

Creative Brief

Conference Name: NexType || Theme: Diversity in Design

Verònica Fuerte

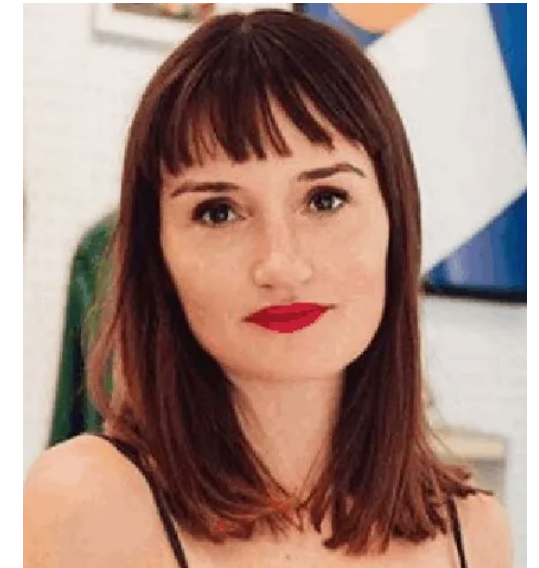
- Verònica is a designer and illustrator from Barcelona, Spain. She founded Hey studios in 2007 after earning her degree in Graphic Design and a Masters in Typeface Design. Verònica and her team are dedicated to creating fresh brands and illustrations while constantly evolving. In addition, they run a merch store and a coffee collaboration. Her style is most known for its bright colors and geometric shapes. Her work has appeared in prestigious media such as DesignBoom, Communication Arts, and AIGA and she also teaches in several different universities in Barcelona. She currently lives with her husband Oriol Bedia, a product designer, and daughter Nora.

Bangkok, Thailand

- Bangkok is the capital of Thailand and the most populous city in the country, with about 14 million citizens. It is most known for its vibrant nightlife and hectic atmosphere. The city of Bangkok has gone through a lot of political struggles as well as rapid growth. Also, the culture in Bangkok reflects the city's wealth and westernization. Shopping malls, festivals, art installations, crowded apartments, and many street vendors are common to the area. It is also one of the world's top tourist destinations. The main language of Bangkok is Thai. Famous monuments in the area include the Grand Palace and the Wat Pho Temple with an enormous reclining Buddha. The Chao Phraya River runs through the land fueling its and many canals and trading ports, leading the city to be known during the 19th century as the 'Venice of the East'. Fun fact: Bang is a Thai word meaning 'a village on a stream'.

Communication Objective

- To communicate the diversity and constant evolution of design all over the world through type, bright colors, and geometric shapes





กขค
ดีใจ
ปณพพภมยรลวศหอช