

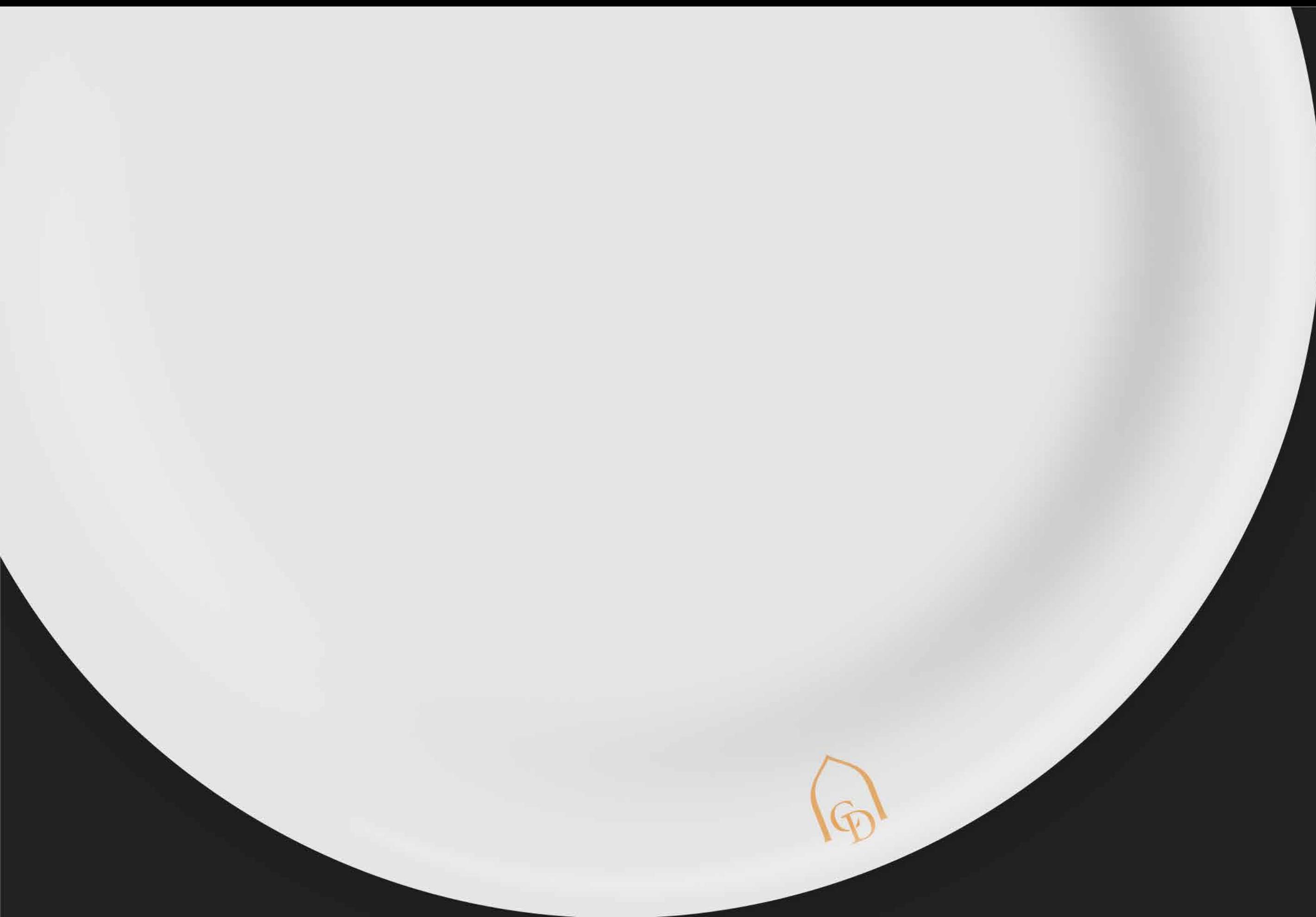
- PROJECT - 1 Coolibah Downs | 2018-2019
- PROJECT - 2 SEDA Collective | 2018-2019
- PROJECT - 3 Nostalgia | 2017
- PROJECT - 4 Monash Motorsport | 2017-2018
- PROJECT - 5 Recital Centre: Melbourne | 2018

COOLIBAH DOWNS

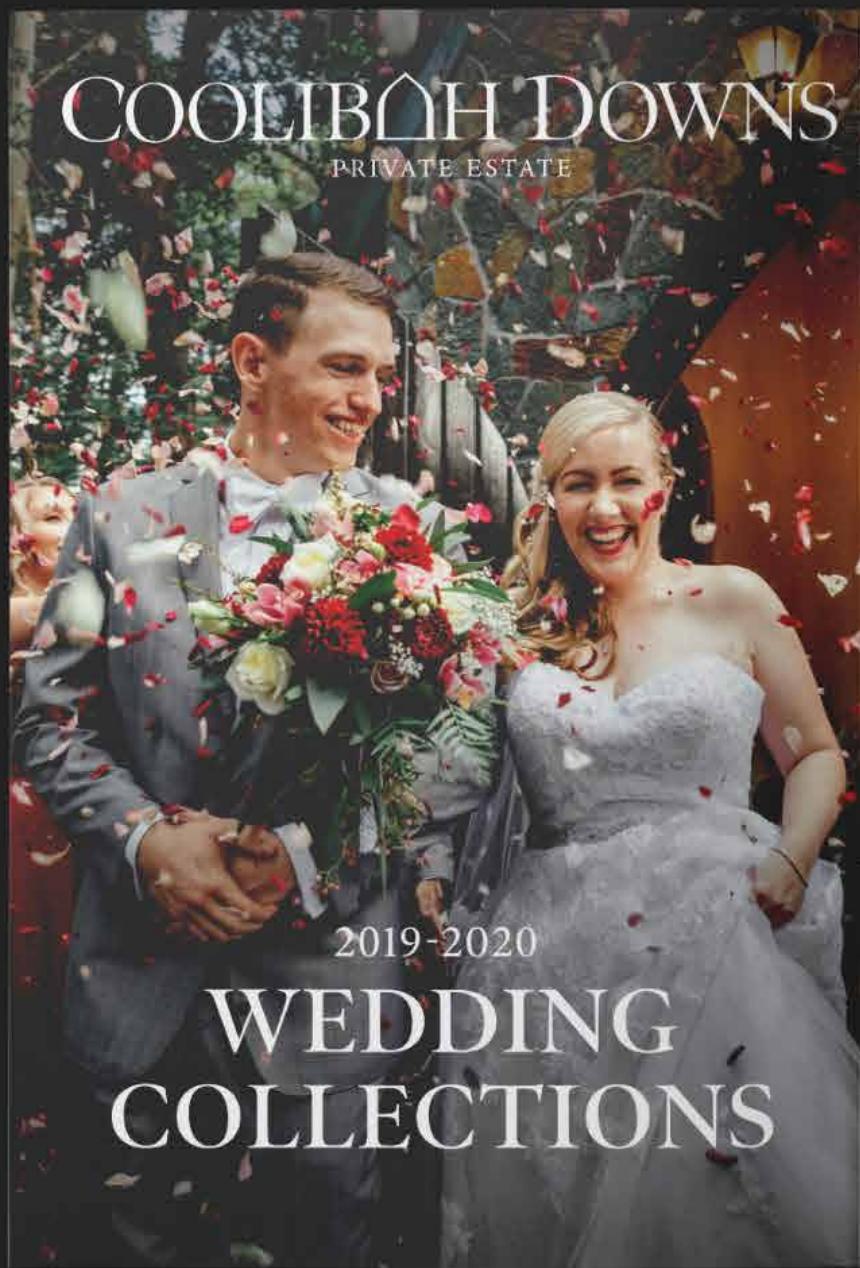
PRIVATE ESTATE

Coolibah Downs Private Estate is a boutique Wedding Destination in the hinterlands of the Gold Coast, representing a utopia of peace, refinement and nature. The branding is understated, yet elegant.

