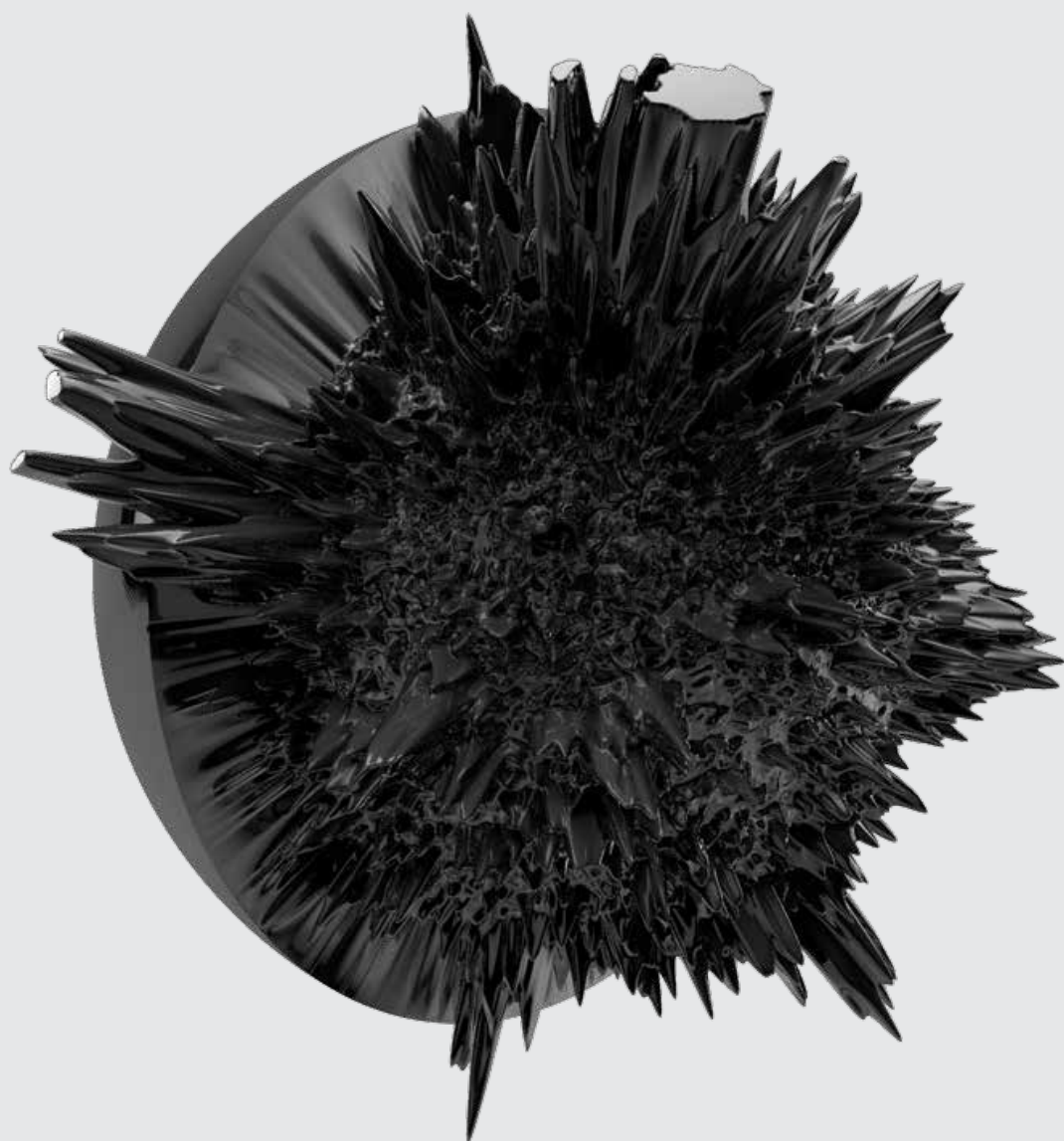


Creativity & Logic

3D illustrations created in Cinema 4D.



