

Graphic Design Portfolio

Sacha El Masry

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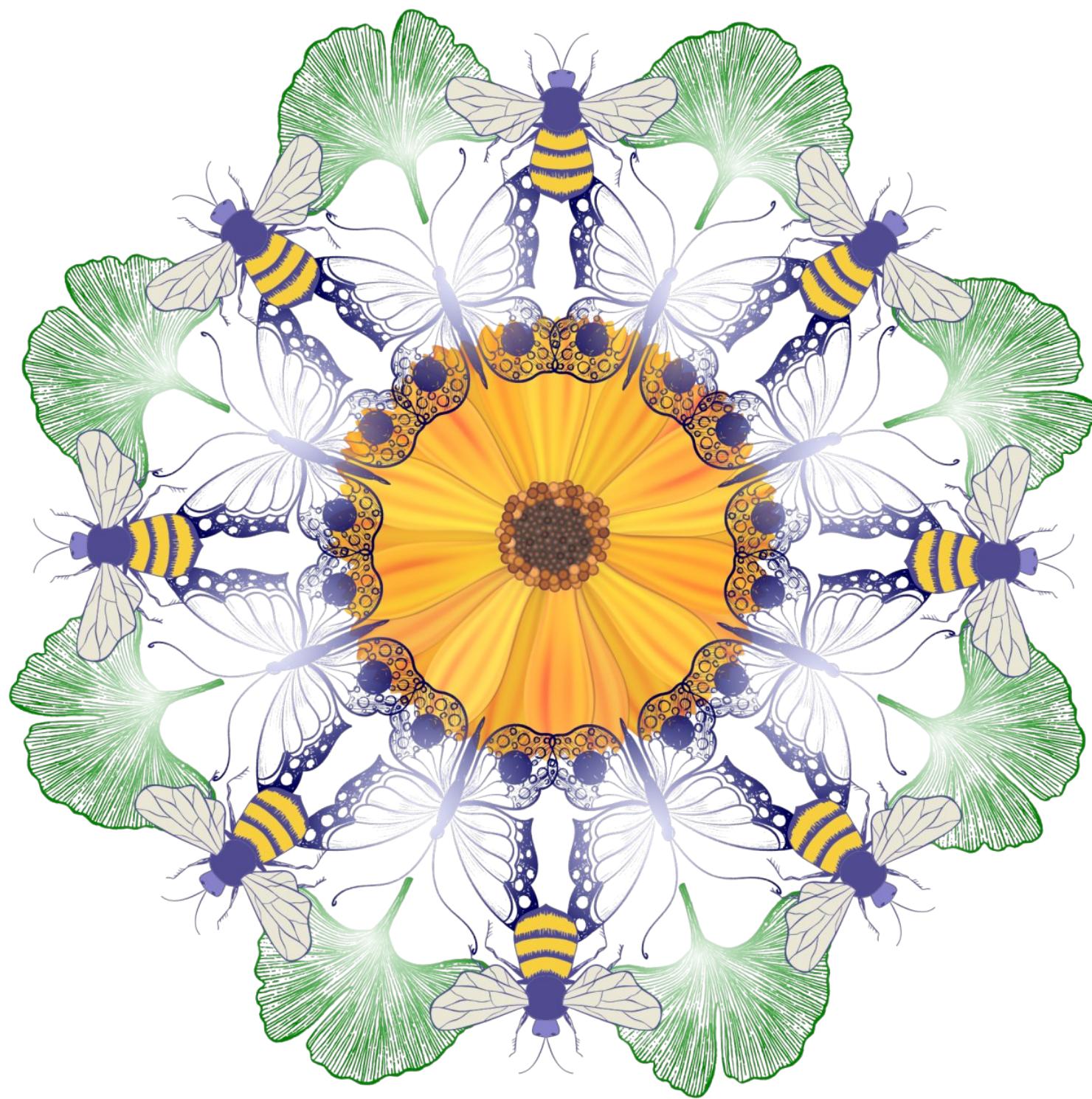
Portfolio summary

This is a portfolio of my graphic design work: web sites, flyers, posters, business cards, and a few projects besides. All these projects were produced for clients, and were printed—or made live in the case of web sites. I've deliberately chosen them to reflect a rich variety of work, and not just a preference for one mode of output.

