ VIỆN
HUBT

♦ Identity of the 11. Festival Dobrego Smaku in Lodz

Festival Dobrego Smaku is a cyclical event which constitutes an integral part of every delicious food lover's calendar. The team supported the 10th anniversary edition of the Festival as an identification author. The theme of the event was: THE FORGOTTEN – REDISCOVERED. The team juxtaposed a motif of a drawing with a modern picture. Both motifs complete each other and constitute a whole. What has been forgotten deserves attention, and often a new perspective.

_Agency: Progressivo Psv _Creative & Art Direction: Piotrek BDSN Okrasa
_Design: Piotrek BDSN Okrasa & Magdalena Lauk _Client: SBS





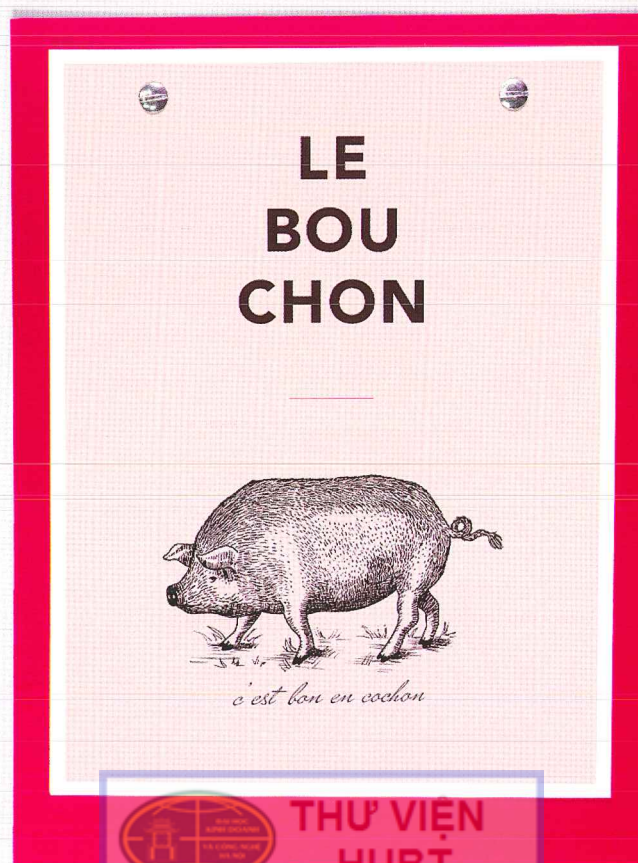
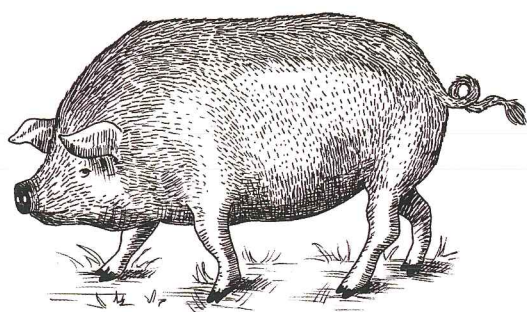
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Le Saint Cochon

Branding for Le Saint Cochon, a French restaurant in Quebec City. Every week, a pig is prepared from head to tail into fine craft charcuteries. The identity is indicative of the personality of the restaurant: savory, refined, and friendly. The handcrafted illustrations are the artisanal touch that well represents Le Saint Cochon. It is a student project by the designer. The stationery, illustrations, menus, and packagings are all handcrafted.

Illustration & Design: Marie-Lise Leclerc



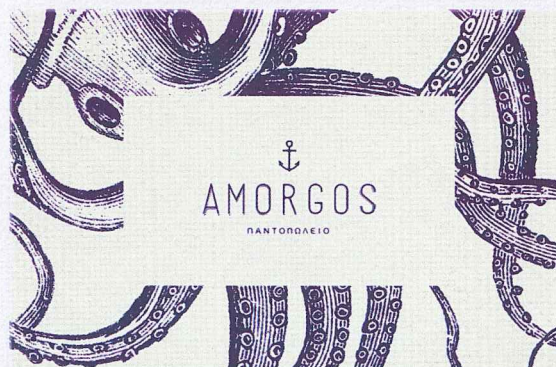
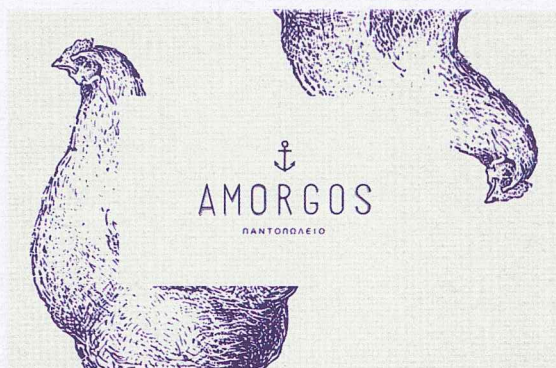
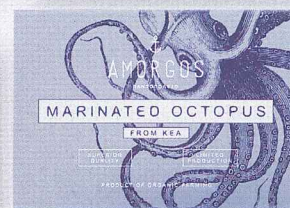
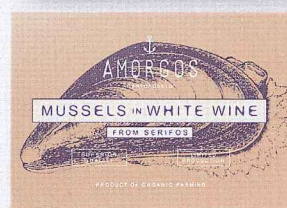
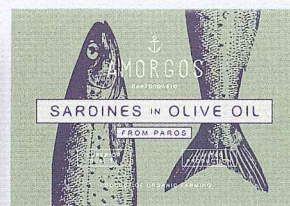
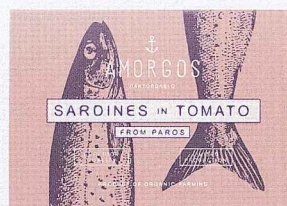
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Amorgos (Greek Delicatessen)

Amorgos is a imaginary brand. In the designer's mind, it would be a selection and result of premium quality Greek products made with love and sun, by local small producers, and from the heart of Cyclades islands.

Illustration & Design: Pier Agency



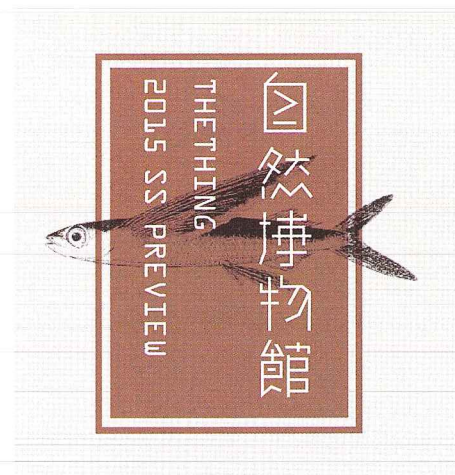
THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Visual Identity for THETHING 2015 SS Preview

Created for fashion brand THETHING 2015 Spring & Summer collection. Theme of the series is "Museum of Natural." Thus animal element and specific typeface make up the visual.

_Design: Bian Yumsh (Bian Yun Xiang)

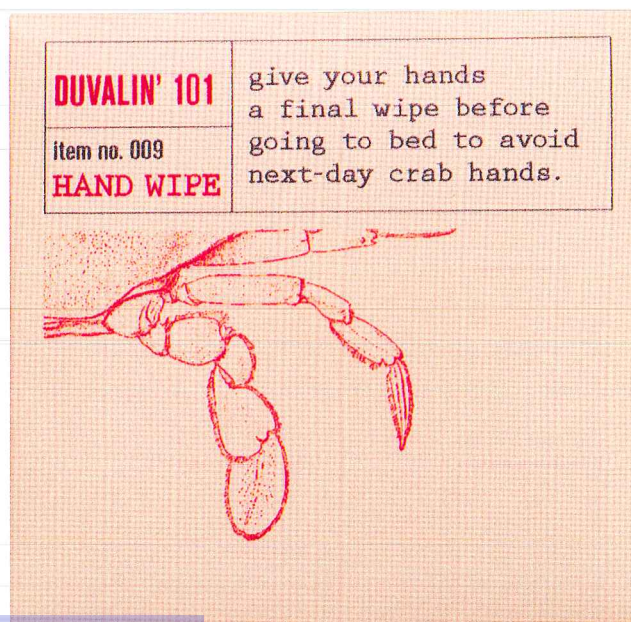
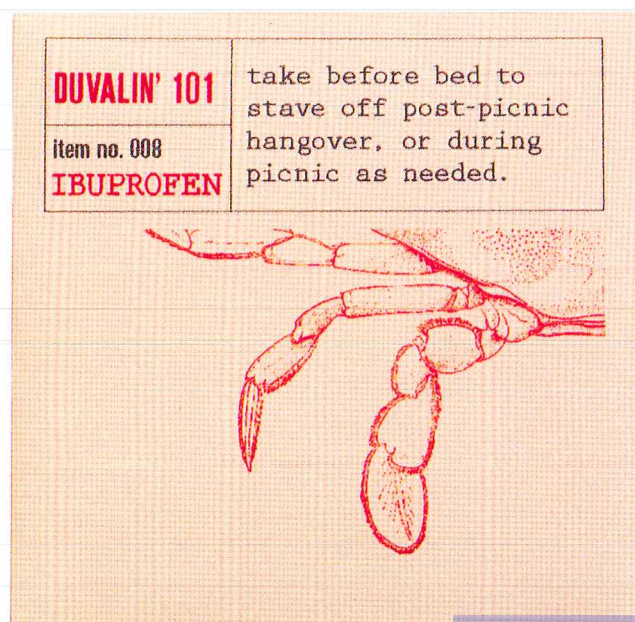




♦ Family Crab Feast Branding

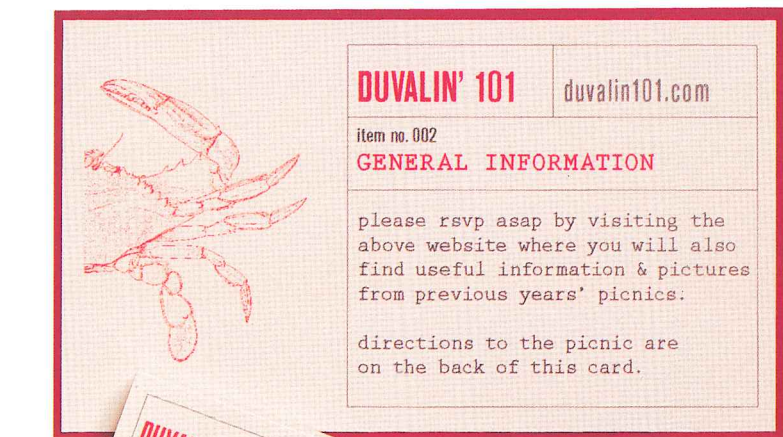
Every Labor Day since 1978 the designer's family gets together for a crab feast, and every year there are bound to be wide-eyed new comers. Since being new at a large family picnic can be overwhelming, the designer created a "survival kit" with essentials that will come in handy throughout the day and will hopefully put the guests at ease.

_Design: Olivia J DuVal



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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



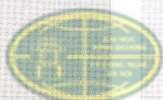
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HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ Education Through Design

There are interesting hand-drawn illustrations on the labels, ranging from bee anatomy to its smallest body parts and neural network. The idea is that the design is not only used for marketing purpose but also for customer education through the illustrations. The idea is closely related to the numbering of each jar, where abstract numbers were specially designed. Logo originated from ideas of honeycomb, the initial letter of the company (Cyrillic П), and flower shape.

_Design: Matija Blagojevic



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ BAR·CO

Visual identity for BAR·CO, a bar of exclusive covers and fresh products from the sea.