Poster Design

Futura Poster

Futura was one of the first geometric sans-serif typefaces and as such it holds a special place in history. Combining a government classified document style and using only the letterforms of Futura, this poster is a tribute to the Apollo 11 moon landing and to the typeface itself, which was historically the first typeface on the surface of the moon.

On July 20th 1969, two men became the first humans to set foot on the moon, they left a plaque on the lunar surface that read:

"WE CAME IN PEACE FOR ALL MANKIND"

This message resides there to this day, 385,000 kilometers from Earth and set in the typeface Futura.

Typography: Futura



FUTURA

**ONE SMALL STEP FOR TYPE
ONE GIANT LEAP FOR
TYPE KIND**

On July 20th 1969, two men became the first humans to set foot on the moon, they left a plaque on the lunar surface that read:
"WE CAME IN PEACE FOR ALL MANKIND"

This message resides there to this day, 385,000 kilometers from Earth and set in the typeface FUTURA.

Wynyard Plaza

Wynyard Plaza is an upper-class hotel overlooking Wynyard Park in Sydney, Australia. The hotel possesses luxurious Art-Deco style architecture and caters to the wealthy and famous. It is this Art Deco style and opulent atmosphere that was to be the foundation of the branding.

The final logo focuses on the 'W' letterform as well as giving reference to Art Deco jewelry.

The supporting graphics are inspired by the architectural perfection for which Art Deco is known.

Style Moderne, is an exclusive and dazzling cocktail bar located inside Wynyard Plaza. The bar is famous for its smooth jazz and dry martinis. It is the night to Wynyard Plaza's day.

The approach involved creating a sister logo to Wynyard Plaza and an advertising campaign. The logo—a modified version of the original and based on the 'M' letterform—inspires a feeling of dark sophistication. The advertisement perfectly reflects the brooding but roaring atmosphere of the venue and its patrons.