Long Logo.



Coolibah Stamp on Plate.



THE HOMESTEAD

\$495 per night, \$275 day rate

The luxury, country-styled Homestead is elegantly decorated with timber French Doors opening to the Terrace Verandah with sweeping views of the gardens. The Homestead boasts 3 Bedrooms, 3 en suite Bathrooms, a formal Lounge with a Fireplace, self-contained Kitchen & Dining Facilities. Includes Reverse-Cycle Air Conditioning & Tropical Pool.

BRIDAL HOMESTEAD

Enjoy the morning with your bridesmaids getting ready in our Bridal Homestead. The luxury country Homestead comes with a Bridal Room featuring French Antique Wall Mirrors, French Woods Glass Door, Bridal Dress, White Bed Linens and can accommodate up to 6 guests (with two folded beds), each room with their own en suite Bathrooms.

Take the stress out of your wedding day and have your hair and make up done at Coolibah Downs and get some gorgeous photos of the bride and bridal party getting ready.

Bridal Homestead available from 10:00am
- Complementary transfer to Greenway via Golf Buggy
- Bridal Hampers & Platters Available

THE BARN & TWIN UNIT

Also a small country, cottage-style boasts two bedrooms on the ground floor, with one sophisticated bathroom, self-contained kitchenette and fantastic views from the two balconies. Guests will be able to rent the Twin Unit with internal access to Barn Suite, its full kitchen, and Tea & Coffee making facilities. Both units sleep 4 people, and the Twin Unit sleeps 1 person.

CONDITIONS OF ACCOMODATION

Check-in at 11:00pm, check-out at 09:00am the following day.

To avoid disappointment, we require non-refundable reservations to be confirmed upon booking.

All guest reservations are to be made strictly by the bride and groom. All accommodation bookings will be charged to the bride and groom in their final invoice. Coolibah Downs does not accept individual bookings.

A pre-settled and non-refundable deposit will also be required to secure a non-refundable bond of \$100 per accommodation booking.

Early set up bookings available upon management's approval. Extra hold-out bonds are available on request at \$500 per person (30 days late).



Uniform.

use Accommodation

p27

er Details

p30

019-2020 DDING ECTIONS

(+61) 07 5596 5448
info@coolibahdowns.com.au



Left Excerpt from the Contents Page of the Wedding Package.

Right Sparkling Wine Label.



"Seda" means voice or echo in Uzbek, the native language of founder, Denara Amat. Denara's cultural roots and fascination with ethnic splendour has driven her to establish *SEDA Collective*.

Product Swing Tag.



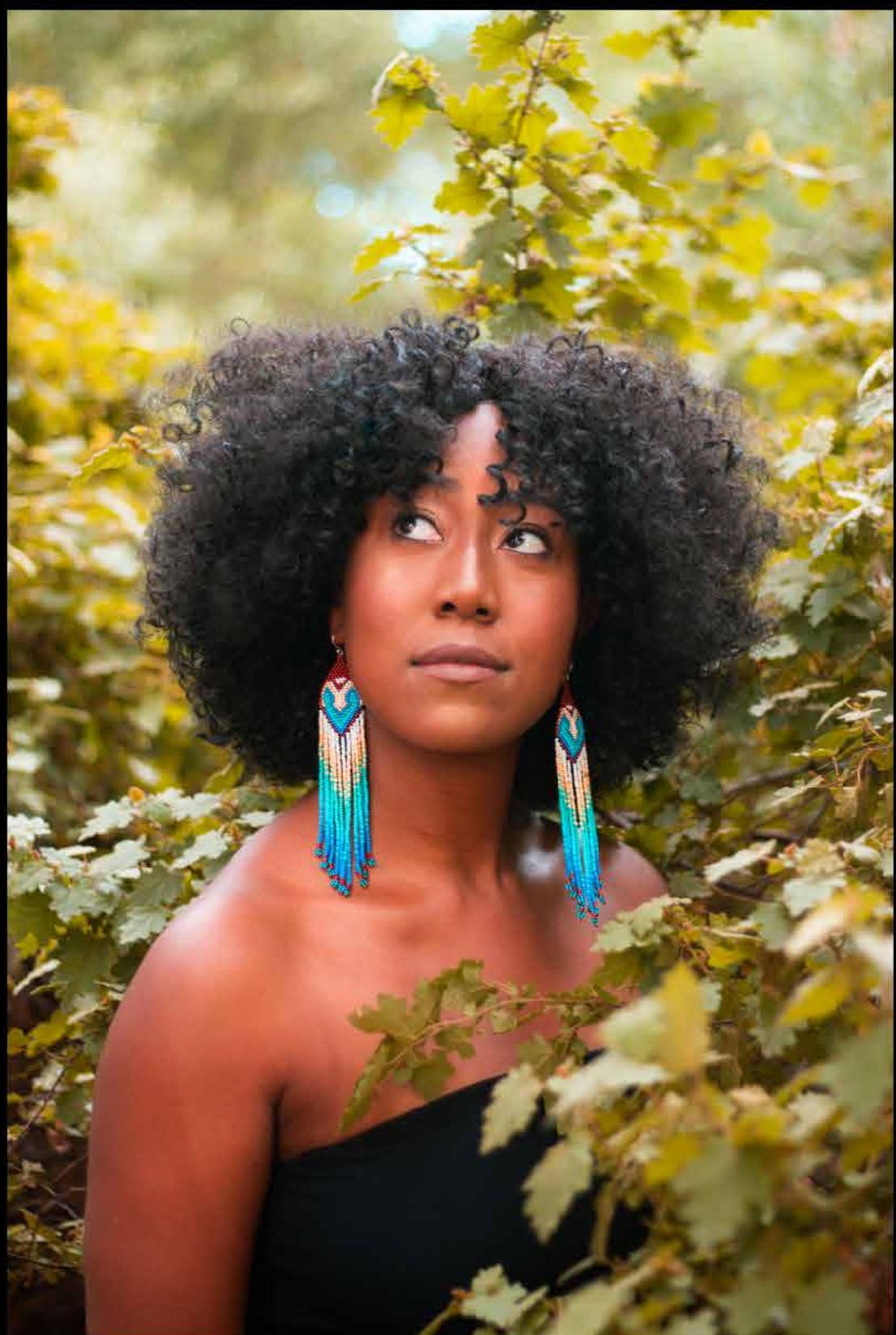
Ethical, Locally Sourced, *Handmade*

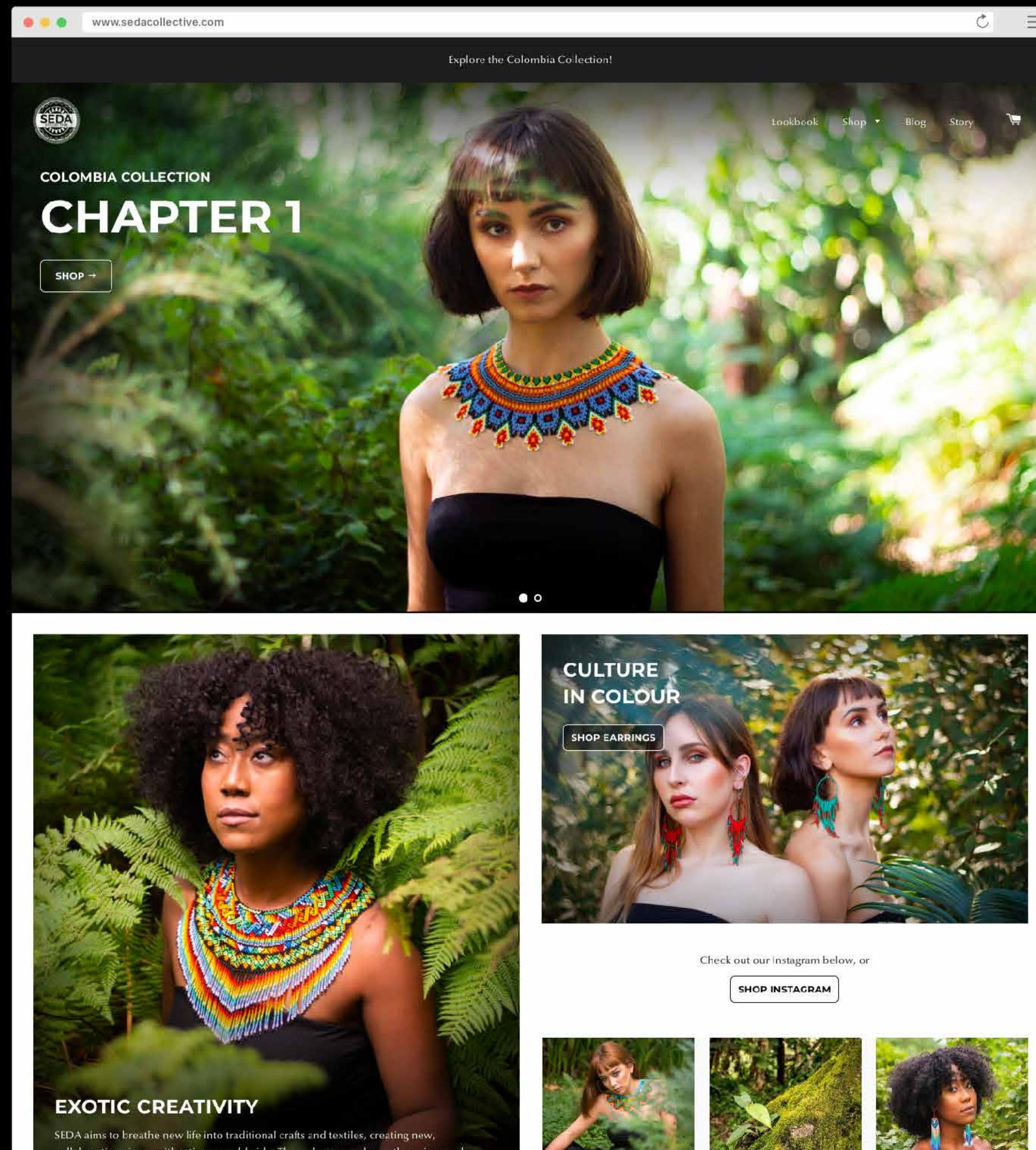
 @seda.collective

 www.sedacollective.com

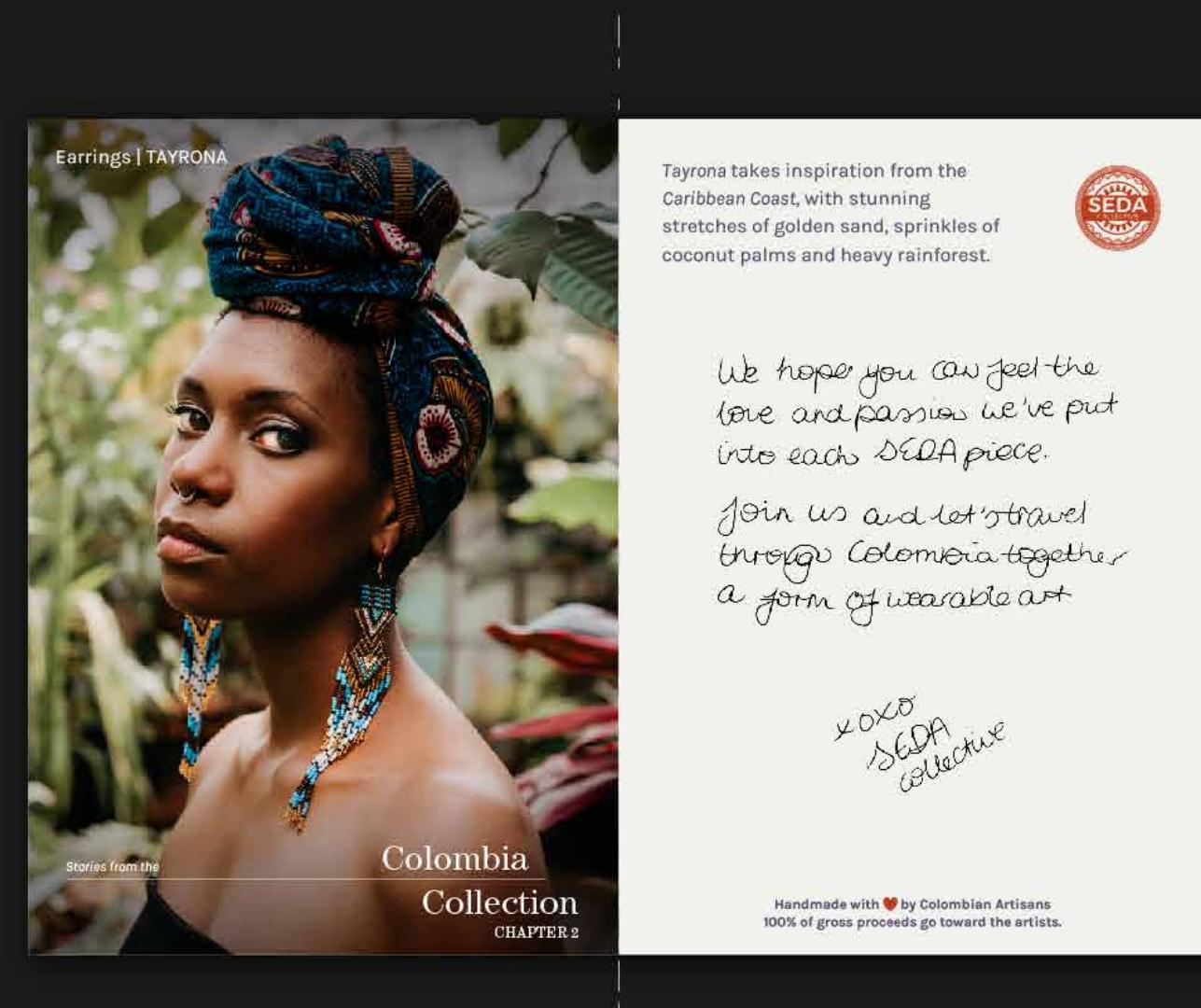
in Colombia







Website Home Page.



