Joseph Fraquelli – Portfolio

Ctrl-Alt-Me

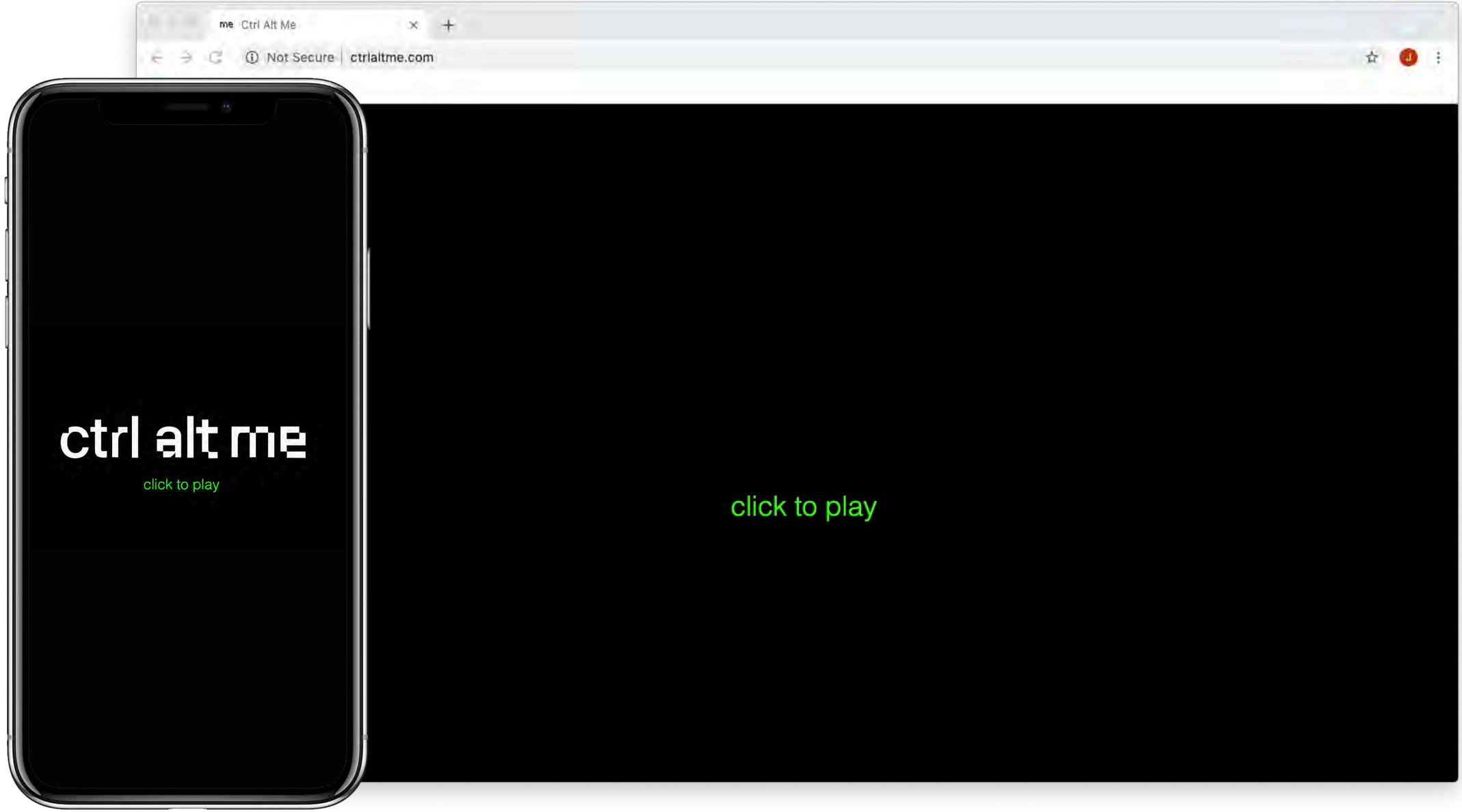
Interactive Design, Motion Graphics,
UI/UX, Coding

An interactive experience that brings gamification to the real world.

An interactive website live streams my life, giving users the power and control where I go and what I say.

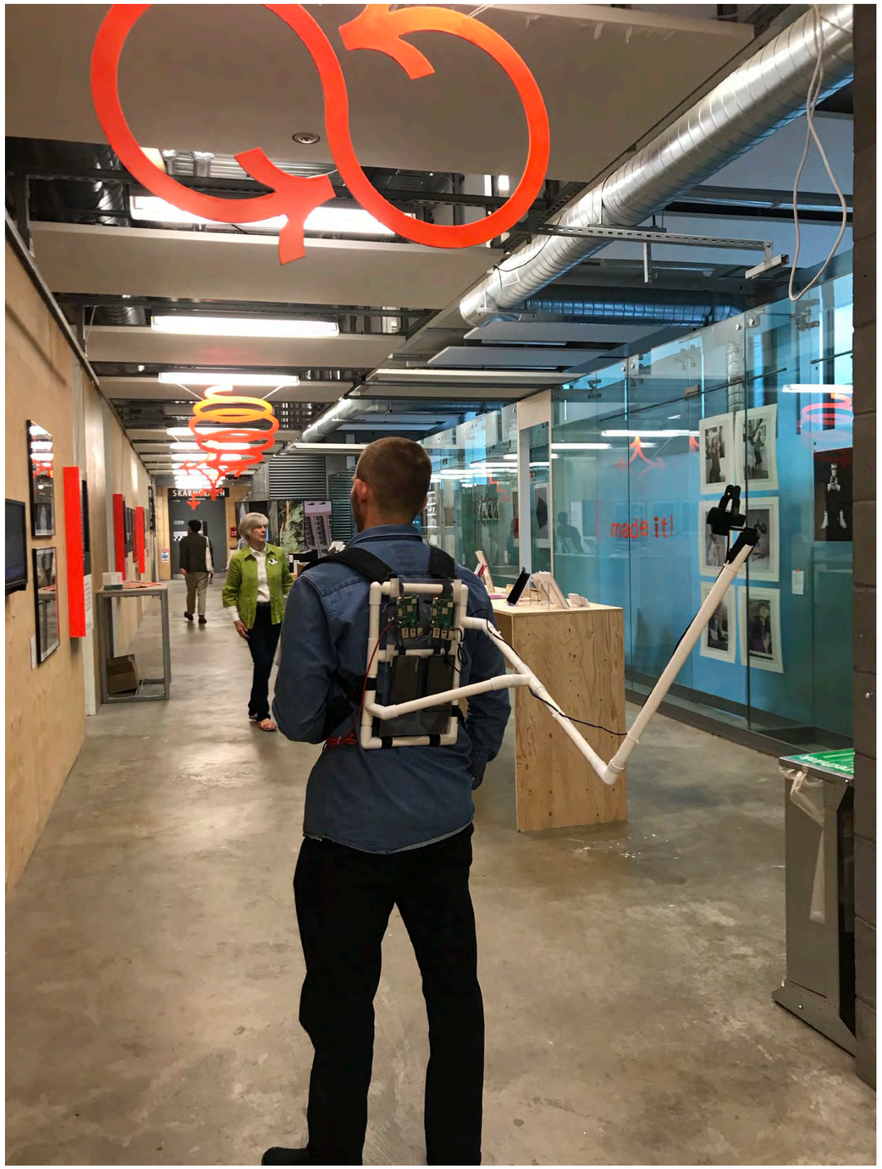
https://vimeo.com/341240616

ctrl alt me

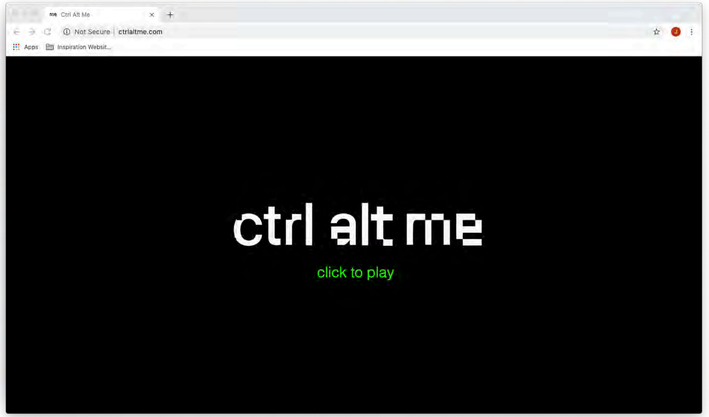

me Ctrl Alt Me
Not Secure
ctrlaltme.com
ctrl alt me
click to play
click to play

ctrl alt me

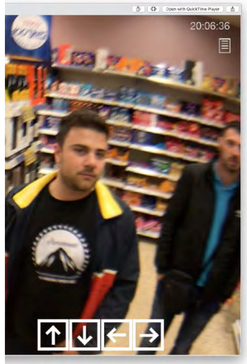
what is going on?
left
left
forwards
forwards
A simple input bar for text provides users with a voice and directional controls to move my direction.
ctrl alt me
Ctrl Alt Me is a interactive experience that brings gamification to the real world. An interactive website that live streams my life, and gives users the power to control where I go and what I say.
Follow the task in the top right hand corner using the text input and directional tools to complete. Certain words have a price to be said aloud, and every input will be added to the live feed above.
How far will you push the boundaries, knowing your actions in the virtual will translate to the physical.
ctrl alt me
click to play

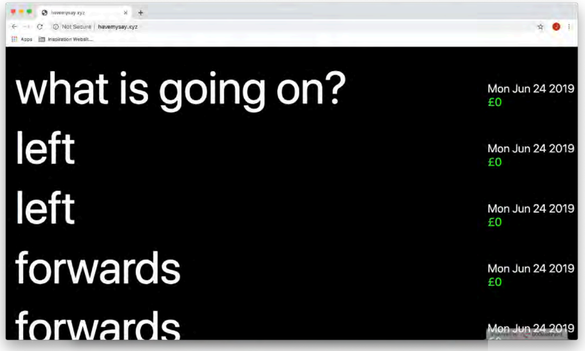

made it!

ctrl alt me

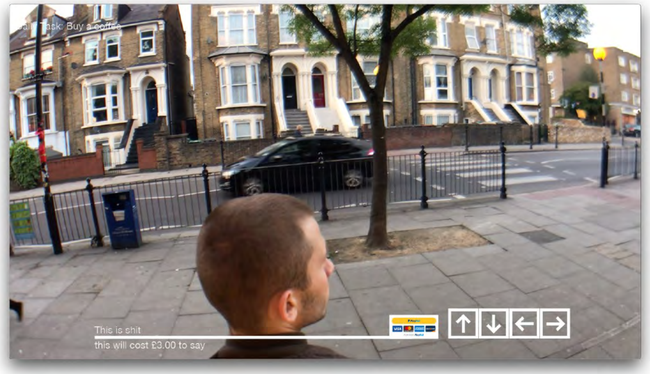

ctrl alt me
click to play

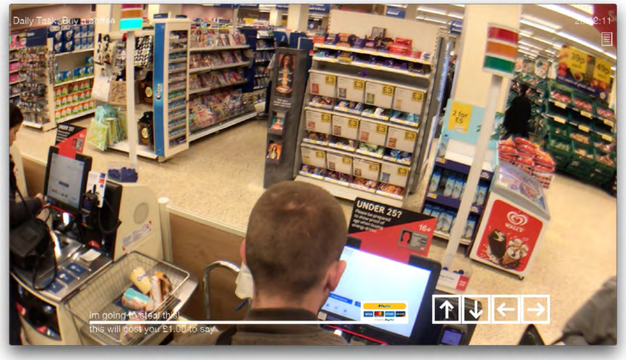
Daily Task: Buy a coffee
Buy the bread!

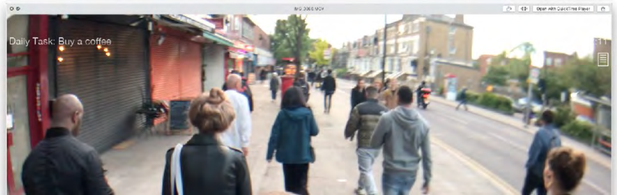

20:06:36


what is going on?
Mon Jun 24 2019
£0
left
Mon Jun 24 2019
£0
left
Mon Jun 24 2019
£0
forwards
Mon Jun 24 2019
£0
forwards

Daily Task: Buy a coffee
20:10:55
Take the bus


This is shit
this will cost £3.00 to say


UNDER 25?


Daily Task: Buy a coffee

Adidas Show

Campaign, Digital Design, Motion Graphics
Brand Identity, UI/UX, Motion Graphics

Inspiring young girls to play sport through a female only sports media platform.

D&AD New Blood Winner

https://vimeo.com/341235860

Adidas Show

Problem

In UK, 46% of teenage girls don't see a future in sport due to the fact that only 4% of the sports media are of females.

Insight

Visibility of role models and other like minded athletes will encourage girls to continue playing sports.

Solution

A female sports media platform, Adidas Show: designed to inspire and empower girls - no matter where or who they are.

Adidas Show

Title: adidas | SHOW

Slogan: THE FUTURE OF SPORT IS *GIRLS.*

Colour Palette:

SHOW OFF
Latest updates to professional and local sport news

SHOW US
Q&A with Adidas athletes

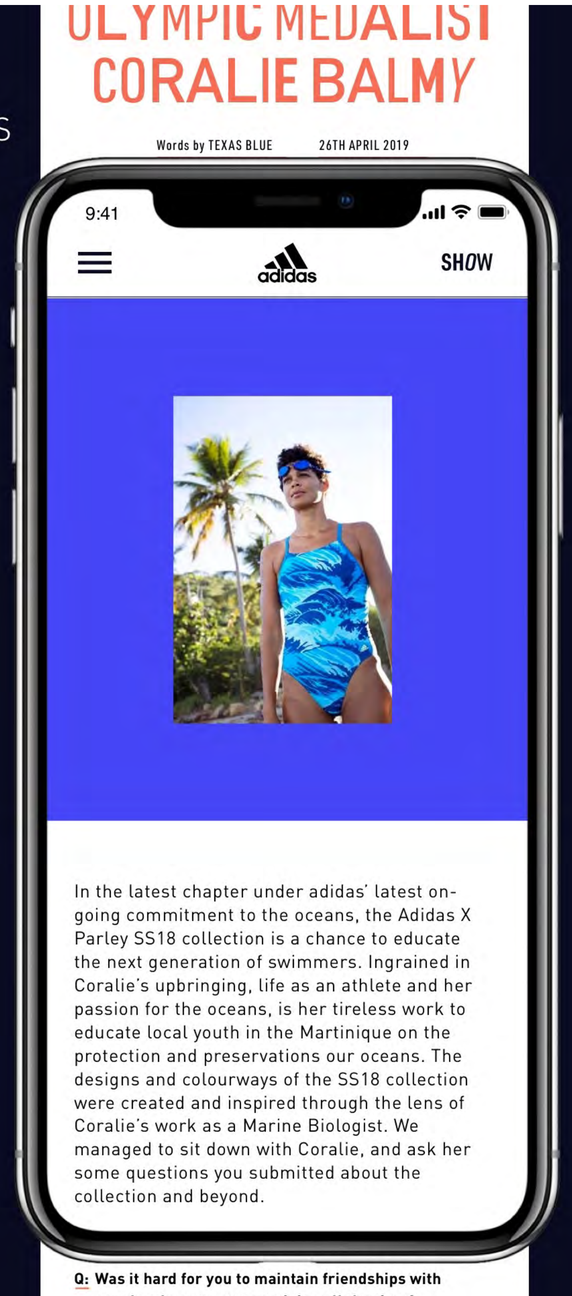
SHOW TALK
Discussion forum on taboo topics

