



uncomfortable art biennale
NDSM werf 01 - 05 - 2015 / 30 - 05 - 2015

concept

iets uit zijn verband trekken.

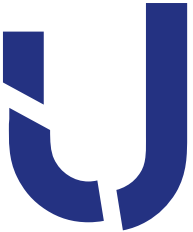
Een onderdeel uit het geheel halen waardoor de samenhang met het geheel niet meer is.



UAB



producten




Dhr. J Gravemaker
Ahornstraat 20
1971 JH IJmuiden

Adres:
tt Neveritaweg 61
1033 WB Amsterdam

Telefoon:
+31(0)20 4931070

Website:
www.stichtingndsm-werf.nl



Geachte heer Sikking,

Naar aanleiding van de briefing gegeven door de heer Bouwerink presenteer ik u hier de debriefing.

Er wordt gevraagd een dynamische huisstijl te ontwikkelen voor de Uncomfortable Art Biënnale die gehouden zal worden in de NDSM werf te Amsterdam. Er wordt verwacht dat het er uitnodigend uitziet, maar vooral dat het Amsterdam op de kaart zet als tolerante stad.

Opgave van verschillende eindproducten:

- Een dynamisch logo
- Briefpapier
- Visitekaartjes
- Enveloppe
- Entree kaart
- Belettering
- Banieren
- Route (signage)
- Een website met algemene informatie over de biënnale
- Een introductie folder
- Een advertorial (spread) in een magazine naar keuze.


De tijd die hier aan besteed kan worden is 5 weken.
Hier onder een weekindeling.


- week 40: Een inleidend, inspirerend gesprek
- week 41: de presentatie van het concept
- week 43: gesprekken over het afronden van het ontwerp
- week 44: eindpresentatie

Dit is mijn interpretatie van de briefing van het project 'huisstijl'
Ik hoop u hiermee voldoende geïnformeerd te hebben.

Met vriendelijke groet,

Joep Gravemaker





De Uncomfortable art biënnale is ingeschreven bij de KvK no 647180434 | BTW no: NL 56782391
Levering volgens voorwaarden BNO (Bond van Nederlandse Ontwerpers)
Gedeponeerd bij de KvK rechtbank te Amsterdam





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Karel Lote
Organisator

Email:
klot@uab.nl

Phone:
+31(0)20 49 31 070

Website:
www.UAB.nl

Adress:
tt Neveritaweg 61
1033 WB Amsterdam



Uncomfortable art biennale Amsterdam

How about a dead animal with a ripped of head? Does that makes you uncomfortable? If not, you must visit the 'uncomfortable art biennale'.

Unfair Amsterdam is a new art fair conceived and developed by three young visual artists who want to work together as a generation and look for innovative ways to promote, show and sell their work. At Unfair Amsterdam the artist's work forms the central focus point.

Unfair Amsterdam will present 40 solo-presentations by artists who graduated no longer than 10 years ago. The fair will show a unique summary of what the artists of today have to offer.

At Unfair Amsterdam the artists will present their new work in person so you will have the opportunity to meet the artists, discover and buy their art directly from them. Unfair Amsterdam does not charge rental for the stands, nor do the participating artists pay commission over their sales. All revenues go directly to the artist.

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NOVEMBER 2014

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At Uncomfortable art biennale the artists will present their work in person to you will have the opportunity to meet the artists, discuss and buy their art directly from them. Uncomfortable art biennale does not charge a fee for the artists. All proceeds go directly to the artists.

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signing

