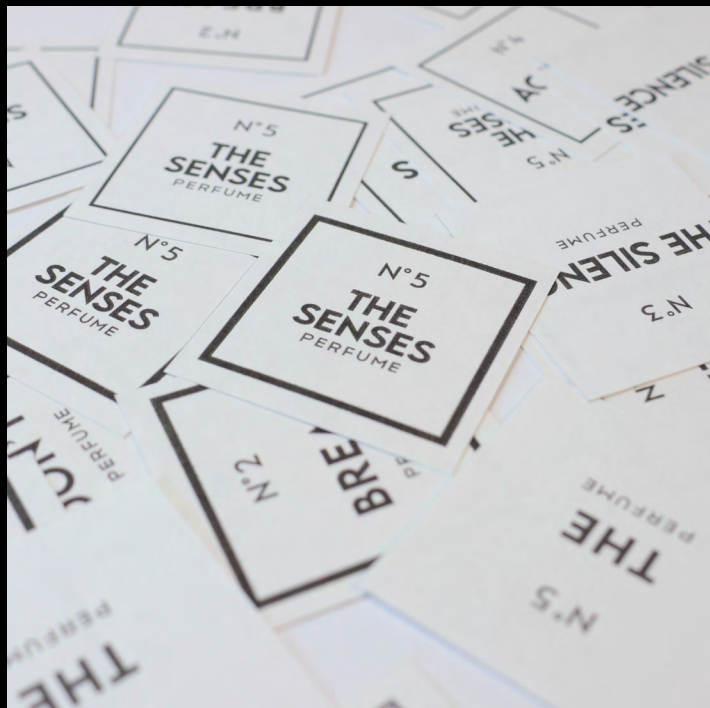


№ 05. “ TEXT & LANGUAGE ”





[PHOTO] PRODUCT SAMPLES



[PHOTO] NOTIONS DEMO

-> you have a phrase
without any meaning:

" DON'T BREAK
THE SILENCE -
AGITATE
THE SENSES "

-> apply a given
adjective to it:

" ATTRACTIVE "

-> produce something:

CHANEL PERFUME
PARODY

-> place it in a context:

PRODUCT PHOTOS
AND A WEBSITE





// we
tried
so
hard
...

*to come up with something,
but nothing really worked...*

day 1



day 2

caution!
these photos contain
the tragic aftermath
of thinking too hard.

over 15 attempts
and prototypes later,
only one was actually
interesting.





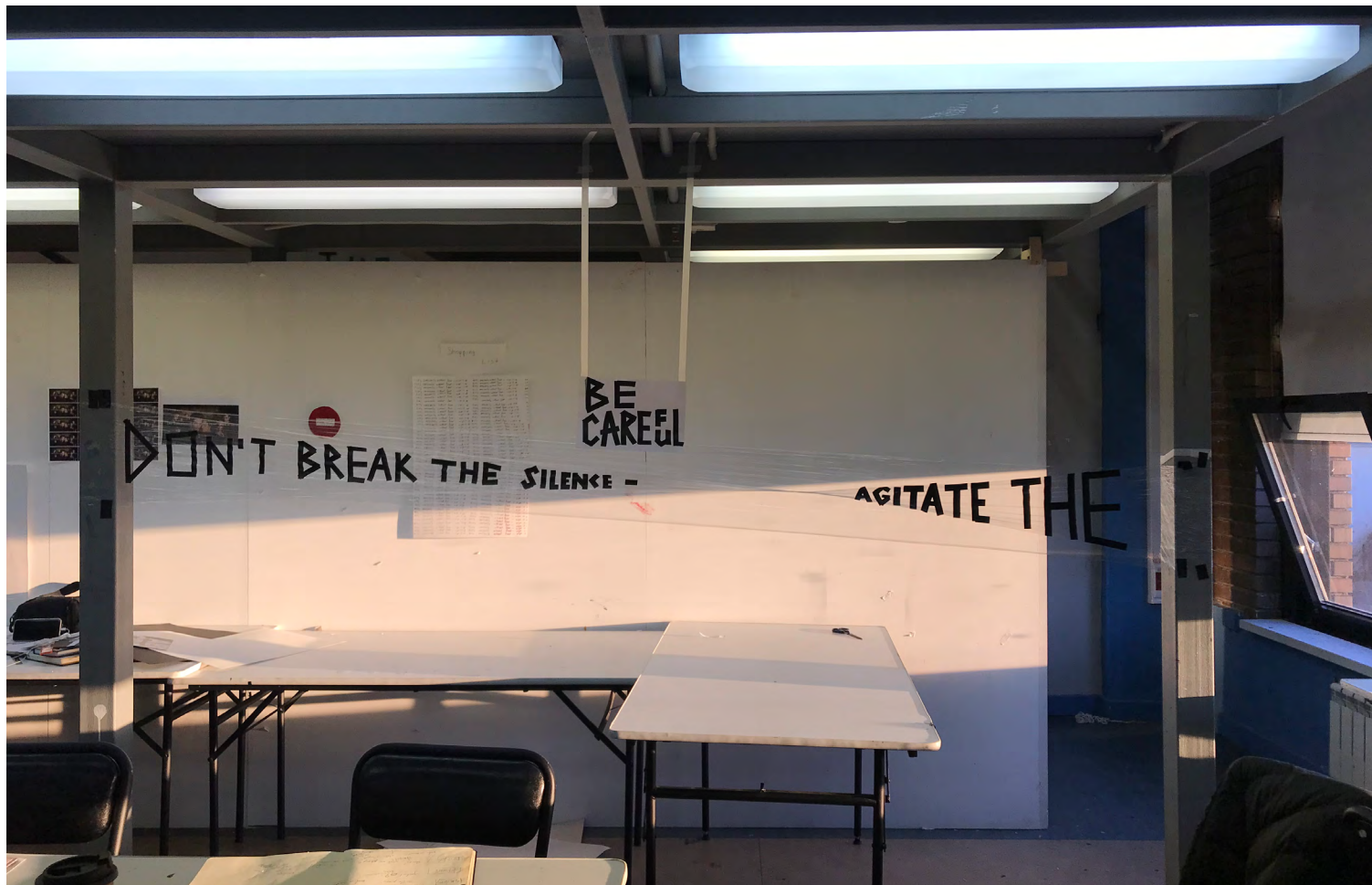
day 3:

// i stretched cling film
to test an idea. it was
perfectly smooth!

but not for long...

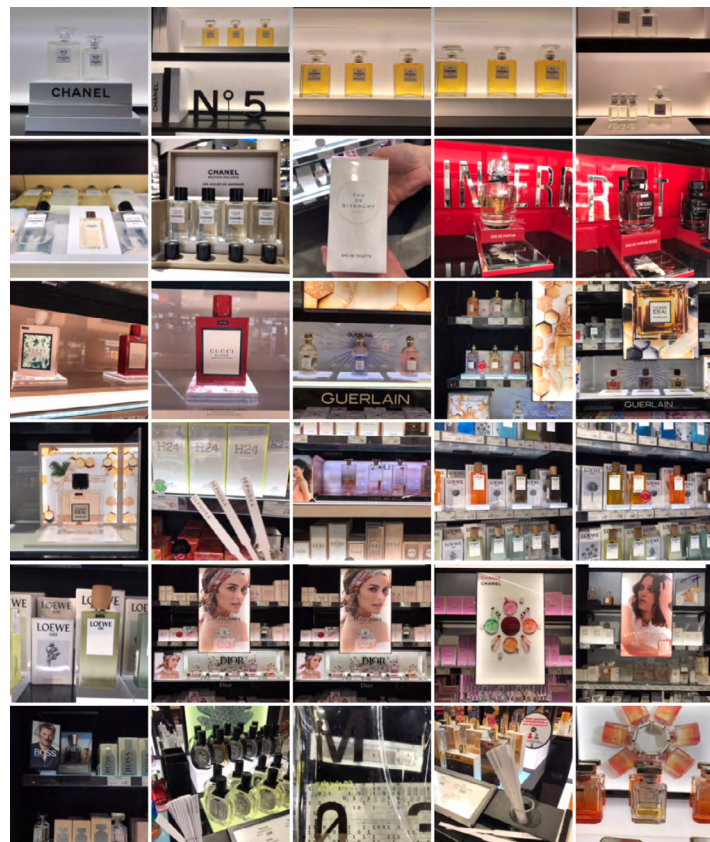
3 hours later:
★ someone in the baseroom ★







SO, NOW I DO
FAKE PERFUME
BRANDS
AS A GRAPHIC
DESIGNER



+ 437 photos





// I went a bit crazy with a number of samples

location: atrium
more specific: every single perfume shop



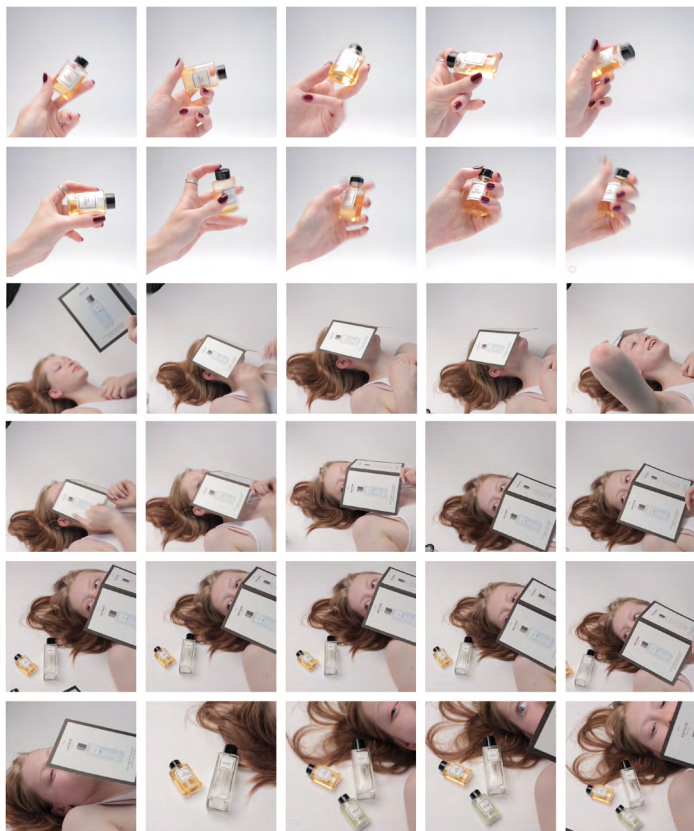
// good times when "lush" was open...

there was a nice girl who kindly helped me...

+ 346 photos







// thanks to julia
for being my model!

NO PLAN,
JUST VIBES

SPONTANEOUS
SHOOT,
TONS OF FUN

+ 138 photos

symptoms:

INEXPLICABLE URGE TO BUILD A WEBSITE IN 2 HOURS DURING THE NIGHT

suspected cause:

