

INTRODUCING

# LUNAPRISE

MOON MISSION AND LUNAR MUSEUM

MISSION PATCH DESIGN  
FOR HUMANITY & UNIVERSE



IM - 1 / 2024

MODERNIST  
**L'ATELIER**

CONCEPT, ART, AND DESIGN

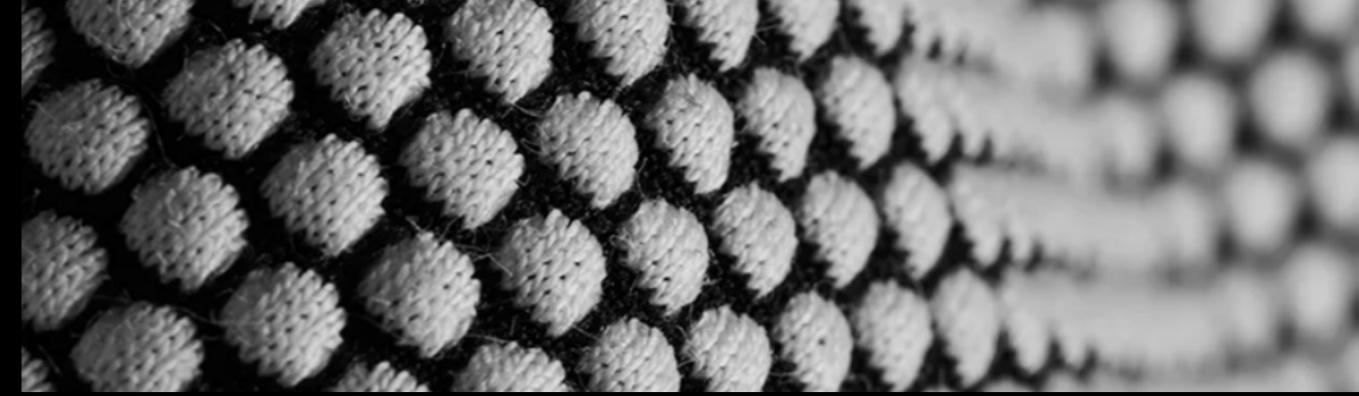
*Kelly Max* + *Samuel Halim*

MODERNIST L'ATELIER

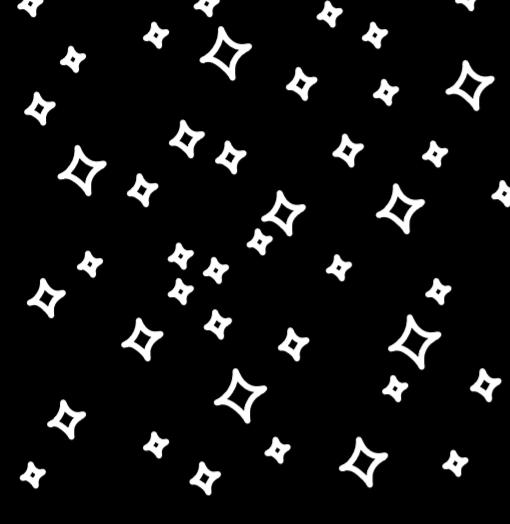
DISCLAIMER: In light of this historic space series, the Lunaprize Missions, we have allowed ourselves to capture our thoughts and draw learning and inspiration from many whom we admire. Thank you all.

# LUNA P R I S E

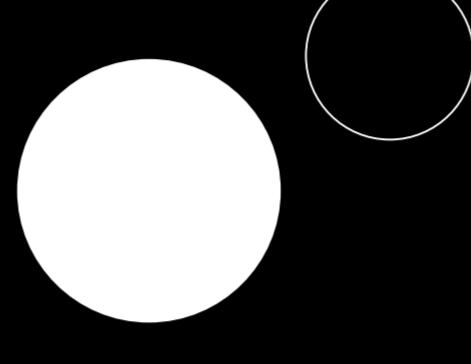
OFFICIAL MISSION PATCH



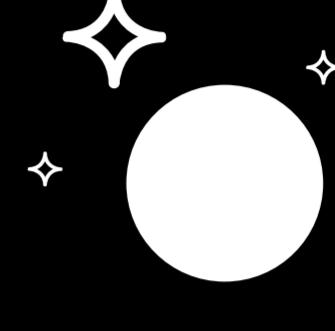
THERE ARE TWO DESIGN ELEMENTS THAT MAKE US INSTANTLY THINK OF SPACE WHEN PUT INTO CONTEXT