WYNYARD
PLAZA



STYLE MODERNE





WILLIAM VAN ALLEN
BARTENDER/OLD SPORT

17 Pitt St, Sydney NSW
Telephone: +612 4976 3333
Facsimile: +612 4976 4443
oldsport@stylemoderne.com

www.stylemoderne.com



STYLE MODERNE

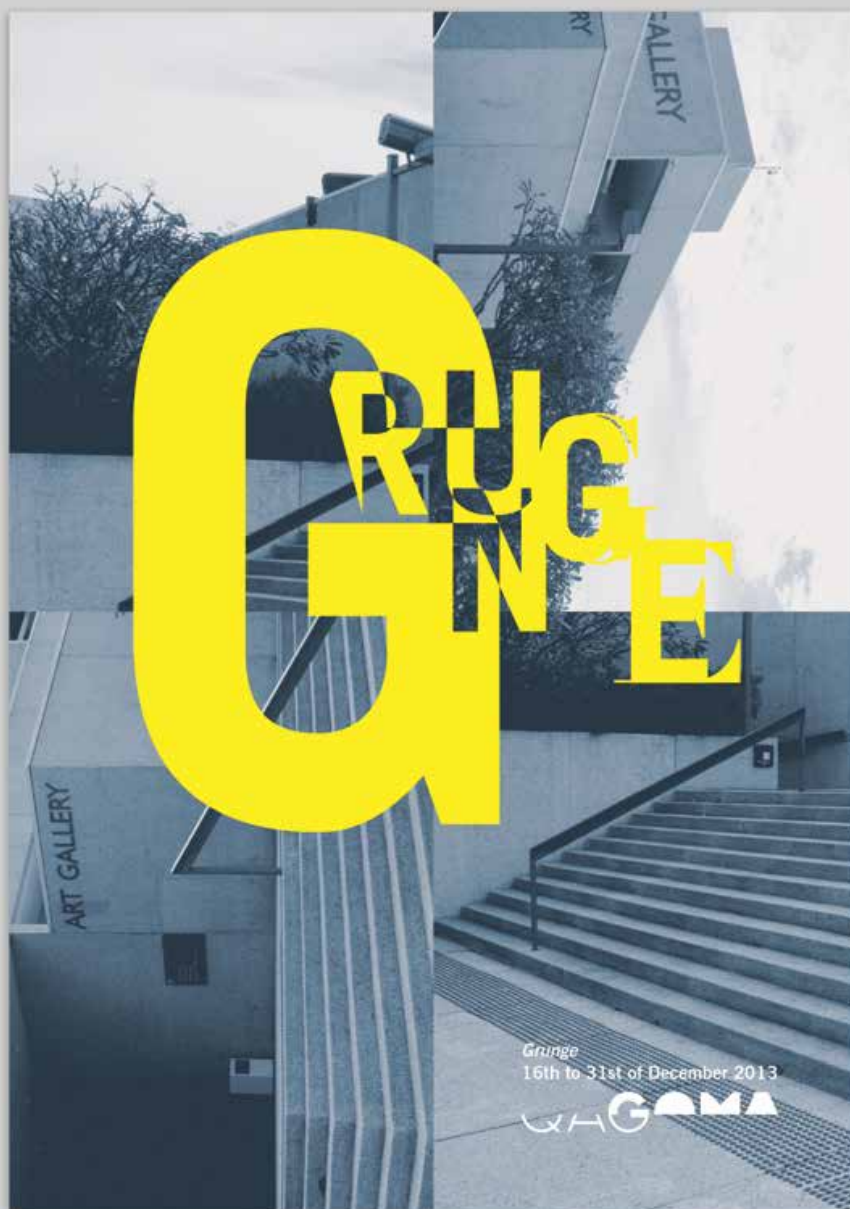


Poster Design

Grunge Poster

An advertisement for an exhibition held at the Gallery of Modern Art (GOMA) in Brisbane, showcasing the works of designers who have contributed to the grunge design movement. This poster—inspired by the work of David Carson—incorporates a typographic treatment of the exhibition name and a fragmented photographic montage of the GOMA building itself, reflecting the deconstructed way grunge designers see the world.

Typography: Trade Gothic



DG Magazine

Design Graphics Magazine is one of Australia's leading design periodicals, targeting designers that are in the early stages of their career looking for industry knowledge and insight. A complete masthead redesign was required including a one-off cover design and a new internal layout system that extended into a newly developed tablet version of the magazine.

A unique masthead was created, taking inspiration from the publication's previous identity while also providing a modern update. The cover illustration took inspiration from the design of the original Apple Macintosh computers and focused on the feeling of adoration and love felt by many Apple users.

The internal layout system took typographic cues from the masthead and the digital version incorporated a long scrolling system that provided an extremely dynamic viewing experience.





GROWING UP, AND DRAWING IS ALWAYS THE PLACE OF AN ALL THE ENJOYED THINGS KIDS"

"All I've ever wanted to do is design and make; it's what I love doing. It's great if you can find what you love to do. Finding it is one thing but then to be able to practice that and be preoccupied with that is another," he says. "I'm very aware of an incredible tradition in the UK of designing and making, and so to be recognised in this way is really wonderful."

Ive was born in 1967 in Chingford, Essex, but raised in Staffordshire, where he went to Walton High School, a large comprehensive in Shalford. He says his father, a teacher, was a significant influence on his decision to pursue design.

He studied design at Newcastle Polytechnic, now Northumbria University, where he still returns frequently to give guest lectures. "One of the things that was interesting about my time at the school of art and design is that you were in very close proximity to graphic designers, fashion designers and fine art students."

That's one of the things that really characterised my time at college and I think it characterises a lot of the energy and vitality in London, this density of such creative diversity."

It was while he was at university that Ive first encountered an Apple Mac. Having considered himself to be technically inept, he was amazed to find a computer that he could use. "I suddenly realised that it wasn't me at all. The computers that I had been expected to use were absolutely dreadful."

JONY IVE

IVE FALLEN IN LOVE

JONY IVE'S
OBSESSION
WITH DESIGNING
PRODUCTS YOU
CAN'T HELP
BUT ADORE



Just one person looks twice at anything he does as he walks through the Apple store in London's Covent Garden, and that's a member of staff. The customers are oblivious to the presence of the man responsible for the design of the computers, iPads, iPhones and Apple Watch. They are admiring, buying and using them throughout the shop.