SHOW CASE
Tickets to any female sports matches can be purchased

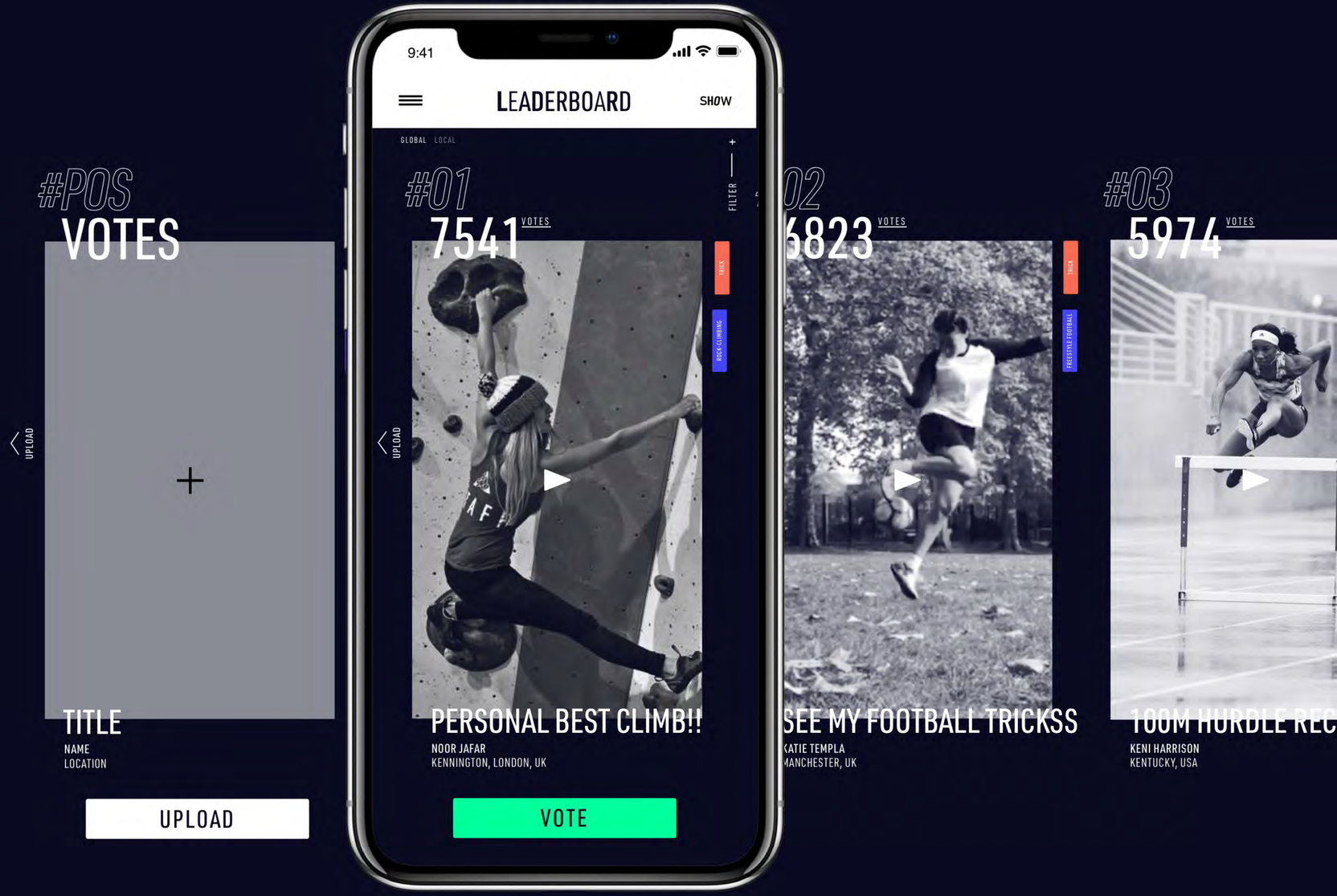
SHOW DOWN
Leaderboard containing girls and professional athlete's skills

Adidas Show

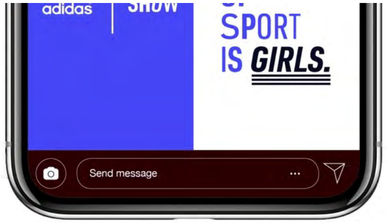
SHOW US



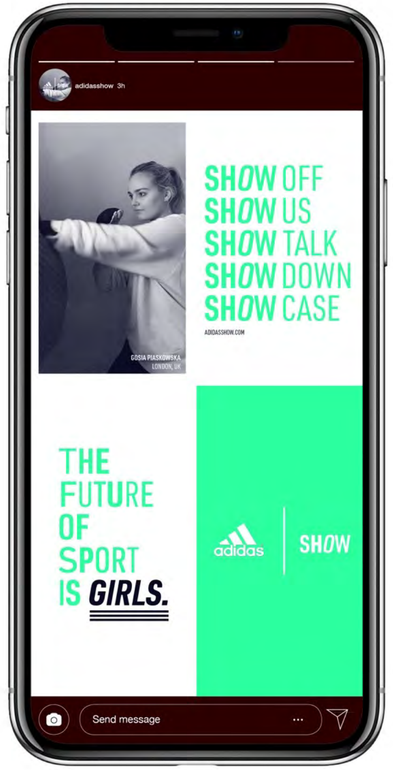
SHOW DOWN LEADERBOARD

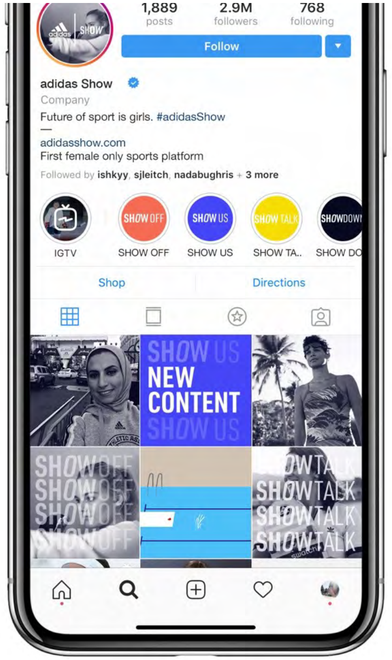


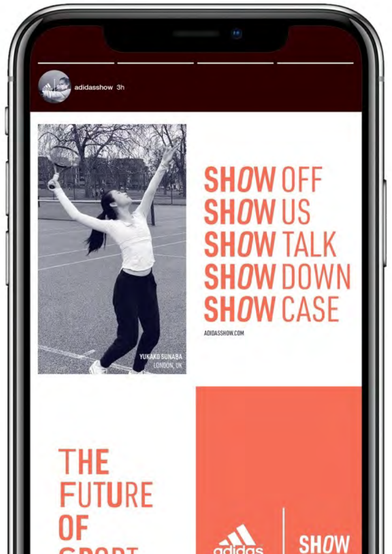
Adidas Show

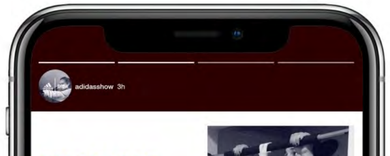


SOCIAL MEDIA





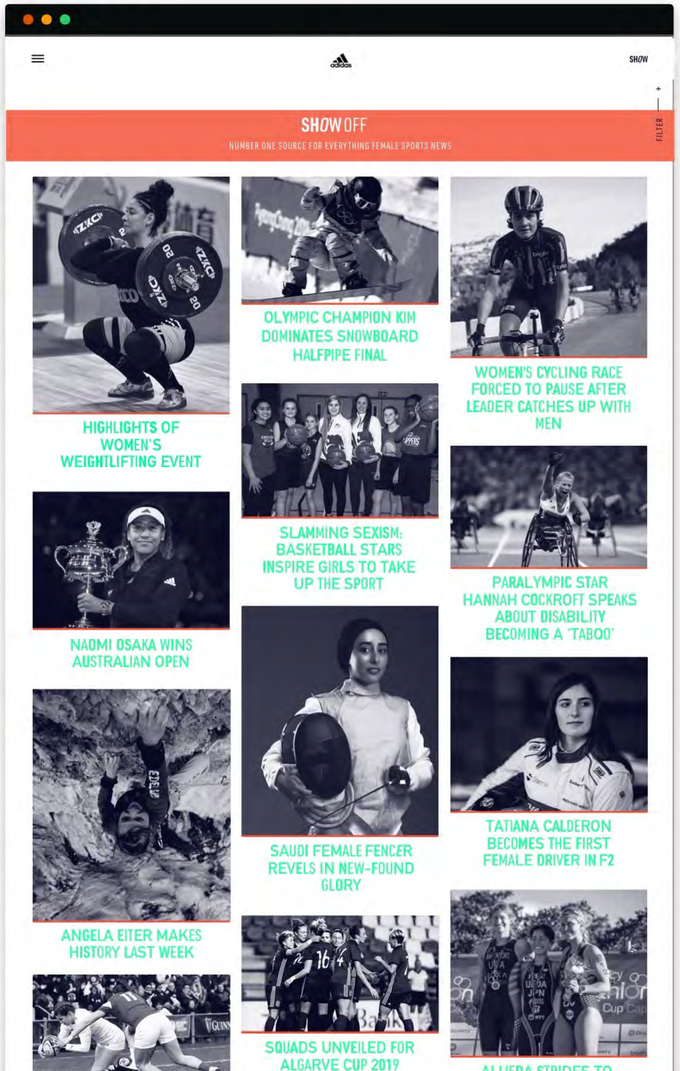




ADVERTISING

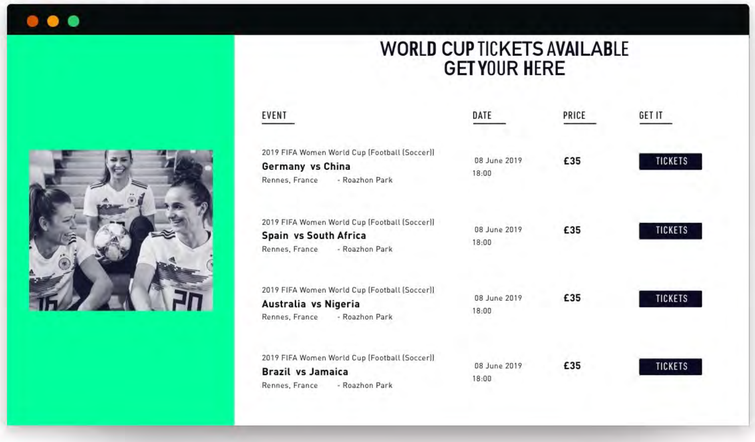
Adidas Show

SHOW OFF

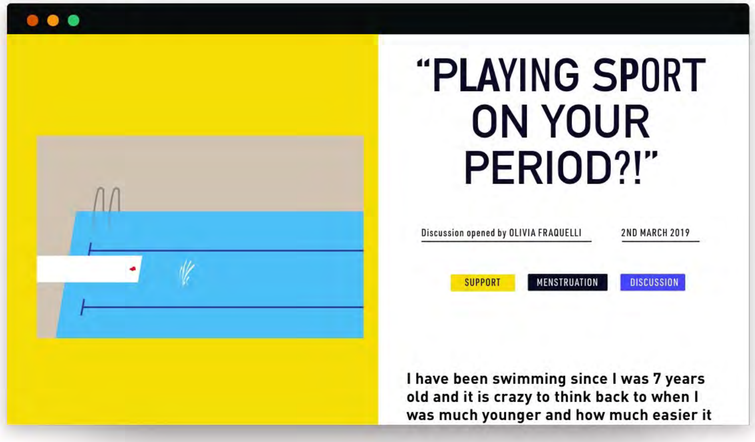


SHOW HOMEPAGE

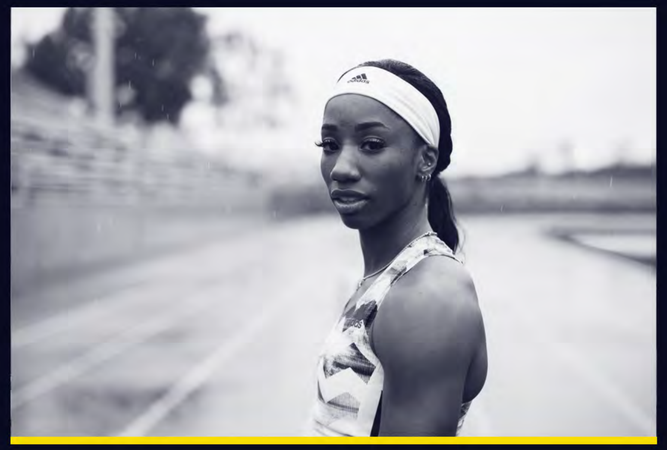
SHOW CASE

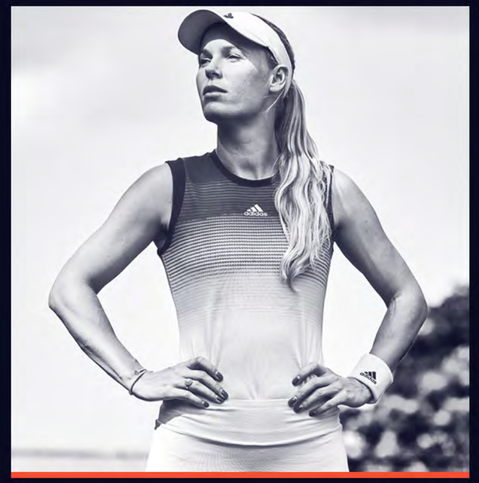


SHOW TALK

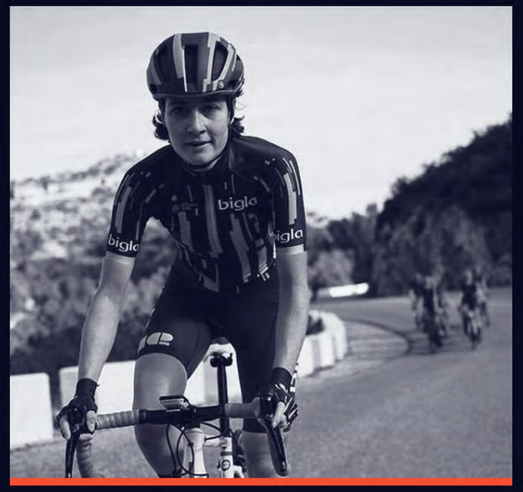


Adidas Show





THE FUTURE OF SPORT IS *GIRLS.*



meeting.point

Digital Design, Interactive Design, UI/UX

How a google chrome extension can connect people together online.

meeting.point

what

meeting.point is a google chrome extension that allows users to connect online.

why

Tackling loneliness on the internet, the chrome extension allows for social engagement online.

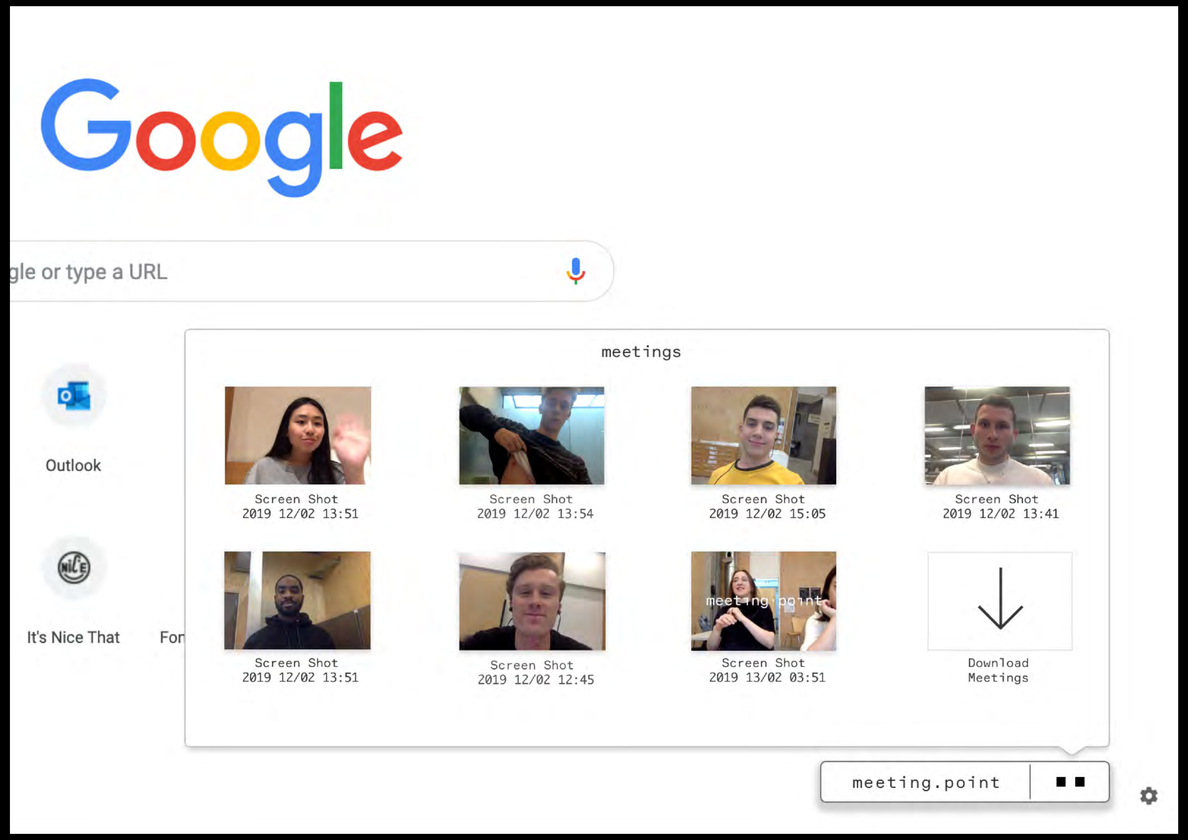
how

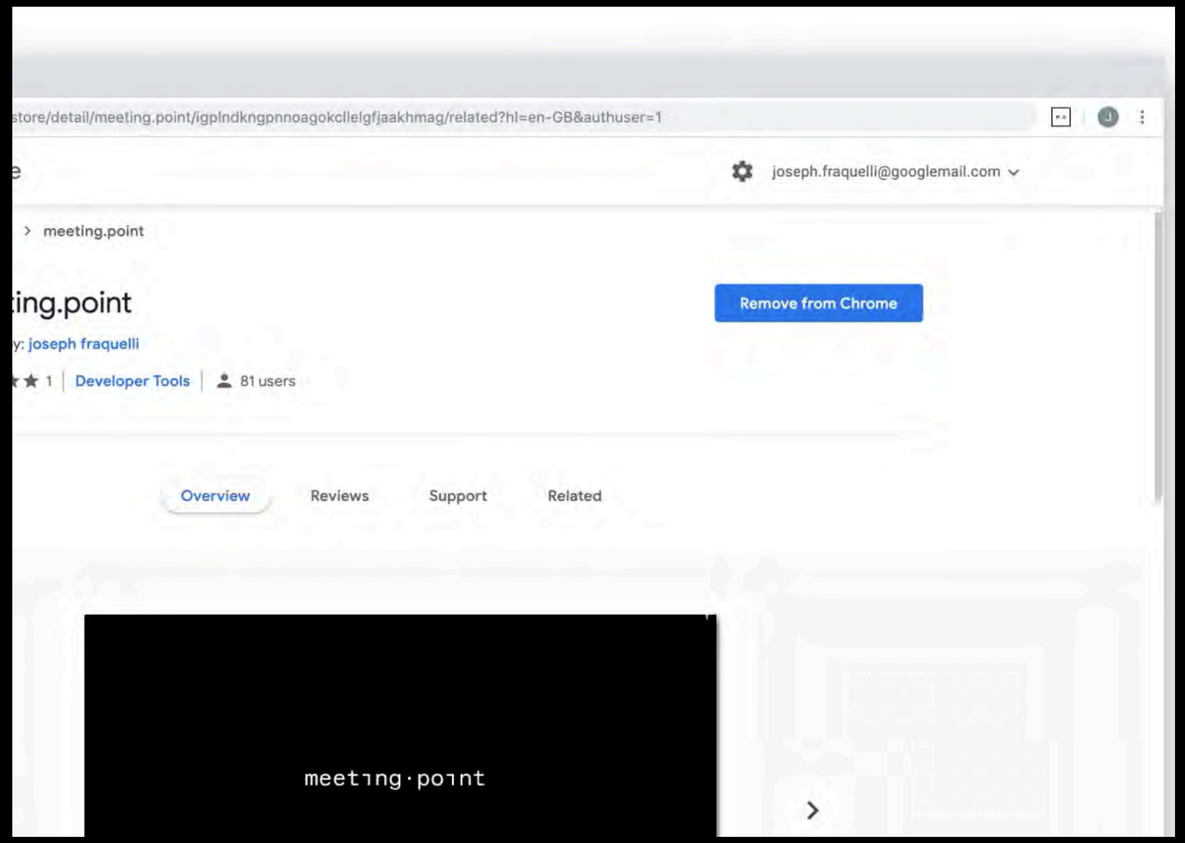
By tracking the mouse cursor, users can see when another person is on the same webpage as themselves - all of this is happening in real time. The webcam of the other user displays when cursors hoover over each other. Allowing users to communicate with each other in their physical space as they currently share the same digital space.