Swing Tag/Business Card Hybrid. A6 folded in two.



The project explores what it means to be nostalgic and the stages of memory that devolve into perversion. Much of the content is sourced from Mario Party 4, a hallmark of party games on the Nintendo Gamecube.

Miscellaneous Graphic. Wario.

Waluigi is the true nowhere man.

Without the other characters he reflects, inverts and parodies, he has no reason to exist. Waluigi's identity only comes from who he isn't. Without a wider frame of reference, he is nothing. In a world where our identities are shaped by warped relationships to brands and commerce, we are all Waluigi.

To be nostalgic is to remember something, sometimes or conversely with a sense of loss, sentiment. Although that past is long gone, we often return to it again and again – for the point where its meaning in our lives will have changed forever. This project explores the dream-space that Nintendo once created, known as the Mushroom Kingdom, and how it has been disassembled through the perversion of popular and consumer culture.

Sourced from "I, We, Waluigi: a Post-Modern analysis of Waluigi by Franck Ribery", by sensu833 from "The Empty Page - Critical Perspectives on Waluigi" written on May 26, 2013

Stage 1:
Object

w**A**luiGI 🍆 IS 😅 mAn 🙀 wHO 🤡♀ iS 😐 NoT 🤘
♂REALLY 😎👉👉 A**N**yW**H**ErE 🕹
iF 🤡, THerE 😎👉 A**R**e 🔥🔥 No 😂😊😂 OtHER 🤡
c**H****A****R**a**C**tER 🤡❤️💋JJ, HE 🤡😊😊😊 wILI 🤡😊 bE 🐝 In
👉👉 The 🐝 UPSIDE ↗ B DowN 😁👍,
The Subject (Singular) Known As "It" Will Suffice
To Exist, As The Only Example Of And Is A
Humourous, Satirical Imitation Of The Original
Product, Known As, A "Parody".

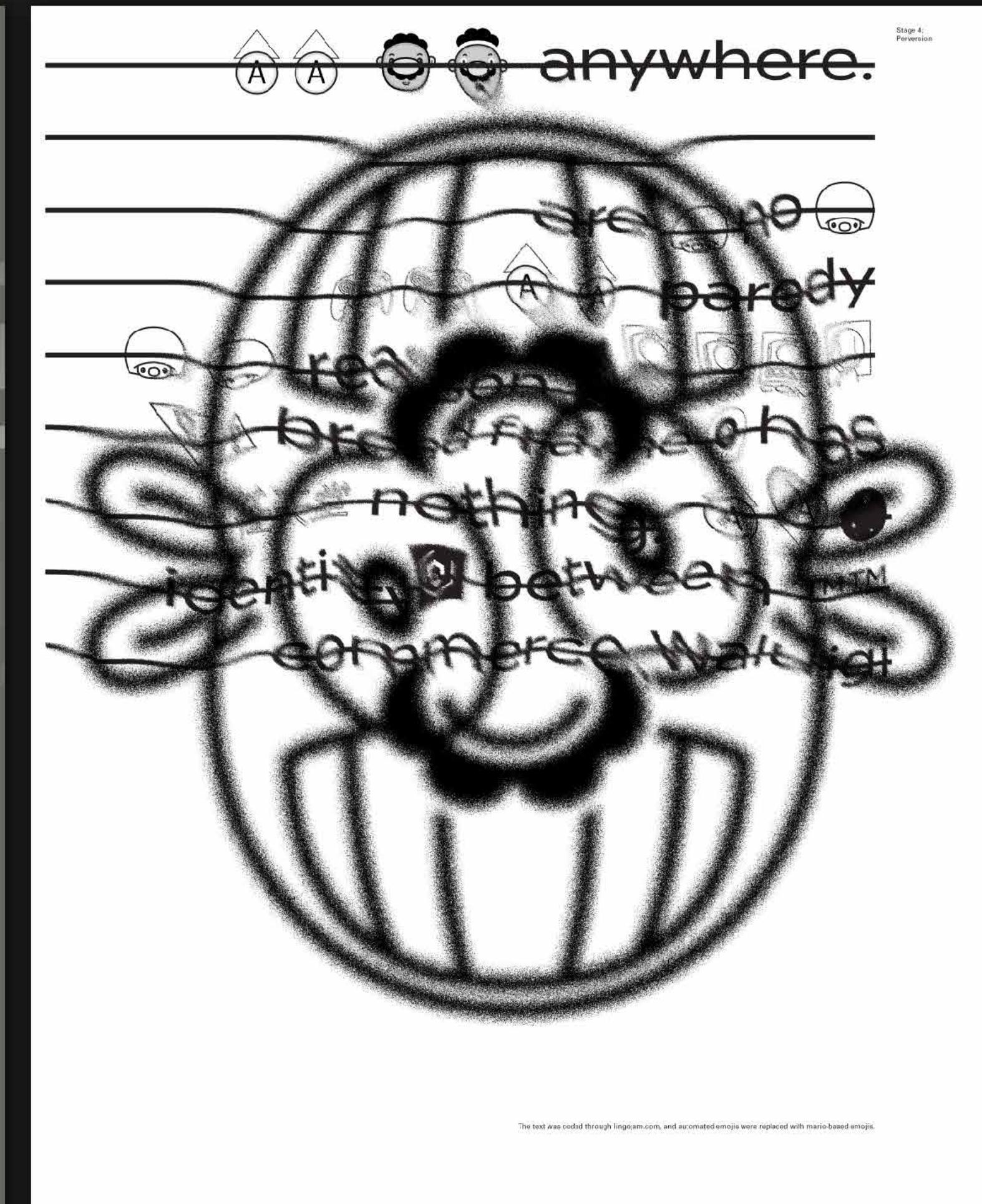
B4T 🔥💯 ThRe ↗ is No 💀
ReeeeeeeASON 🤡😊😊😊 4 □ HiM? 😁😊👍
ExIsT ONLY 🤡. W**M**ariO 🍆 IdentITy ARiSES
DepENdING 😢cry On WHO? 🤡😊
iF 🍆 there is no broad frame FoR reFrence, he hAS noTHinG.