As a self-styled, thoughtful 5ft, 10in, 160lb man, Ive has been in charge of the design of the products since 1980, and since 1997 has been in charge of the design of the products.

He will make the most of anything, and he is the best person to design and create. The house, the shop, the "lovely, lovely" house.

1980 I've been wanted to do a design and make it's what I've done. It's great if you can find what you love to do. Finding it is a new thing, but there is no other.

product, almost the main industry, while the iPhone is being the same in the mobile phone industry. The most recent product from the Apple, the iPad, is being the standard for an entire new category of computer.

His humble but of course has made him named in the design community and helped him to make a fortune in excess of \$80 million. Even so, he says he isn't motivated at all after "Apple's interest in the product, not in the company."

Consequently most people will know him by his other name, which he is the best person to design and create. The house, the shop, the "lovely, lovely" house.

1980 I've been wanted to do a design and make it's what I've done. It's great if you can find what you love to do. Finding it is a new thing, but there is no other.



But and he persuaded with that is another," he says. "The very essence of an incredible machine in the UK of designing and making, and so to be motivated in this way is really incredible."

He was born in 1967 in Chingford, Essex, but spent a brief time in London, where he went to St John's High School, a large comprehensive in Bedford. He says his father, a teacher, was a significant influence on his decision to pursue design. "My father was a very good collaborator. He made furniture, he made electronics and he had an incredible gift at seeing if how you can make something personal."

He studied design at Newcastle Polytechnic, now Newcastle University, where he did internships in graphic design.

"One of the things that was interesting about my time at the school of art and design is that you were in very close proximity to graphic designers, fashion designers and the art students."

That's one of the things that really characterized my time at college and that I characterize a lot of the things that I do in London, the diversity of each creative diversity."

It was while he was at university that he first encountered an Apple Mac. Having considered himself to be technically minded, he was almost to find a computer that he could use. "I suddenly realised that I wasn't at all at all. The computer that I had been expected to use was absolutely dreadful."

That experience made him curious about Apple and the people behind it. Later, at Sanger, the design agency he co-founded, he worked for Apple as a consultant. Twenty years ago, he moved to California to join the company full time. Despite that, he says, he is "definitely the product of a very British design education."

"Even in high school I was heavily aware of this world where there was the UK had a design and making. It's important to remember that Steve and the first coming to industrialism, so I think there's a strong argument to say this is where my professional work has come from."

So is design really, for Apple's Cupertino campus, a short drive from the San Francisco home where he lives with his British wife, Isabella, and two children, is crucial to making "Only what's important in

Advertising

Sharpie

With the release of the new Sharpie Twin-tip marker, the company called for an advertising campaign that would target young people studying at university or in the early stages of their careers. The ad was to reflect the benefit of having a thin and thick pointed pen in one product.

The final design plays upon the notion that in a moment of rush, you would reach for a thick pen and if you have more time, the thin tip pen would be the better choice.

Typography: Gotham Condensed



When
you have
time...



When
you
don't.

Sharpie®

www.sharpie.com

When
you have
time...



When
you
don't.

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Sharpie®





Visual Identity

Eagle Rock Fair

Eagle Rock Fair is a biannual school fair held at Eagle Junction State School. The fair's organisers were looking to expand their audience past the patrons of the school and had requested a completely new identity. One of the requirements stipulated by the organisers was that a logotype be created that works independently of the visual theme applied to it. They also required that the identity be colourful, modern and playful.