STARS

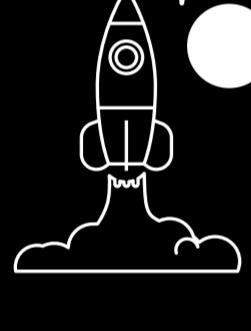


CIRCLES

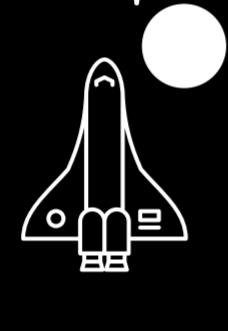


COMBINED

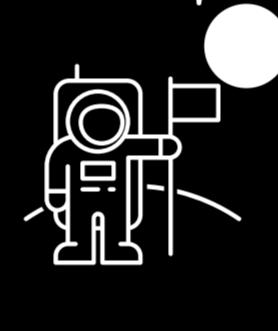
WE FEEL PROGRESS AND FUTURE, WHEN ENRICHED WITH THE FOLLOWING SPACE MISSION VEHICLES



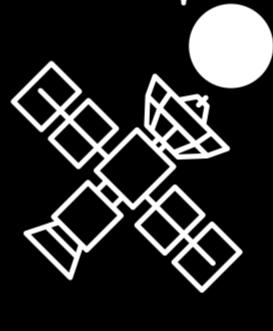
ROCKETS



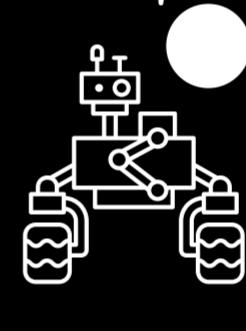
SPACESHIPS



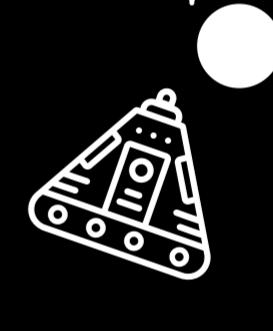
ASTRONAUTS



SATELLITES



ROVERS



CAPSULES



THE LUNAPRISE MISSION "IM-1" IS SIGNIFICANTLY MADE POSSIBLE BY TWO RECENT INNOVATIONS



SPACE X FALCON 9 ROCKET



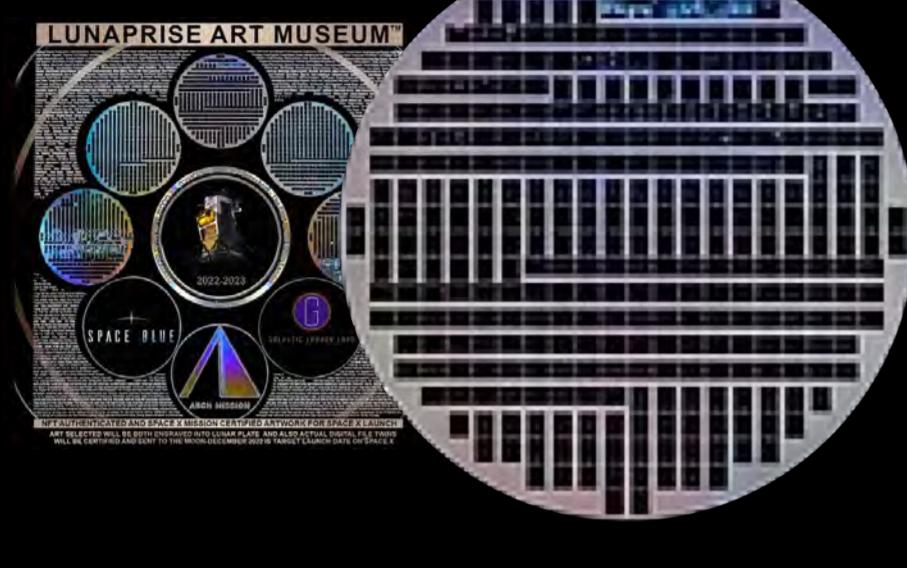
INTUITIVE MACHINE IM-1

# LUNA P R I S E

OFFICIAL MISSION PATCH



MORE SO, THE LUNAPRISE MISSION EMBODIES A  
VERY SPECIAL GIFT FOR AND FROM HUMANITY

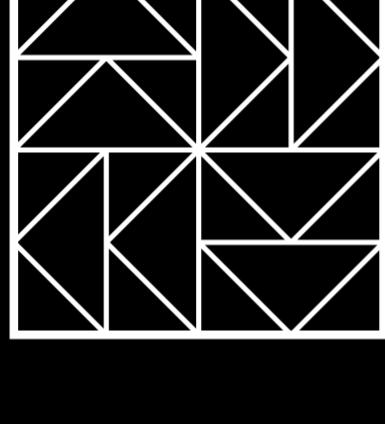


LAYERED LUNAGRAMS,  
BECOMING THE FIRST  
GALACTIC LUNAR MUSEUM