In 🐝👉 A wOrLD 🤡😊😊😊 wHERe 😢😈♀ oUr 👉😊
iDenTITY 🤡 iS 🤡 ForMED ! 😁⌘ bY 🤡cry inTerTWINED
😊❤️😊❤️😊 RelATionSHIP 🤡😊 BeTWEEn 🚑👮‍♂️👮‍♀️
BrAND 🤡 AnD 💪 CoMmERce 💪, We 🤡😊😊😊
ArE 😢🔥 ALL 🌙🌙 WaLuIGI 🍆💦💦💦

Stage 2:
Internal Experience

The text was translated into Japanese through Google Translate twice, then back to English. Two people then further translated the language into an emoji-field representation

The first two stages, Object and Experience. The content is sourced from an anonymous internet paragraph, musing about the lost state of Waluigi.



Stage three and four, Glorification and Perversion.



Three Posters that mirror the original Mario Party 4 instructions - an object of personal nostalgia.



Supporting Icons that were used in the posters.



Monash Motorsport

Published by Monash Motorsport [?]

- 9 December 2018 ·

What an incredible, wild weekend here at [Winton Motor Raceway](#)!

At Formula [SAE - Australasia 2018](#), M18-C finished with a phenomenal 1st place Overall in the Combustion class and M18-E achieved a fantastic 2nd place Overall in the Electric category. Full results to come!

Congratulations to all the other teams here at Winton, and in particular [TUfast Racing Team](#) and [University of Auckland Formula S...](#) See more

Tag photo

Add location

Edit

12,949

People reached

4,275

Engagements

Boost Post

394

30 comments 36 shares



Write a comment...



Monash Motorsport are a student-run Formula Student Team from Monash University. It's been a pleasure working with them on international campaigns as they continue to push the boundaries of what student engineers can accomplish.

Formula Student Australasia Concluding Post.

The screenshot shows the homepage of the Monash Motorsport website. At the top, there's a navigation bar with links for 'THE TEAM', 'THE CAR', 'OUR PARTNERS', and 'NEWS & MEDIA'. The main feature is a large banner image showing two Formula SAE racecars on a track under a clear sky. Overlaid on the banner is the text 'PASSION TO PERFORM, SINCE 2000.' and a 'Read About Us' button. Below the banner, there's a timeline graphic showing the team's milestones from 2018 to the present day. The milestones include: '2018 Begins Design Period', 'Pre-Europe Testing & Manufacture', 'FS UK 2018
FS Austria 2018
FS Germany 2018' (marked with a small photo of the team), 'Autonomous Development Update M18-C & M18-E Launch', and 'FS Australasia 2018'. The word 'TODAY' is positioned above the final timeline marker.

www.monashmotorsport.com

MMG

THE TEAM | THE CAR | OUR PARTNERS | NEWS & MEDIA

+61 3 9905 8932 | info@monashmotorsport.com

PASSION TO PERFORM, SINCE 2000.

Read About Us

2018 Begins Design Period

Pre-Europe Testing & Manufacture

FS UK 2018
FS Austria 2018
FS Germany 2018

TODAY

Autonomous Development Update M18-C & M18-E Launch

FS Australasia 2018



Livery and Photography for a pre-competition testing session.

MMSC 2018 Executive Summary Monash University, Car E65

At Monash Motorsport, we believe in excellence, innovation, and sustainability. Our vision is to deliver an unparalleled racing experience that blurs the line between fantasy and reality.

\$1.6 million (€1.4 million) Investment
25% Equity

TARGET MARKET

- San Francisco Bay
- 400,000 millennials
- Tech-oriented
- University Students
 - 18-24 years old
 - Low income
 - Thrill seeker
- Young Corporates
 - 21-26 years old
 - High income
 - Hard working

THE CAR

The M18-E has been engineered for performance, adjustability and safety. It is designed to deliver power and reliability such that anyone can hop in and have the time of their life.

80kW 120km/h 0-100 in 3.8s
Power Top Speed Acceleration

V.R. EXPERIENCE

- Oculus integrated Virtual Reality
- Race simultaneously on up to eight separate tarmac areas
- Up to eight players in the same race
- High-friction run-off areas
- Trackside servers and safety networks
- Track marshals and pit area
- Native and user-generated tracks

MANUFACTURING

- Australian facility
- Expanding towards the USA
- Outsourced industry components
- Quality control measures

Process-Based Layout:

```

    graph TD
      IN[Raw Materials] --> QC[Quality Control]
      QC --> IP[Initial Preparation]
      IP --> CM[Composites]
      CM --> MW[Machining & Welding]
      MW --> AS[Assembly]
      AS --> OUT[Reusable parts]
  
```

GROWTH AND FINANCE TIMELINE

Marketing Stage 3: Continued competitive and casual engagement via online services; enticing prosumer creativity and sharing.

Marketing Stage 2: Incorporate our experience into Facebook and SnapChat.

Marketing Stage 1: Stream our product via online platforms and influencers.

Year 1: Launch at Silicon Valley

Year 2: Introduce additional tracks

Year 3: Launch Los Angeles venue

Year 4: Major vehicle redesign

Year 5: Next generation vehicle launch

Expected returns: 22% annual return on investment by Year 5

Conservative returns: 12% annual return on investment by Year 5

Break-even point: 3 years 8 months

0-100km/h: 4.1 seconds
LATERAL ACCELERATION: 2.4G
FUEL ECONOMY: 19L/100km
CHASSIS: Steel Spaceframe
DOWNFORCE: 808N at 60km/h
POWERTRAIN: KTM 690cc Duke R Single
WEIGHT: 187kg

MONASH RACING CLUB Monash University, Car 266

At Monash Racing Club, we integrate our customers' passion for racing into their work and life balance.

40,000 TARGETED IN SOUTHERN GERMANY
Top 10% income bracket

OUR CUSTOMERS

- 35-65 YEAR OLD MALES
- FAMILY ORIENTED
- MOTORSPORT ENTHUSIASTS

OUR RACING PACKAGE

Portable Garage & fully customised 15ft Trailer
Hand tools and manuals supplied
TÜV Rheinland Certified

THE CAR

MARKETING STAGES

MANUFACTURING

Our manufacturing processes prioritise our customers' needs. These include aspects such as:

- Value
- Convenience
- Quality

We've built our manufacturing facility based on these needs.

FINANCES

INVESTMENT BREAKDOWN

Category	Percentage
Marketing	30%
Manufacturing	40%
Research & Development	20%
Logistics	10%
Misc.	10%