_Creative Direction & Design: Ana Manzano





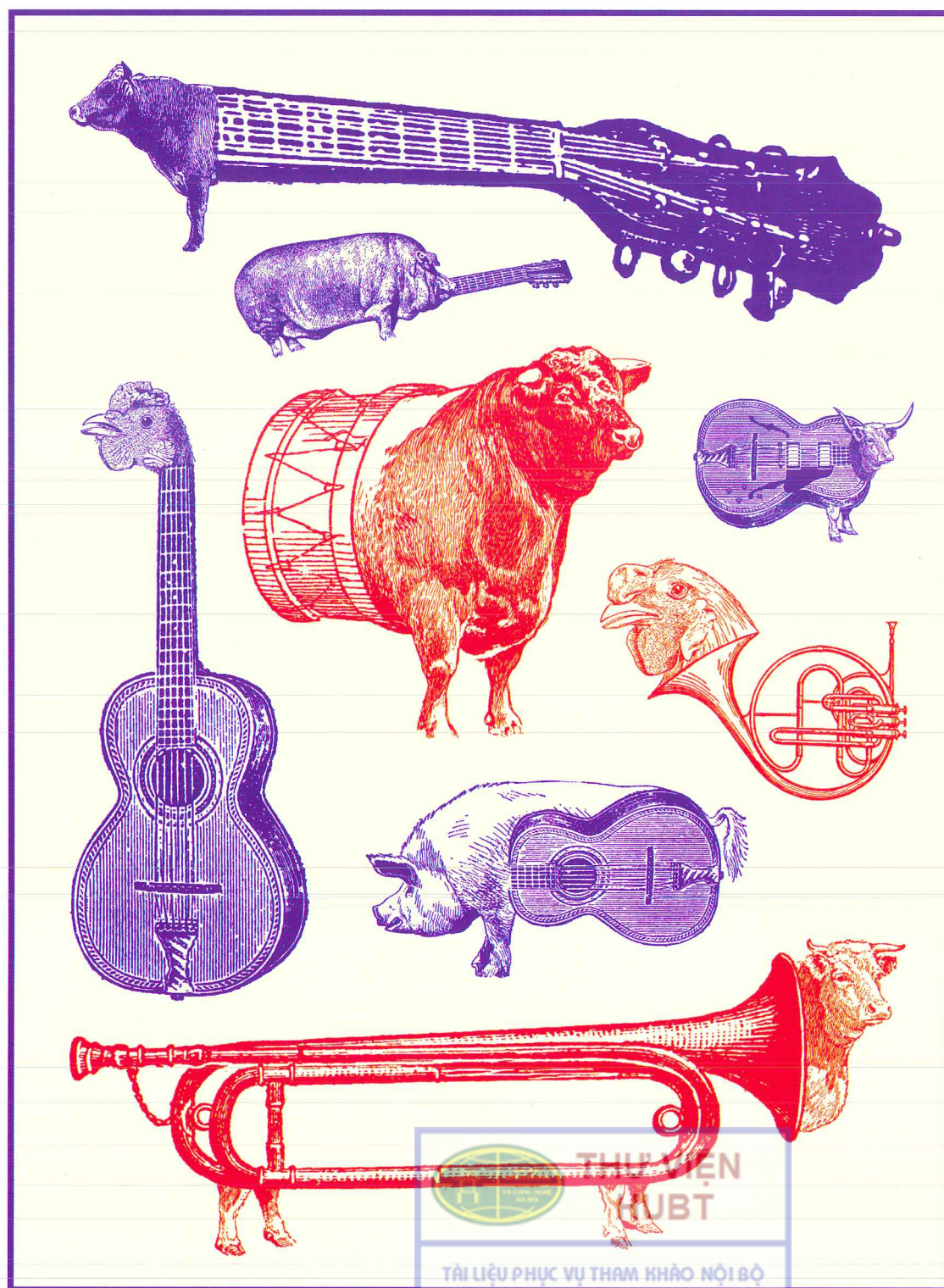
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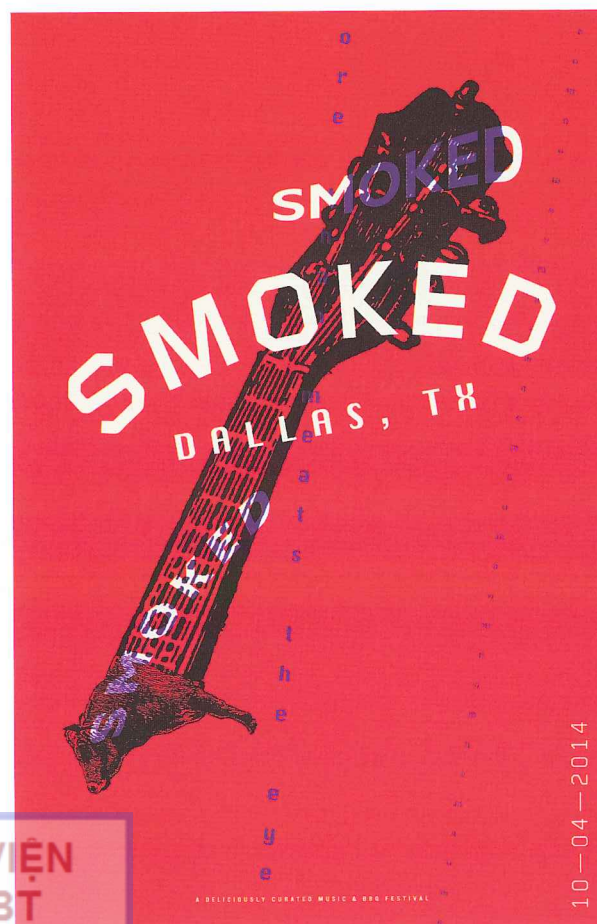
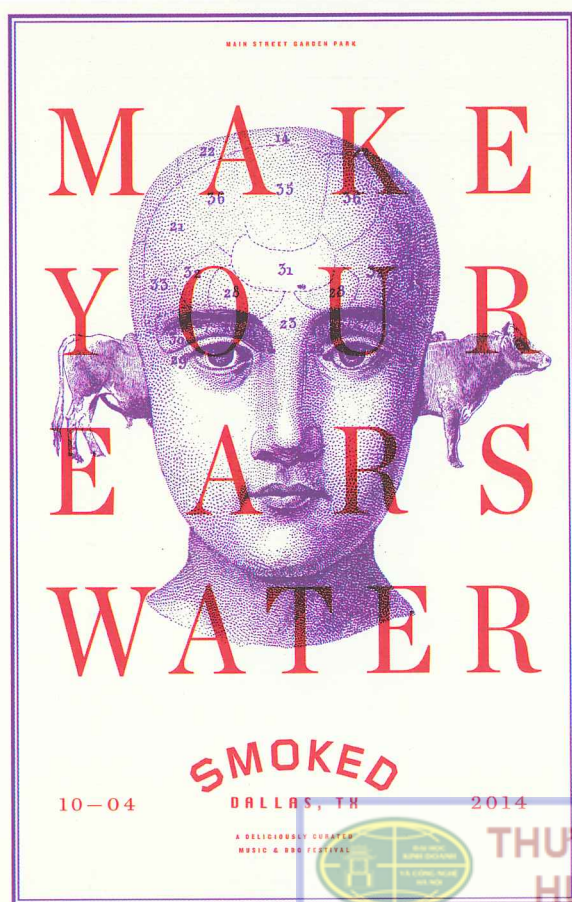
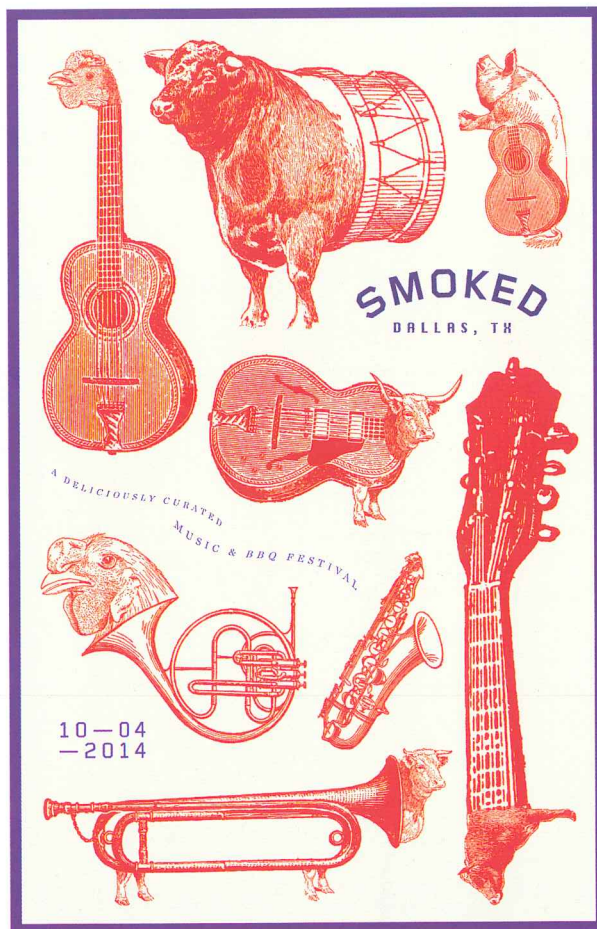
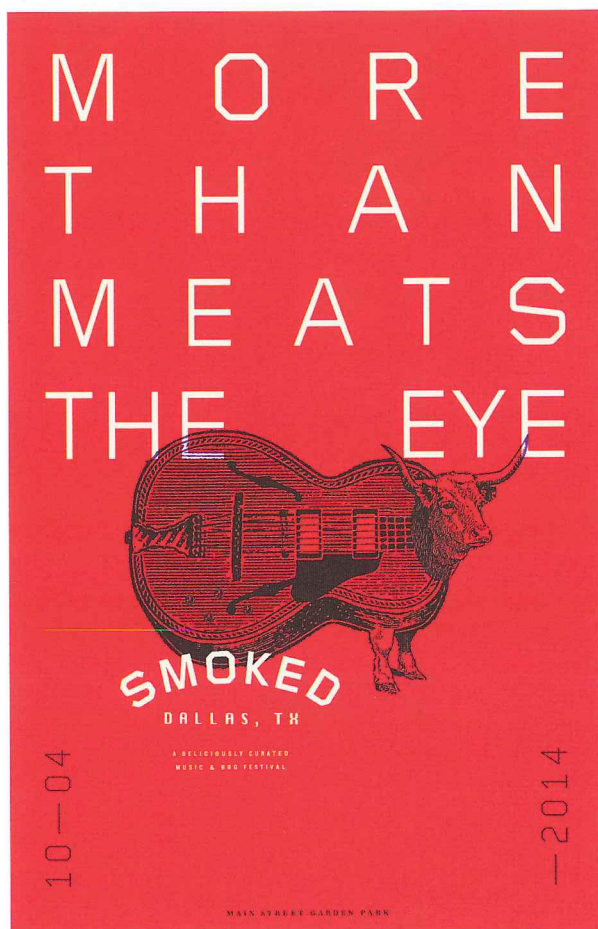
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Smoked Dallas

Beginning in 2014, Smoked Dallas has been a music and barbecue festival featuring the best chefs and bands of Texas. Developing surreal illustrations and bold patterning, the graphic language quite literally merged the music and food elements of Smoked, capturing the vibrancy of the festival and forming a memorable event space.

Design: Tractorbeam

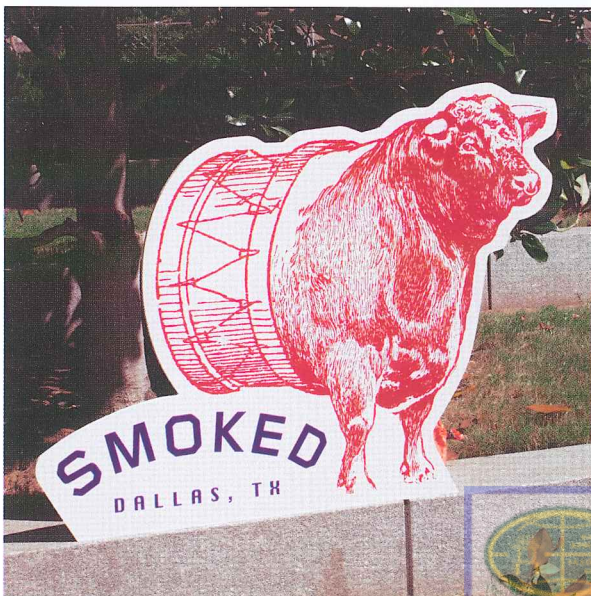
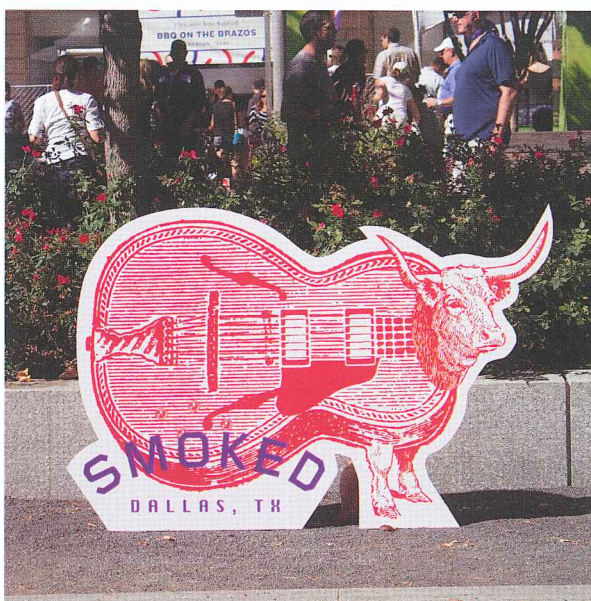






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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



♦ Hälsa Restaurant Branding Illustrations

These illustrations were created for the purpose of branding a new farm-to-table fast food restaurant, Hälsa (Swedish for “health”), located in Brookland, D.C. The client wanted illustrations that were bold with limited but organic and current color, contrasting with the egg yolk yellow used in the restaurant’s logo. The intent from the start was to have a larger-than-life chicken pasted to the exterior of the building that would pique interest and draw customers into the trendy spot. Illustrations are used on collateral and merchandise such as tote bags and greeting cards.

_Creative Direction: Laura Poladsky _Illustration: Donald Ely _Photography: Morgan H. West

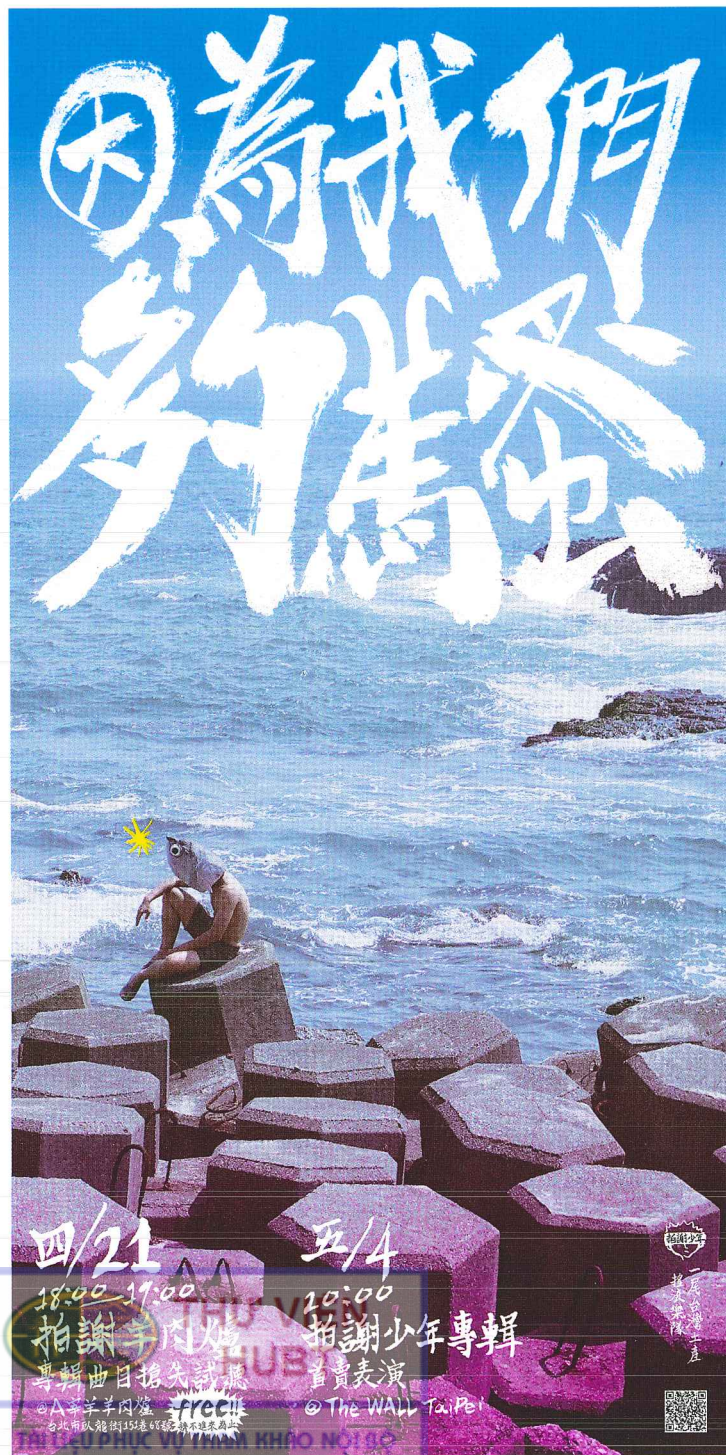




◆ Sea Food

This was the first album released by Taiwan indie band "Sorry Youth." The team choose one of Taiwan's famous fish called "Milk Fish" as the major visual character. Milk Fish has its special instincts and it has to live in pure water. With a streamline body it can swim very fast. It has plenty of fish bones, making it hard to pick when being eaten. The team think the fish reflects Taiwan young men's characteristic nowadays. They want the environment to be better, just like the fish's desire of pure water. They sprint for their dreams, and are not easy to be tamed.

