

THE WORKS OF KELLY HAESEKER

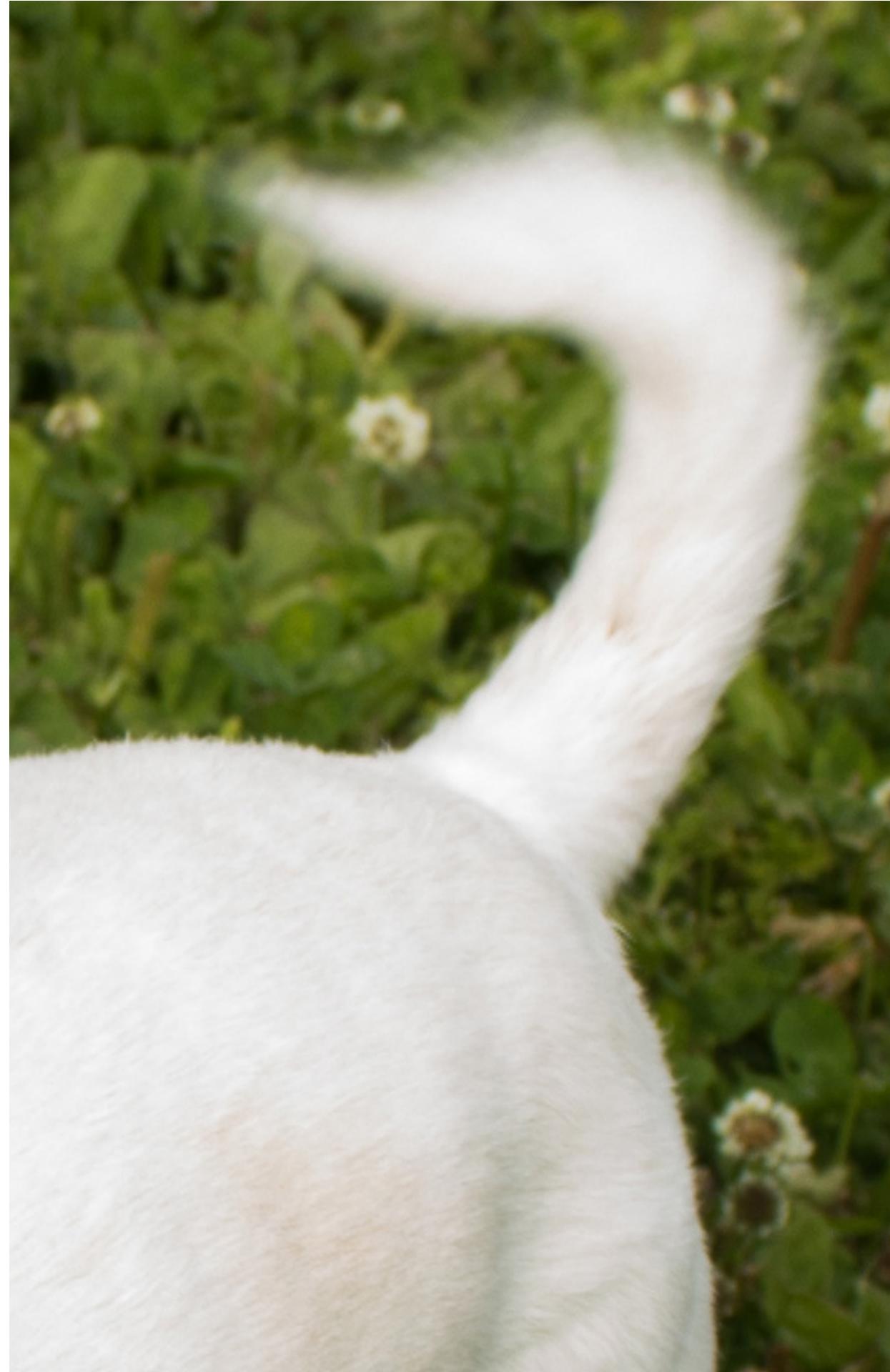
DESIGNER AND DOG MOTHER

KELLYHAESEKER.COM



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REMAINS TO BE SEEN

How can you visualize decay and progression of time without relying on stereotypical imagery?