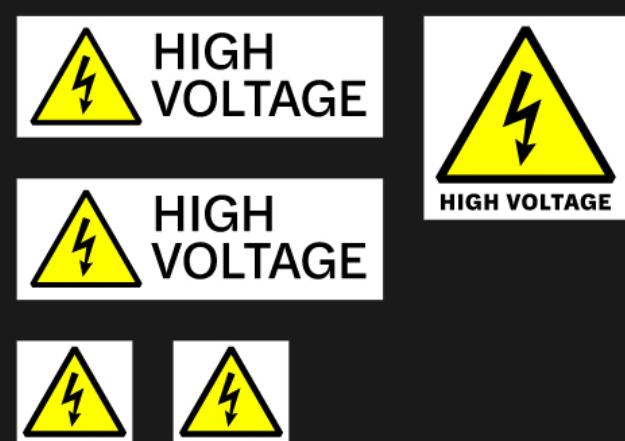
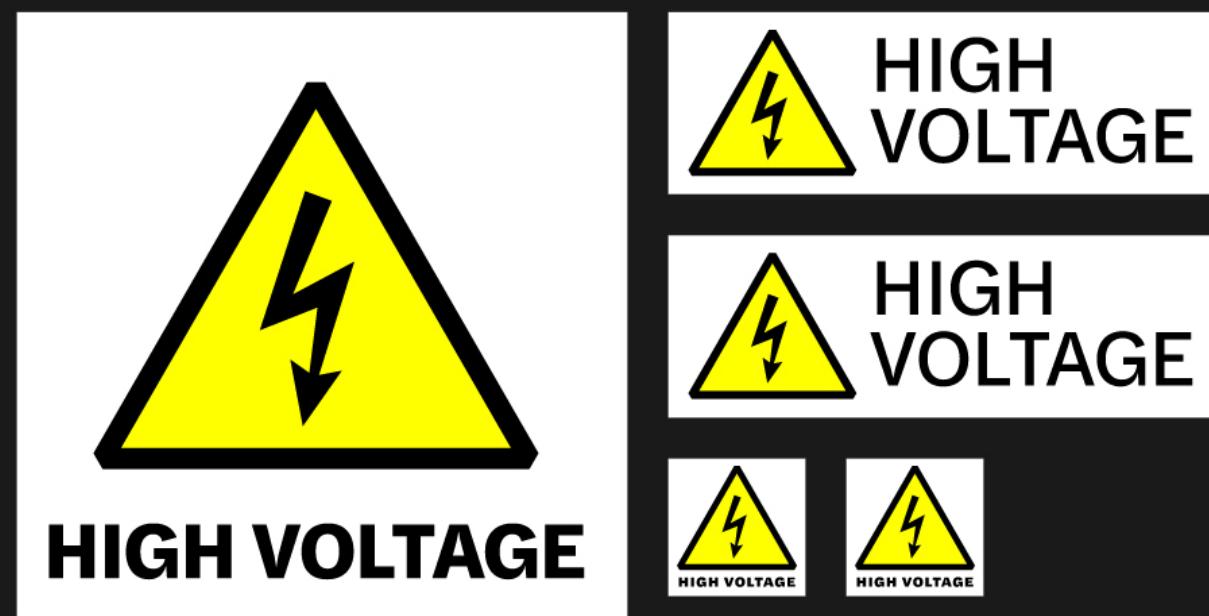
EXPECTED RETURNS: 10% Annual Return on Investment by Year 5
CONSERVATIVE ESTIMATES: 10% Annual Return on Investment by Year 5
BREAK-EVEN POINT: 3 years 6 months

MRC

Speculative Business Propositions. The challenge was to fit our business model and strategy into one page.

E65 MONASH UNIVERSITY

65 MONASH UNIVERSITY



L Electrical Stickers for Regulation.

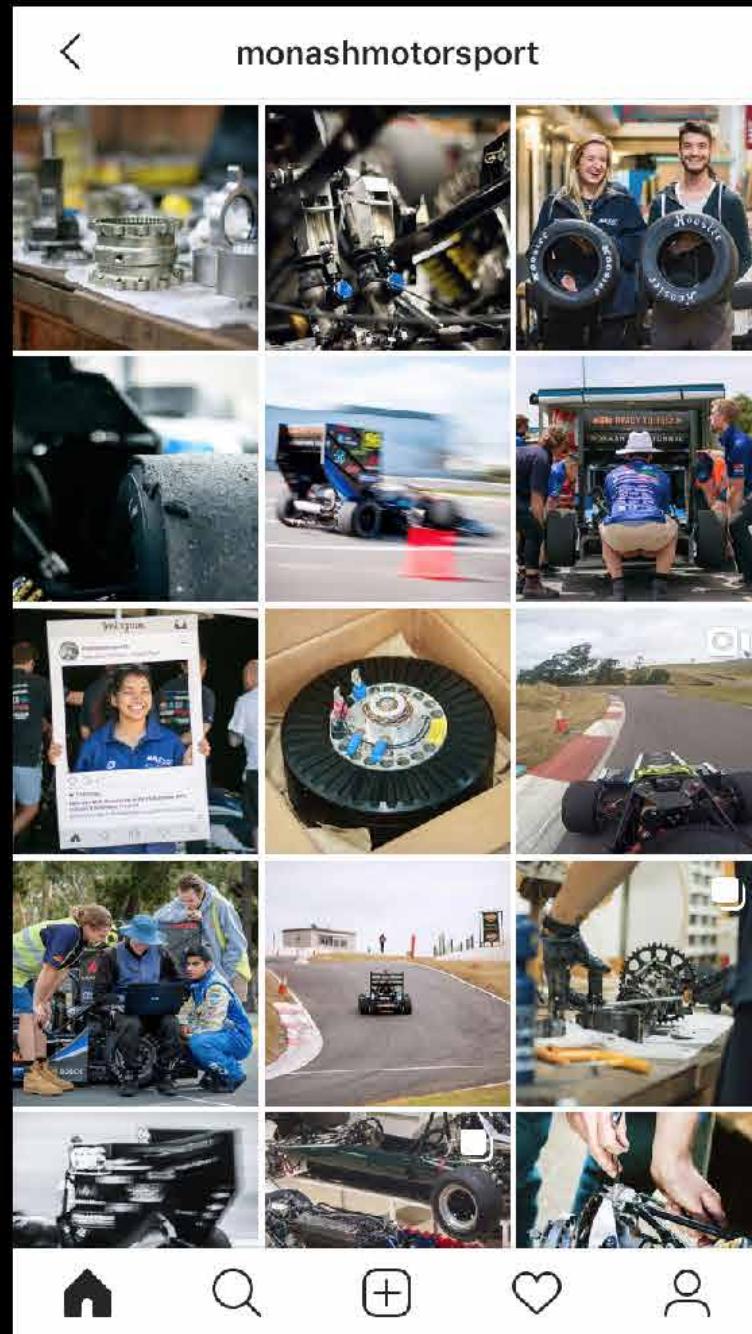
R Safety Poster for the Workshop.



*Only inducted members of
electrical powertrain can
touch the accumulator.*

MANAGER 0429 912 508
LEADER 0438 389 933
EMERGENCY 333





LEARN, DISCOVER, CREATE.



Here at Monash Motorsport, we are home to the next generation of world-class engineers, business professionals and innovative thinkers. It's only with the integral support of our industry partners, that our students are able to accomplish what we do best.