The extension saves these meetings into a folder which can be downloaded to the desktop.

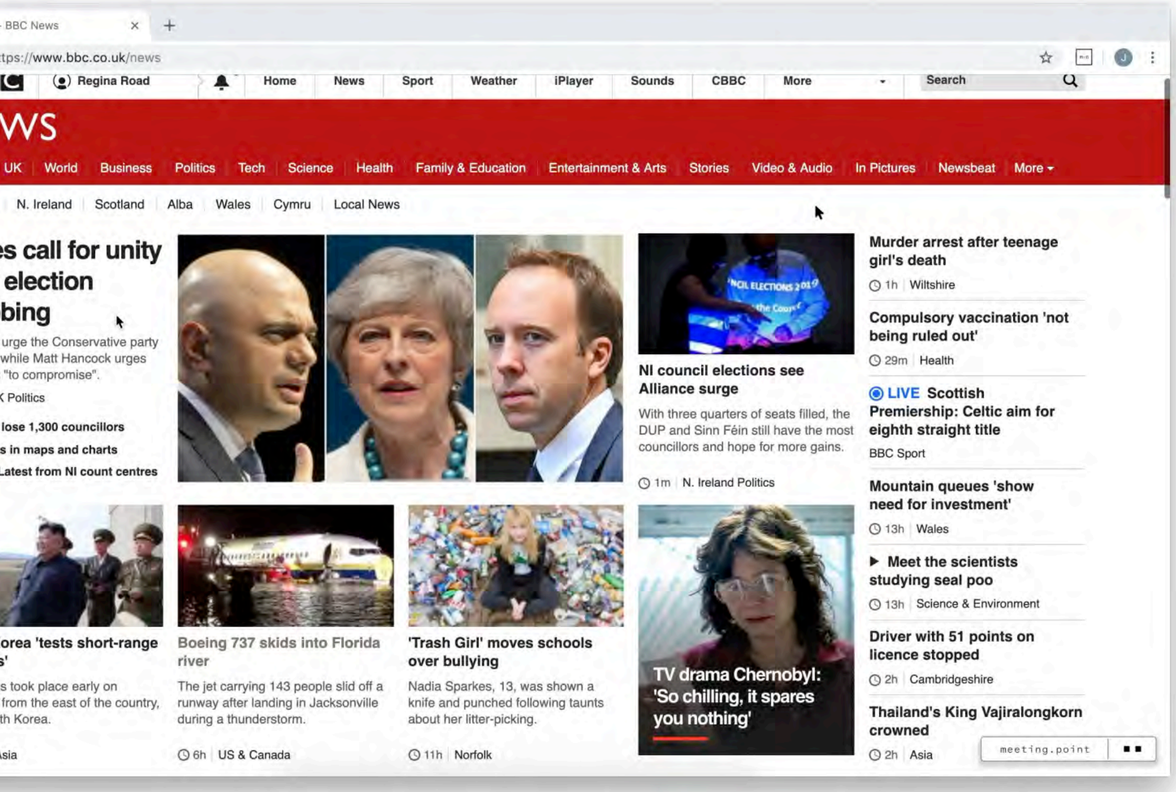
https://vimeo.com/341237487

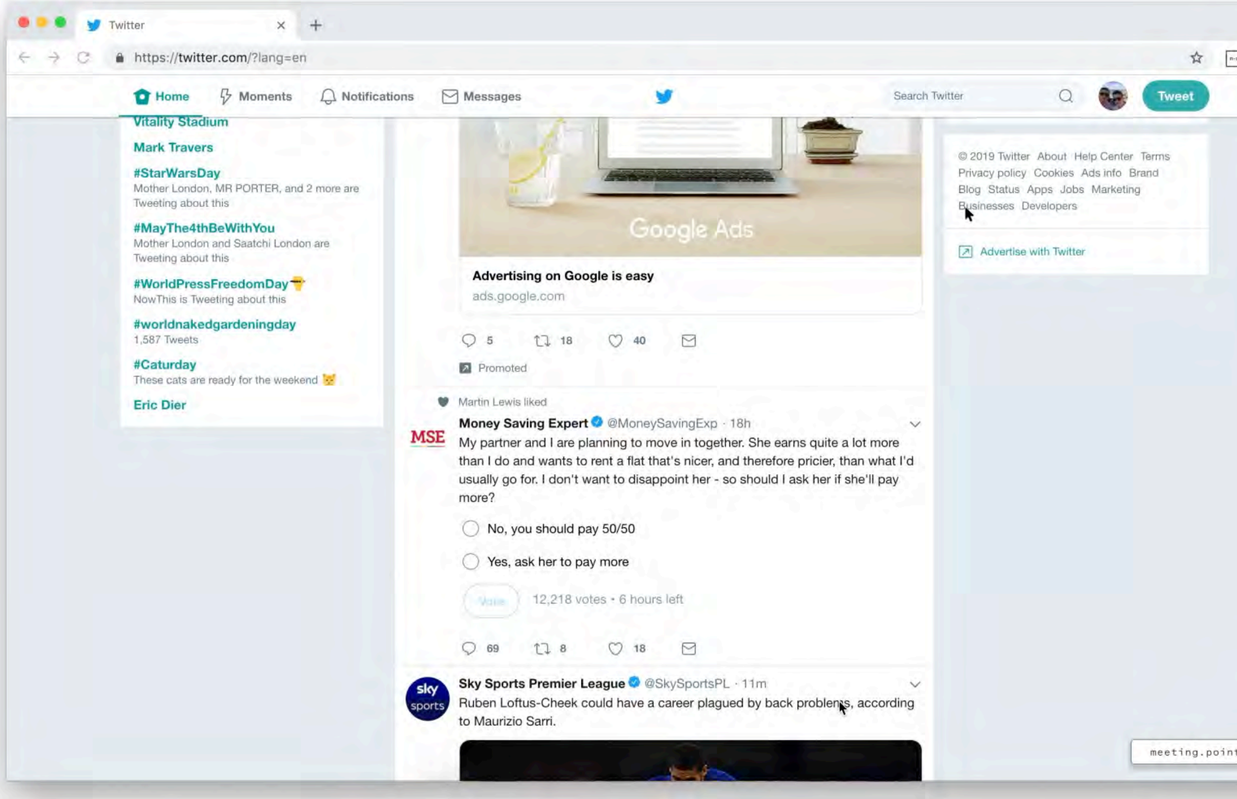
meeting.point





meeting.point





RideOut

Digital Design, Brand Identity, UI/UX

Solving a New Yorker's everyday struggle with a brand new digital product.

Google Slides Presentation

RideOut

NYC Commuters collectively spend 35,000 hours each day waiting on delayed trains.

NEW YORK CURBED

RideOut

New Yorkers waste valuable time waiting for the subway due to delays and imprecise information.

PROBLEM

RideOut

This causes unnecessary Stress and Frustration.

RideOut

RideOut

A time based trivia game, that gives the opportunity for commuters to win prize money based on the time they have to wait for their train.

SOULTION

RideOut

The longer the wait, the greater the prize money to be won.

RideOut

10 seconds multiple choice questions are to be answered, each time getting harder.

RideOut

If one question is answered incorrectly the player is eliminated.

RideOut

If answered all correctly by the time the train arrives the prize money is won.

RideOut

During busier time periods, i.e rush hour, certain station locations and holidays, the prize money will be increased.

RideOut

The idea aims to distract commuters from their anxiety and eliminate stress of waiting for the subway.