I felt that dandelions were a delicate and poignant way to depict decay. A topic that Hiroshi Sugimoto explores in his works, focusing on abandoned movie theaters. Dandelions are natural, yet ephemeral. However, there is an implied cycle of rebirth inherent in its life.

REMAINS TO BE SEEN

HIROSHI SUGIMOTO

REMAINS TO BE SEEN



FRAENKEL GALLERY
SAN FRANCISCO
8 SEPTEMBER-22 OCTOBER, 2016

A poster advertising the show

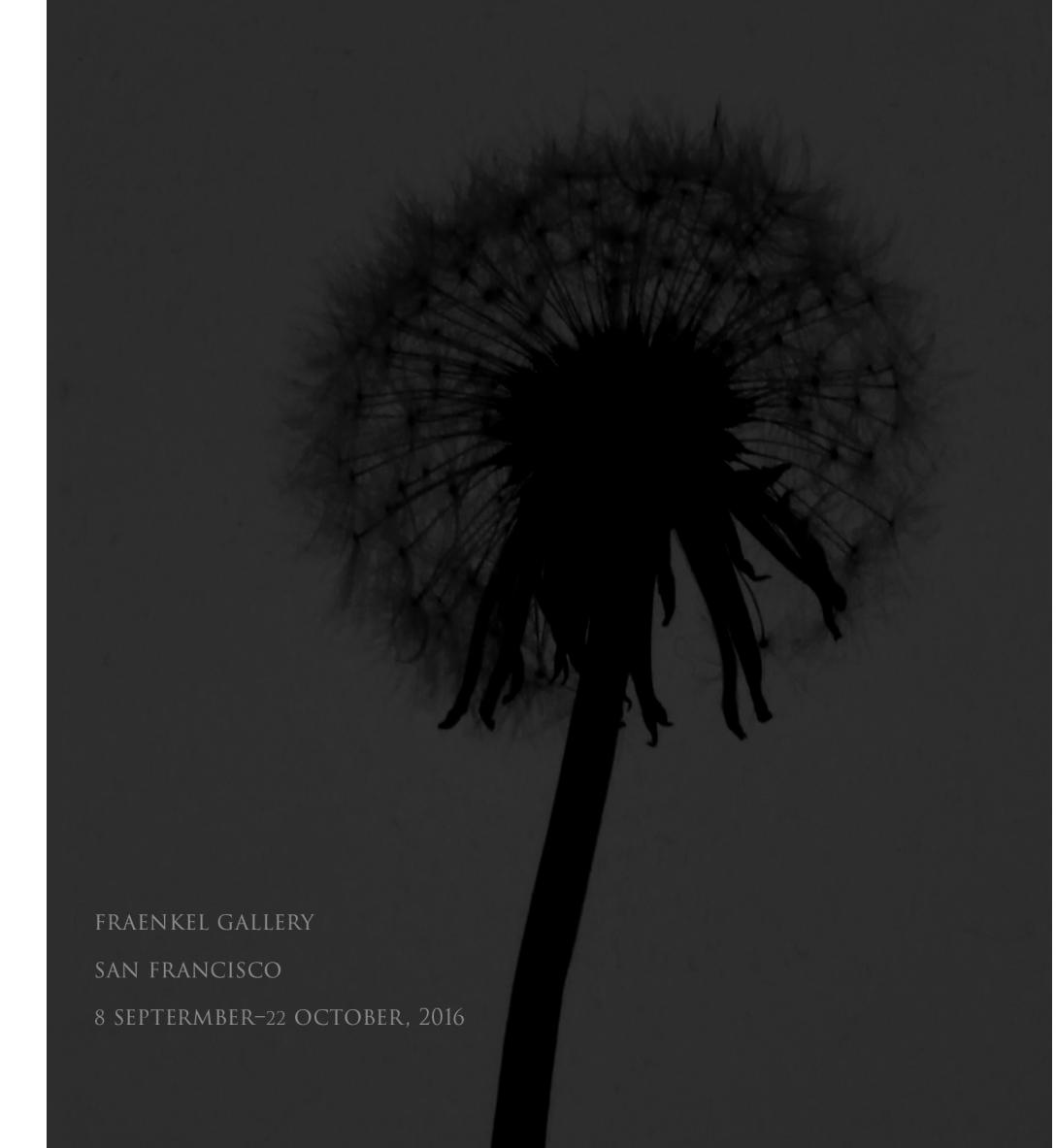
hiya@kellyhaeseker.com

EXPANSION OF REMAINS TO BE SEEN



An ad to be shown on bus stops

HIROSHI SUGIMOTO
REMAINS TO BE SEEN



FRAENKEL GALLERY
SAN FRANCISCO
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hiya@kellyhaeseker.com

EXPANSION OF REMAINS TO BE SEEN

••••• Verizon 19:33

Instagram

Fraenkel Gallery Sponsored ...

HIROSHI SUGIMOTO

REMAINS TO BE SEEN

8 SEPTEMBER-22 OCTOBER, 2016

Heart Comment Share

394 likes

Fraenkel Gallery See the #HiroshiSugimoto exhibition, view all 12 comments

Home Search Camera Heart Profile

Sponsored ad on Instagram

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FILM FESTIVAL: IMMINENT LOSS

How do you brand a film festival featuring the works of two directors?

The two directors I wanted to combine were Steve McQueen and David Fincher. Both directors consistently focus on the idea of loss in their works in dark and disturbing ways. The connotations of the moth were about decay, loss, death, fixations, and rebirth. The halftone dots I used were inspired by a jazz poster by Niklaus Troxler. I felt that they emphasized the idea of decay, without being overt.