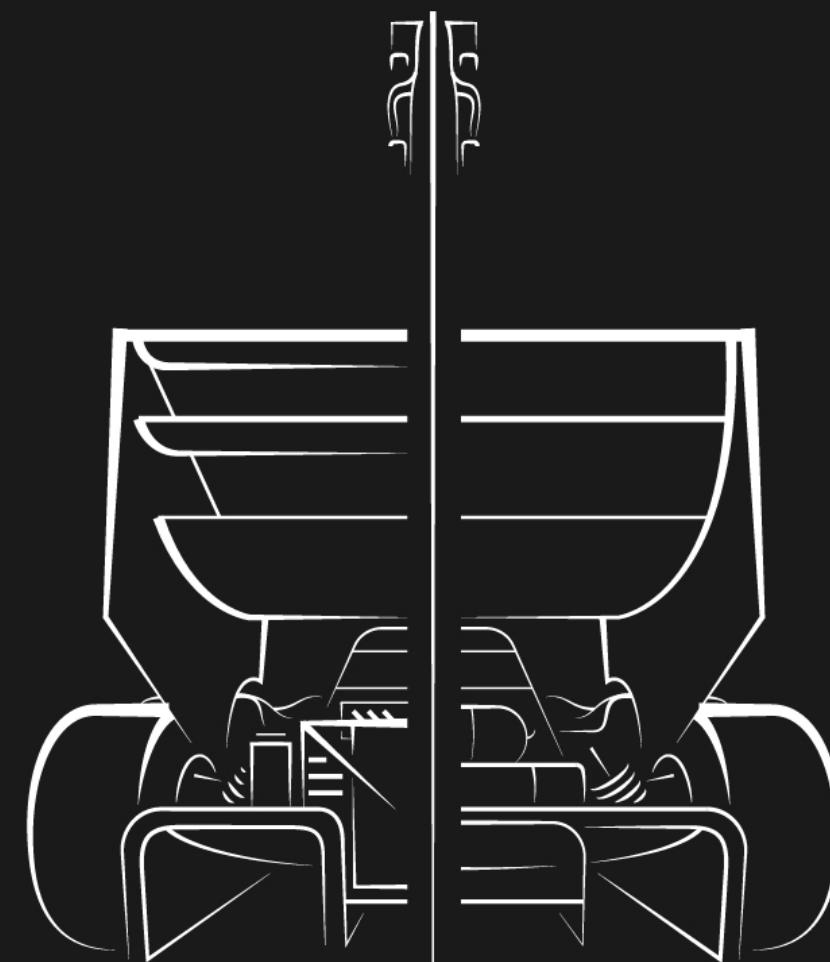
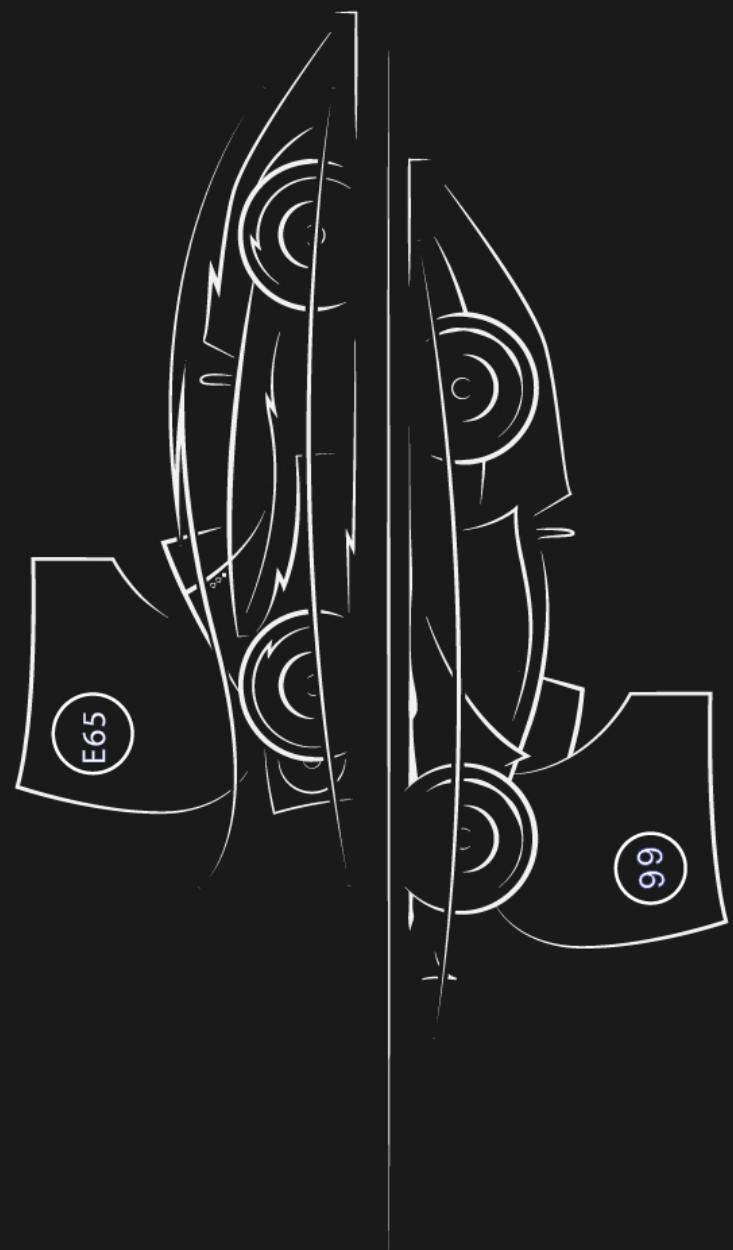
2018 Sponsorship Brochure 

More than just a team.

We are a student-run team who design, build, test and race our very own Formula SAE cars in Australia, and around the world. Members not only experience hands-on engineering and business acumen,

L Instagram Feed and Example Post.

R Digital Sponsorship Brochure.



ONE TEAM
THREE PHASE

TWO CARS
FOUR STROKE

L 2017 Workshop Tee Illustration.

R 2018 Europe Tee Illustration.