RideOut

BRAND IDENTITY

RIDE OUT

LOGO

LOGO ANIMATION

ICONOGRAPHY

COLOUR PALETTE

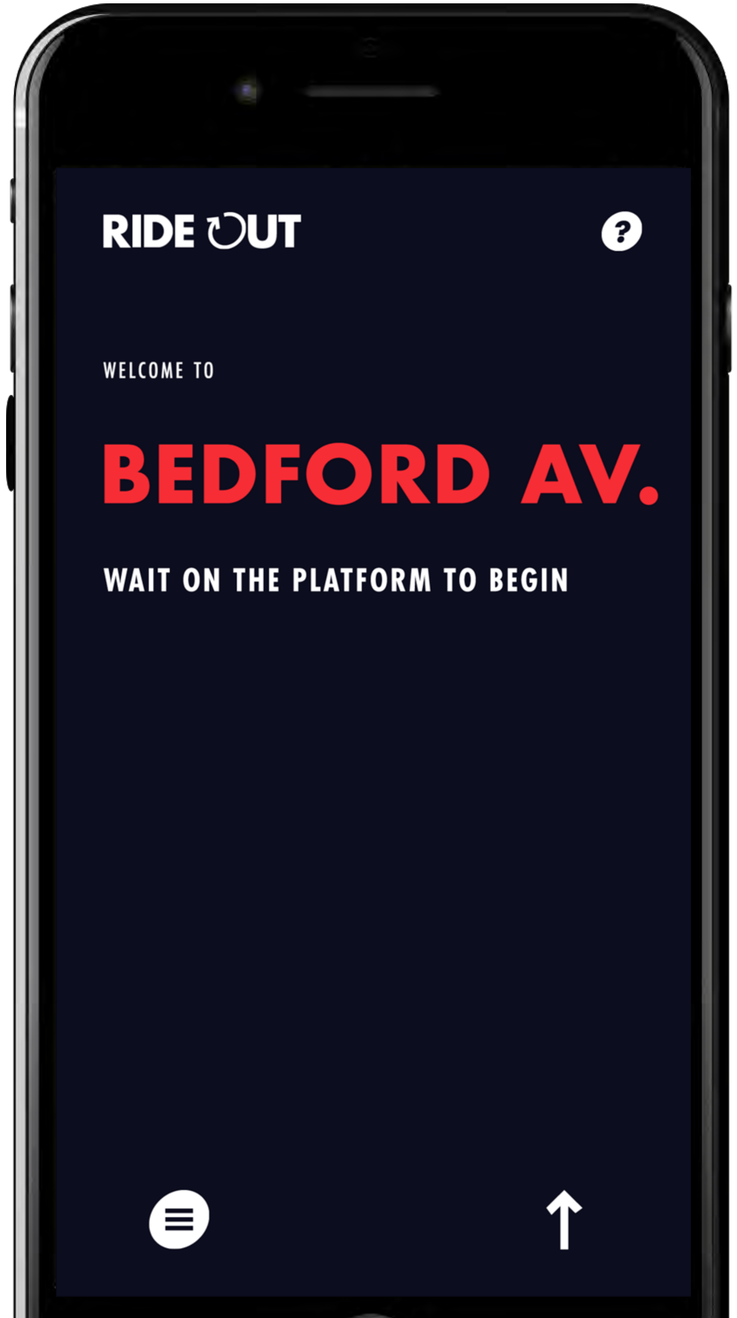
abcdefghijklmnopqrstuwvxyz

abcdefghijklmnopqrstuwvxyz

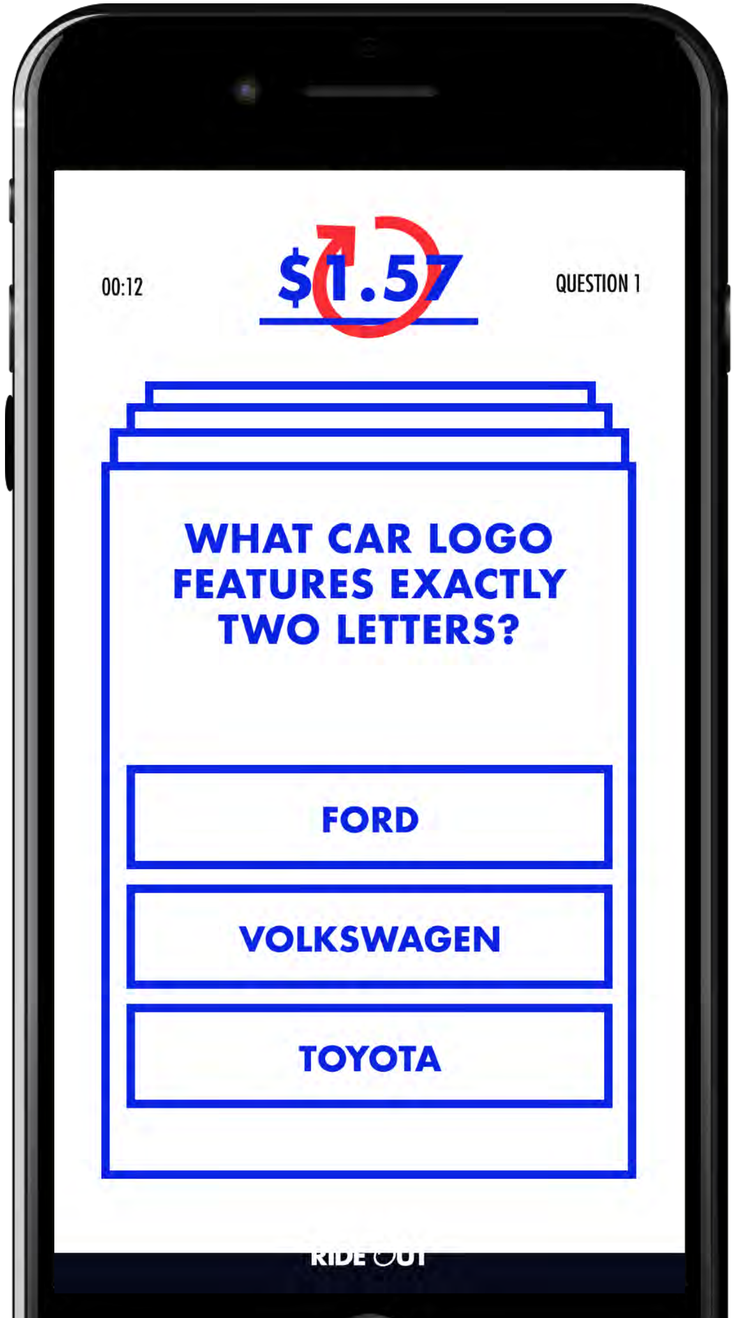
TYPOGRAPHY - FUTURA

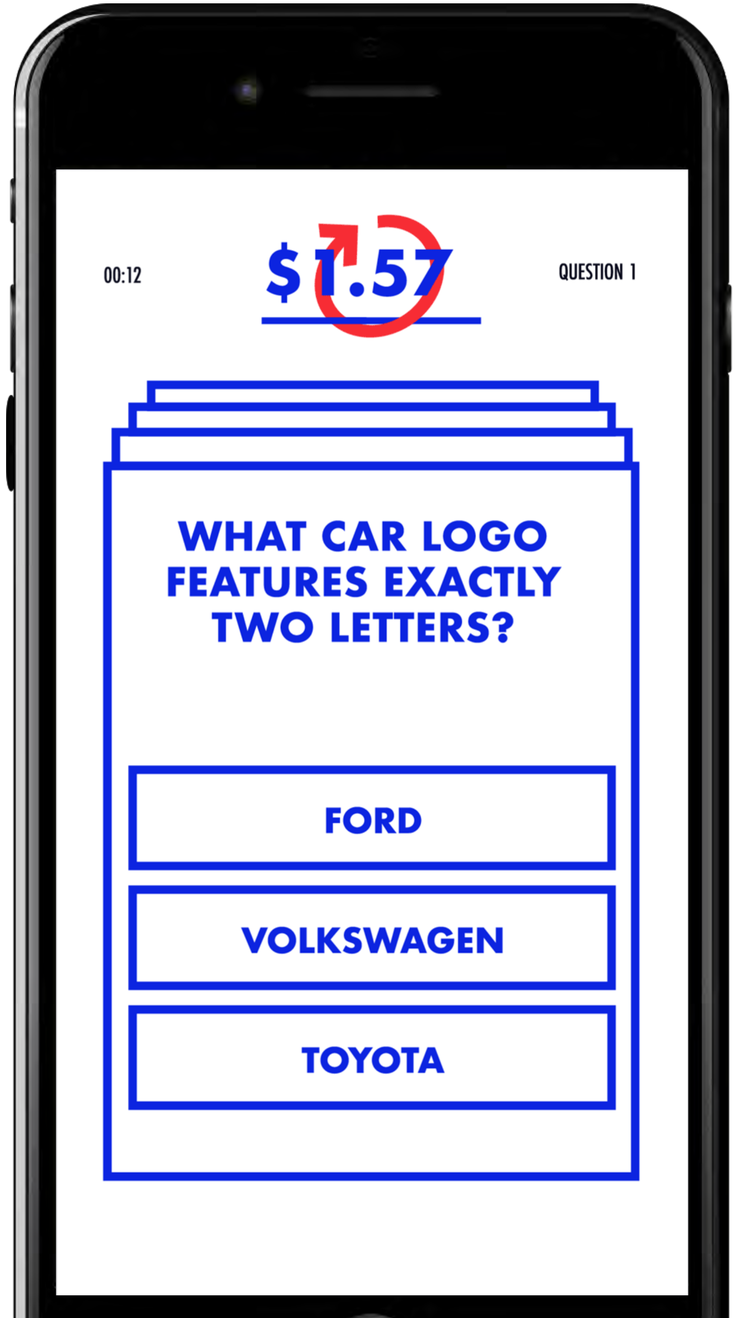
RideOut

VISUAL DESIGN

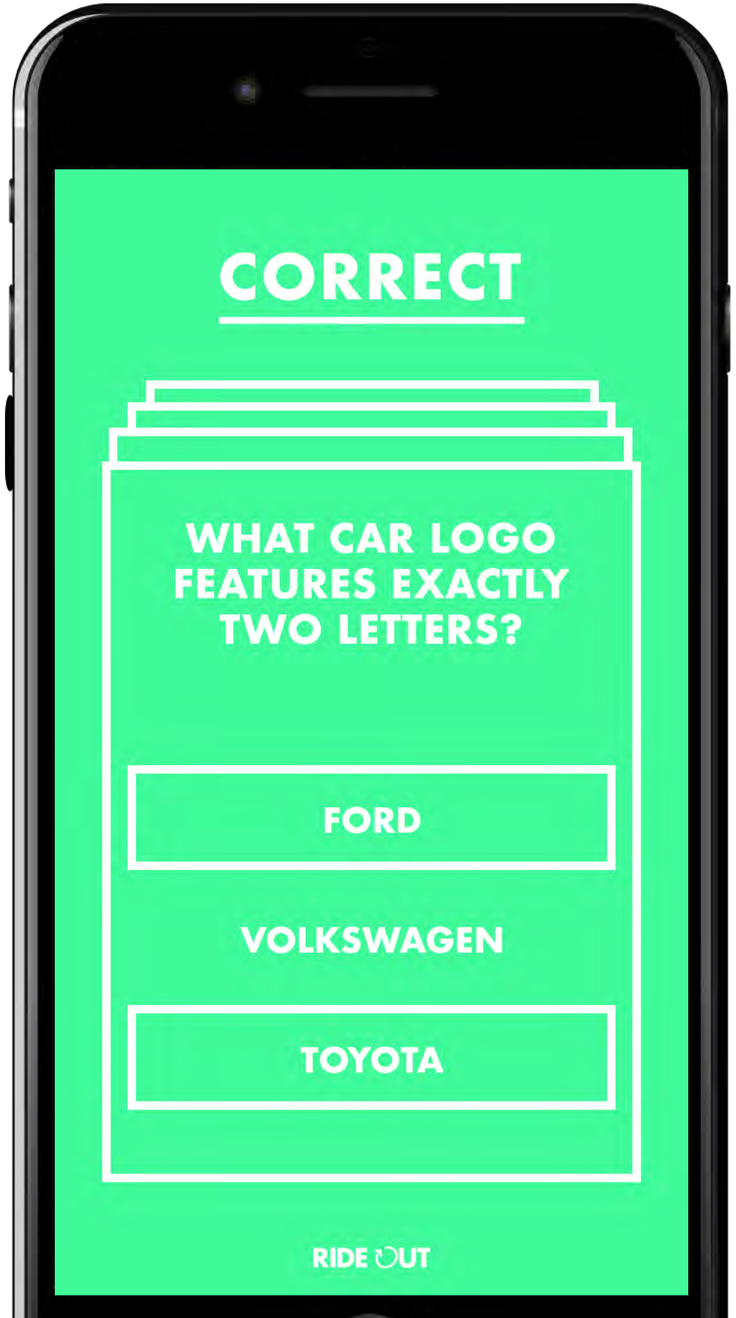


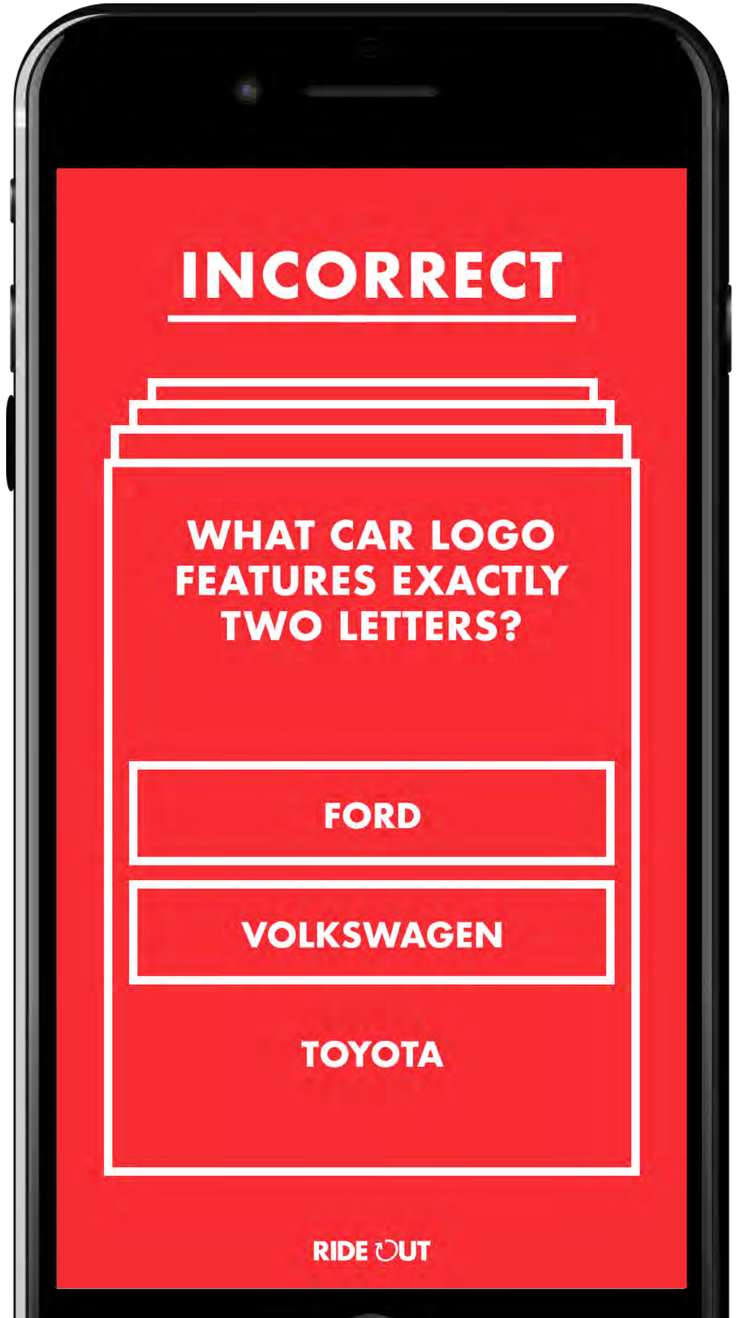
RideOut


00:12
$1.57
QUESTION 1
WHAT CAR LOGO FEATURES EXACTLY TWO LETTERS?
FORD
VOLKSWAGEN
TOYOTA
RIDE OUT

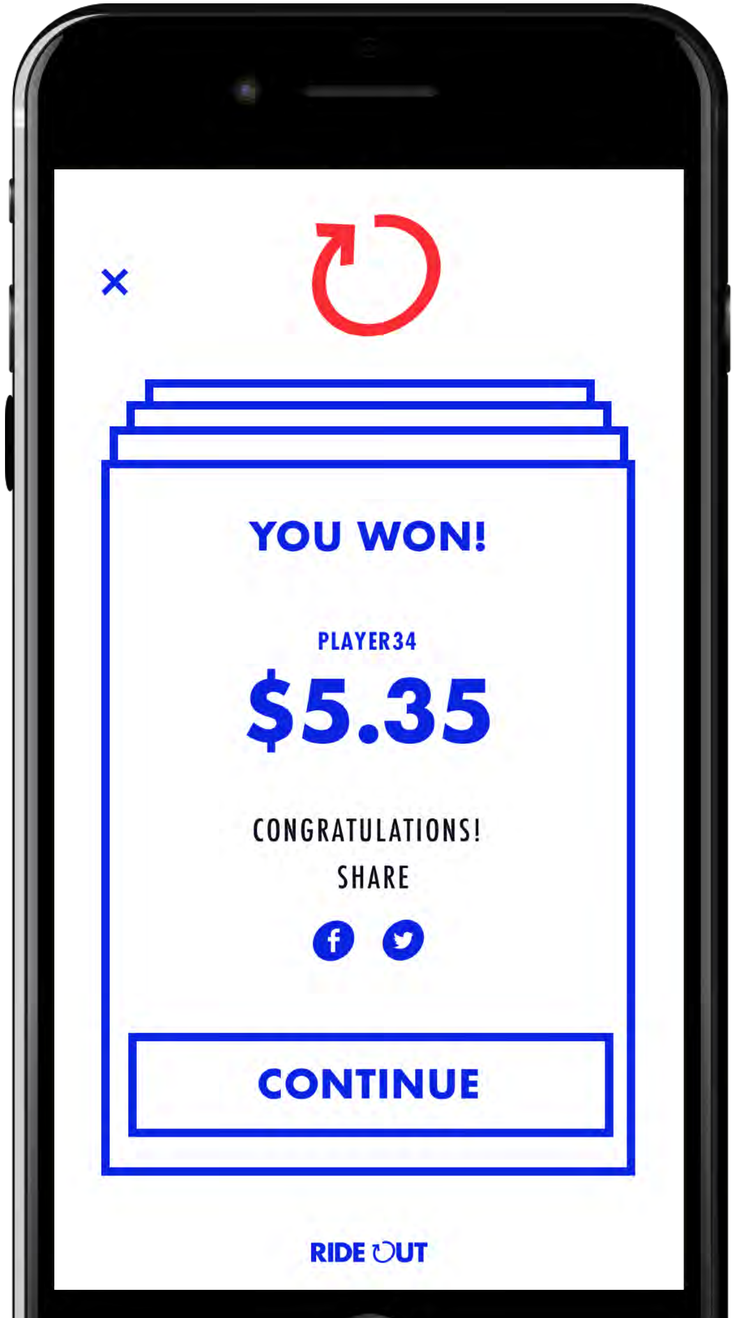

00:12
$1.57
QUESTION 1
WHAT CAR LOGO FEATURES EXACTLY TWO LETTERS?
FORD
VOLKSWAGEN
TOYOTA

RideOut


CORRECT
WHAT CAR LOGO FEATURES EXACTLY TWO LETTERS?
FORD
VOLKSWAGEN
TOYOTA
RIDE OUT

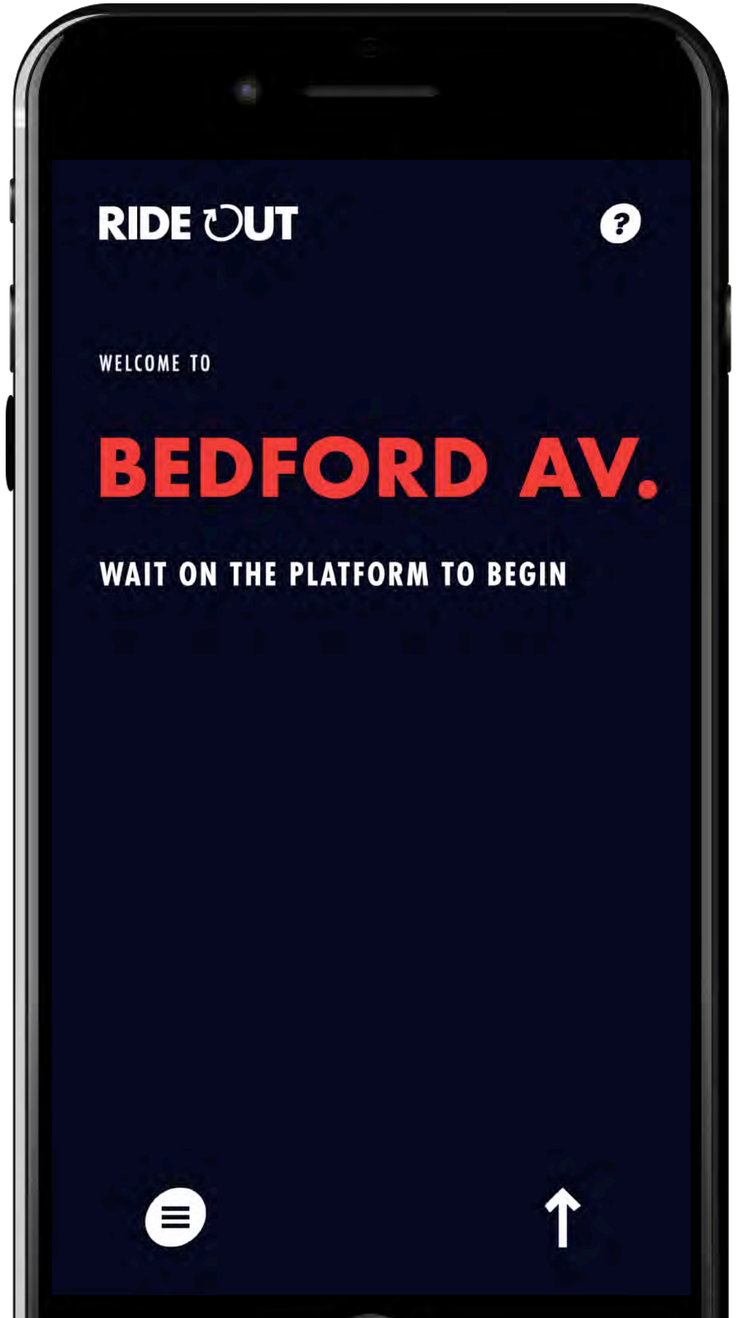

INCORRECT
WHAT CAR LOGO FEATURES EXACTLY TWO LETTERS?
FORD
VOLKSWAGEN
TOYOTA
RIDE OUT

RideOut


YOU WON!
PLAYER34
$5.35
CONGRATULATIONS!
SHARE
CONTINUE
RIDE OUT

00:34
$1.57
QUESTION 1
THE CAR LOGO THAT FEATURES EXACTLY TWO LETTERS IS...
VOLKSWAGEN
NEXT QUESTION
RIDE OUT

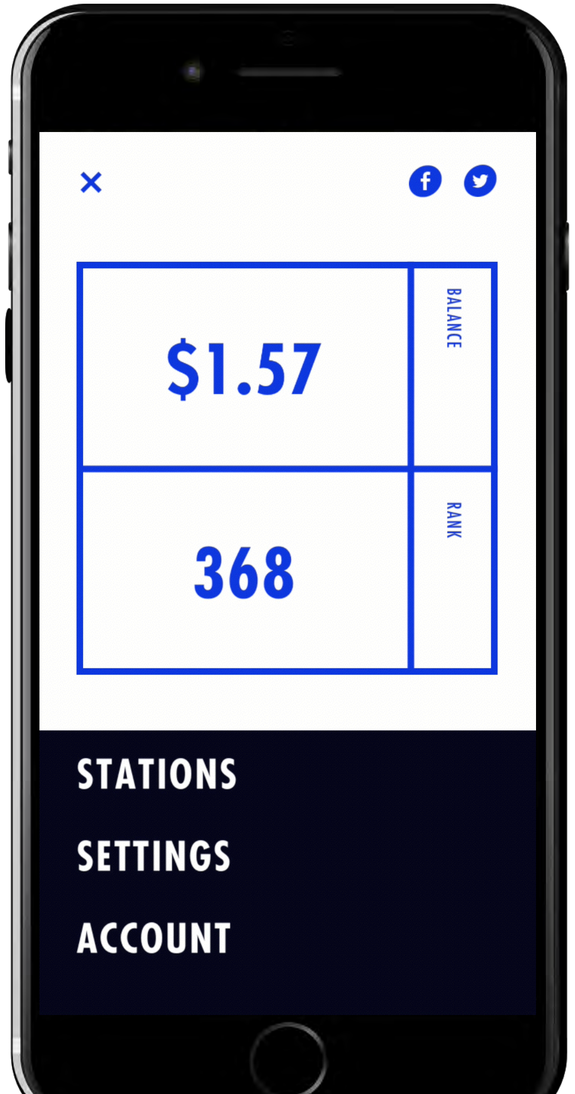
RideOut

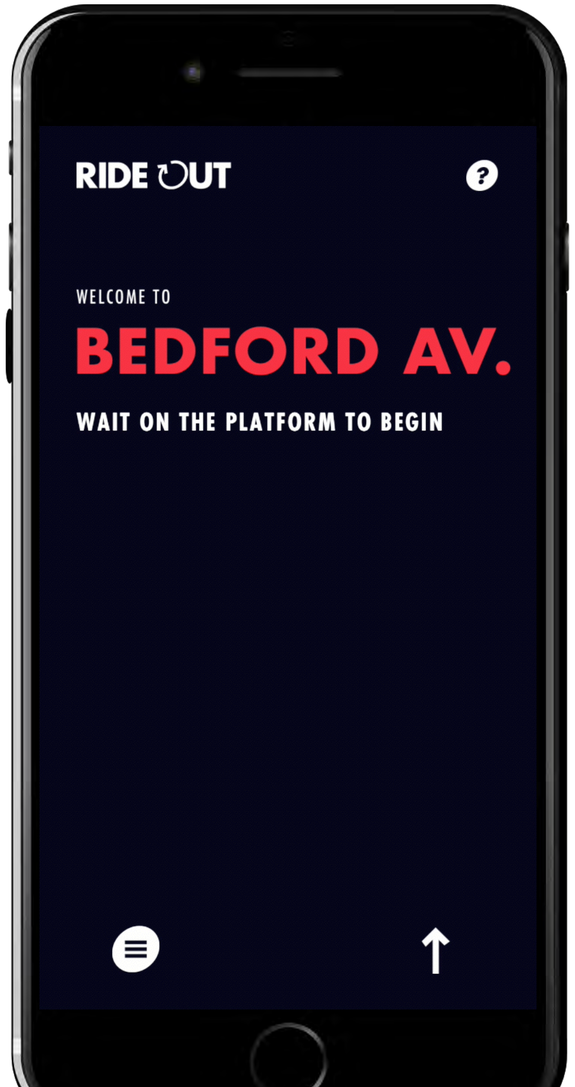


RideOut

547
3 AV.
RANK
1. ejis45 $524.45
2. YUki34 $216.7
3. USUW23 $123.66
4. Ther234 $78.45
547. PLAYER34 $1.57

$1.57
BALANCE
368
RANK
STATIONS
SETTINGS
ACCOUNT


$1.57
BALANCE
368
RANK
STATIONS
SETTINGS
ACCOUNT


RIDE OUT
WELCOME TO
BEDFORD AV.
WAIT ON THE PLATFORM TO BEGIN

RideOut

To play means to wait, to wait means to win.

YES AND

Brand Identity, Packaging, Interactive Design

How we made our University beer can label an interactive conversation starter.

Yes And

Insight

CSM bar and degree show is always a place where students meet the industry and network

These conversation can often be awkward and unnatural.

You're trying to make a good impression and be memorable.

Idea

To add prompts / questions written on post it notes which are often used for reminders.

To help when the conversation gets 'dry'.

To make the conversation memorable and save you from an awkward silence.

Whether you're networking, socialising or flirting.

ual: central saint martins × HAMMERTON H 14 LONDON

Yes And

AM I THINKING WHAT YOU'RE THINKING
I DON'T KNOW IF IT'S THE BEER TALKING BUT...
REMEMBER ME AS THE ONE...
1989 2019

Yes And

Yes And

I DON'T KNOW IF IT'S THE BEER TALKING BUT...
REMEMBER ME AS THE ONE...
AM I THINKING WHAT YOU'RE THINKING...
CSM Extra Pale (4.0%)
