

MEETM



Akshitha Gopikrishnan

Meet the artist



Martina Galarza

ED LO VE TO UR USA 2 0 2	APR 6	FARGO, ND
	APR 8	MINNEAPOLIS, MN
	APR 14	SYRACUSE, NY
	MAY 12	SAN DIEGO, CA
	MAY 14	PHOENIX AZ
	MAY 17	SAN ANTONIO TX
	MAY 19	GULF SHORES, AL
	MAY 25	HOUSTON, TX
	MAY 28	NAPA VALLEY CA

Martina Galarza, better known as Marte is a Latin American Graphic Designer and Lettering Artist born and raised in Argentina. Her pieces are often made incorporating vibrant colours and an almost psychedelic effect. She states that her inspirations rest in 90s cartoons, graffiti, 60s psychedelia and candy packaging from her childhood.

She studied graphic design at the University of Buenos Aires and Lettering with legends like Ken Barber, Jim Parkinson and Guille Vizzari.

A working freelancer for the last 8 years, Marte works in the music and entertainment industry, collaborating with artists such as Paul McCartney, Liso and Red Hot Chilli Peppers and brands including Disney, Adobe and Spotify.

Chang Can Dunk Lettering

CLOSING CREDITS

WRITTEN & DIRECTED BY

JINGY SHAO

CHASE LIEFELD

Joe
Renee

RISHI RAJANI
LENA WATTHE
BRAD WESTON

CLOSING CREDITS

Dexter
Darden

RANDI
HILLER
CSA

BEN
WANG

MARDY MA

CHANG CAN DUNK

CHANG CAN

Martina Galarza designed lettering for Chang Can Dunk, a coming of age sports drama focusing on a band kid with an underdog spirit. The typography showcases bold and energetic jagged edged lines in a basketball inspired fashion and exaggerating arms and legs for the letter K, which through viewing her ideations is found to be a consistent concept in her design. The lettering shows clear inspiration from graffiti styles, tying it together with her overall style of designing.

The end credits are done in a rough almost unrefined seeming lettering style to resemble that of a teenage student's notebook scribbles.



CAN DUNK

Nickelodeon Rebranding

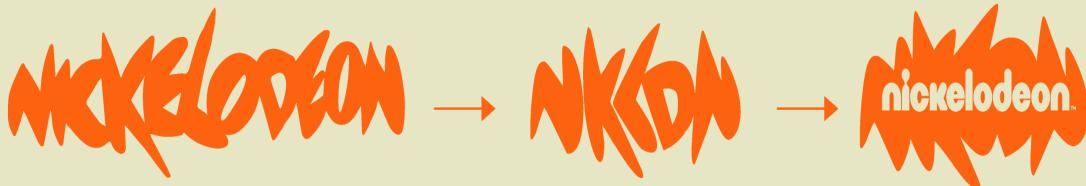
Marte was in charge of directing the art of the proposal for Nickelodeon's rebranding pitch. The brief was to reconnect with Nickelodeon's personality that made it great in its early days, the irreverent humor, the absurdity and the careless attitude that gave the brand its lovable and human feel.