CARRYING THE WORKS OF  
222 ICONIC ARTISTS OF  
PAST AND PRESENT.

IMPORTANT DESIGN ASPECTS NEEDED THOUGHTFUL  
EXPLORATION AND CONSIDERATION



PHYSICAL

DIGITAL

COMMERCIAL

EMBLEM

BRAND



UNIQUENESS

SCALABILITY

VERSATILITY

EMPATHY

AND COLLABORATOR CELEBRATION, MAKING  
THE LUNAPRISE MUSEUM HAPPEN



GALACTIC LEGACY LABS

SPACEBLUE

GALACTIC  
LEGACY  
LABS



ARCH  
MISSION  
FOUNDATION



SPACEX

NASA

NOT TO BE USED  
DIRECTLY IN  
DESIGN

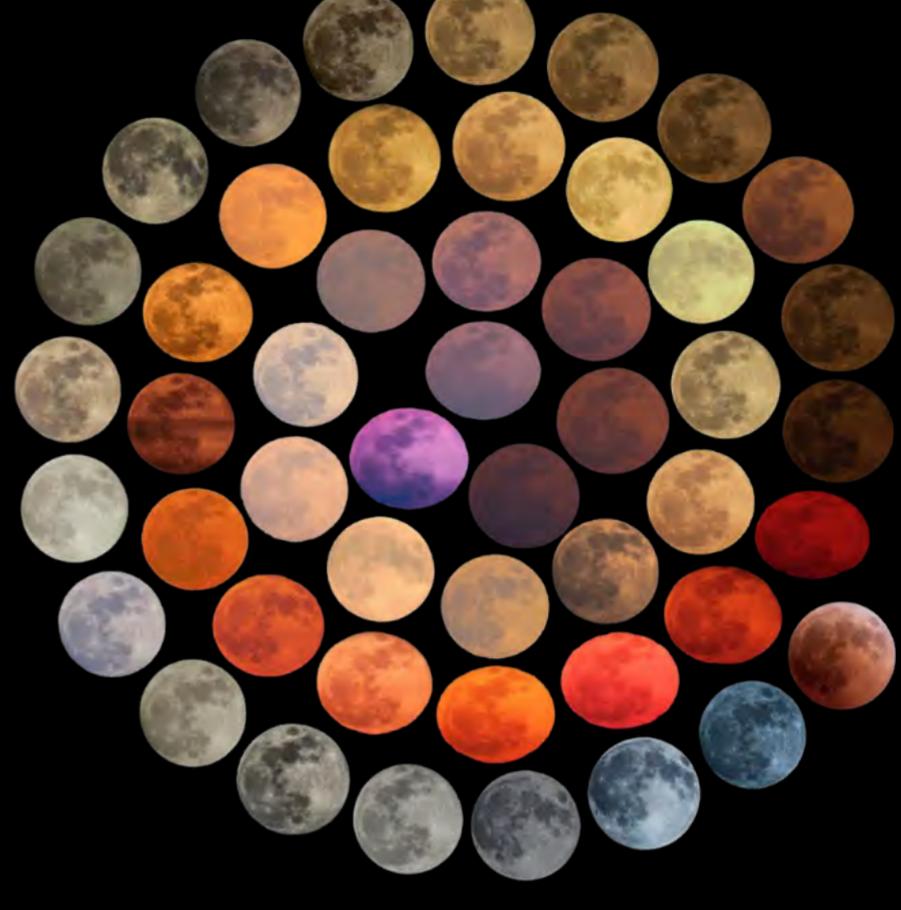
# LUNA PRISÉ

## OFFICIAL MISSION PATCH



### THE COLORS OF THE MOON

During a lunar eclipse, the Moon turns red because the only sunlight reaching the Moon passes through Earth's atmosphere. The more dust or clouds in Earth's atmosphere during the eclipse, the redder the Moon will appear. It's as if all the world's sunrises and sunsets are projected onto the Moon.