Hammerton are pleased to introduce this CSM extra pale (4.0%); This bright and fruity pale is dry-hopped with a trio of continental hops; Simcoe, Citra, Waimea. You'll note an intense tropical aroma interspersed with melon, tangerine and malty, lemony hops. A sweet twang to the taste, bursting with exotic fruits.
Central Saint Martins
has created its own limited edition beer using a unique recipe, in partnership with our neighbourhood brewery Hammerton. This second edition can design was created by Yukako Sunaba and Joseph Fraquelli. Enjoy our beer responsibly and keep hold of the can and look out for our can in the next series. arts.ac.uk
330ml
Alc 4.0% Vol
1.3 UK UNITS
hammertonbrewery.co.uk
Unit 9, 149 Roman Way, London N7 8XH
f/hammertonbrewery t@hammertonbrew
INGREDIENTS: water, barley, wheat, malt, hops, yeast
HAMMERTON 14 LONDON
SAINT MARTINS 30 YEARS OF CENTRAL
1989 2019

Yes And

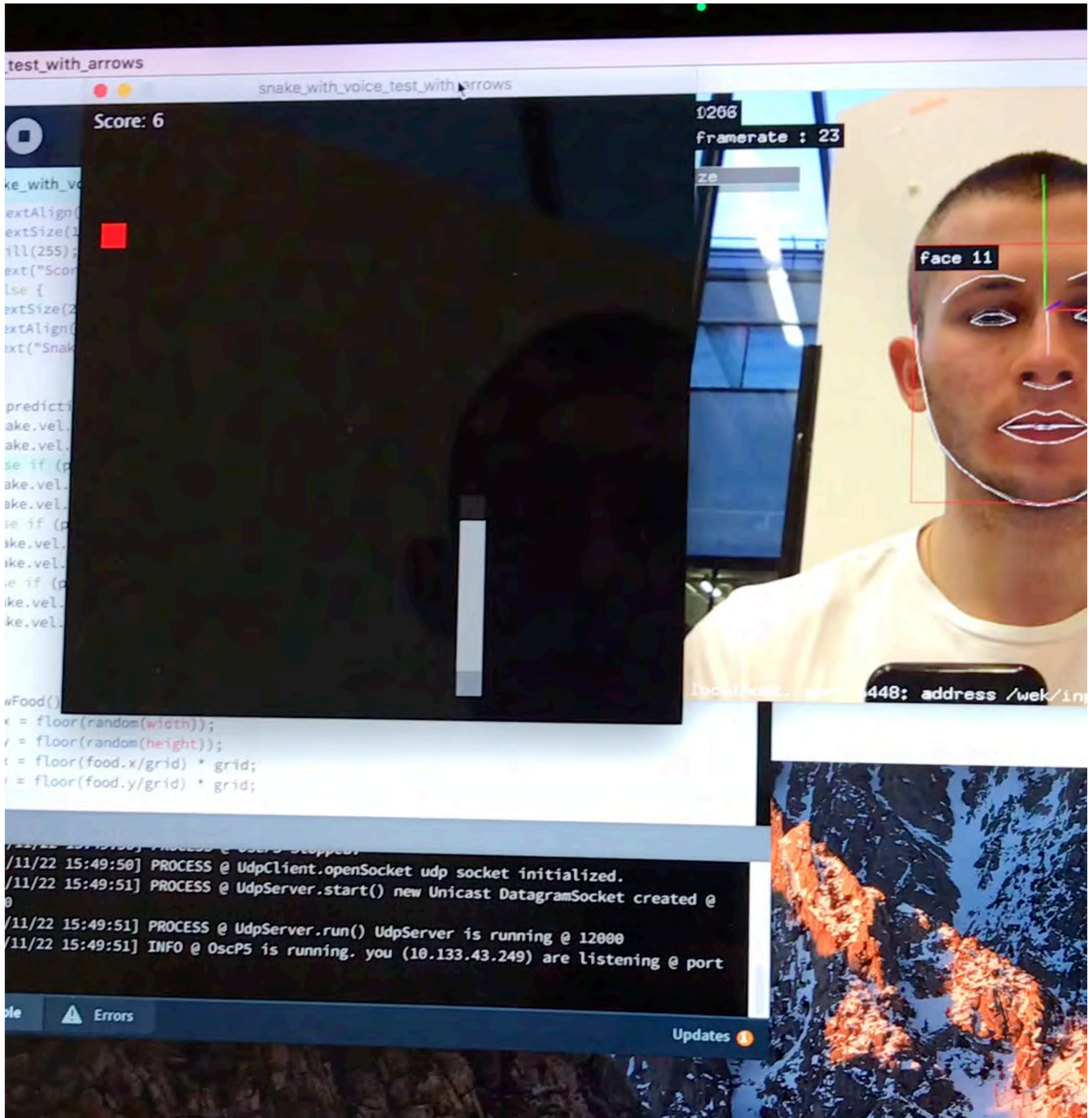
https://vimeo.com/330464326

Snake Game

Digital Design, UI/UX

Using machine learning to create a buttonless interactive game.

snake game


test_with_arrows
snake_with_voice_test_with_arrows
Score: 6
framerate : 23
face 11
/11/22 15:49:50] PROCESS @ UdpClient.openSocket udp socket initialized.
/11/22 15:49:51] PROCESS @ UdpServer.start() new Unicast DatagramSocket created @
/11/22 15:49:51] PROCESS @ UdpServer.run() UdpServer is running @ 12000
/11/22 15:49:51] INFO @ OscP5 is running. you (10.133.43.249) are listening @ port
Errors
Updates

Newswipe

Digital Design, Brand Identity, UI/UX

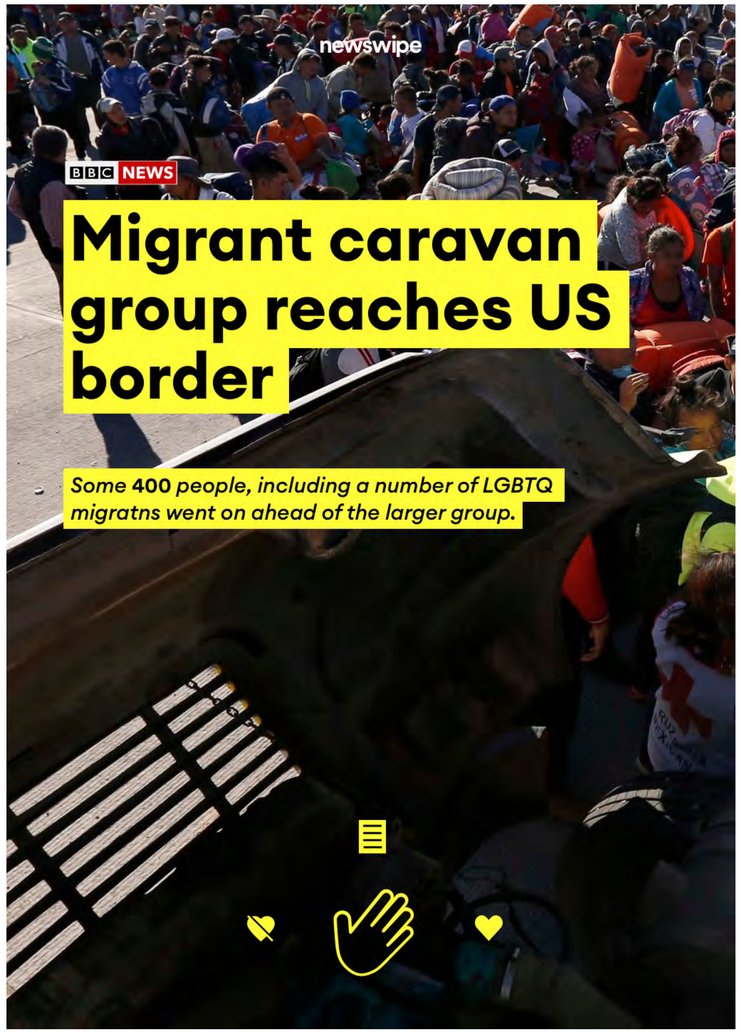
An interactive news platform, giving people the power too curate the news based on swiping left or right.

newswipe

newswipe

newswipe

newswipe



newswipe

https://vimeo.com/341240616

Introducing

Chisel - Typeface

Typography, Motion Graphics

Designing a typeface based on a set of modular shapes.

Chisel

Chisel

Chisel

Chisel

Up and then down

Film & Motion Graphics, Typography

Creating a title-sequence for a short story - based on the true story of Nicholas White who became stuck for 40hrs in an Elevator

https://youtu.be/6zxZTFPYNyA

Nexus

Brand Identity, Digital Design

Brand identity for a Furniture Store and Gallery

Nexus

nexus

is a highly curated furniture and gallery store.

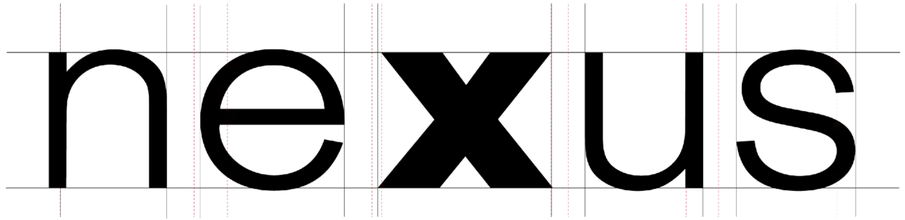
We recognise a deep rooted connection between furniture as design and furniture as art, and bind this rational together in one space.

We encourage our customers to appreciate the form of furniture as it shapes the environment we chose to live in.

Nexus

nexus

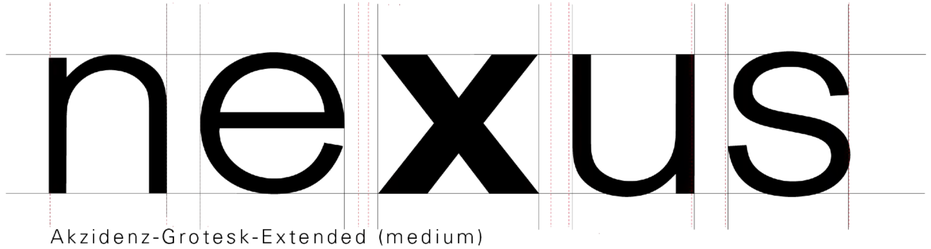
Akzidenz-Grotesk-Extended
x - extented bold



