

Elastic Collection

Concepts

1

Posters Around the City

Posters Around the City

- Posters around the city of New York is something unique to the visual lifestyle of living here
- It can be to announce a new movie, musical album, a debut, a play, or tour dates
- Whatever the reason, posters just find a way into promotional cycles and then on random walls
- The tangibility of it elevates my interaction with it and for me, something about the glue being smeared and scrubbed all over brings out a rawness in the otherwise pixel perfect digital decisions
- The abundance of them across the city makes it a good candidate to pick for an archive project like this one



2

Tour
Merch

Tour Merch

- This one comes from an imposter syndrome episode from a few years ago during one of my first proper design job—designing merch for an music group
- I was intimidated and even mortified not knowing where to start
- And while that project never ended up going into manufacturing, I found that I started appreciating the work that went into designing merch for music artists specifically just because of how “anti-branding” it was yet consistwent within itself
- I have always bought tour merch from any concert I go to and since there are more concerts happening than I can go to, there is always an abundance of merch out there that can be catalogued and made into an archive



3

Sans
the Serif

3

Sans the Serif

- When I started learning about typography and what different font types meant, what would often come up would be “This is a serif font and we associate this with high-fashion magazines like Vogue and everything to do with exquisitenes and luxury.”
- And concurrently, brands like Gucci, Yves Saint Laurent, Burberry, etc. used serif fonts because they are considered high fashion brands, even Pepsi, Google & Spotify had serif logos
- However, now alot of those companies are ditching the serifs and going for more sans-serif choices
- I found it interesting just because of how much of what I had learned about serif fonts was being juxtaposed by those brands themselves and this trend can be seen throughout the history of having a visual identity and how trends shifting meant typefaces changing

YVES SAINT LAURENT	>	SAINT LAURENT
BALENCIAGA	>	BALENCIAGA
BURBERRY <i>London, England</i>	>	BURBERRY LONDON ENGLAND
Berluti Paris	>	BERLUTI PARIS
BALMAIN PARIS	>	BALMAIN PARIS
DF DIANE VON FURSTENBERG	>	DIANE VON FURSTENBERG
GUCCI	>	GUCCI
JIMMY CHOO	>	JIMMY CHOO
Maison Margiela PARIS	>	MAISON MARGIELA PARIS
VALENTINO	>	VALENTINO

Spotify™



Google

4

Lokhandwala
Market

4

Lokhandwala Market

- Lokhandwala, other than being important to me for being where I've grown up, is essential to many others from far away too because of the 'Lokhandwala Market'
- Wait, look ↗
- These shops have been around longer than any established company that has now come in the space (many like Reebok, GNC, HP and Nike have come but none of them have lasted and have had to leave, even Apple couldn't hold it down)
- Most of these local shops are family run and are essential to each person that lives there—for the convenience and the cheaper prices and what is the unspoken 'Lokhandwala Discount'
- There are way more than 50 shops but I will want to make an archive about the ones that my family and I frequent the most and the potential for multiple datasets through these shops is exciting