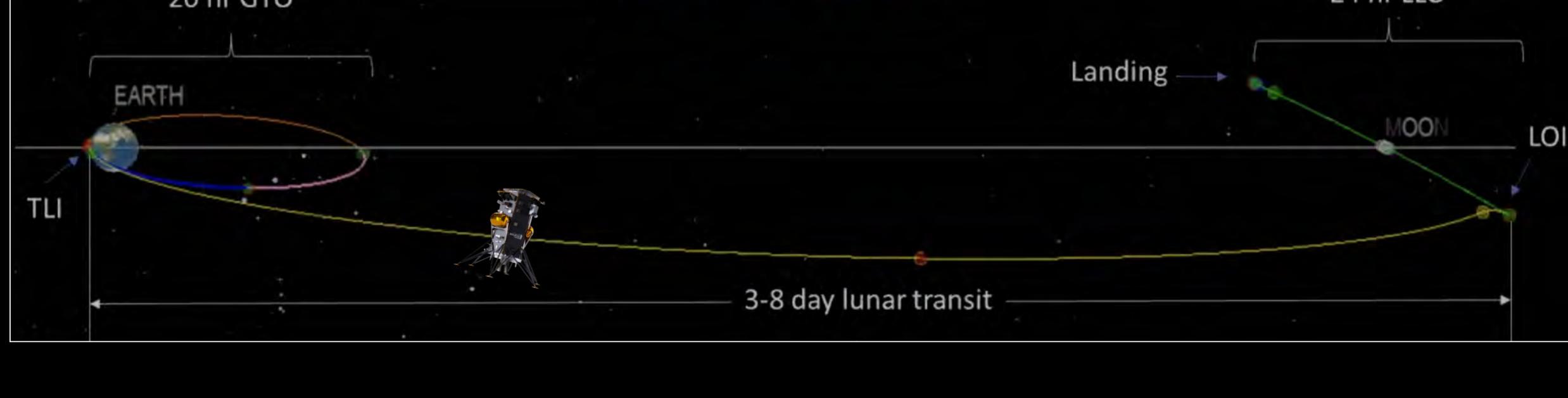


### NUMEROLOGY AND 222 ARTISTS

The appearance of 222 can signal a time of reflection, focusing on duality of situations or scenarios. Two energy is also associated with the moon, and if you are seeing lots of 222, this may be a call to be more open, expressive and vulnerable. "There's the two sides to everything," said King.