None of this work is proof of concept, all of it has been produced and used. I have included—where possible—a photo of the physical manifestation of the work, or a snapshot of a page from the corresponding web site, usually the landing page.

As you will see, flipping through these pages, many of the samples are marketing materials for one-off events, with the sole purpose of attracting attention, and hopefully remaining memorable in the viewer's mind. Each one of these projects started off imagining some kind of theme for the campaign, which I then developed into full projects, fleshing everything out from the colour scheme, to the artistic inspiration, typography, and myriad little decisions which breathe life into the work.

A few influences clearly stand out: constructivism, suprematism, de Stijl, Art Deco, the Swiss or international style, Josef Müller Brockman, fileteado—a popular Argentine decorative style—and art in mathematics. There's no order, the point is not to promote a particular style—none should stand out on its own—but to celebrate the rich tapestry of art we've built up.



For

Homeopathy at
Home, 2021

Specifications

Logo
Use of Mineral, Animal
and Plant imagery (as used
in homeopathy) in a
Mandala-like display

Information

Logo development for Homeopathy at Home online course,
creating a mandala-like collage of Mineral, Animal and Plant
elements.

Bring The Magic Of Homeopathy Home!

DO YOU FEEL HELPLESS WHEN A LOVED ONE IS SICK?

You want to ease their suffering but don't know how. Imagine the confidence of having the tools to help quickly and effectively.

Take care of your loved ones – DRUG FREE!

Have you ever experienced the magic of homeopathy? Perhaps you've seen how quickly and miraculously it's helped you or others, and now you want to learn how it works and how to use this non-toxic, non-invasive medicine at home.

Basic homeopathy is a tool available to everyone, and through this program you will build a solid foundation that will set you on the right track. Homeopathy is an indispensable skill.

Since I became a professional homeopath 16 years ago, I have been able to keep my family completely drug free and healthy. In this course I want to give you a rich and deep foundation to do the same.

[REGISTER NOW >](#)

Take a deep dive

Many home prescriber courses provide you with a few top remedies indicated for a specific condition. This course will take you on a much deeper journey.

You will:

- Build a strong foundation in homeopathic theory, philosophy and history
- Learn to use **Homeopathic Repertory** and **Materia Medica**, a homeopath's most important tools
- Dive deeply into the wisdom of 30 homeopathic remedies
- Learn the top remedies for over 20 different health conditions
- Get a foundation in using the twelve tissue salts
- Get an introduction to animal care with homeopathy
- Learn about the versatility of homeopathy and be able to apply one remedy to many conditions
- Gain access to our exclusive community for continued support on your journey
- Earn a certificate

[REGISTER NOW >](#)

Learn from the brightest minds in homeopathy

Each month, you'll participate in a guest lecture featuring some of the world's most eminent homeopaths with unique specialities, such as treating animals, homeopathy for plants, and understanding the role of dreams.

This is a unique program for the home practitioner that you will not find anywhere else. Confirmed lecturers include Camilla Sherr, Richard Pitt, Dr. Dee Blanca. This is a remarkable opportunity to meet and learn from homeopathy's most influential teachers.

[REGISTER NOW >](#)

The finer details

- The course is 10 months long, starting in July 2021.
- Every other Sunday from 10am to 12:15pm EST. All classes will be recorded and available to watch at your convenience.

About Ananda More Hom DHMHS



Ananda is a Registered Homeopath, filmmaker, and health freedom advocate. She graduated from the Ontario College of Homeopathic Medicine in 2005 and went to complete a 3 year Master Clinician's program with Louis Klein. Ananda is constantly upgrading her skills and studying with masters including: Dr. Rajan Sankaran, Jan Scholten, Dr. Sunil Anand, Dr. Isaac Golden, Jeremy Sherr, and many others.

Ananda is recognized around the world for her documentary *Magic Pills*. The film challenges the mainstream media's narrative that homeopathic medicine is snake oil. The film explores the science, stories, and large-scale evidence from around the world. Ananda is also a homeschooling mom raising a drug-free kid.

Confirmed guest teachers



Richard Pitt

[Bio >](#)



Camilla Sherr

[Bio >](#)



For Specifications

Homeopathy at
Home, 2021

Website

Information

Website promoting a new ten-month online course, featuring the brand's mandala-like logo, statically placed on the webpage yet dynamically spinning as the visitor scrolls through the site.