IMMINENT LOSS: FILM FESTIVAL TRADEMARK LOCK-UP



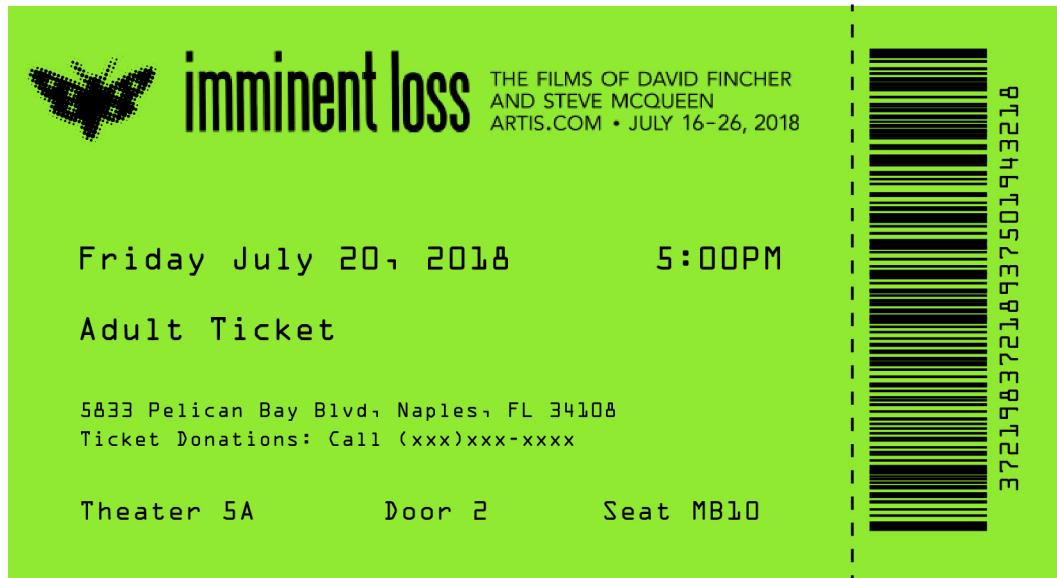
imminent loss

The logo alongside the word mark



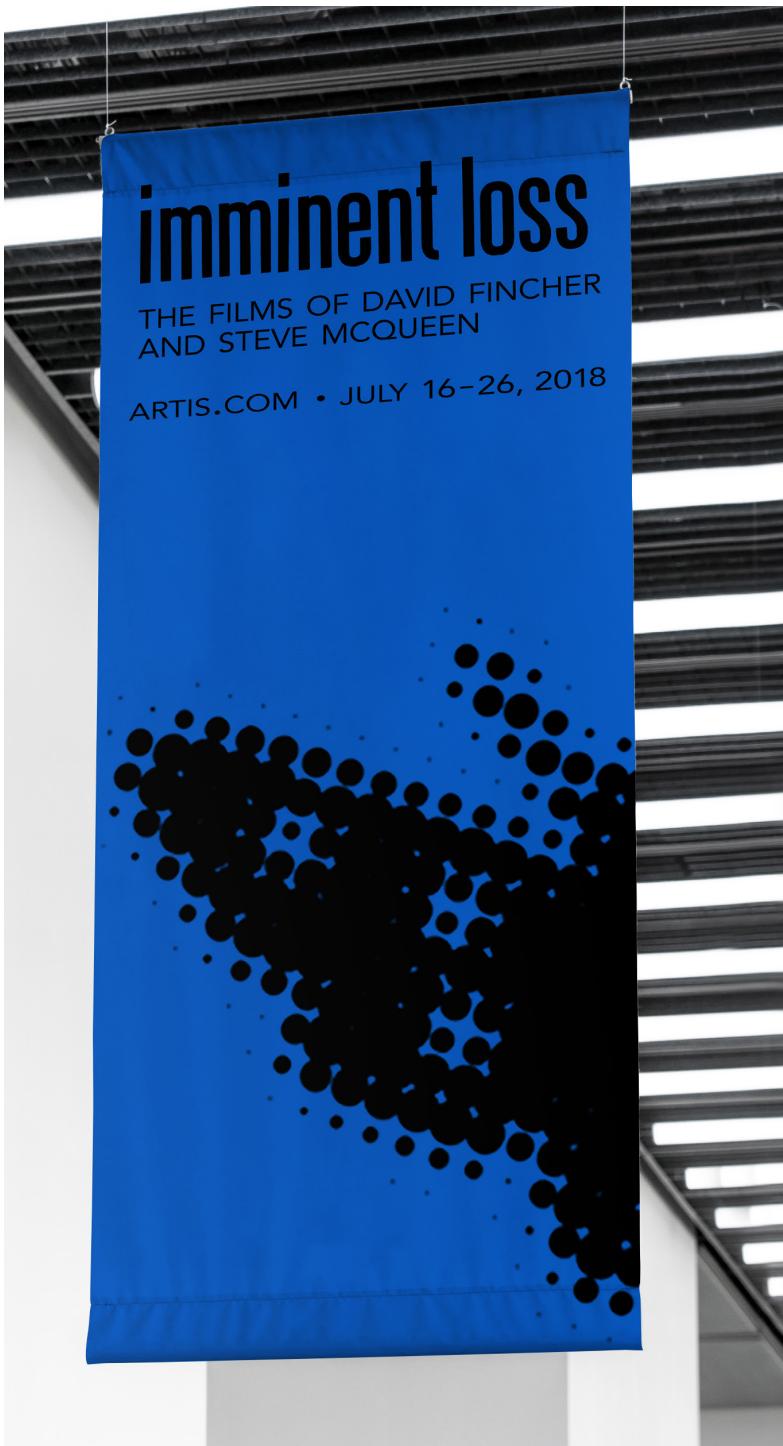
The logo in detail

IMMINENT LOSS: FILM FESTIVAL TICKET



The tickets designed for the festival

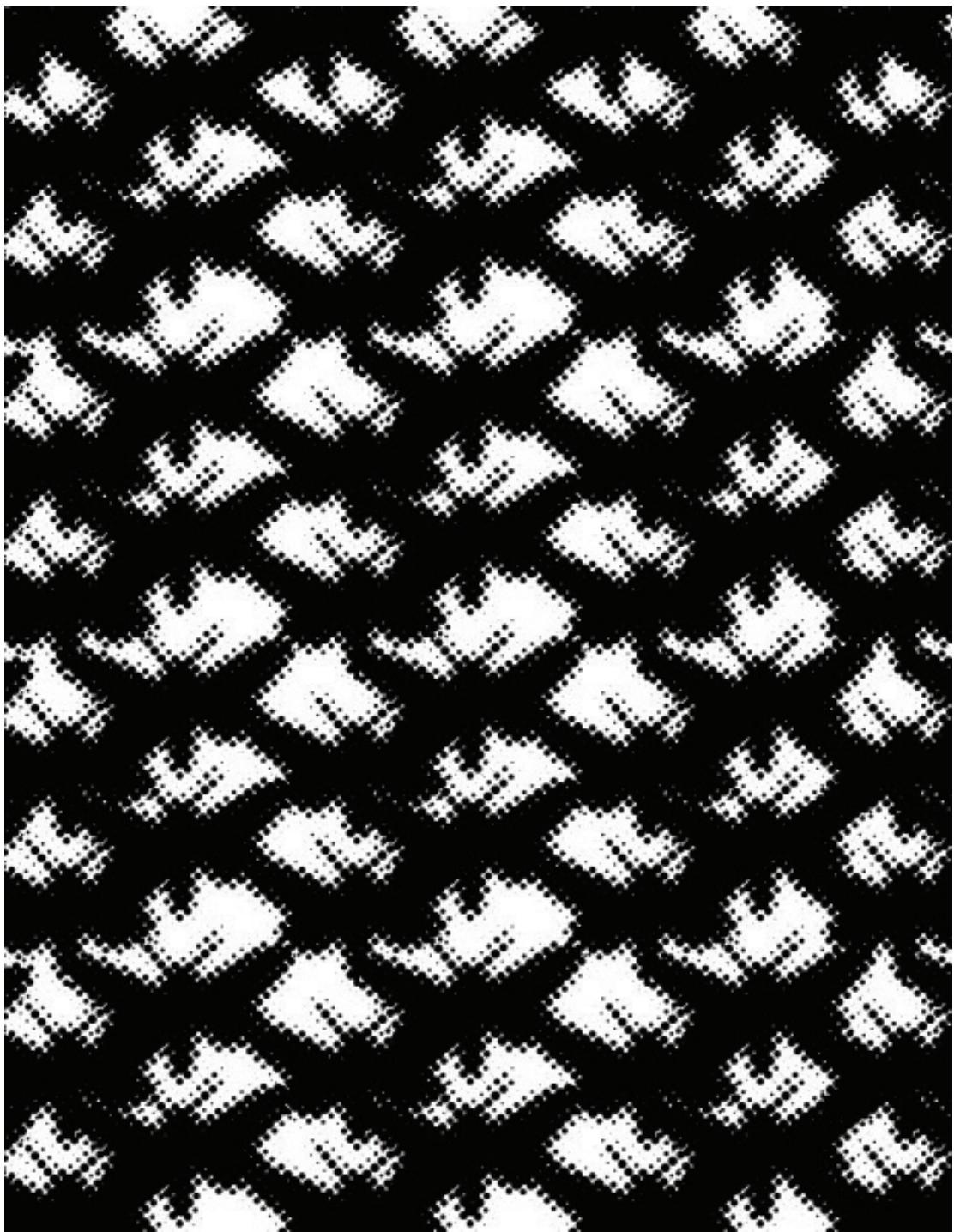
IMMINENT LOSS: FILM FESTIVAL BANNER