_Illustration: Godkidlla _Design: Godkidlla & Onion Design Associates





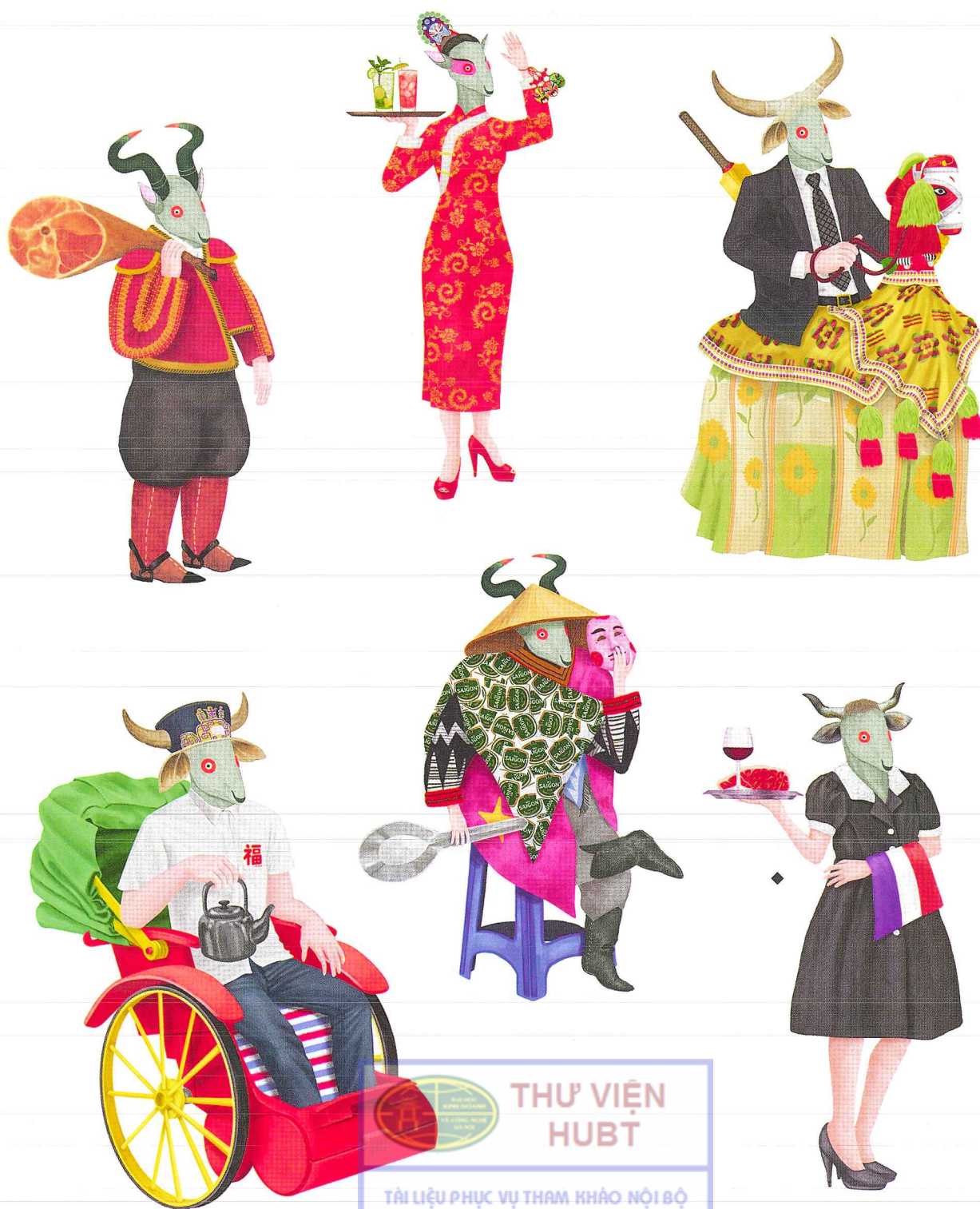
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Black Sheep Restaurants

Black sheep restaurants is a Hong Kong based hospitality group committed to offering a smattering of dining gems in a neighborhood clutter of restaurants. The black sheep team is focused on providing culinary experiences that master the basics. The design team wanted to express the personality of the brand's legacy in creating unforgettable mementos by developing a graphic language that holds a harmony of personalities. Each detail has a special characteristic and quality that makes the member integral within the family.

_Design: Substance



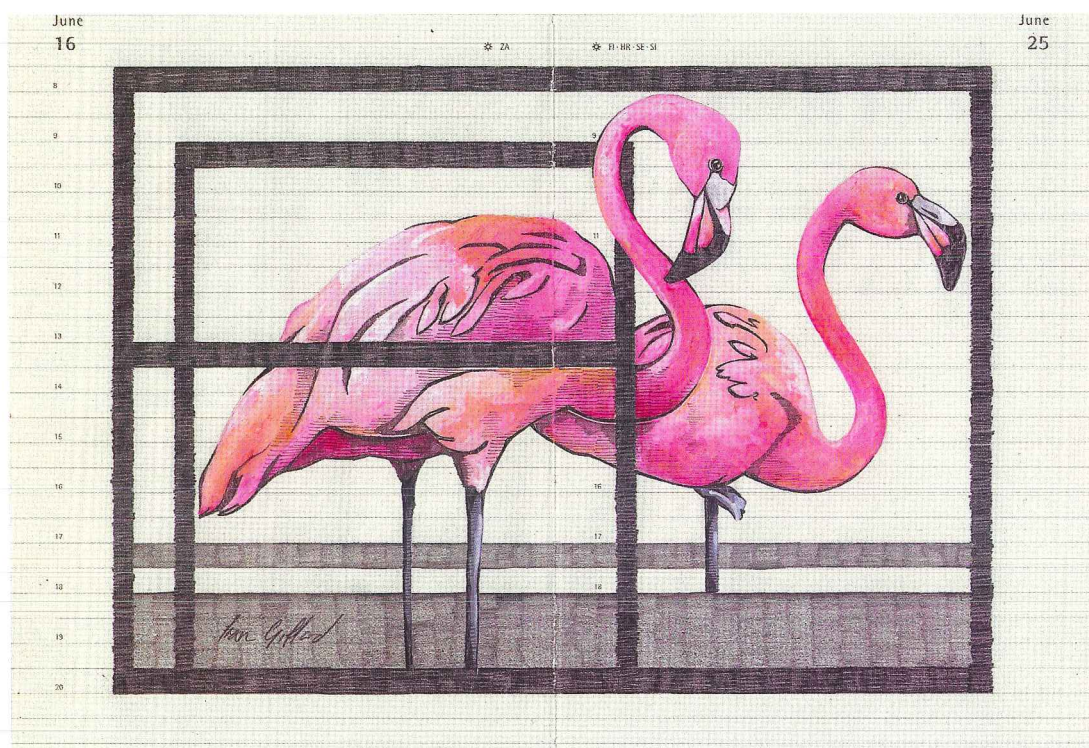


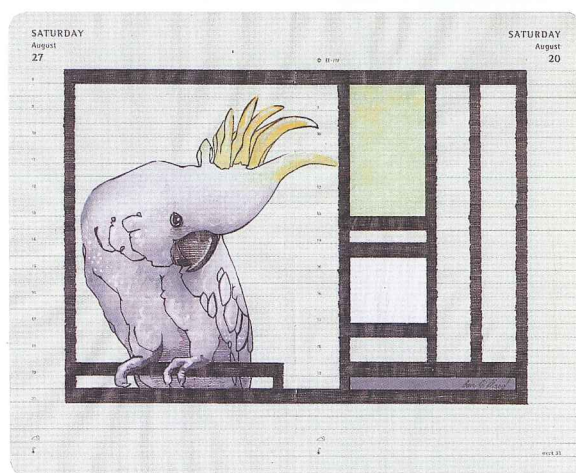
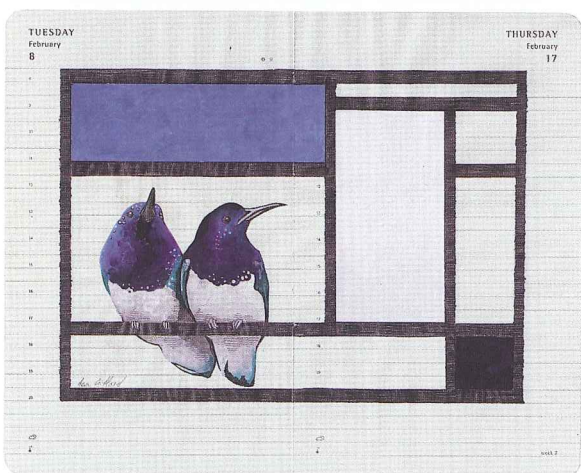
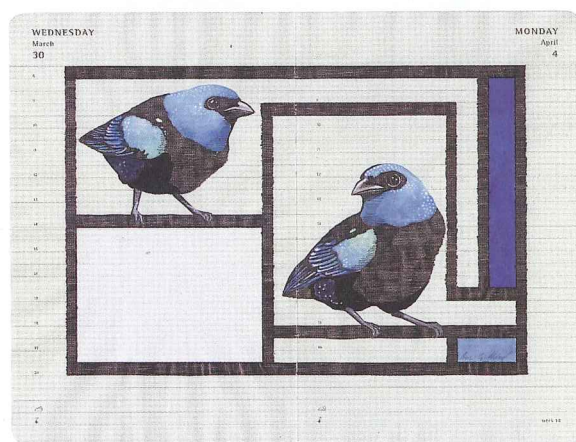
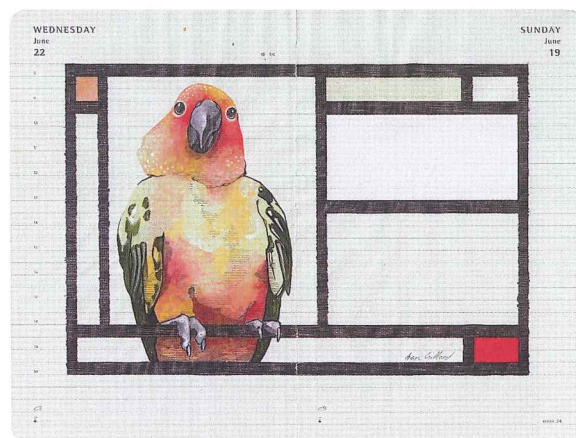
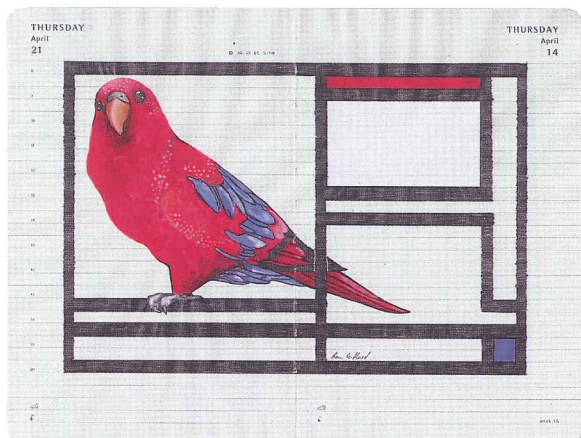
THƯ VIỆN
HUB

♦ O for Ornithology

O for Ornithology is the designer's alphabetical collection of bird drawings, with inspiration from Piet Mondrian. Each drawing featured a letter of the alphabet and a corresponding bird. For example, A for American Flamingo. The designer uses graphite pencil, aquarelle, and gouache over her Moleskine diary pages. The entire collection was exhibited in Mayfair, London in 2012. Only part of the collection is showcased here.

Drawing & Design: Fran Giffard





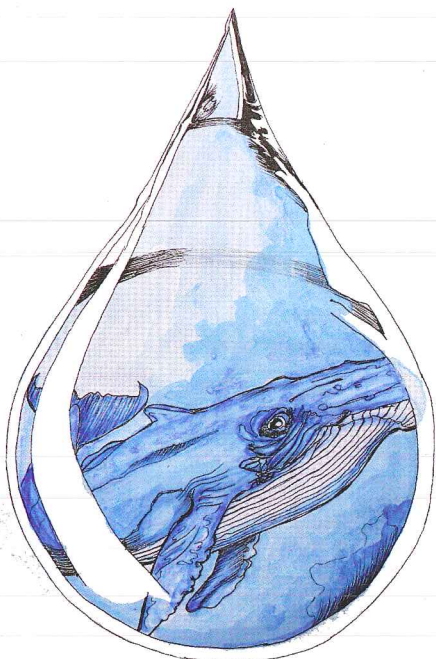
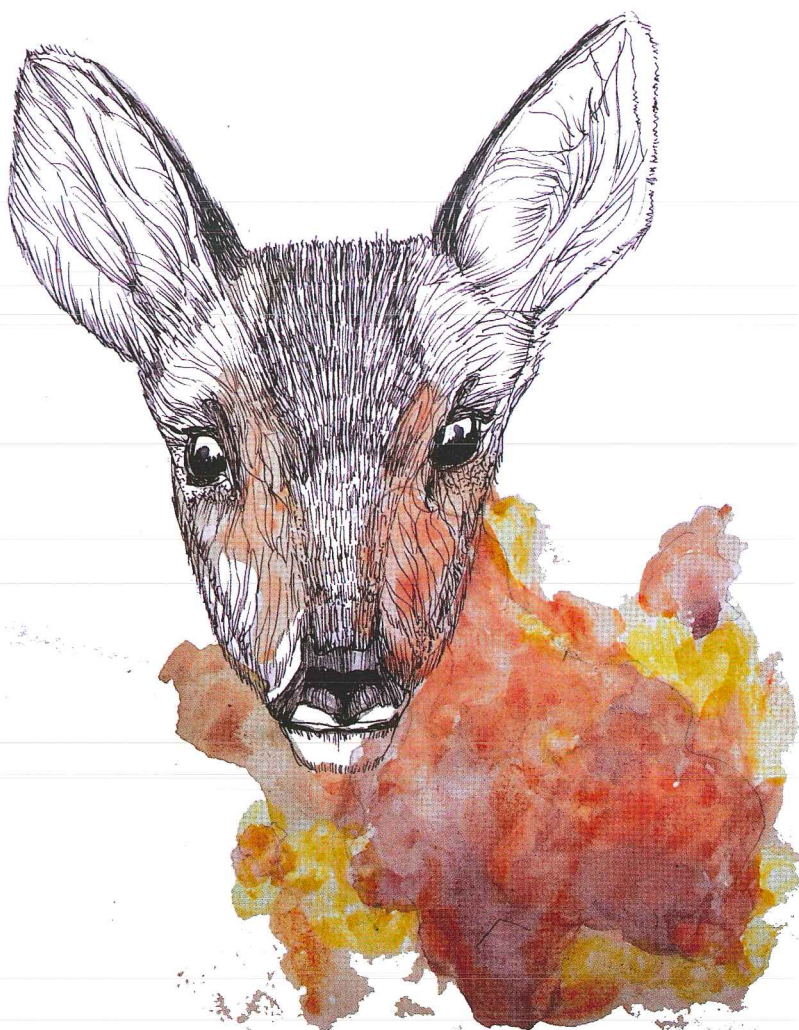
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HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

♦ TE Dizájn Animals Stickers

The word "dizájn" means "design" in Hungarian language. The team produced several design products like stickers, bags, beauty case bags, fridge magnets, and jewelry with unique illustrations of animals. One group of the animal stickers has clear white background which brings into focus the animal figures, while the other has background made from book pages. With this procedure the team supported the recycling movement, passing the message that animals are losing their living space because of the destruction of forests.