Akzidenz-Grotesk-Extended (bold)
expanded lettering

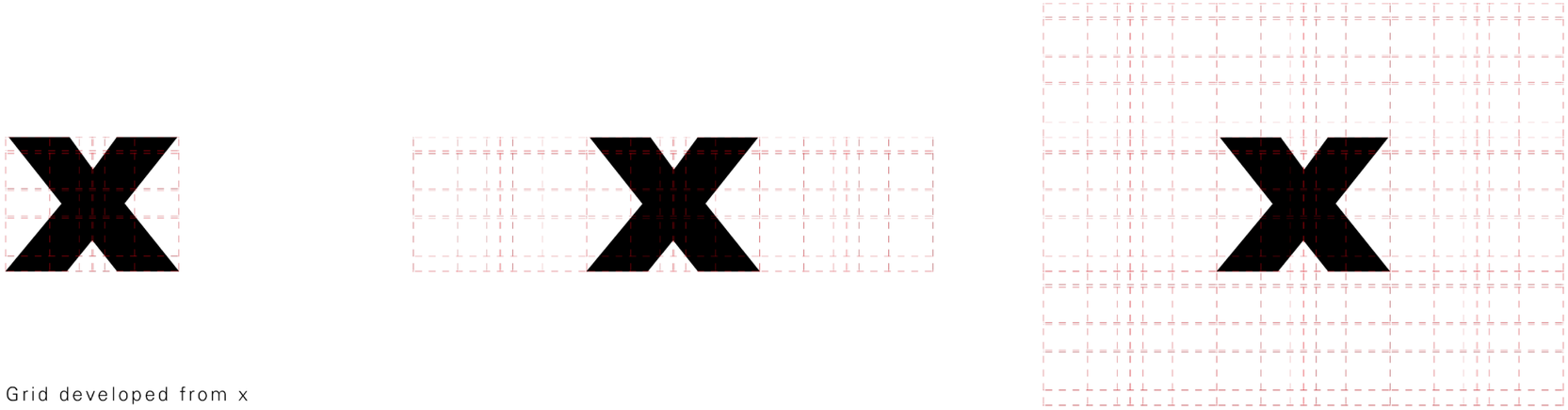
nexus

Akzidenz-Grotesk-Extended
x - extetned medium

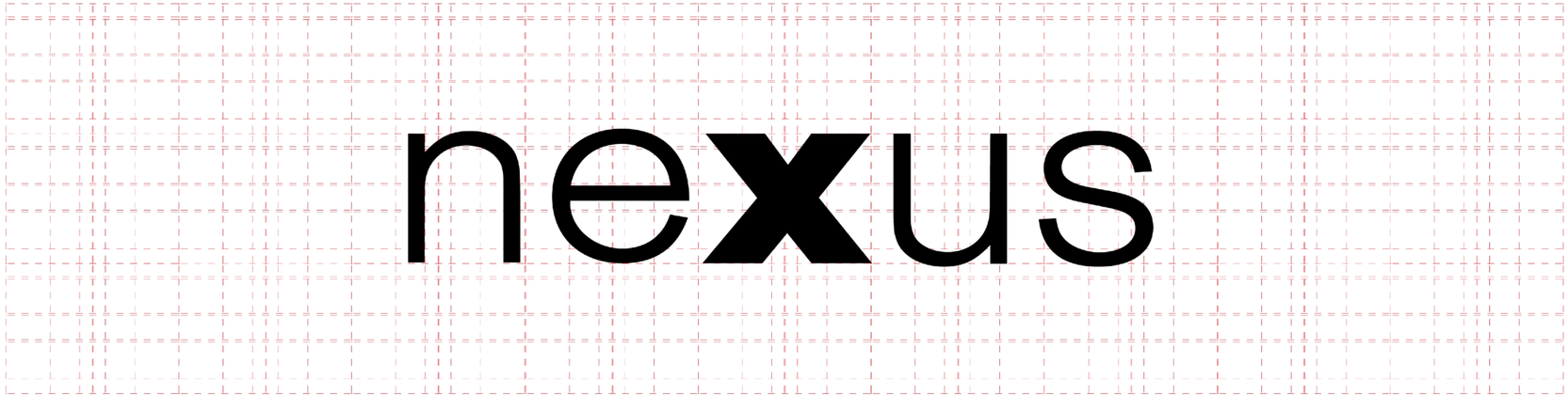


Akzidenz-Grotesk-Extended (medium)
expanded lettering

Nexus



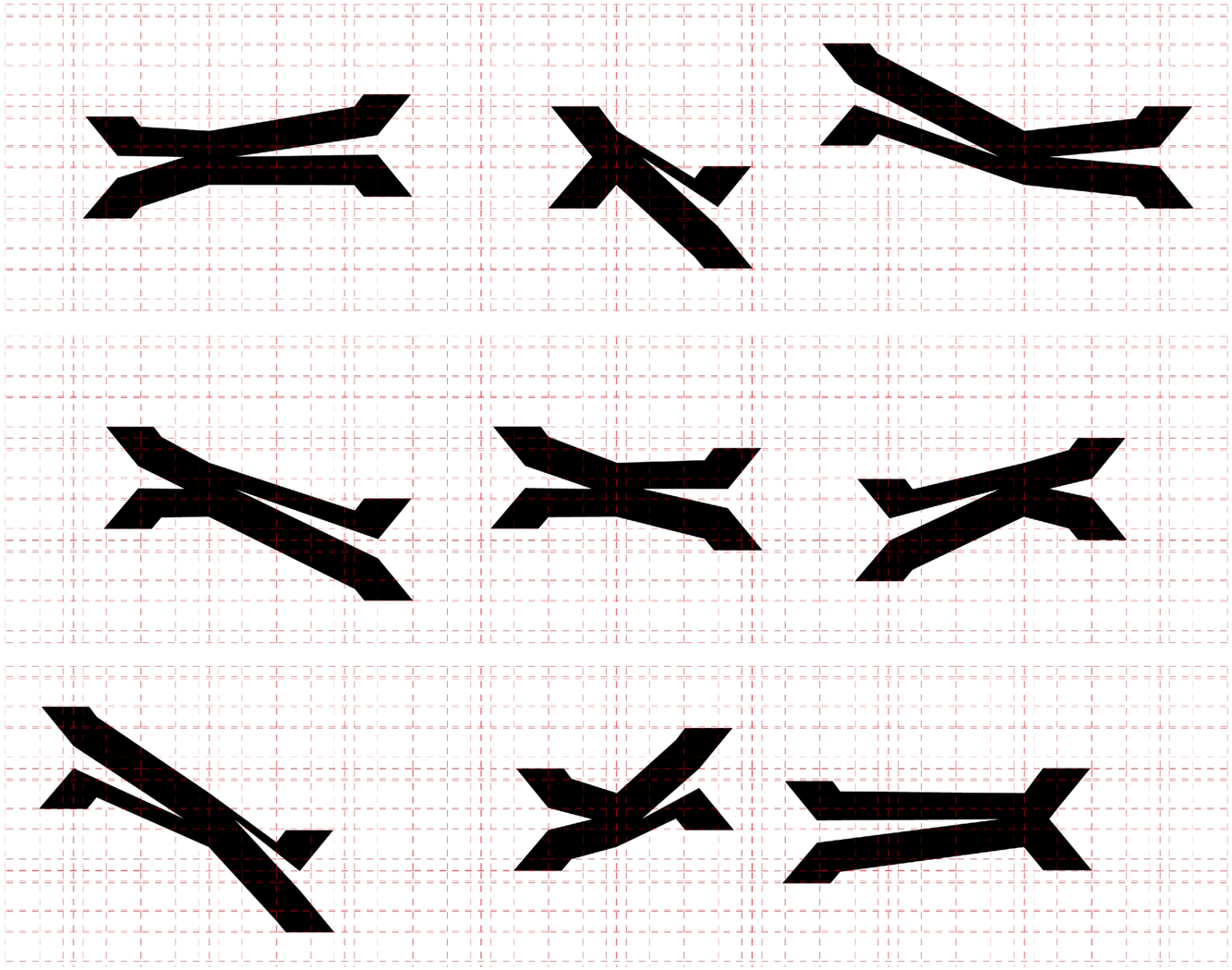
Grid developed from x



Grid applied to nexus

Nexus

Manipulated x :

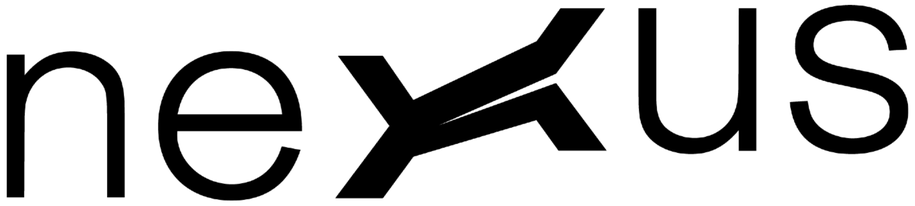


Nexus

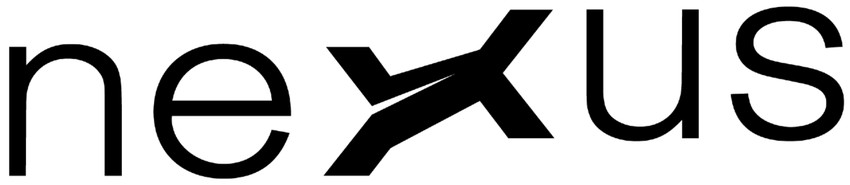
nexus

Nexus

Primary Logo



Logo implemented with system



Iteration of implemented x in Logo

Nexus

Akzidenz-Grotesk Extended Light

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()./?:;

Title Tracking: +100

Akzidenz-Grotesk Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()./?:;

Copy Tracking: +20

Colour Scheme

PRIMARY COLOUR / PANTONE 179-16 C

C: 0 M: 0 Y:0 K:0 R:0 G:0 B:0

SECONDARY COLOUR / PANTONE 172 C

C:32 M:23 Y:24 K:4 R:183 G:183 B:183

Nexus

nexus
February 22nd 2018
400 West 21st Street
New York
10011
USA
Dear Mr. Peter Hall,
Solorepelis nati dolupta quaectur? Berspid isciunt ut vendit, od maios sit aligendis poruptatem. Nam doluptaest, volupta volum facestrum repre dunt, quas ut la dolorem inimillor sequibusapit maios moloratem et velitas pelenis expliti onseque nonecup taest, utatia sint plit od ut optis ma nonestiandio vidite ipsanda epudae solupta tlorerunt ea omnimusae perio. Nem eos nissedit aborum natur accusci nonsequatios aut autatur, simaximet ulluptatium ullutem posant, que nis rllit arissin
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Yours Sincerely,
Lorenzo Russo
199 North 8th Street
Brooklyn
NY 11211
info@nexus.com
+1 (912) 441 6531
nexus.com
nexus
Peter Hall
400 West 21st Street
New York
10011
USA
199 North 8th Street
Brooklyn
New York
11211
USA
nexus
Lorenzo Russo
Director
199 North 8th Street
Brooklyn
New York 11211
lorenzo@nexus.com
+1 912 441 6531
nexus.com

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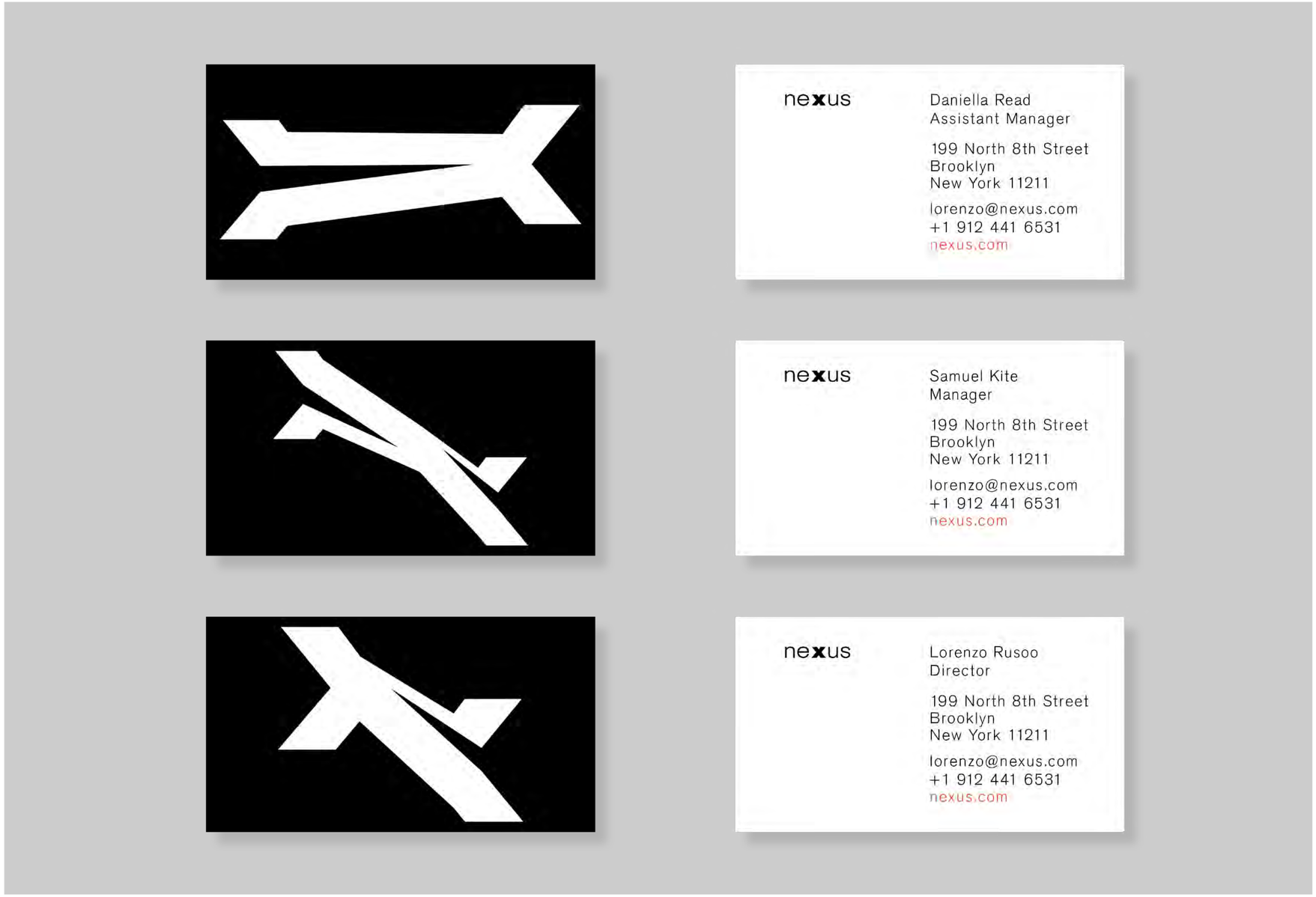
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Daniella Read
Assistant Manager
199 North 8th Street
Brooklyn
New York 11211
lorenzo@nexus.com
+1 912 441 6531
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Samuel Kite
Manager
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lorenzo@nexus.com
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Lorenzo Rusoo
Director
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February 22nd 2018

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Yours Sincerly,

Lorenzo Russo

199 North 8th Street
Brooklyn
NY 11211

info@nexus.com
+1 (912) 441 6531
nexus.com

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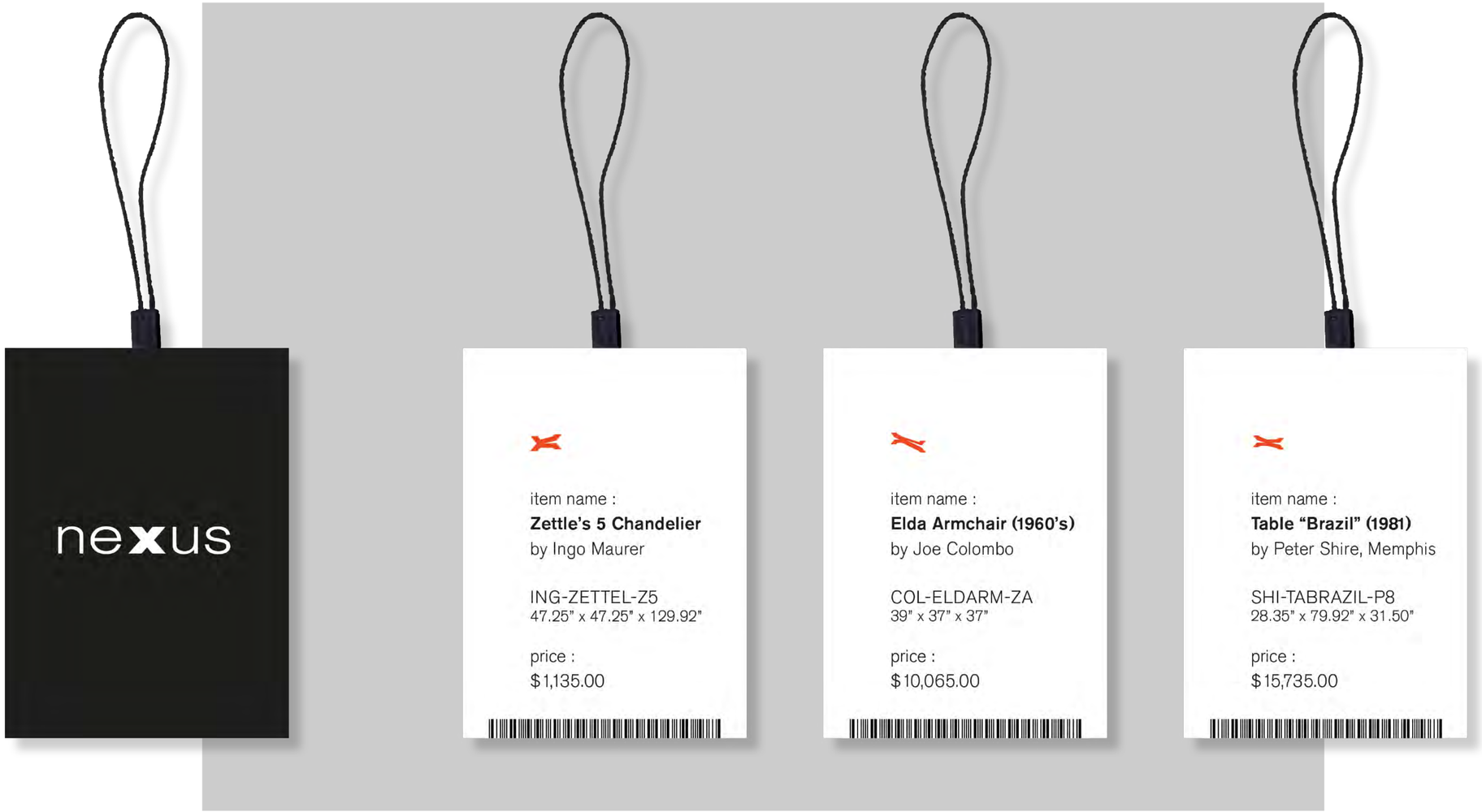
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item name :
Zettle's 5 Chandelier
by Ingo Maurer
ING-ZETTEL-Z5
47.25" x 47.25" x 129.92"
price :
$1,135.00
item name :
Elda Armchair (1960's)
by Joe Colombo
COL-ELDARM-ZA
39" x 37" x 37"
price :
$10,065.00
item name :
Table "Brazil" (1981)
by Peter Shire, Memphis
SHI-TABRAZIL-P8
28.35" x 79.92" x 31.50"
price :
$15,735.00

