





arşaluis negrişan

this project is a way in which i introduced,
through a medium of choice, two persons
to each other, without them ever meeting in real life.

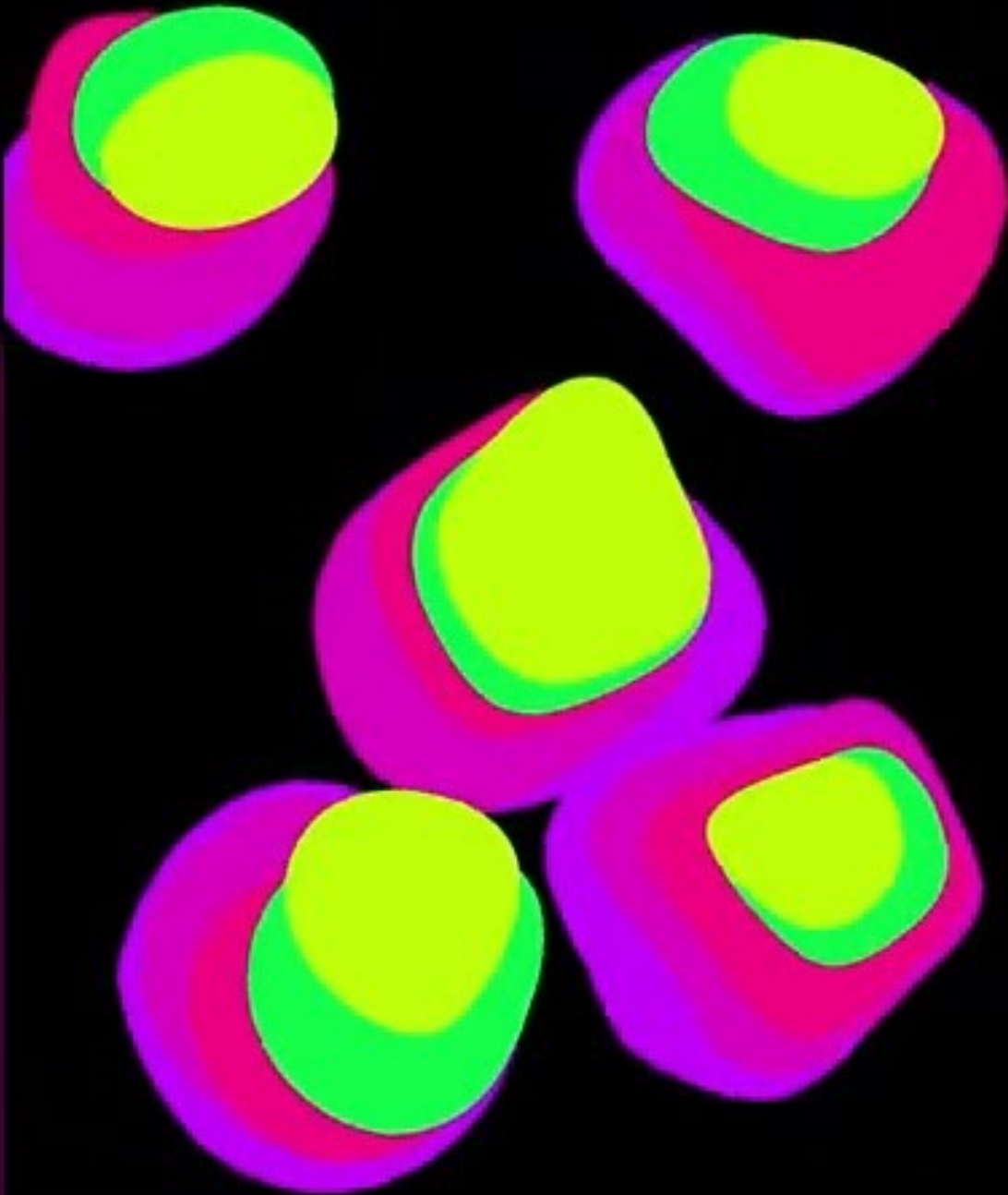
identities



open day - masters campaign



the concept represents the (at that time) five masters of Minerva Art Academy. five spirited communities which meet on a common ground, the lively and organic space the Academy has to offer.



they might take different paths, but at their core they all share the same passion and desire to express themselves.

the previous animation is based on these zines.
the concept remains the same: introducing two
persons to each other through a medium of choice.



i started by interviewing the persons, asking basic questions
people usually use when they get to know each other
(like "what's your favorite food/drink/animal/music genre?" etc.).
based on their answers, i created and designed statements,
wanting to let both persons wonder about each other after
reading the zines, instead of getting a straight piece of information.