_Design: Tamás Fige & Enikő Bréda



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HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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HUBT

♦ 1979 Restaurant

1979 is a restaurant situated in the first district of Paris. They wished to develop their clubbing part and thus its visibility. The team created the visual identity of the club 1979 by working on the graphic charter (and didn't touch the logo), the various media supports of print and Web communication, and the newsletter using animals as the visual characters.

_Design: FLOZ





1979
PROGRAMMATION
MARS 2012

Vendredi 02
USEFOOL
w/ Appaloosa - Jerry Bouthier
Mirror People - Palace & Second Guesser

Vendredi 09
PREMIER RENDEZ VOUS
w/ Olaf Hynd (live) - Dj Tcheck
L'Horloger - Othello - Blondon
Aurele MC - Dj Tom-K

Vendredi 16
LES GARÇONS EN CULOTTE COURTE
w/ Dj Little Nemo + Guest

Vendredi 23
MEEX THEORY
w/ Twoda & Walter Wallace

Vendredi 30
DRINKS PARTY
w/ Dj Alec - Hush Hush

Samedi 03
PARIS A LE GROOVE
w/ Baboflex - Camille + Guest

Jeudi 15
BURLESQUE KLUB
w/ Elodelu - Mlle Joris
Mimi de Montmartre - Miss Glitter Poinkiller
Valentina Del Pearls

Samedi 17
1979 2 ANS!
w/ Walter Wallace - Camille
Stéphane Bourbon - Julielarule & Nightlife
AB'L - Clément (Colette) - Real Abstract
T-Dogg - Dee Nice

Samedi 24
PRIVATISATION

Samedi 31
PARIS A LE GROOVE
w/ Baboflex - Camille + Guest

© 1979 - www.1979paris.com

1979
SAMEDI
17-03-12



2 ANS

AVEC

WALTER WALLACE
• Meex Theory •

REAL ABSTRACT
• RDV10H00 •

STÉPHANE BOURBON
• Air de Famille •

JULIELARULE & NIGHTLIFE
• Activist •

CAMILLE
• Paris à la Groove •

AB'L
• 1979 •

CLÉMENT • Colette •

DEE NICE • Wadklub •


T-DOGG • Air de Famille •

1979 - 49, rue Berger 75001 Paris - M° Louvre Rivoli

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1979 - Newsletter

Si vous n'arrivez pas à voir la newsletter, cliquez ici. If you can't see newsletter, click here.



1979 NEWSLETTER
MARS 2012

PROGRAMMATION

Vendredi 02
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Mirror People - Palace & Second Guesser
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w/ Baboflex - Camille + Guest
MORE INFO

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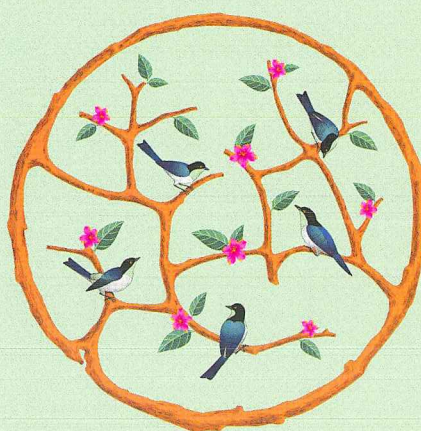
◆ Xin Yue Café

Brand design for Xin Yue café under Tian Fu Hui Cheng Company in Sichuang, China using birds as the main visual character.

_Creative Direction & Design: Peng Chao



春



夏



秋



冬



THƯ VIỆN
HUBT

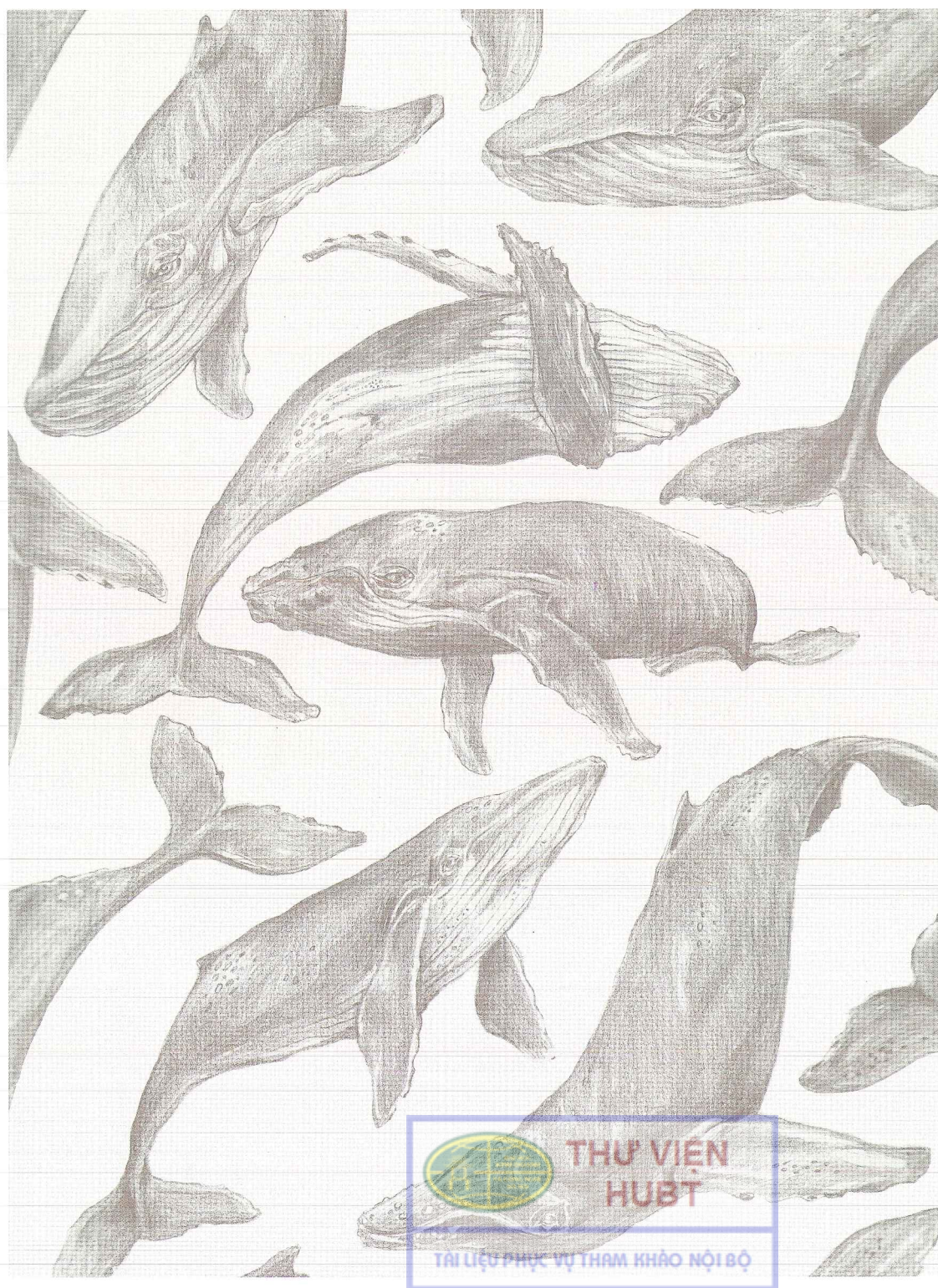
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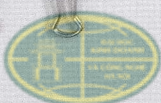
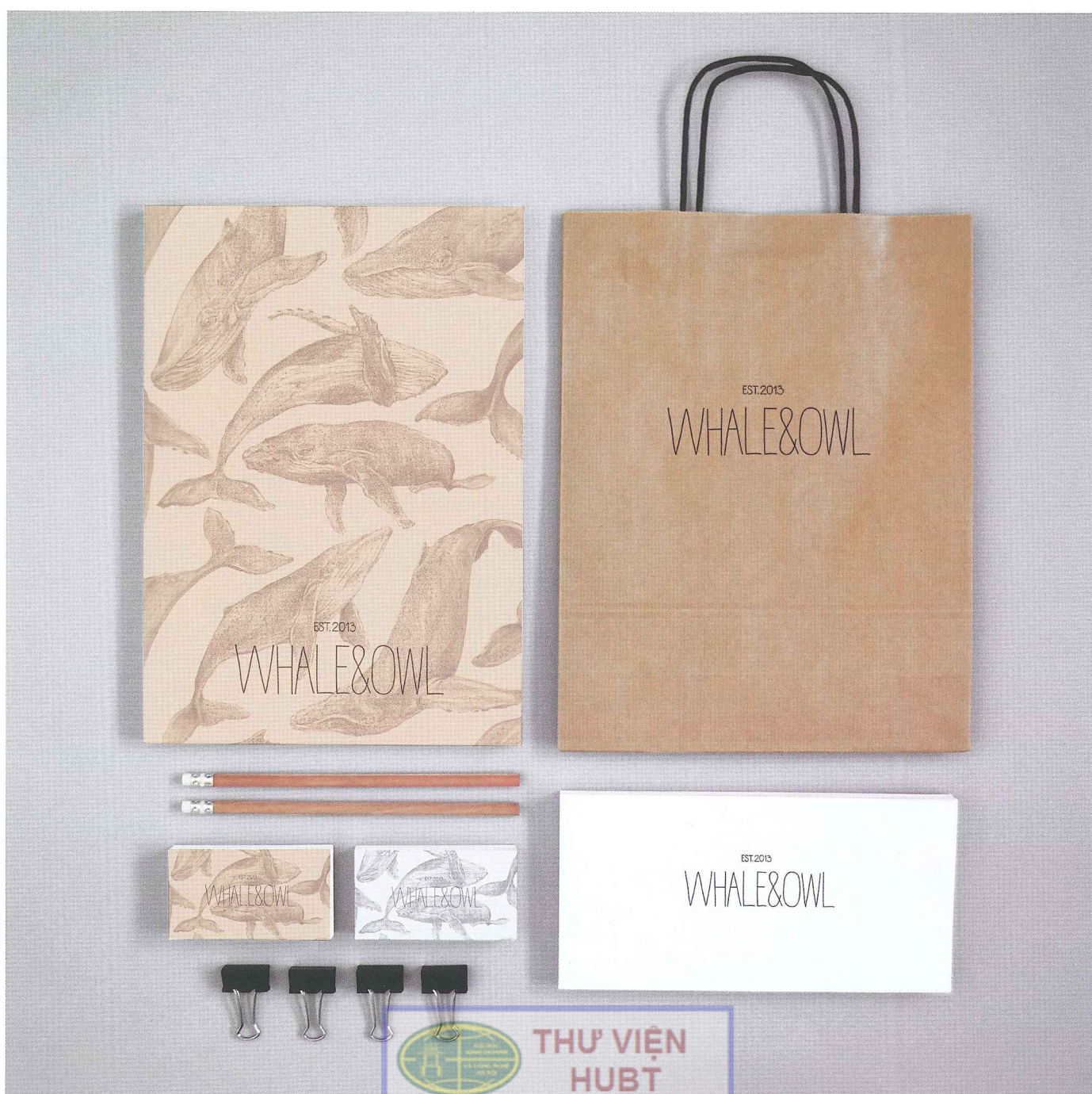
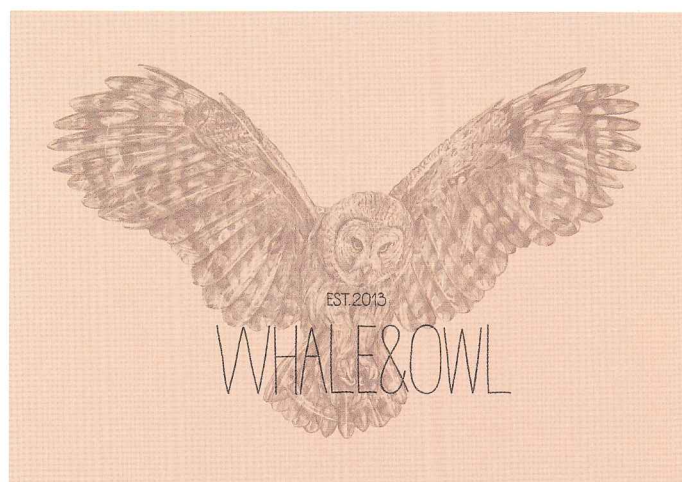


♦ Whale & Owl Brand Identity

This project is a brand identity for the designer's DIY company Whale & Owl. The idea behind the project was to use very detailed illustrations of whales and owls and apply them later as a pattern. The choice of these two animals was very natural, and rather personal to the designer. The whale was chosen as a symbol of something ancient and fundamental, while owl represents wisdom and clarity in the designer's vision.

Illustrations & Design: Sonya Korshenboym





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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Zoo-logical Collection

The purpose of the artwork Zoo-Logical Collection is materializing, with architectural fundamentals and establishing basic geometric parameters, a set of animals in nine illustrations. The shape and color are decontextualized in order to show the geometrical beauty and the mathematical graphics existing in the nature.

_Illustration: MABAA™



O W L
El Buho

zoo|logical collection

MABAA™



D E E R
El ciervo

zoo|logical collection

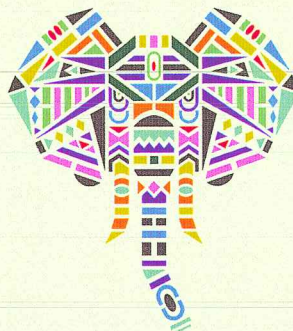
MABAA™



P E A C O C K
El pavo real

zoo|logical collection

MABAA™



E L E P H A N T
El Elefante

zoo|logical collection

MABAA™

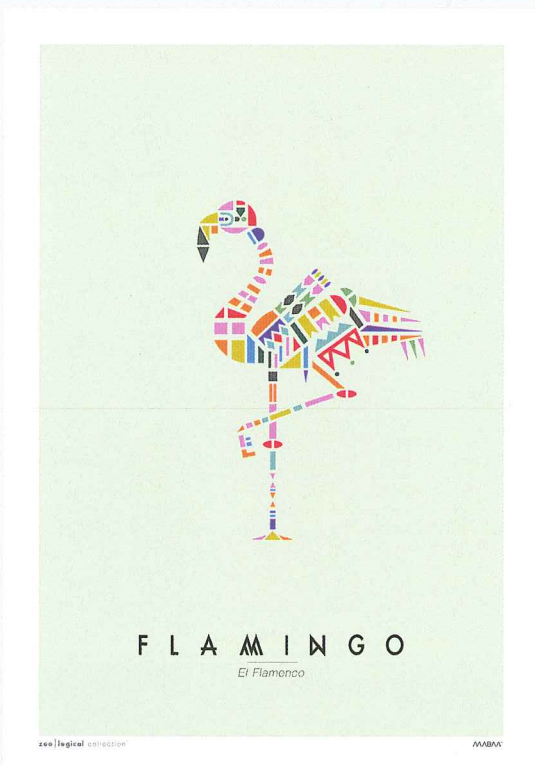


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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



AMBA

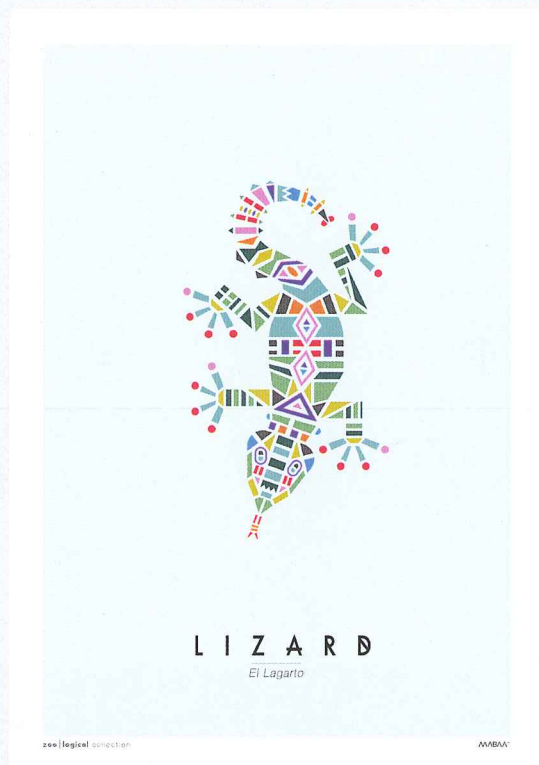


FLAMINGO

El Flamingo

zoo | logical collection

AMBA



LIZARD

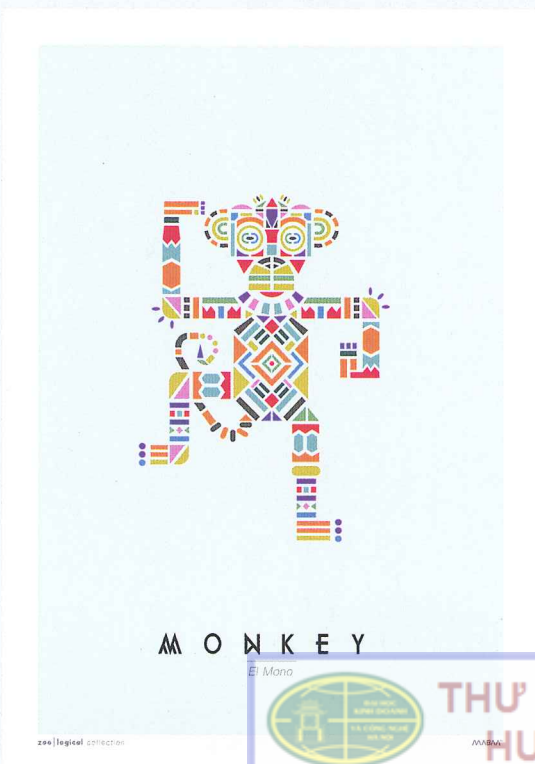
El Lagarto

zoo | logical collection

AMBA



AMBA



MONKEY

El Mono

zoo | logical collection

AMBA

THƯ VIỆN
HUB

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Pazzle Gakuen

Puzzle Gakuen is an educational service using intellectual training material. The designer created a logo with infinite development possibilities just like a child's power of imagination and used tangram, which is one of the teaching materials, as a motif. The designer expected this logo to be used on business cards, the Web, and character stickers with the hope that it will be liked for a long time as an identity to stimulate the curiosity of children.

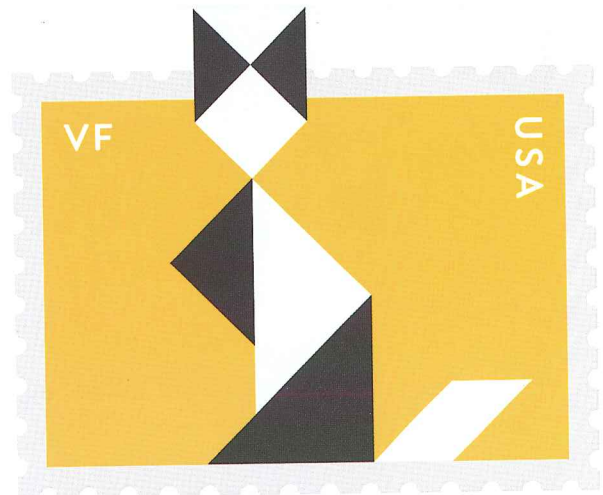
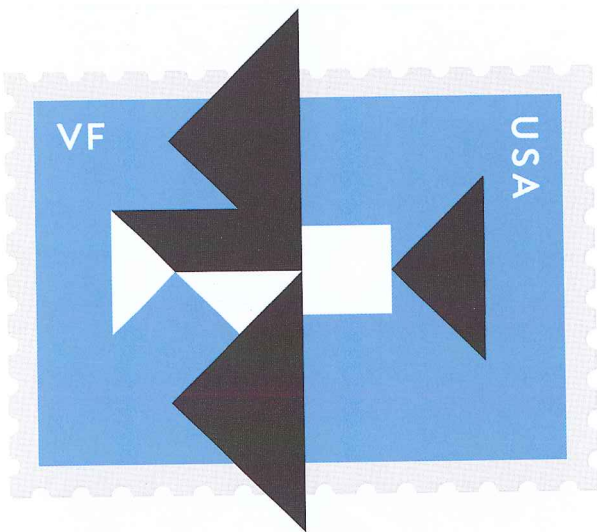
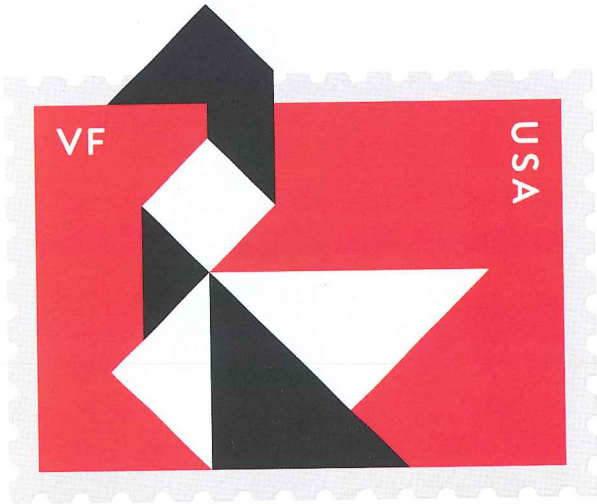
Art Direction & Design: Masaomi Fujita



♦ Vanity Fair

This work was created for the monthly mail bag stamp in Vanity Fair.

_Art Direction: Kate Elazegui _Design: Mads Burcharth



◆ Lobster Kitchen

The designer was given the exciting opportunity to design and brand Lobster Kitchen – a lobster takeaway restaurant. The brief was to bring Maine, Portland USA to London, recreating its authenticity blending seamlessly with London's bustling food-loving atmosphere. Roche Communications was involved in the entire process, from conceptualising the idea to creating its image and brand identity.

Branding & Design: Murat Ismail

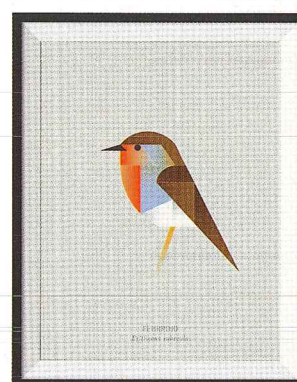
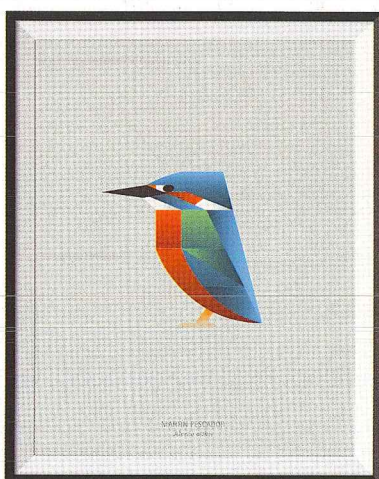
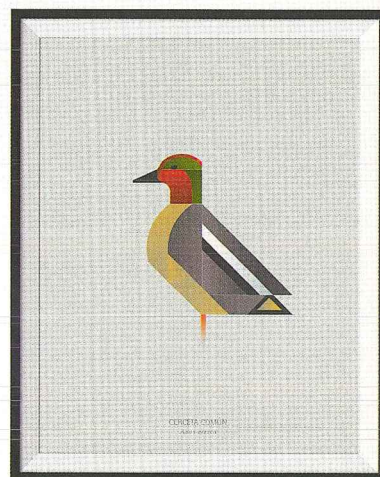
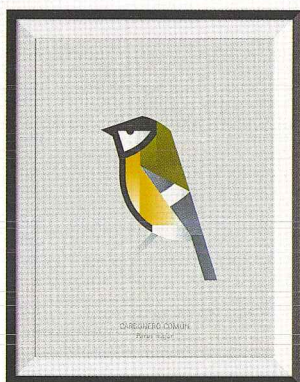




◆ Birds

This collection of prints is inspired by the birds which live in L'Albufera, an important natural reserve which covers 21,120 hectares in the south of Valencia. Each year this natural reserve is visited by thousands' species of migratory birds. The purpose of this project was to illustrate, in a simple and geometrical way, the main characteristic and morphology of the birds, in order to let people know more about them.

_Agency: MUT Design _Illustration: Manuel Martin



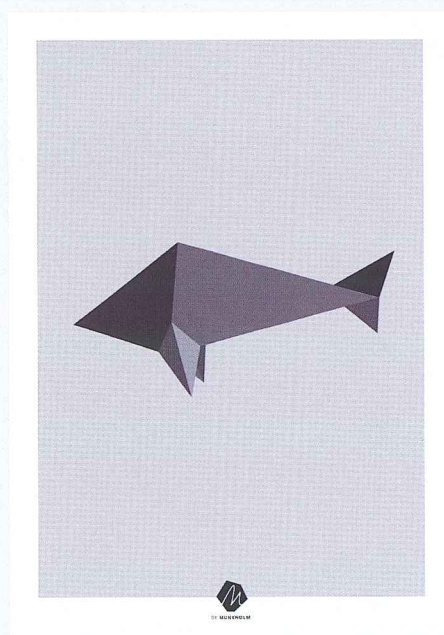
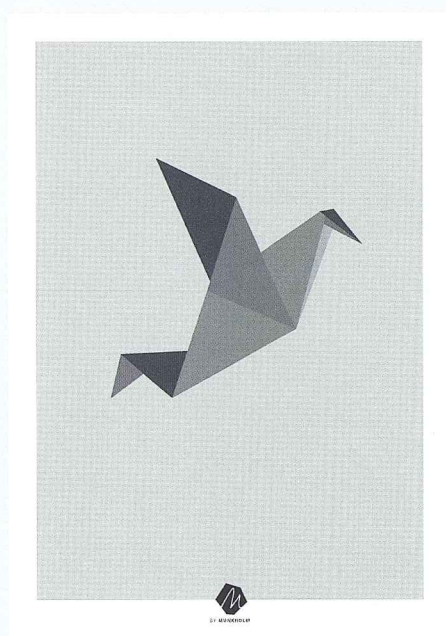
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

◆ Nordic Animals

The "Nordic Animals" series uses the origami and its fascinating ability to depict complex objects in a simple way, thus engaging our imagination. In this work, shapes become geometry and dimensions become colors. The posters interpret the origami with a Scandinavian touch and consist of Fish, Bear, Fox, Bird, and Seal.

Illustration & Design: Michelle Munkholm

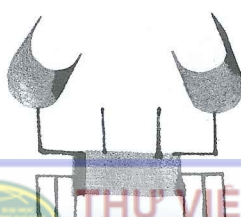
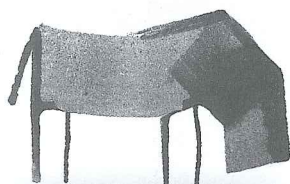
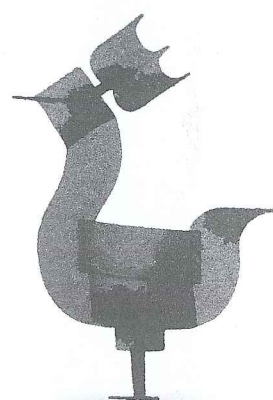
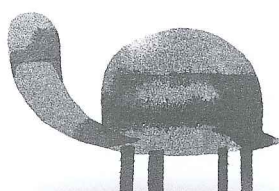
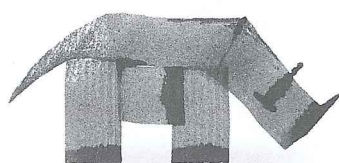
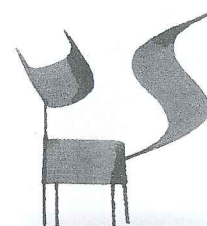
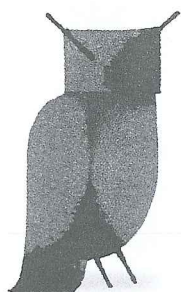
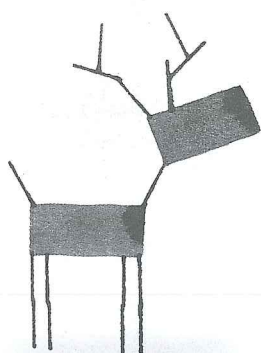
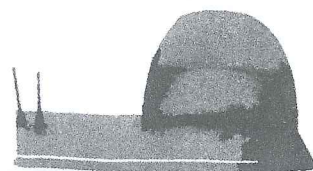
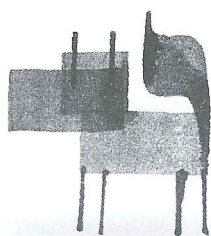
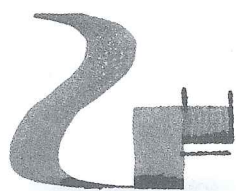


◆ Calligraphy Animals

This work is the designer's exercise in the constraints of line and color. With just a few strokes of his calligraphy pen, the designer has created a whole host of minimalist yet evocative animal illustrations.