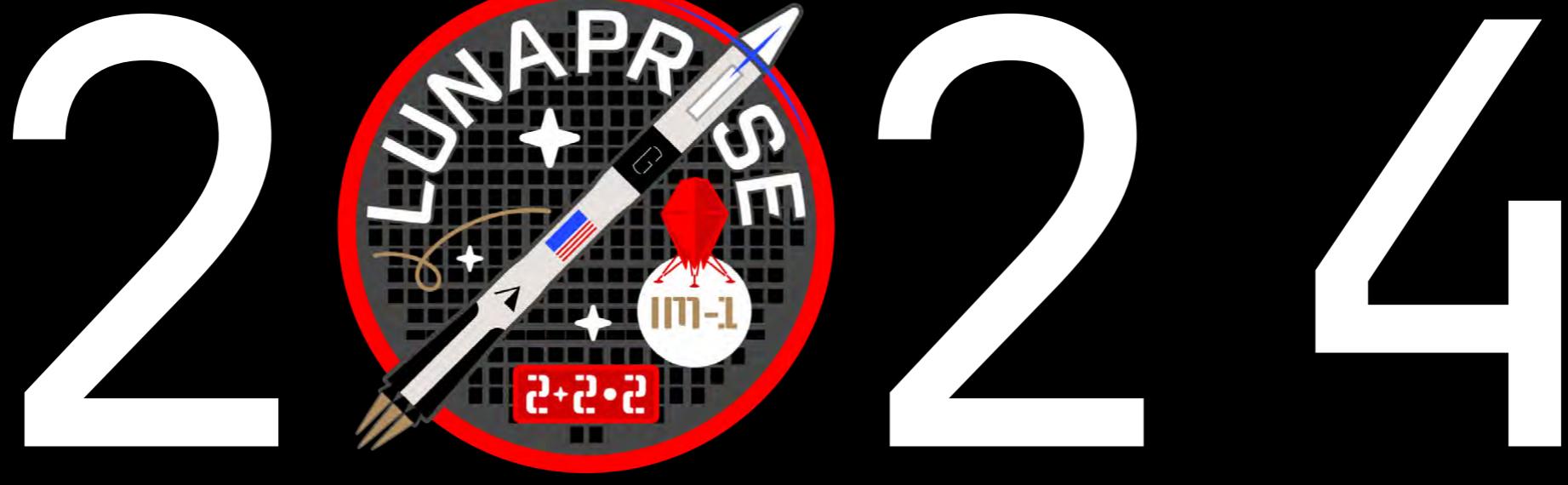
# 222

### THE FLIGHT TRAJECTORY OF THE IM-1



LUNA P R I S E  
OFFICIAL MISSION PATCH

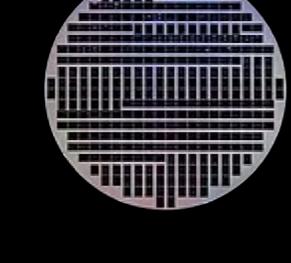
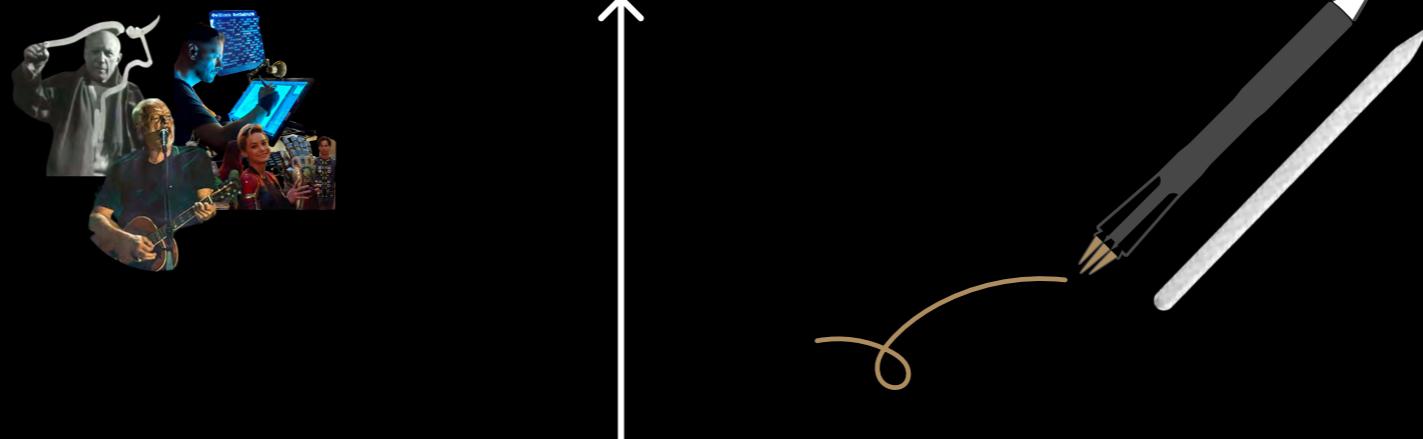
THE EVOLUTION OF SPACE  
PATCHES OVER THE YEARS



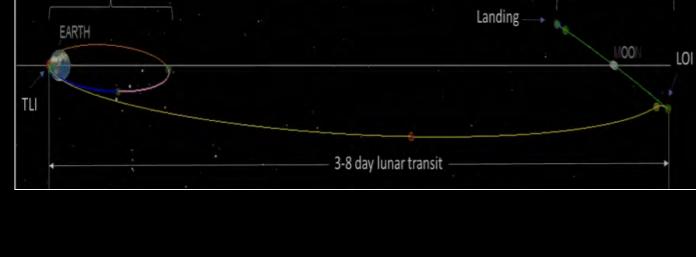
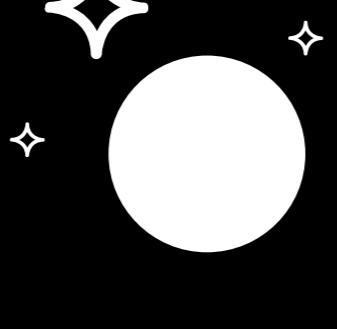
# LUNA P R I S E