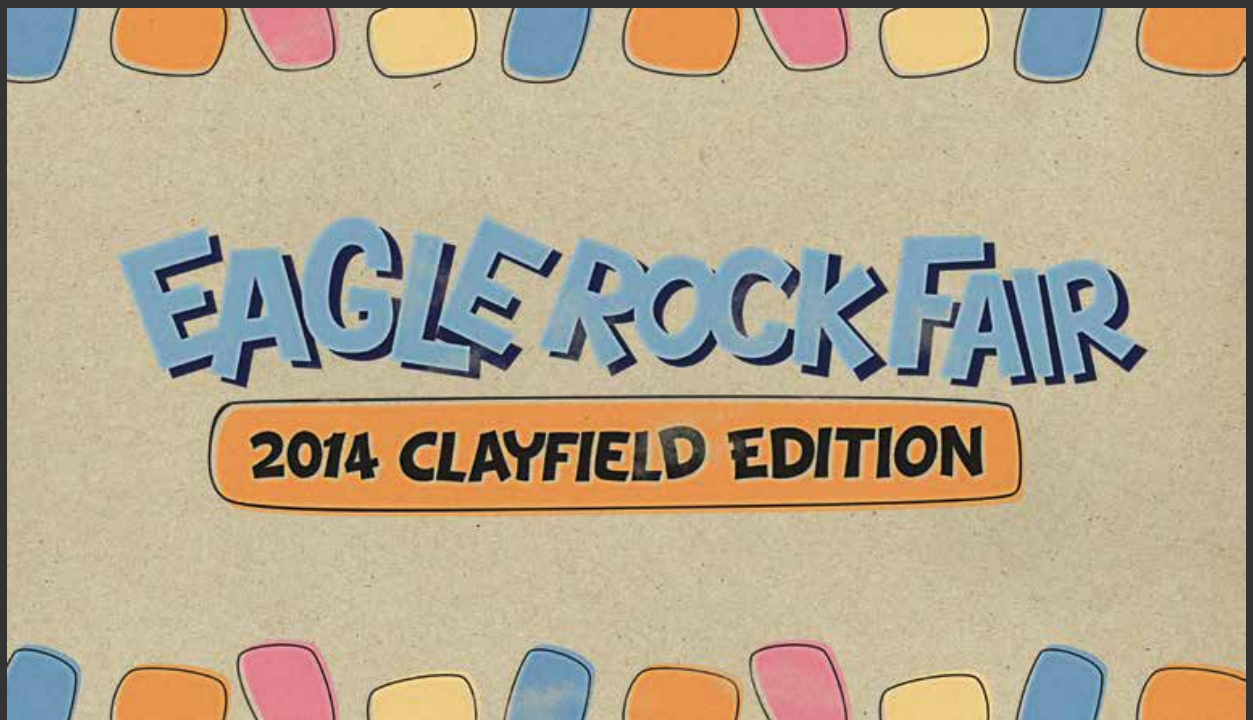
Two separate visual systems were created using the same logotype and both were presented to the client.

The first idea was the 'embodiment of fun'. Eagle Rock Fair was presented as the be all and end all of fun you can have in the community. The colour palette was the 'colours of fun', the spectrum of colours representing the different types of fun that can be had at Eagle Rock Fair. The supporting graphics were the 'shape of fun', a visualisation of an energetic heart beat. The identity was applied to a brochure, website, poster and an iPad-ready newsletter that could be updated with information about the fair.

The second idea used a vintage board game motif. The concept being that Eagle Rock Fair is a place that people come together to enjoy their friends and family's company, much like when playing a board game. The supporting imagery was inspired by offset printing errors that were common in print during the 50s & 60s. The texture evokes the nostalgia of opening an old but well loved board game to play with your family.

Typography: Bemio & Proxima Nova

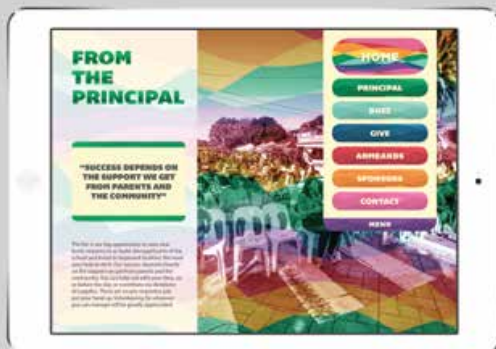
Designed in collaboration with
Nick Valmas and Jason Mangelsdorf.











Photography

My Street

An exercise in photographic composition and processing techniques. Photos were taken on my home street with a focus on following certain compositional and technical rules. These photos explore the benefits and limitations of shooting solely for black and white.

Camera: Nikon D7000 (50mm f/1.8)