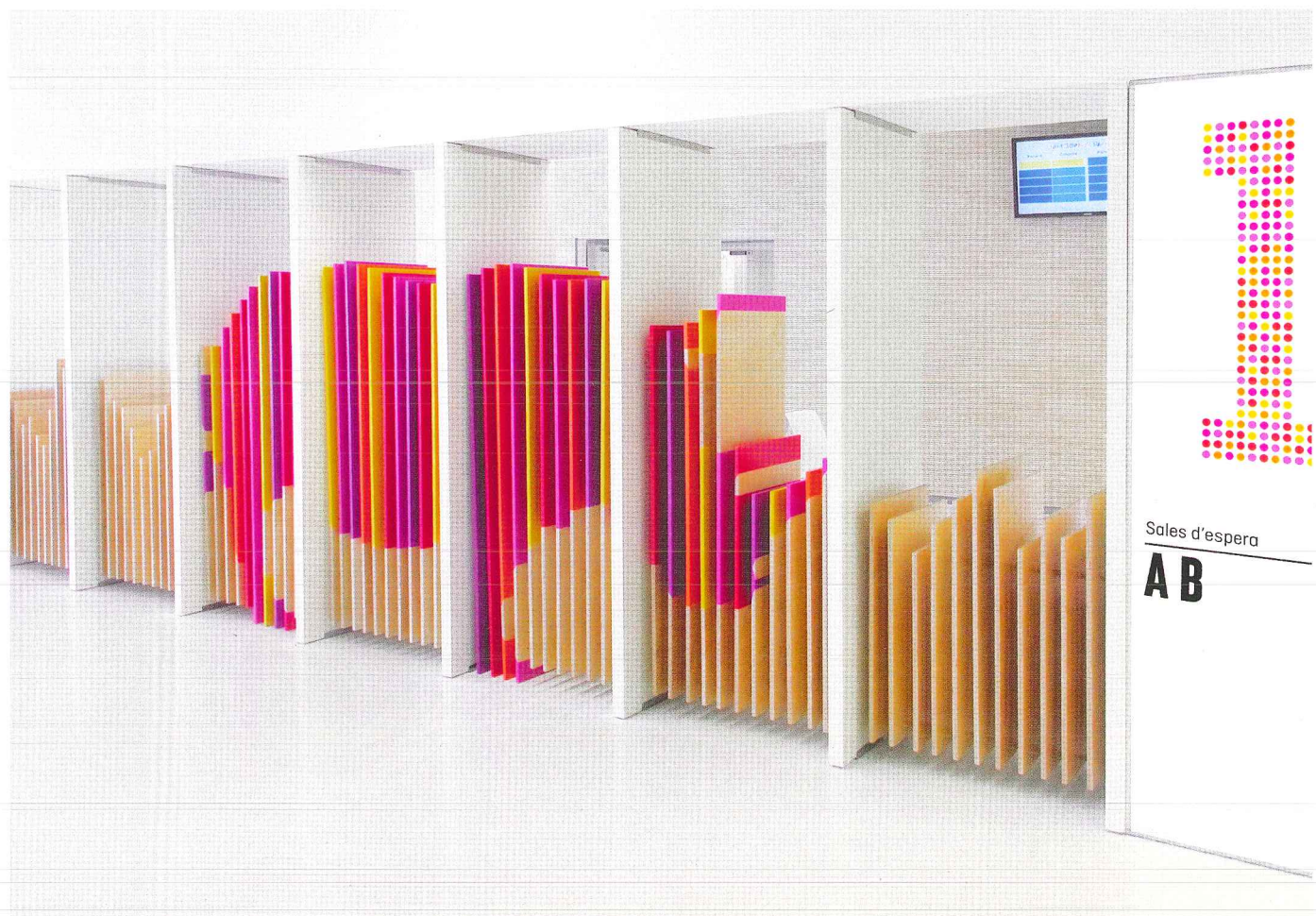
Design: Andrew Fox





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Agata Szota

www.behance.net/aszota

A 24-year-old graphic designer based in Poland, graduating from Polish Academy of Fine Arts and Design E. Gepperta in Wrocław with Bachelor degree in Glass Design and Master degree in Visual Communication. Her skills cover aspects including graphic design, print design, brand design, and illustration.

> p090-093

Akiko Masunaga & Masunaga Design Team

www.masdb.jp

A Japanese graphic designer and the office led by her, working in the fields of planning and production, branding design, VI, packaging design, web design, and advertising.

> p177

Aleksandra Lampart

alelampart.pl

A graphic designer and illustrator graduating from Academy of Fine Arts in Katowice and now based in Warsaw. She participated in many individual and group exhibitions and illustrated for Polish magazines like Piana Magazine, Kato Magazine, Ultrażurna, and Kontakt.

> p070-071, 080-081, 082-083

Alina Piotrova

www.behance.net/alina

A graphic designer with over 3 years' experience in print design, web design, and logo design. She was born in Minsk, Belarus where she finished elementary and secondary school. Currently she is a third-year student in the Faculty of Arts, University of West Bohemia, Czech Republic.

> p088-089

Allison Kunath

www.allisonkunath.com

A visual artist based in Los Angeles. Her work balances forms that are hard and soft, masculine and feminine, mathematic and intuitive. Graphic, geometric, and architectural elements are complimented by flowing, organic arrangements. Both ends of the spectrum meet as she explores identity, consciousness, and a remembrance of our true beauty and divinity. The two hemispheres of the brain are in constant dialogue as she plays with the balance between control and surrender.

> p104-105

Almudena García Quiroga

www.behance.net/Almudenaquirola

Born in Madrid, Spain in 1988. She obtained her

degree in engraving and stamping techniques in "Real Casa de la Moneda," Madrid, Spain in 2010, and graphic design degree in the High School of Design of Madrid, Spain (the Escuela Superior de Diseño de Madrid, ESDmadrid) in 2014.

> p116-117

Ana Manzano

www.estudiofragil.com

Ana was born in Toledo, Spain, and now based in Barcelona as a freelance graphic designer. She obtained her degree in Graphic Design and Motion Graphics and has worked in different creative studios and an advertising agency. She founded her own studio Estudio Frágil. She specializes in audiovisual and combines graphic design with the audiovisual sector.

> p192-193

Andrew Fox

www.behance.net/afox

An illustrator and designer based in London. Specializing in character design, he has worked on greeting cards, children's books, and company mascots. While the majority of his work is digital, his preference is to use whichever style seems appropriate for the project at hand. Since creating his calligraphy animals, Andrew has continued to develop this simplistic style, using his trusty calligraphy pen to draw a range of beetles, robots, and even sexual positions.

> p228-229

Ann Bomar

annbomar.com

A graphic designer based in Nashville, TN. She graduated from Savannah College of Art and Design with a BFA in Graphic Design in 2014, and is currently working as a UI/UX designer at Aloompa. Focusing on branding and digital design, she strives to create meaningful design through innovative solutions.

> p047

Anna Nowokuńska

www.nowokunska.com

A graphic designer and architect who loves modern dancing, coffee, mushrooms, designing stuff, traveling, and knowing how things work. In design process she takes advantage of knowledge and experience from both graphic design and architecture disciplines.

> p110-113, 114-115

Anton Leogky

www.behance.net/antleogky

A talented designer of interaction design with the proven abilities to combine creative and usability

viewpoints, which result in world-class Web and Mobile applications.

> p136-137

Apartment One

www.aptone.com

The team believe in the power of brands to tell a story, to engage an audience, and to mobilize people around an idea and toward a goal. They are a creative agency that works intimately with leading companies, organizations, and individuals. They find strength in creative partnerships, excitement at the birth of a new venture, and passion in the service of a greater good.

> p170-171

Armoder Arte & Diseño S.L.

www.armoder.com

A design studio based in Valencia, Spain, specializing in the creation of the image and corporate identity of companies and/or products. Its creative essence is expressed through the fusion of art and design. It provides visual communication services including branding, advertising, publications, graphic design, editorial design, and packaging.

> p163

Bailey Lauerman

www.baileylauerman.com

An independent advertising agency headquartered in Omaha, Nebraska. The place has given them an independent streak as wide as the plains. They aren't held hostage to any one perspective, medium, category, or holding company. Their only agenda is their clients' success. Their only goal is the relentless pursuit of positively impacting the destiny of the brands they serve.

> p161

Bec Kilpatrick

www.beckkilpatrick.com

An artist based in Sydney, Australia. Drawing is central to her practice from concept development through to final rendering. Her illustrations are highly detailed and can be seen across a wide range of applications from branding to product design. She is inspired by patterns in nature and abstract forms creating unique and interesting compositions.

> p120-121

Bian Yumsh (Bian Yun Xiang)

www.behance.net/yumsh

A China based graphic designer born in Lanzhou in 90s. His occupation career started in Hangzhou in 2013. At present, he is working in Shanghai as a designer and art director. He is keen on branding and printing design.

> p186-187

Björg-Elise Tuppen

www.bjorgelise.com

A multidisciplinary designer and artist located in Harstad, Norway. She is a professional photographer, graphic designer, and visual artist who experiments with different media such as painting, drawing, photography, typography, and digital collage. She also mixes them to explore and create different moods, effects, and expressions.
> p084-085

Bochuan Li

www.bochuanli.com

A Chinese designer who is currently pursuing her MFA degree in visual communication design at the Institute of Technology, Rochester, NY. She believes that design makes communication more effective: clear and creative designs help clients better convey their message, while design strategies ensure memorable messaging. With a strong interest in branding, typography, and illustrations, she creates neat, creative, and fun design.
> p180

Build

www.wearebuild.com

A boutique creative agency based in London, producing modern, graphic solutions for lifestyle clients, both corporate and independent, specializing in producing visual identities and communications for design-led clients. Its portfolio encompasses brand identity, art direction, and graphic design, with experience of production including print, websites, and moving image.
> p010-011

Bureau F

www.ffabienne.com

A multidisciplinary creative agency located in Vienna, Austria, specializing in visual identities, printed matter, websites, interactive design, and packaging design. A unique approach, fresh and sincere brand messages, and authentic communications make their clients happy.
> p058-061

Casiographics

A.k.a. Stefanie Haslberger. An illustrator based in South Bavaria who has worked on a number of different artistic and commercial projects since 2010 and exhibited internationally. Casie's detailed drawings and graphic elements are a fanciful reflection of the rich and diverse textures of the animal kingdom and nature. Her aim is to create optically beautiful works and inspire others.
> p149

Celia Arellano

celiaarellano.com

A Graphic designer and illustrator from Spain, currently living in Liverpool, England. She has a degree in Advertising (IED Madrid), a Post-

graduate diploma in Fashion Marketing (Universidad Complutense, Madrid) and a Certificate IV in Graphic Design (Shillington College). She has been working as a designer in Manchester and Liverpool and as a freelancer in various projects from Apps and Webs to packaging, editorial illustrations, and branding.
> p138

Chuyu Brand Management

Established in 1998, Chuyu Brand Management is a senior member of GDC and is in the top 50 among the Chinese design agencies. It has rich experience in visual expression and transmission of commercial design. It conducts interdisciplinary design and research for many years.
> p048-049

Cóncavo & Convexo

www.concavoyconvexo.com

A group of specialists in creative communication. Their purpose, almost like a common regional cause, is to professionalize the actions of marketing and corporate communication of Patagonia and the country. For that reason, they are a team of experts in corporate identity systems, brand strategies and marketing plans, advertising campaigns, PR, and CSR activities.
> p026-029

Dan Schlitzkus

www.behance.net/latomicart1

A digital artist, illustrator, and designer from the Pacific Northwest. Dan enjoys combining elegant shapes and natural wildlife into imaginative compositions. He draws much of his inspiration from his children, friends, and the world creative community. He illustrates and designs for Microsoft, Brooks Shoes, Zillow, and other local Seattle agencies.
> p173

Dani Chong

www.behance.net/danichong

A graphic designer from Hong Kong. An expert in using space, words, and graphics to tell stories. Dani values the small things in life and believes that every detail of life brings unique meaning to every single story.
> p050-051

Dani Rubio Arauna & Rai Pinto

www.rubioarauna.com
www.raipinto.com

Dani was born in Santander and has a degree on Graphic Design of Eina University. His work focuses on corporate identity, editorial design, and environmental graphics. Nowadays he runs his own studio in Barcelona for major clients such as Fundació Agbar and Sant Joan de Déu Hospital. He is a Typography and Editorial design teacher. His work has been recognised many times by awards such as ADC*E and Laus. Rai studied Industrial Design at Escola Massana and has a degree on

Interior Design of Eina University. His work as a freelance includes projects for Casa Decor and Sant Joan de Déu Hospital, as well as designs for private homes and commercial spaces. His studio is located in Barcelona. His work has been published many times by national and international magazines such as Interior Design Magazine and Bob Magazine..
> p230-232

Donald Ely

www.cargocollective.com/donaldely

Donald Ely is from Hughesville, Maryland. He graduated from the Maryland Institute College of Art in 2004 with a BFA in illustration. He works by day as an in-house senior graphic designer at ASCD, an education-based nonprofit organization. In the evenings and on the weekends, Donald works as an illustrator. Some of his clients include: A24 Films, HOW magazine, and Baltimore Magazine. His work has been featured in Communication Arts and DigitalArts magazine.
> p198-199

Dylan Phan

www.behance.net/DylanSpring

Dylan Phan was born in Vietnam but came to Australia in 2012 for his high school study. He has been doing design and graphic as a freelance for nearly 5 years, beginning with fashion design and extending to drawing, painting, illustration, and graphic design. He is inspired by people around the globe and animals, and has strong interest in low-poly art.
> p178-179

Elsa Lecoq & Thomas Nicolas

www.elsalecoq.com
www.behance.net/hublot

Elsa Lecoq is an artistic director and graphic designer based in Geneva. Thomas Nicolas is an illustrator and graphic designer based in Paris. They met in Paris during their scholarship and are still friends/coworkers today.
> p130-131

Emily Louise Simpson

www.emilouisiesimpson.com

Emily Louise Simpson is currently working towards her Master's degree on graphic design at ESAG Penninghen in Paris. She has a passion for the visual world and likes to work in analogue as well as digital, and in several fields such as illustration, photography, editorial, and painting.
> p036-037

Emilia Ferraresso

www.behance.net/EmiFerra

A graphic designer born in Neuquén, Patagonia, Argentina. In 2009 she moved to Buenos Aires, where she currently lives, and studied graphic design at the University of Buenos Aires. She graduated in 2014, and worked as a freelancer in different projects after graduation. In 2013, she

started working in the design team for the Club Cultural Matienzo, a space dedicated to Buenos Aires' emergent culture events.