OFFICIAL MISSION PATCH

MEANING AND SYSTEM  
OF THE MISSION PATCH



2 2 2

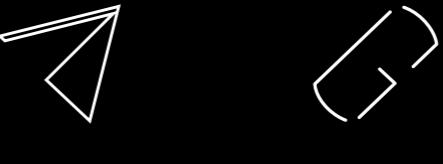


MISSION  
IDENTIFIER

 ARCH MISSION SPACE BLUE  
GALACTIC LEGACY LABS



IM-1



# LUNAPRISE

## OFFICIAL MISSION PATCH

COLOR PALETTE

#D20E04

#FF0000

#111111

#E7E2DF

#FFFFFF

Base

Highlights

Off-Black

Greys

White

## VISION, CREATIVE + ART DIRECTION



## LUNAPRISE PATCH SYSTEM - MAIN IDENTITY



4"



3"



1.5"

$\pm$  .5"

OFFICIAL  
MISSION  
PATCH

MINIMAL  
MISSION  
EMBLEM

ZERO  
GRAVITY  
PATCH

VERICON

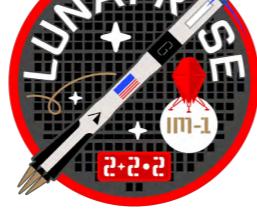
## LUNAPRISE PATCH APPLICATIONS



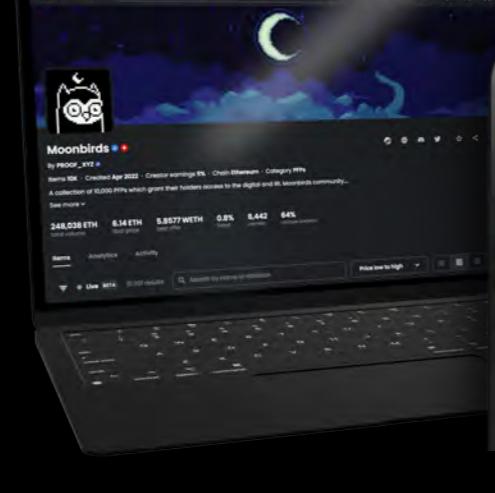
BACK TO THE FUTURE  
LUNAPRISE COLLECTOR EDITION



LUNAPRISE 2-2-2



"LUNARIZED"