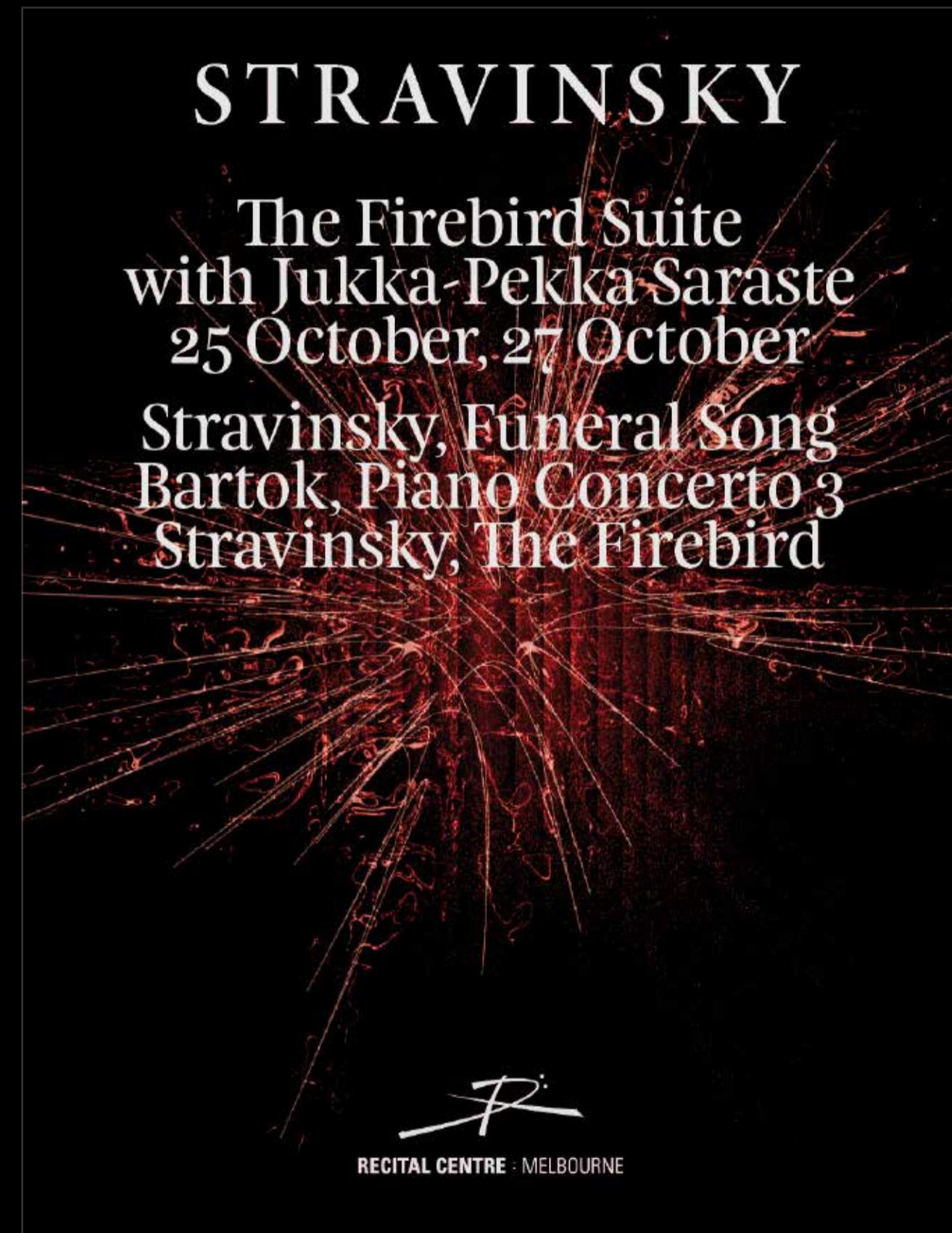
RC:M



RECITAL CENTRE : MELBOURNE

This is a speculative Identity for the *Melbourne Recital Centre*. The Project revolves around the idea of music as flowing and spontaneous, and the relationships between the active performer and the reciprocal audience.

Logos for RC:M



Main Concert Poster.

Jukka-Pekka Saraste
Dejan Lazar piano
Elizabeth Murdoch Hall,
31 Sturt Street,
Melbourne, Victoria
3006 Australia

Stravinsky Funeral Song
Bartók Piano Concerto No.3
Stravinsky The Firebird

Thursday 25 October 2018 at 7.30pm
Saturday 27 October 2018 at 2.00pm
2 hour 20 mins (incl. Interval)
Tickets from \$65
www.rcmelb.com.au/firebird-2018



Elizabeth Murdoch Hall
31 Sturt St, Southbank,
Melbourne 3006
(03) 9699 3333
Mon - Sat, 9am - 6pm
www.rcmelb.com.au

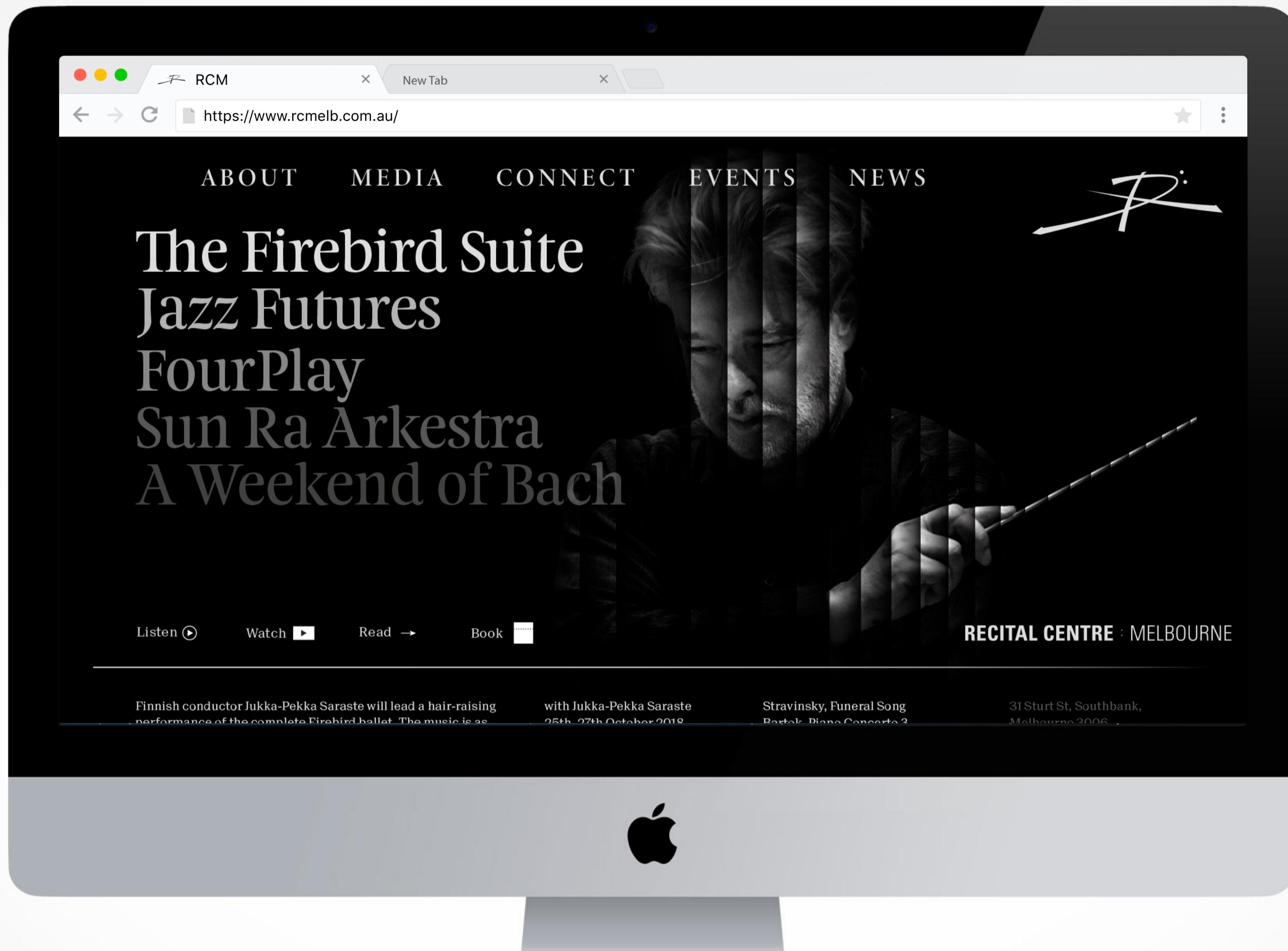
STRAVINSKY

The Firebird Suite
with Jukka-Pekka Saraste
25 October, 27 October



RECITAL CENTRE MELBOURNE

Igor Stravinsky.
From the 2018 Performance
of Stravinsky's Firebird.
Southbank,
3006
333
.com.au



Website Home Page.



Speculative Poster.



Printed Applications.

Thank you for reading.