> p034-035

Emma Williams

www.emmawilliamsdesign.com

A graduate of California Polytechnic State University with a BFA in Art and Design, concentration in Graphic Design. After graduation, she went on to work for an award winning branding and packaging design studio in her hometown of Petaluma, California.

> p139

FLOZ

www.milleneufcentsoixantedixneuf.fr

An art direction and graphic design studio founded in 2010 in Paris, by Kathia Saul, Rémi Andron and Thiébaud Chotin. Their practice combines sophistication, precision, and experimentation. They help their clients to design and develop their projects through art direction, visual identity, editorial design/print, and digital design.

> p208-209

Fran Giffard

www.frangiffard.com

Fran Giffard has long been captivated by the intricate beauty of natural illustrations, and over the last four years she has begun to amass an incredible body of ornithology-inspired artwork. Fran started to work directly onto her personal Moleskine diaries using aquarelle, gouache, and graphite pencil, capturing the wonder of exotic and more commonplace birds. The result is a vivid collection of work with an intriguing personal slant. Fran studied Fine Art Drawing at Camberwell College of Art, graduating in 2010. Since then she has exhibited internationally, as well as throughout the UK.

> p204-205

Francesca Sardigna

www.francescasardigna.com

A graphic designer who lives and works in Turin, Italy, where she worked with various media agencies on transversal projects for different types of customers. Over the years she has developed different skills from illustration to digital.

> p014-015

Fuzzco

fuzzco.com

A creative agency based in Charleston, SC, USA, whose 100% person-based operation is made up of designers, programmers, and problem-solvers combining elbow grease, guts, and resourcefulness to improve the quality of life for their clients and their clients' clients.

> p175

Godkidlla

www.behance.net/godkidlla

Liao Chun Yu, a.k.a. Godkidlla, is an overworking workaholic in Graphic Design and Fine Art. He specializes in illustration and the design of poster, book cover, movie visual, and album art.

> p200-201

Grainne Smith

www.behance.net/grainnesmith

A multidisciplinary designer based in Dublin, Ireland, who has graduated from IADT (Dun Laoghaire Institute of Art, Design and Technology) in 2014.

> p009

Hannes Hummel

www.hanneshummel.de

Hannes Hummel, Cologne (Germany) based designer, focused on graphic-, motion- and game design. With more than 7 years' experience, he worked on a lot of exciting projects and different media types, mainly music and fashion related.

> p052-053

Henriquez Lara Studio

www.henriquezlara.com

A multidisciplinary design studio led by Javier Henriquez dedicated to develop brand experiences that create bonds between the product/service and their audience. The basis of their process has always been a clear and objective communication that allows any brand to translate functional design pieces to a specific market.

> p086-087

Heyes Design

www.heydesign.com.cn

The studio has continued to provide services for more than 10 years. It focuses on high-end brand culture, brand image building and transformation, and creates many appropriate brand images and strategies for a rapidly changing market.

> p212

Hiroko Sakai

coton-design.com

Hiroko Sakai was born in Japan in 1981, and lives and works in Tokyo now. After studying psychology in university she went to a design college and learned graphic design. She started her own solo design unit Coton Design in 2011. Her Awards include Bronze Award and Judges' Award at Hong Kong International Poster Triennial 2010 and a Certificate of Honor in the Lahti XVIII Poster Biennial.

> p012-013

Huang Langpin & Ou Zorong

Graphic designers based in China.

> p166-167



Jacek Machowski

www.machy.com.pl

www.spidruk.pl

Jacek was born in Rzeszów in 1983. In 2012 he graduated with Graphic First Degree at the Faculty of Arts, University of Rzeszów. He took part in national and international exhibitions such as the 7th International Biennial of Miniature, etc. He was awarded an honorary award at the 4th and 5th National Competition Graphics. He is the founder and curator of a small graphic firm "15x15" and the co-founder of "Kultura." He is in the final year of a Master's degree of Arts.

> p066-069, 181

Jared Muralt

www.jaredillustrations.ch

www.blackyard.ch

Muralt was born in Bern, Switzerland in 1982. Primarily self-taught, he is a member of BlackYard studio, a Swiss illustration and graphic design agency. To engage in his vivid drawings is to be transported to a particular time in history, place in nature or captivating imaginative world. Muralt is largely inspired by the quotidian. His sketchbooks, which he carries with him at all times, are filled with fascinating studies of people, scientific inventions, and the animal kingdom.

> p062

Jaroslav Danilenko

www.behance.net/danilenko

An illustrator and animator currently living and working in Poznan, Poland, who graduated from the University of Arts in Poznan with a Master's degree in Animation. After a few years of working as an animator he went freelance and started to concentrate more on the illustration field. In his personal artworks he loves to play with abstract and colorful shapes, getting himself into some kind of vector freestyle. Nature, animals, and music inspire him.

> p154-155

Jenette Mak & Joseph Siau

cargocollective.com/jenettemak

cargocollective.com/josephsiau

Jenette is a graphic designer, artist and caffeine addict. She takes pride in all her works and hopes that someday, she would have the ability to make a change in the world through art and design. Joseph is a graphic designer with a strong passion in advertising and branding. He is also an introvert who has a burning desire within him to breakthrough every obstacle that comes his way.

> p056-057

Joseph J. Shields

www.josephjshields.com

Joseph strives to apply a versatile skill set and his love for all things that are design related to challenging projects. He has a constant hunger to gain experience in the field, and above all, to learn in a continuous way.

> p174

Jun Chen

www.behance.net/janecat1987

A multidisciplinary freelance designer specializing in digital branding, graphic design, and illustration. She is extremely passionate about design thinking, and is now transitioning from working with computers to working with her hands. She is currently based in the Bay Area.
> p030-031

Kaan Bağcı

www.kaanbagci.com

A freelance illustrator and designer based in Istanbul, Turkey. Kaan fuses graphics and illustration with Fine Art conceptual elements. His works consist of beautifully designed, drawn, formed, and conceptualized images. His drawings and collages of animals, such as geese, fish, insects, are drawn in a clinical and detailed manner. The beauty of his works can be also seen in details that are, carefully selected and placed elements, and their combinations within unity and harmony.
> p172

Kaja Zalokar

www.konoczaspi.si

A final-year graphic design student that creates under the name KONOČZASPI, which means "When night falls asleep" in English. Her voice is found in the illustration of animals, which are the main characters of her products.
> p148

Katrin Bichler & Kathrin Heimel & Stanislaw Lewicki & Jonas Weber

www.iointhelama.com

Four friends and colleagues at the University of Applied Arts Vienna, where they are currently studying visual communications.
> p222-223

Kenn Lam

kennlam.com

An illustrator who hails from Singapore. His works are informed by western art fundamentals while taking on an Asian slant. A dark theme looms over his illustrative work. He credits it to the fall he had as a child. He also believes the fall is to be thanked for his tendency to speak in the 3rd person. Kenn was most recently featured in the National Library and the Singapore Art Museum.
> p140-141

Ko. Machiyama & Ryosuke Harashima

www.loopool.info
root-h.com

Ko. Machiyama was born in Chiba, Japan in 1980, and has now based in Tokyo. He creates illustrations with movement, shape, and the space as the theme. He belongs to "BUILDING" and "Professional Illustrators Group ILLUSTRATORS TSUSHIN," and

has worked with clients such as CCC Media House and Yamakoshi group. Ryosuke Harashima was born in Tokyo in 1980. After graduating from the Kanazawa International Design Institution in 2002, he studied product and furniture design at Parsons The New School for Design in New York City in 2003. In 2004 he began working at a graphic design office in Kanazawa, Japan, while also researching in traditional Japanese craftsmanship. He founded his own office "Root design office" in Kanazawa in 2005.
> p022-023

Lara Bispinck

www.larabispinck.com

A freelance graphic designer and illustrator from Aachen, Germany. With passion for details she creates fanciful illustrations of flora and fauna, and little monsters or things. She loves the combination of different styles like linoleum print, silkscreen, or watercolor. In 2013 she has won an ADC Award for her project "Behind the unknown" in Germany.
> p032-033

Lo Siento Studio

www.losiento.net

A studio founded by Borja Martinez in 2005, which now gathers a team of 5 professionals and works in design projects in the fields of corporate, packaging, and editorial. It carries out personal projects as well. The studio is especially interested in taking over identity projects as a whole. The main feature of its work is its unique approach to the graphic solutions, resulting in a combination of the graphic and the industrial aspects.
> p162

Maarten Deckers

www.maartendeckers.com

A Belgium based designer, typographer, and Art Director who creates identities, logos, books, magazines, and all kinds of digital and printed matter for clients and himself.
> p096-097, 108

MABAA™

www.mabaa.es

A creative agency that provides strategic solutions in the field of architecture, interior design, branding, and project management applied especially to retail sector. Its main customers are brands and their consumers, to whom it provides added value.
> p216-217

Mads Burcharth

www.mabu.dk

A designer focused on branding, design, and illustration, working out of his little studio in the heart of Denmark.
> p221

Mara Vissers

www.maravissers.nl

An Amsterdam based Art Director, currently working for the Persgroep publishers, Amsterdam. She works in the marketing department and her clients are 3 big quality newspapers: de Volkskrant, Trouw, and Het Parool. She always wants to make sure a concept is in accordance with the content and the story the client wants to tell. Together with her love for typography, paper, structures, materials, colors, she tries to make good designs that communicate the right message and feeling.
> p076-079

Marie-Gabrielle Banville

www.behance.net/mariegabriele

An independent graphic designer based in Montreal, Canada specializing in logos and branding. She likes playing around with fine lines, space, and minimalist shapes to create a harmonious design inspired by the Golden ratio, and takes architecture as her beloved inspiration.
> p158

Marie-Lise Leclerc

www.behance.net/marie-lise

A graphic designer specializing in editorial design, branding, and illustration. Currently based in Quebec City, she is the Art Director and the Print Department's head in Transistor Design Studio.
> p184

Martin Grohs

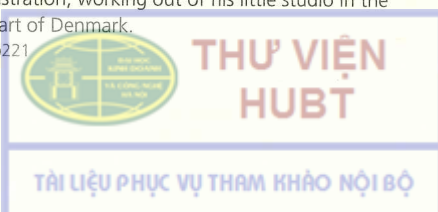
www.martingrohs.de

A 27-year-old self-taught graphic designer, illustrator and artist based in Germany specializing in branding, graphic design, illustration, and image manipulation. Currently he is working as the Art Director of "grohs," a creative office for international and national clients. He is also the founder of the German art collective "Utopia" and a proud artist of the art collectives "Cosmosys" and "Depthcore."
> p101

Masaomi Fujita

teguusu.com

Born in 1983 in Shizuoka Prefecture. After graduating from the Faculty of Design in Shizuoka University of Art and Culture, he engaged in planning, editing, and directing for several years. He reinvented himself as a designer, and worked in an advertising production company as a Design and Art Director for cosmetics, fashion, and magazines. He established a design office "teguusu" in 2012. Now he performs a wide variety of works from concept planning to design work in CI and VI development for companies and shops, including graphic designs and web designs.
> p156-157, 218-219, 220



Matej Ilčík

www.guerillacraft.co

A self-taught graphic designer and illustrator working as a freelancer. Most of his works are being sold on graphic stock sites such as creativemarket.com. He likes hand-drawn illustrations and vintage looking design. His brand-name is Guerillacraft.

> p150-151

Matija Blagojevic

matijablagojevic.com

Born in Kraljevo, Serbia in 1988, Matija completed Bachelor and Master studies at the Faculty of Philology and Arts in Kragujevac at the Department of Graphic Design. Since 2007 he has been actively engaged and participating in all artistic and cultural happenings as graphic designer and multidisciplinary artist. He is the winner of various national and international awards for projects in the areas of packaging design, graphic design, and art and the founder of "216 design fest."

> p190-191

Michelle Munkholm

www.michellemunkholm.dk

A designer who is inspired by the art of simplifying objects and fascinated by the fact that simple lines and geometry intensify our desire to understand visual perceptions. Simplicity and Scandinavian elegance characterize her design.

> p227

Milka Steciak

www.behance.net/milka_steciak

Milka Steciak was born in February 1991 in Gdansk Poland, where she is a student in the Fine Arts Academy and works as a freelance graphic designer. In 2014 she studied Communication Design at FH Mainz University of Applied Sciences in Germany as an erasmus student. As an aspiring multidisciplinary graphic designer, Milka currently runs a clothing line "Trudny Dzieciak" incorporating her illustrative work and her fascination of animals and fashion.

> p054-055

Mind Design

www.minddesign.co.uk

An accomplished design consultancy established in 1999, specializing in the development of visual identities including print, web, packaging, and interior graphics. Run by Holger Jacobs who has over 20 years' experience, the studio has worked for clients from start-ups to established international companies. The studio's work has been showcased in various publications.

> p134-135

Mohamed Said

www.behance.net/mohamed-said

A graphic designer based in Dubai, United Arab Emirates.

> p168

Monika Grubizna

longmuzzle.com

A.k.a. Long Muzzle. A Polish printmaker, illustrator currently residing in Boston, MA. In 2010, she graduated from Nicolaus Copernicus University in Torun, Poland with an MFA in printmaking. Since then, she has been working as an independent graphic artist and illustrator. Her art is inspired by Polish poster art legacy and Naive art, with lots of rough shapes, bold patterns, and high-contrast colorways.

> p176

Monroe Creative Studio

www.monroeistanbul.com

A multidisciplinary creative studio founded by Hatice Çağlar and Onur Gökalp in 2010. You might find them working on a brand id, designing communication materials, making video and photography productions, developing out of the box websites, or creating art projects.

> p044-045

Mousegraphics

www.mousegraphics.gr

A creative office whose consistent approach of providing tailored design solutions for different clients has been rewarded with a significant circle of longstanding cooperations and new and successful professional relationships in a variety of applications within the design field. With a creative team of ten designers, an illustrator, a photographer, a creative strategist, and an office manager, mousegraphics works together with its clients as much in the development of full strategic proposals and plans as in their realization.