# LUNAPRISE

## PREMIUM MISSION PATCH

COLOR PALETTE

#9F8056

#EDDOAA

#111111

#474747

#FFFFFF

Base

Highlights

Off-Black

Greys

White

## LUNAPRISE PATCH SYSTEM - PREMIUM IDENTITY



VIP  
IDENTIFIER  
**GOLD**



PREMIUM  
MISSION  
PATCH  
**GOLD**



VIP  
MISSION  
PATCH  
**GOLD**



"LUNAPRISE  
VERIFIED"  
ICON  
**WHITE**



"LUNAPRISE  
VERIFIED"  
ICON  
**BLACK**



222 ZERO  
GRAVITY  
PATCH  
**GOLD**

TRANSIT  
SIGNATURE  
**GOLD**

LUNAR  
LANDER  
**GOLD**

## LUNAPRISE PIONEER PATCH & LUNAPRISE MODERNIST



# LUNAPRISE OFFICIAL MISSION PATCH

## COLOR PALETTE

#AD8C60	#010022	#001D60	#00E3FF	#C2FFFF
#D20E04	#FF0000	#111111	#E7E2DF	#FFFFFF

Base

Highlights

Off-Black

Greys

White

## DIGITAL COLLECTIBLES (NFT Series)

### L01 LUNAR PIONEERS

1st DIGITAL  
MISSION  
PATCH NFT

03-13-2023

*Kelly Max Sammy Halim*

Approved



### L02 LUNAR EXPLORERS

2ND DIGITAL  
MISSION  
PATCH NFT

TBA

*Kelly Max Sammy Halim*

Concept Draft L02  
NOT for public use



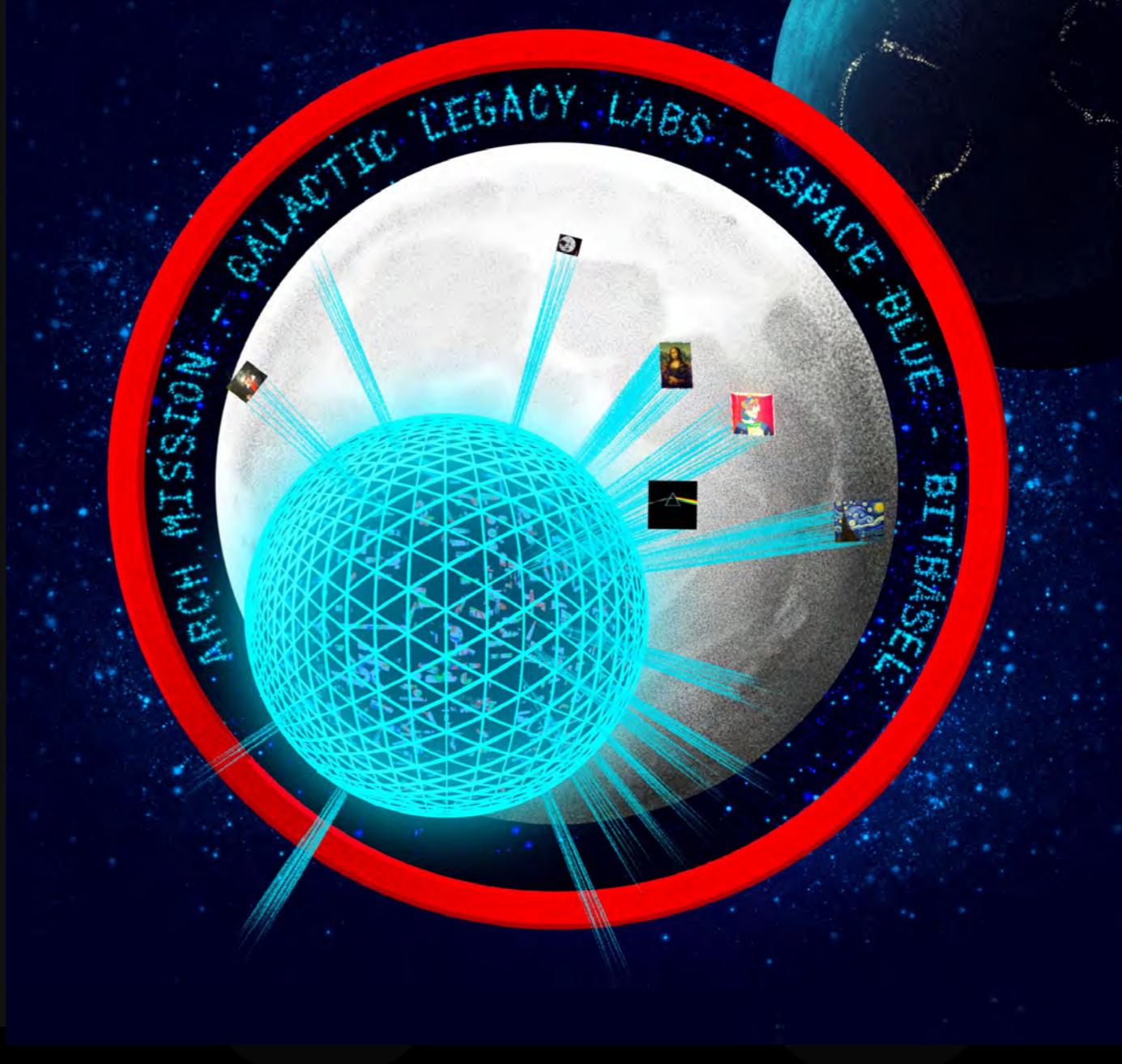
### L03 LUNAR BUILDERS

3RD DIGITAL  
MISSION  
PATCH NFT

TBA

*Kelly Max Sammy Halim*

Concept Draft L03  
NOT for public use



# LUNA PRiSE OFFICIAL MISSION PATCH



WITH LOVE

love  
/ləv/

A great interest,  
pleasure in, and  
affection for  
something

FROM EARTH

earth  
/ərTH/

The third planet  
from the sun, the  
only planet on  
which life is  
known to exist

KELLY MAX



*Kelly Max*

08 - 30 - 1983

SAMY HALIM



*Samy Halim*

03 - 21 - 1974



10

CONCEPT, ART, AND DESIGN

*Kelly Max + Samy Halim*

MODERNIST L'ATELIER

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LUNA  
PRISE  
WITH THE MOON