Promotional banner

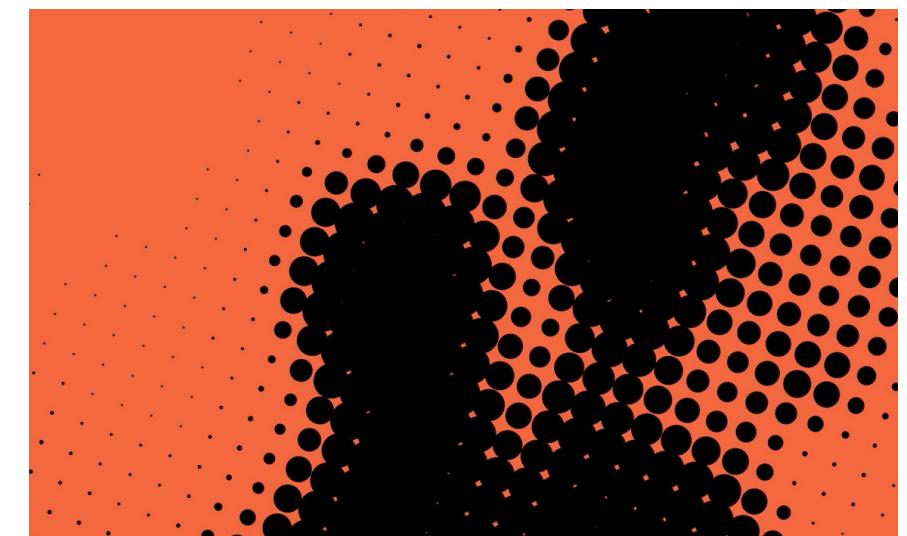
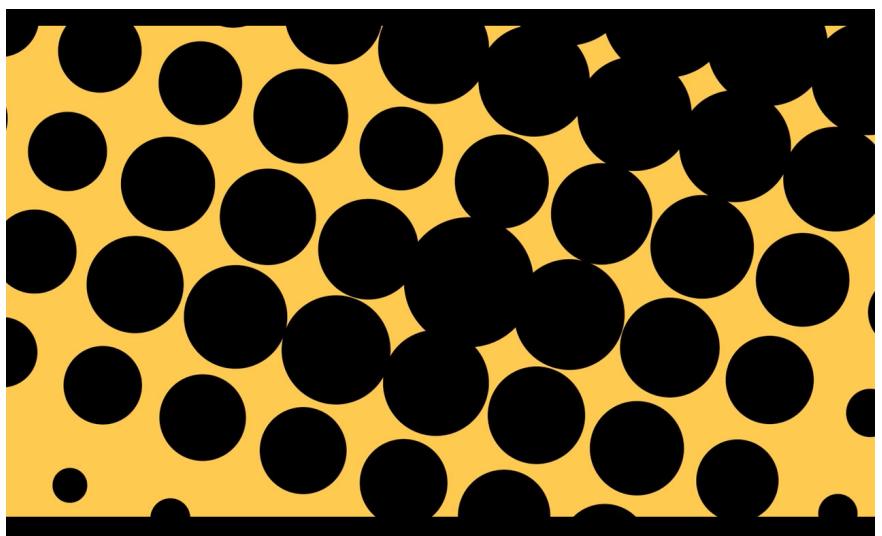
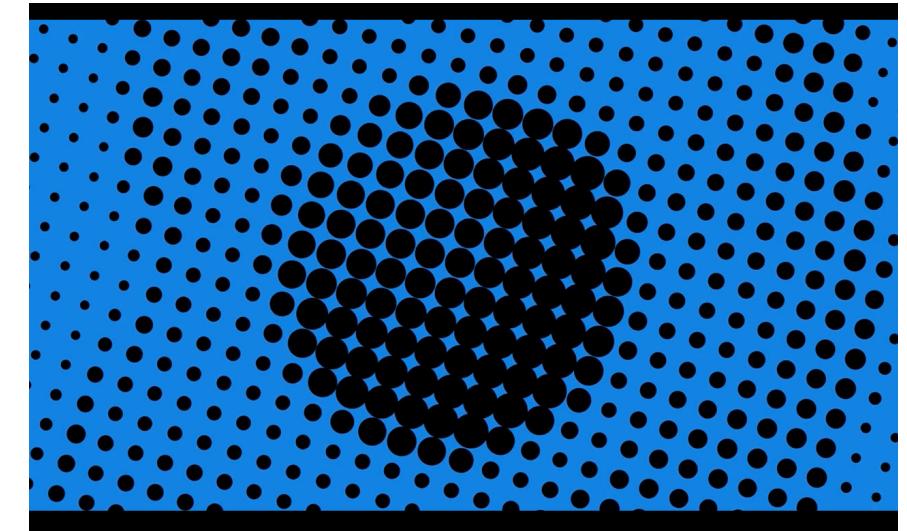
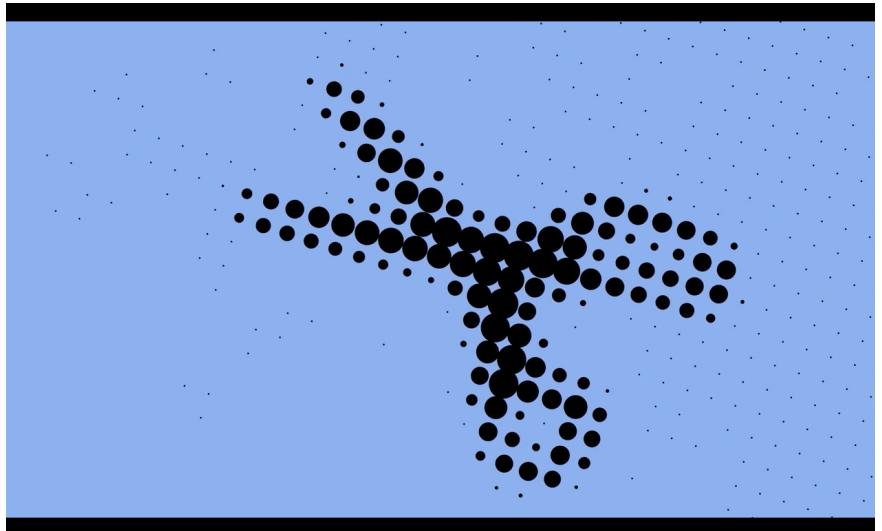


IMMINENT LOSS: FILM FESTIVAL PATTERNS AND APPLICATION



Implementing the pattern onto merchandise promoting the festival

IMMINENT LOSS: FILM FESTIVAL



<https://vimeo.com/268308684>

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SPECTRUM COSMETICS

How do you create a Korean cosmetics brand to be more inclusive?

Korean cosmetics are widely popular in South East Asia, however their shade ranges are often abysmal with 2 to 4 shades that are catered only to fair skin tones. There are many people in these regions that are darker, yet cannot find foundations (or other cosmetics products) that will work on their skin tone. Korean cosmetics is a growing favorite in the global cosmetic market, yet their products continually do not reflect that outreach. Many brands tout diversity but often times are being performative.

SPECTRUM COSMETICS: CUSHION FOUNDATION MOCK-UP



Utilizing the color palette in fun ways on living products

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SPECTRUM COSMETICS: CUSHION FOUNDATION PACKAGING



How a gradient can be implemented in fun ways

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Let's play matchmaker!



The splash page of the microsite

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THANK YOU!