> p128

Murat Ismail

www.behance.net/copiouscreatives

With 15 years' industry experience, eight of which based in the professional food and drink design industry, Murat brings a wealth of experience on a variety of big brands and household names, and works extensively as a freelancer by producing work for a vast array of diverse clients.

> p224-225

MUT Design

www.mutdesign.com

A design studio founded by Alberto Sánchez in 2010. This multidisciplinary team is also a publisher whose values are based upon the principle of emotive design. Since its conception MUT has aimed to experiment with and redefine everyday objects. This unique quality and fresh take on the everyday unites each and every project realized by this enterprising atelier converting MUT into a design icon thanks to its regular presence at design fairs.

> p226

Nana Nozaki

www.nananozaki.com

Nana was born and grew up in Kyoto, Japan. In 2012, she moved to New York, where she studied graphic design at the Fashion Institute of Technology. After graduation, she became part of Franklyn, the design studio based in Brooklyn, and worked for clients including Core77, Betaworks, and New York University. She is currently working as a freelance designer in Japan.

> p074-075

Natalia Bivol

www.nataliabivol.com

An illustrator and graphic designer based in San Francisco, California. She earned her bachelor's degree in Fashion Design in Milan, Italy. Her work is characterized by clean lines and minimal aesthetics. She uses illustration as a visual language and a powerful tool to communicate ideas.

> p018-019

Olivia J DuVal

www.oduval.com

A New York based graphic designer. The work featured in this book was done when she was a graduate student at Portfolio Center in Atlanta, Georgia, under the mentorship of Hank Richardson.

> p188-189

Ophélie Maurus

www.behance.net/opheliemaurus

A French graphic design student (Master 2) at the ESAG Penninghen, Paris, but soon a freelance graphic designer. She is passionate about photography, print, edition, and typography.

> p040-041

Ortografika

www.ortografika.eu

A creative studio from Lodz, Poland. The team specialize in graphic design and visual communication. They work for brands, companies, public organizations, and cultural initiatives.

> p106-107, 152-153

Oscar Cauda (Heygraphic)

www.heygraphic.it

Oscar Cauda with his project Heygraphic, creates a large variety of products, from illustration to graphic design, from shoes to t-shirts inspired by the animal world, sport themes, and street concepts. He works as a freelance designer using several techniques, from hand drawing to digital design with many software. He was born in 1990, started his artistic formation in Cottini Art school, and graduated at Politecnico (Graphic Design) in Turin.

> p072-073



Parallel Studio

www.byparallel.com

Parallel was founded in 2012. Led by Jorge Mar, Ruben Alvarez, and Christian Poire, Parallel seeks new ways of generating significant identities within an integral environment. Throughout its lifespan the team have worked with over 280 clients from distinct corporate branches, products, and services. From artisanal hand made products, to international companies, the studio has been able to innovate in the creative world with an authentic work flow and quality.

> p164-165

Peng Chao

A graphic designer based in China.

> p210-211

Pier Agency

www.pier-agence.com

A graphic design agency based in Paris, specializing in branding, packaging, and retail projects. They choose their clientele as carefully as they choose good coffee, with the only goal of delving into their clients' history to give their voice, according to their everyday and economic reality.

> p185

Plau

plau.co

A type and brand identity studio based in Rio de Janeiro. Through creativity and refinement, they help brands to think big. They're also a full time typefoundry. Their typefaces are available on well-known font distributors such as MyFonts and YouWorkForThem, and have been used in best-selling book covers, online gaming platforms, brand identities, and websites worldwide.

> p64-65

Poogoodesign

www.behance.net/poogoodesign

The team have devoted themselves to serve the first-class Chinese enterprises for a long time by providing high-quality brand solutions. They treasure the hard-earned experience obtained in their career as well as the continuous support from their customers. Their primary services include brand management, consulting, execution, and public relations.

> p146-147

Progressivo psv

progressivo.pl
bdsn.pl

A Lodz-based graphic design studio with over 10 years' experience in creating coherent images for brands infusing their substance into their visual identities. Working across a wide range of disciplines from identity and branding, advertising, print media to web designs, progressivo psv studio approaches all projects with an eye for detail and a

belief that the initial idea is key to creating effective design solutions.

> p182-183

Qin Anhui

A graphic designer based in Taiwan.

> p100

Quatre par Quatre

www.quatreparquatre.com

A graphic design studio based in Montreal, who specializes in branding design.

> p213

Raw & Rendered

www.rawandrendered.com

A freelance motion and graphic designer from Canada who has worked with a range of clients from global brands such as Adidas, Nissan, and Infiniti to a number of unique and reputable companies nationwide.

> p159

Reformer

www.reformer.hk

A Hong Kong based design studio founded by Wai Chan David in 2012. Over 13 years' working experience in the design field, they are capable in printed graphics and familiar in exhibition design from concept development, production to final execution. They focus on typography and publication design, specializing in applying their simple yet strong concepts on brand identities.

> p098-099

Riayu Putri Narindra

www.behance.net/riayuputri

A 25-year-old graphic designer from Bandung, Indonesia. To her, designing is not a job but her daily routine through the year. She loves animals and often illustrates them in her work. She makes things she wants to make, and does things she wants to do – it's all in her brain and she wants the world to enjoy it as herself. There's a soul in every single design she has created.

> p124-125, 169

Rita Honosi

www.behance.net/ritka

A graphic designer who is living, studying, and working in Budapest, Hungary. She has been studying at Moholy-Nagy University of Art and Design since 2012.

> p102-103

Rowelt

www.rowelt.es

A graphic design and communication studio dedicated to providing global solutions to companies, individuals, and organizations of various kinds. In addition to graphic design,

they offer a printing service based on the use of sustainable materials and techniques that respect the environment. They believe that sustainability is a core value in the discipline, and integrate it as part of the creative process without imposing an added cost to the customer.

> p126

Samantha Cox

www.behance.net/Samtcox

A South Africa born designer and videographer working in Cape Town. The richness of her home country provides a wealth of inspiration for all of her work. She places a great importance on travel and carries a camera obsessively.

> p132-133

Shreya Gupta

www.behance.net/shreyagupta

A 24-year-old recently turned freelance graphic designer and illustrator. She graduated from Srishti School of Art, Design and Technology in Bengaluru in 2013 with a diploma in Visual Communication. She enjoys spending hours of undisturbed time on paper craft, typography, hand and digital illustration, and thinking. Commercially she works for clients across the world creating brands and identities, websites, apps, and artwork for product merchandise.

> p142-143

Sonia Castillo

www.soniacastillo.com

A Spanish designer focusing in graphic design and art direction. She has been working in different fields of design from branding, web to editorial and illustration. She enjoys exploring and experimenting with typography, geometrics forms, and photography. Clear concepts, functional design, and minimalism are the essential of her work.

> p129

Sonya Korshenboym

www.behance.net/sonya_korshenboym

A 25-year-old Russian illustrator currently based in Israel. She graduated as a graphic designer in Saint-Petersburg, Russia in 2012, and created Whale & Owl project to produce t-shirts and other stuff with her illustrations printed on it. She shows the might of a simple line and a color spot working together illustrating important ideas of the contemporaneity with a popular imagery of fashion and internet culture.

> p214-215

Splinter Design

www.splinter.co.uk

Splinter is a design agency based in Liverpool, UK. Formed in 1997, they create things that look good, and work as they should. Experienced in a wide range of sectors, from gaming to traditional print, they have a friendly and skilled team ready to tackle any creative project.

> p016-017

Stvntiti & TMV

www.behance.net/stvntiti
www.behance.net/thembamoevector

Steven Purwadipura, known as Stvntiti, is a graphic designer and illustrator from Indonesia. He enjoys working in a various range of visual media, both digital and manual. He finds himself comfortable when he paints and draws in greyscale color. The Mbamoe Vectory or TMV are visual art's duo consisting of Timothy Istianto and Viona Paramita from Indonesia. They focus on visual beauty and illustrations, through creating various types of works from self-manufactured product to graphic design. Although they have different working styles, they find it comfortable and complementary to have each other.

> p063

Substance

www.aworkofsubstance.com

Substance is a collective of people with imaginations so far-reaching, that if they were a single hybrid person you would probably be afraid to be their friend. Contrary to most, their resume is filled with work they love to do, and it shows. In light of everything, their positive madness and overwhelming passion produce not just empty pretty things, but wickedly beautiful executions with substance.

> p202-203

Tamás Fige & Enikő Bréda

www.behance.net/figetamas
www.behance.net/bredaeniko

Tamás Fige and Enikő Bréda launched out on an enterprise in 2014, and they are sharing, selling, and making art products such as bags, T-shirts, beauty bags, fridge magnets, and jewelry with unique design. They are interested in the visualization of nature, plants, and animals.

> p206-207

Tanya Behar

tanyabehar.com

A fine artist and graphic designer based in San Francisco fascinated by anthropomorphic specimens, entomology, skulls, and botanical illustrations. Tanya utilizes an array of media to translate the beauty she finds in preserved specimens and natural wonders. The studies and observations are transformed and sculpted into producing something functional yet entrancing.

> p160

The 6th

www.the6th.it

The 6th was born in 2013 in Milan, Italy, joining the experience of Emanuele Basso and Elena Carella. It has worked for over 10 years in advertising. The team's approach is always affected by their communication background mixed with their passion for graphic design and illustration.

> p038-039

The Magic Company

www.magicstyle.ru

Magic was founded in 2003. Today they are an actively developing creative agency, specializing in consumer branding and visual communications. Their feature is the high mobility of the creative team in realization of projects of various complexity. Magic has been the member of Association of Branding Companies in Russia (ABCR) since 2011, and the member of the European Packaging Design Association (EPDA) since 2012.

> p144-145

The Office of Gilbert Li

www.gilbertli.com
www.brianbanton.com

A full-service design studio located in downtown Toronto. Founded in 2004, they have a reputation for delivering innovative, award-winning design solutions for complex and demanding projects. Their work is infused with intelligence, delight, beauty, and craftsmanship.

> p042-043

Toormix

www.toormix.com

A design studio based in Barcelona specializing in branding projects, art direction, graphic design, editorial, websites, and more. Thinking, design, and innovation are the engine that drives the studio. Created in 2000 by Ferran Mitjans and Oriol Armengou, Toormix focuses on ideas, with a clear calling for innovation and networking.

> p094-095

Tractorbeam

www.tractorbeam.com

Tractorbeam was founded in 1997 to serve clients in fashion, retail, hospitality, and technology spaces. Based in Dallas, Texas, they've worked with clients around the globe including PepsiCo, The Limited Brands, Vera Wang, and Wyndham Hotels and Resorts. They provide strategy, design, and marketing services that support all phases of the brand life cycle, including brand strategy, product development, print/web design, and digital marketing.

> p194-197

Vacaliebres

www.behance.net/vacaliebres
www.pettitrossohandcraft.com

Vacaliebres is graphic designer Alberto Vacca Lepri from Genova, Italy.

> p109

Violaine & Jérémy

violaineetjeremy.fr
www.behance.net/violaineetjeremy

An illustration and graphic design studio based in Paris. Violaine Orsoni and Jérémy Schneider are a team of artistic directors, graphic designers, and illustrators. They work for many different projects and clients, from fabric pattern design to magazine

design or brand identity. Their clients are fashion brands (Dior, AMI Paris), cultural institution (National Orchestra of Lorraine), influential magazines (Influencia, Le Fooding), luxury industry (Tiffany and Co), and music label (Ekler'o'shock).

> p024-025

Vladimir Shirokov

www.behance.net/deadKangaroo

Vladimir began his career as a designer in an advertising agency based in Kirov in 1998. At the same time he was a quite successful freelance-designer. In 2007 he moved to Ekaterinburg where he continued his work in a little creative agency. In 2010 he started to work in a fashion magazine as a layout designer. Later he was invited by a creative agency as an Art Director where he worked for the next two years. In 2013 he moved to Moscow and works as a creative designer till now.

> p122-123

Wide and Narrow

www.wideandnarrow.co.th

A multidisciplinary design studio focusing on visual concepts and art direction, helping their clients define and communicate their identity and message by coming up with ideas and visualizing them.

> p127

Wilson LUOHAOZHEN

www.behance.net/rohochen

A Chinese student majoring in graphic design, but also practicing in the fields of typeface, advertising, poster and book design, and branding.

> p118-119

Yang Shaochun & Huang Xiangting & Tseng Kuochan

www.behance.net/RudolphYang
www.behance.net/dzdoze
www.behance.net/tsenggreen

Three graphic designers based in Taiwan. Yang Shaochun is a Graphic Designer specializing in Branding, Project Planning, Illustration, and Packaging. Tseng Kuochan was born in 1990, Tainan and graduated from the National Yunlin University of Science and Technology with a Bachelor Degree of Visual Communication Design. He currently works as a freelancer, specializing in Graphic Design (CIS, VI, Branding, Book Cover, Magazine Layout), Commercial Photography, and Filmmaking.

> p020-021

Yann Baguet

www.behance.net/yannbaguet

A French designer living and working in Atlanta, GA. He completed the design program at the Portfolio Center in Atlanta, GA in 2015. In 2011, he earned a computer graphic design certificate from the CNA-CEFAG in Bagnolet, France. Yann specializes in creating brand identities that break through the noise.

> p046

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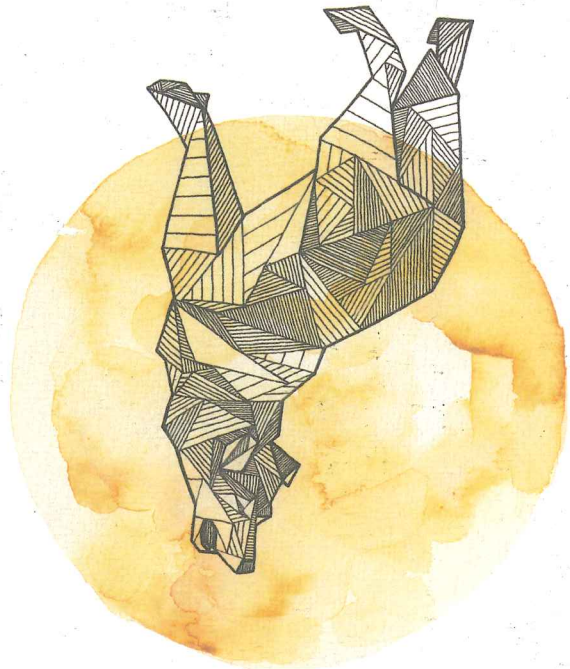
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works of graphic designers
infusing animal elements into
their design. Diverse in species
and appearance, animals are
surely one of the most direct
and powerful sources of
symbolism in all kinds of cultural
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