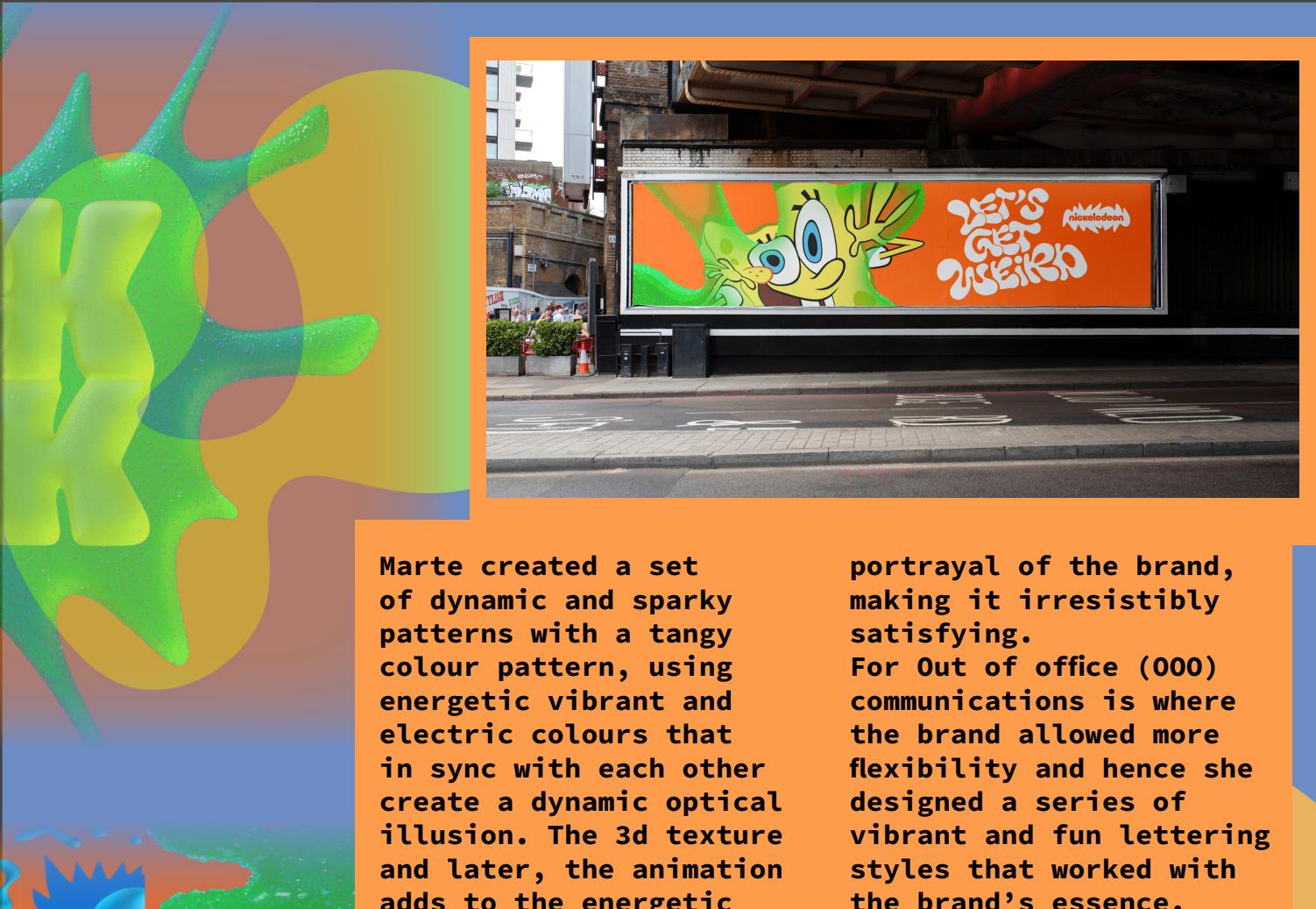


For the new identity, Marte took inspiration from the iconic unforgettable splat design. But instead of simply using it directly, she explored its attributes that being its fluidity and energeticness.

A challenge faced was that the logo when

applied to streaming apps needed to stand out more. To achieve this, Marte designed a container that is, as seen in her ideations developed from a handdrawn version of the word, where the letters stick to each other and hence create the container shape.





Marte created a set of dynamic and sparky patterns with a tangy colour pattern, using energetic vibrant and electric colours that in sync with each other create a dynamic optical illusion. The 3d texture and later, the animation adds to the energetic

portrayal of the brand, making it irresistibly satisfying. For Out of office (OOO) communications is where the brand allowed more flexibility and hence she designed a series of vibrant and fun lettering styles that worked with the brand's essence.



In addition, Marte explored making a custom typeface for Nickelodeon. The typeface, still under development, sets a focus on bubbly, energetic, soft shapes but with an edgier personality with a few subtle risky features. The overlapping fonts in the custom typeface add to the sense of playfulness that Nickelodeon is known for.

THE STICKY GREEN
SLIME DRIBBLES OVER
THE LAZY DOG

FUTUROCK FM TOUR FLYERS



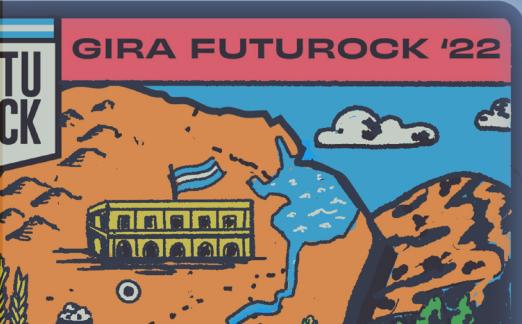
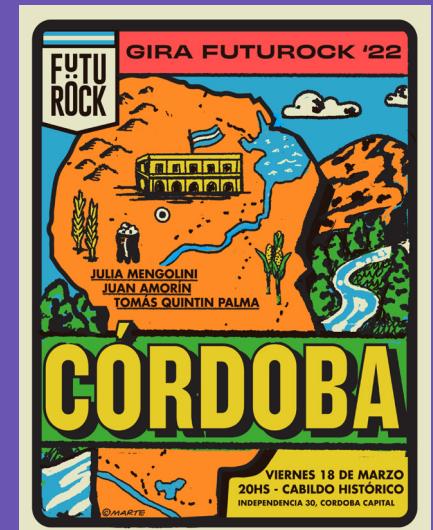
One of Marte's works include designing flyers for Futurock FM, an independent radio station from Argentina. She had the opportunity to design flyers to announce each tour date as they hit the road in 2022 and toured the country, making stops such as Rosario, Tucaman, Bariloche, Chaco, etc.

She took inspiration from the classic Argentine tourism decals that are usually seen with maps and the icons of different provinces. Each flyer is designed as a vibrant composition with unique typography from flowy script lettering to boxy san serif lettering.

Complimenting the typography are small but meaningful illustrations that depict the place the radio was performing at during the progression of their tour.

Galarza states that this project holds a rather special place in her heart due to it combining three of her favourite things, Argentina, nature and culture.

These flyers were then printed out as stickers for listeners to grab and take home as souvenirs.



Youtube Shorts Drive Thru



Marte was commissioned by Youtube to design a series of fun illustrations and letter to use in the online communications and packaging for the Youtube Shorts Drive Thru at VidCon. Youtube introduced their newest app Short by building a pop up drive thru inside the convention wherein people could drive a golf cart and collect delicious snacks.

Marte is seen to use fun bright colours and bubbly typography to invoke the feeling of nostalgia of visiting your favourite childhood restaurant. The lettering developed is cartoonish and energetic, creating an upbeat and vibrant atmosphere.

The developed lettering was used as stickers and labels on the snacks sold at the drive thru during the convention.





60s psychedelia meets 90s cartoons in Marte's style. With beautiful bold lettering, she brings to life the essence of our childhood fonts with a modern unique twist of her own. From working on the nickelodean rebranding to the Futurock FM flyers, Martina Galarza's range is a vast and vivid galaxy of vibrancy and energy.

Citations:

<https://www.marteviual.com/about>
https://www.domestika.org/en/marte_