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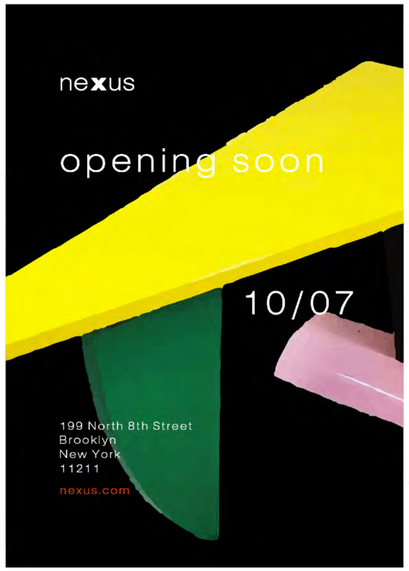
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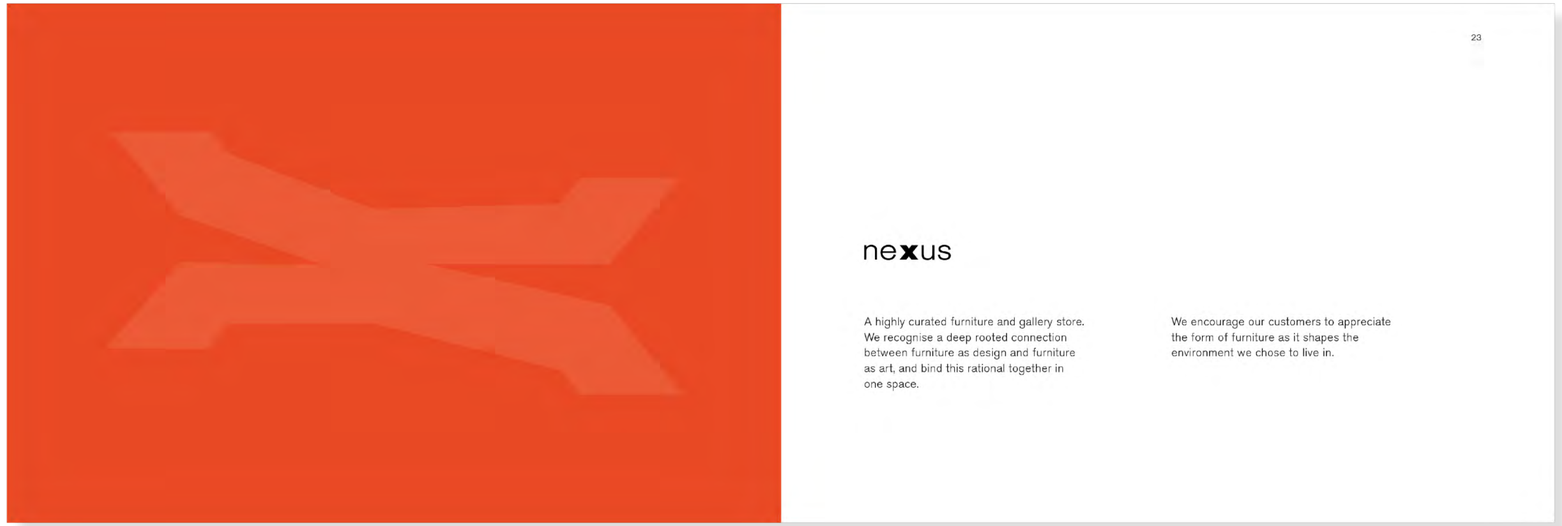
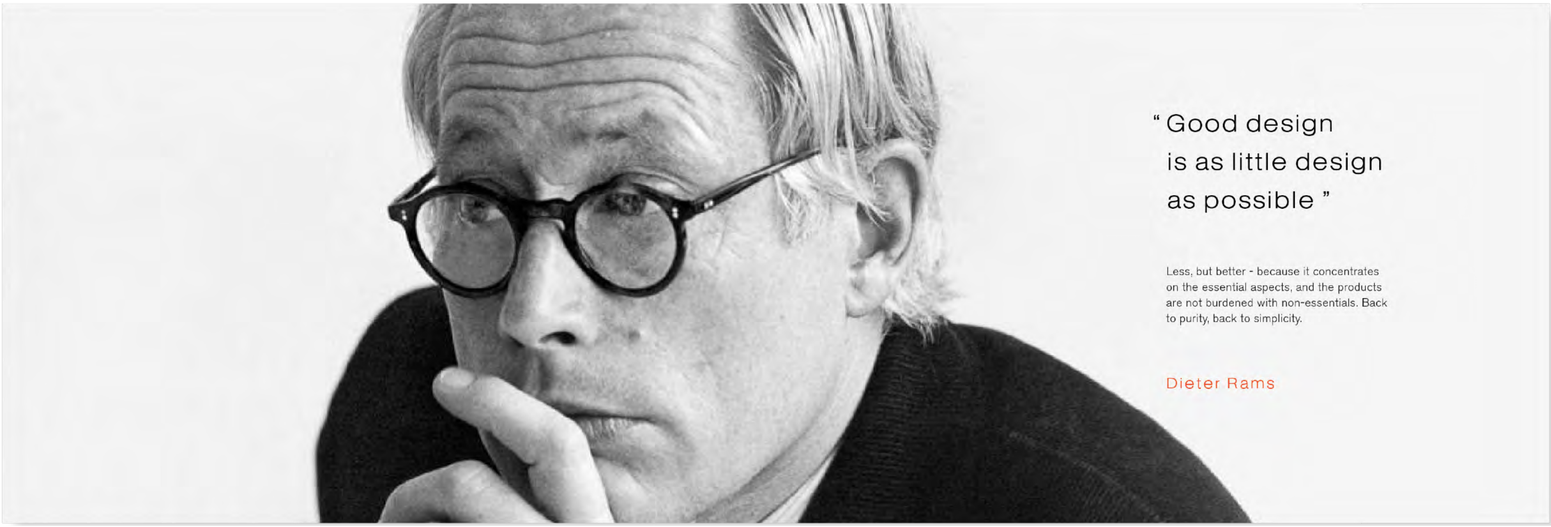

23
nexus
A highly curated furniture and gallery store. We recognise a deep rooted connection between furniture as design and furniture as art, and bind this rational together in one space.
We encourage our customers to appreciate the form of furniture as it shapes the environment we chose to live in.


“ Good design is as little design as possible ”
Less, but better - because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.
Dieter Rams

Nexus

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LIGHTING

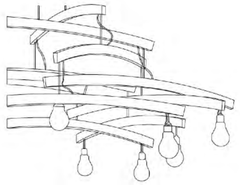
item name : **Oh Man, It's a Ray!**

by Ingo Maurer, 2009

Oh Man, it's a Ray! is both a mobile and a chandelier. Made from simple, natural materials, wooden parts in the shape of coat-hangers and incandescent bulbs, it is an airy and playful, yet impressive object.

Oh Man, it's a Ray! can be manufactured with 4 to 6 layers. Limited production. Wood, metal, glass, plastic.

It is a hommage to the inventiveness of Man Ray.



200cm x 250cm x 75 cm.

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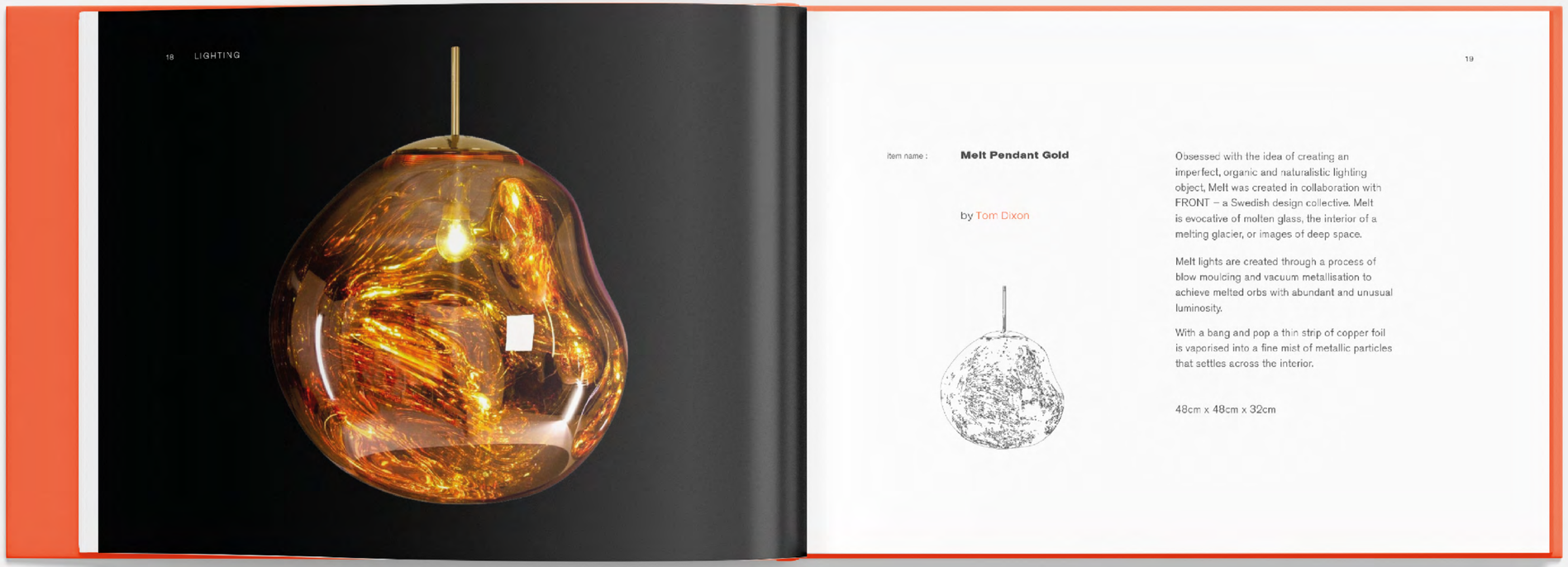

18 LIGHTING

19

item name : **Melt Pendant Gold**

by Tom Dixon

Obsessed with the idea of creating an imperfect, organic and naturalistic lighting object, Melt was created in collaboration with FRONT – a Swedish design collective. Melt is evocative of molten glass, the interior of a melting glacier, or images of deep space.

Melt lights are created through a process of blow moulding and vacuum metallisation to achieve melted orbs with abundant and unusual luminosity.

With a bang and pop a thin strip of copper foil is vaporised into a fine mist of metallic particles that settles across the interior.

48cm x 48cm x 32cm

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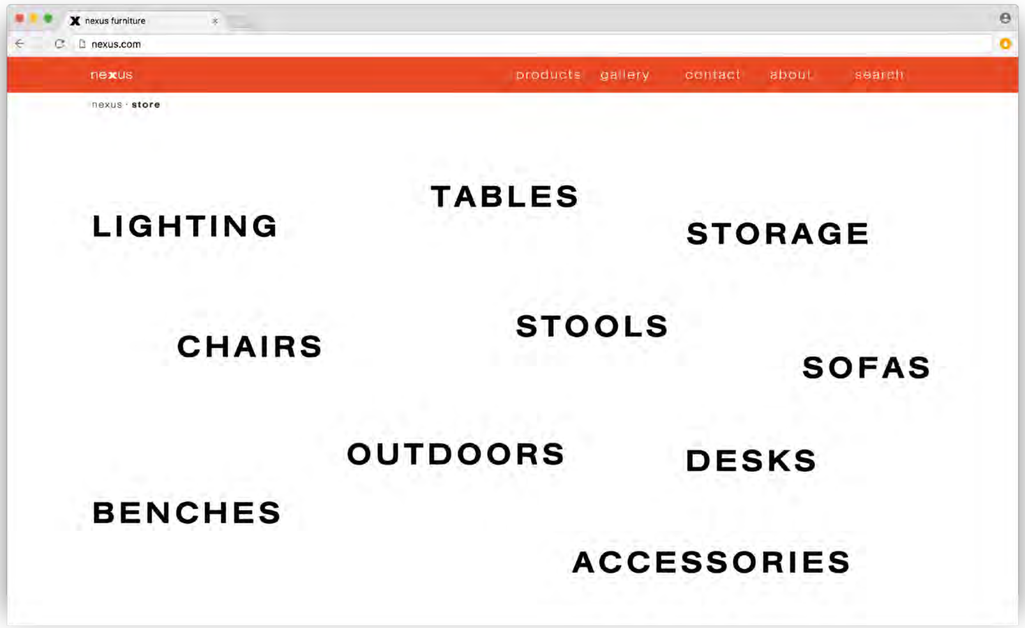
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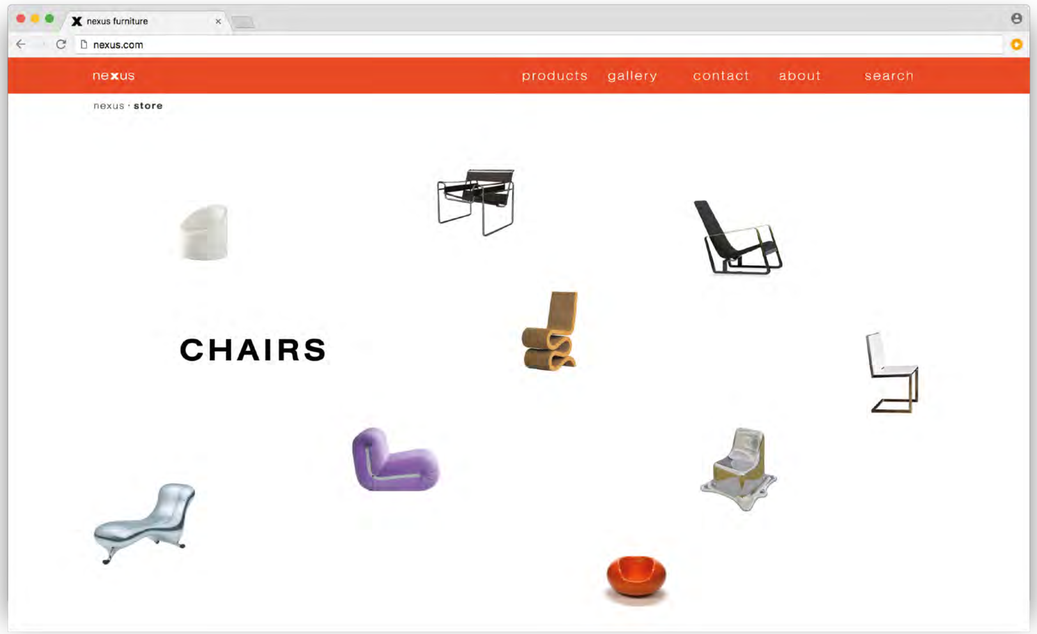
LIGHTING
TABLES
STORAGE
CHAIRS
STOOLS
SOFAS
OUTDOORS
DESKS
BENCHES
ACCESSORIES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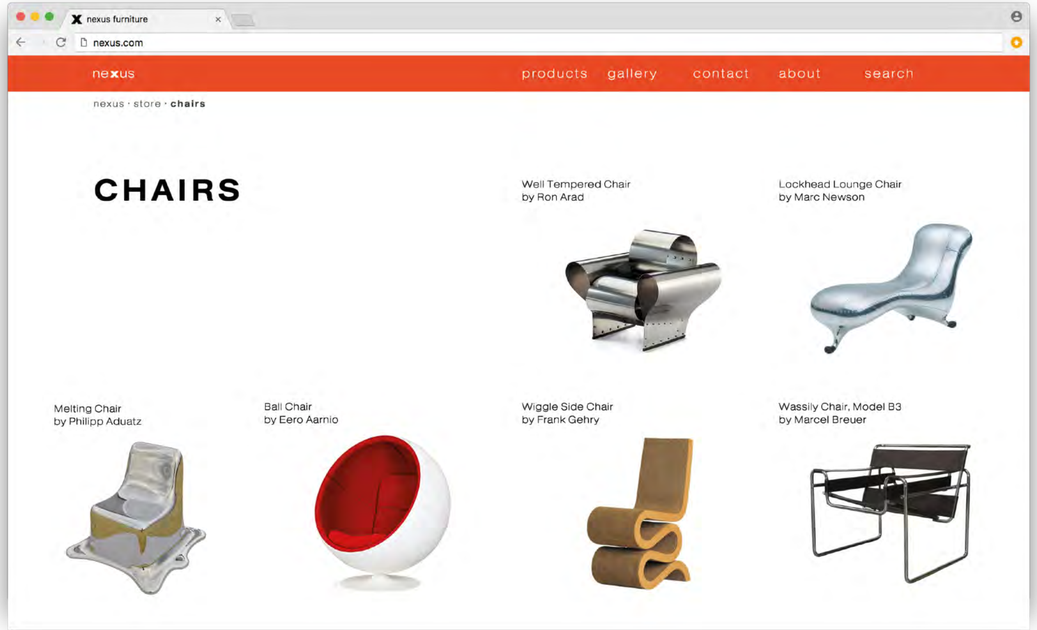
CHAIRS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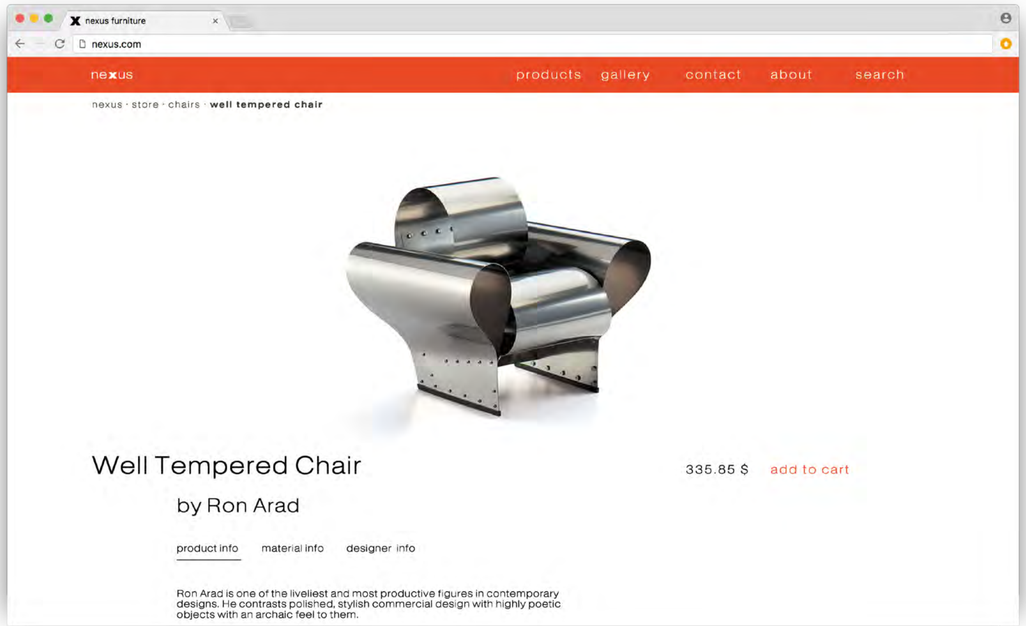
CHAIRS
Well Tempered Chair
by Ron Arad
Lockhead Lounge Chair
by Marc Newson
Melting Chair
by Philipp Adlatz
Ball Chair
by Eero Aarnio
Wiggle Side Chair
by Frank Gehry
Wassily Chair, Model B3
by Marcel Breuer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nexus · store · chairs · well tempered chair
Well Tempered Chair
by Ron Arad
335.85 $
add to cart
product info
material info
designer info
Ron Arad is one of the liveliest and most productive figures in contemporary designs. He contrasts polished, stylish commercial design with highly poetic objects with an archaic feel to them.

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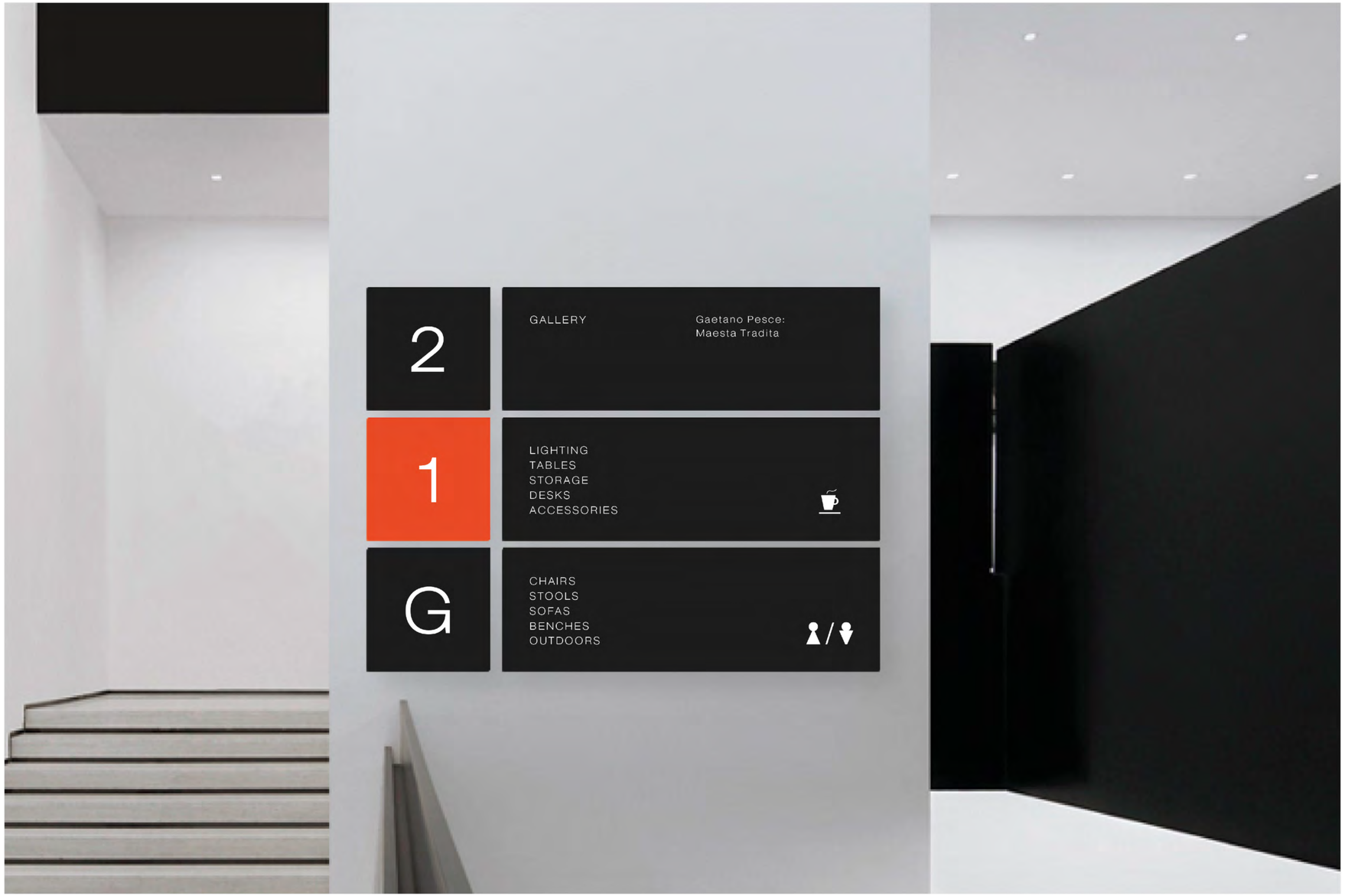
Nexus


2
GALLERY
Gaetano Pesce:
Maesta Tradita
1
LIGHTING
TABLES
STORAGE
DESKS
ACCESSORIES
G
CHAIRS
STOOLS
SOFAS
BENCHES
OUTDOORS

Nexus

Nexus

GAETANO
PESCO:
MAESTA
TRADITA
Gaetano Pesce inaugurates his exhibition at The Nexus Gallery and displays his site specific monumental statue dedicated to women's current condition. The "Maestà Tradita" exhibition is promoted by Florence Municipality and Mus.e, together with the historical-artistic consultancy of Sergio Risaliti and Vittorio Sgarbi and it will be open from October 7, 2018 to April 7, 2019.
As an artist, designer, architect and creator of today's icons like the popular Up, since the end of the 60's he has centred his inter-disciplinary research on women and the whole female world, by connecting his intuition and the deepest and most archaic aspects of being a woman to the social, political and economic situation of our time. Gaetano Pesce embraces all the techniques and the different cultural sources of anthropology, art history, sociology, folklore, biopolitics and geopolitics to create imaginary experiences and information, by testing images and materials with an extraordinary expressive and iconographic freedom. "Multi-disciplinary art visits our time…it doesn't like hierarchies between different codes of expressions…creativity of today doesn't meet coherence…recognisable languages bore and belong to the past…the complexity of our time reflects diversity of values – including contradictory ones – which creates pluralism, inconsistency and multiple behaviors. Women's nature and its peculiarities correspond to belonging to our time: this is the reason why I think women will be protagonists of the future".
nexus

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GAETANO PESCO
GAETANO PESCO
GAETANO PESCO
10.07.18
— 05.07.19
MAESTA TRADITA
MAESTA TRADITA
MAESTA TRADITA
nexus GALLERY
199 NORTH ST
BROOKLYN NY

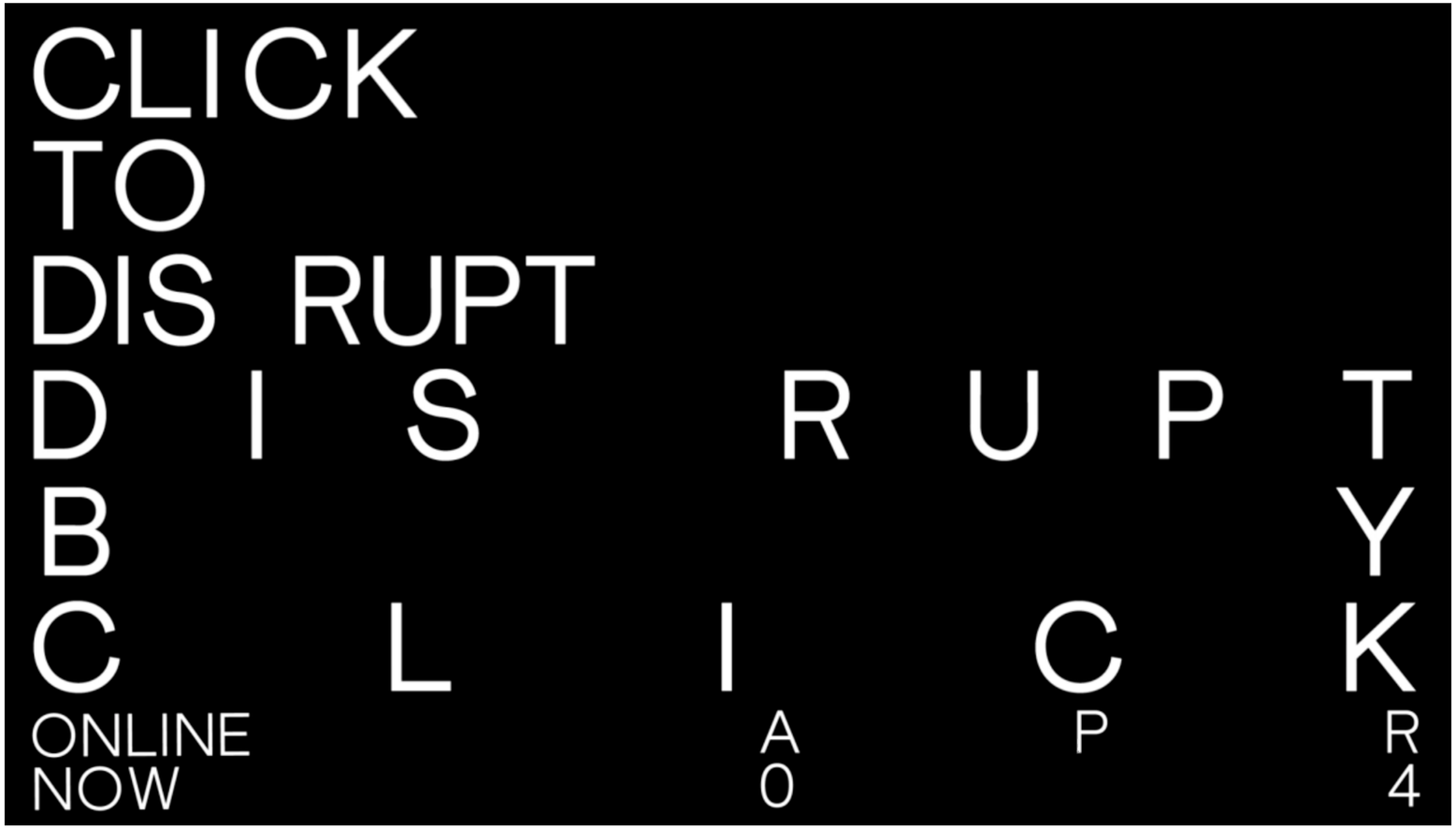
GAETANO PESCO
GAETANO PESCO
GAETANO PESCO
MAESTA TRADITA
MAESTA TRADITA
MAESTA TRADITA
nexus GALLERY
199 NORTH ST
BROOKLYN NY

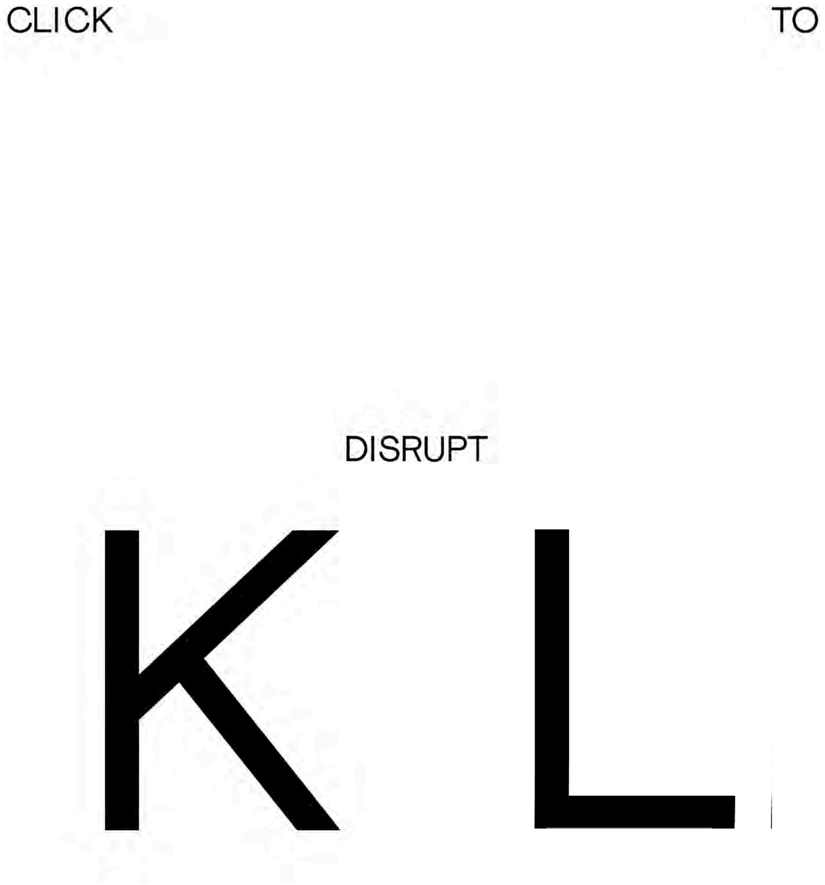
GAETANO PESCO
GAETANO PESCO
GAETANO PESCO
10.07.18
— 05.07.19
MAESTA TRADITA
MAESTA TRADITA
MAESTA TRADITA
nexus GALLERY
199 NORTH ST
BROOKLYN NY

Other Design

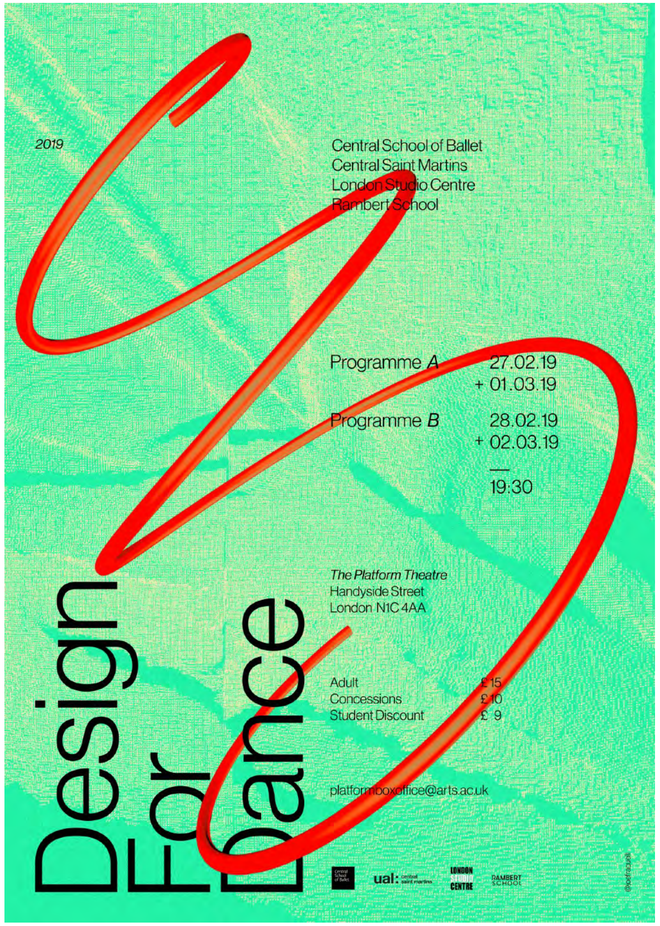
A selection of design, photography, experiments.

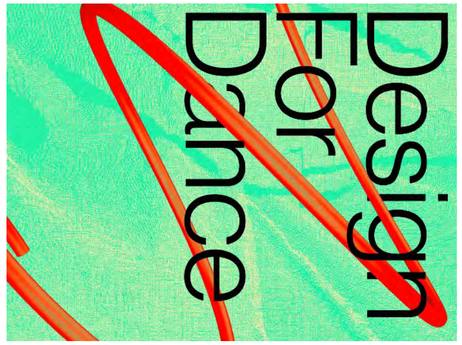
Other Design





Other Design





Winning Design
A collaboration between Central Saint Martins,
Central School of Ballet, Rambert School and London Studio Centre

Other Design

Other Design

https://youtu.be/T_pFM6uFi_4

Thank you !

Thank you !

Thank you