Homeopathy at Home



A guide to 3 Homeopathic Remedies You Shouldn't Live Without

Arnica, Calendula and Arsenicum

BY ANANDA MORE

PUBLISHED: JULY 2021 | UPDATED: JULY 2021

WATCH.MAGICPILSMOVIE.COM

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2. Calendula

Substance

Pot Marigold Compositae/Asteraceae family
Calendula has a long history of medicinal use tracing back to ancient Greece.

This remedy has been a life saver for me and my patients more times than I can count. I never travel without it.

Use as an herbal tincture, cream, or in pellet form.

HOMEOPATHY AT HOME • HOMEOSITE/COURSE • PAGE 8



Key Words

Wounds
Lacerations
Burns
Antiseptic
Healthy and rapid wound healing

Clinical Indications

- Calendula tincture is the first thing I grab when someone has any open wounds, lacerations or burns.
- Calendula is an antiseptic, so it's good for prevention and treatment of minor bacterial infections.
- Calendula assists in healthy granulation, that is new tissue and blood vessels that forms in the wound healing process.
- Reduces scar tissue formation.
- Amazing for all kinds of burns.
- Soothes Pain, controls bleeding.
- Use as a wash for oral infections and after tooth extractions.

Can be given in a homeopathic preparation of 30C before and after surgeries, and for a ruptured eardrum (on your way to the doctor)

HOMEOPATHY AT HOME • HOMEOSITE/COURSE • PAGE 9

Module 1

WEEK 1 – JULY 25, 2021

- Theory and Philosophy
- What is Health and disease
- Comparing different models of medicine
- A brief history of homeopathy
- 6 Foundational principles of homeopathy

Guest Lecture

WEEK 2 – AUGUST 8, 2021

DR. DAVID NORTMAN ND
How to think about science and homeopathy

Module 2

WEEK 1 – AUGUST 22, 2021

- How are homeopathic remedies made and what are they made from
- What are provings
- Acute and Chronic Disease
- How to take an acute case
- An introduction to Repertory

Guest Lecture

WEEK 2 – SEPT 12, 2021

EM COLLEY
Inspiring homeopathic stories
ANANDA MORE
Understanding Potency and Posology

Module 3

WEEK 1 – SEPT 26, 2021

- How to study a homeopathic Remedy: understanding materia medica
- Materia Medica Part 2: 10 remedies Commonly used for Acute care and Emergencies

Guest Lecture

WEEK 2 – OCTOBER 10, 2021

CAMILLA SHERR
Homeopathy for Health in Africa
ANANDA MORE
Headaches

Module 4

WEEK 1 – OCTOBER 24, 2021

- Upper Respiratory Tract Infections and Allergies
- Injuries: bumps, bruises, sprains, strains, breaks, cuts, scrapes

Module 5

WEEK 1 – NOVEMBER 21, 2021

- Materia Medica Part 2: 10 remedies Commonly used for Acute care and Emergencies

Module 6

WEEK 1 – DECEMBER 19, 2021

- Skin Conditions: warts, burns, rashes, hives
- Digestive Conditions: Constipation, diarrhea, indigestion, food poisoning

Guest Lecture

WEEK 2 – NOVEMBER 7, 2021

DR. CHRISTOPHER SOWTON ND
Dreams and Homeopathy

Guest Lecture

WEEK 2 – DECEMBER 5, 2021

DR. KHUSH MARK PHD
Part 1 – The microbiome

Guest Lecture

WEEK 2 – JANUARY 9, 2022

DR. KHUSH MARK PHD
Part 2 – The Bowel Nosodes

HOMEOPATHY AT HOME • 2021-2022 • PAGE 2

HOMEOPATHY AT HOME • 2021-2022 • PAGE 3

For

Homeopathy at Home, 2021

Specifications

Handout documents

Information

Online course schedule, lead generation and lecture handout documents.

Homeopathy at Home



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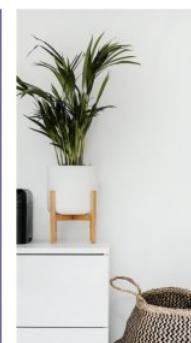
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2021



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For

Homeopathy at
Home, 2021

Specifications

Presentation slide
templates

Information

Keynote presentation branded slide template conforming to integrated style guide.



Ananda More

Home About Book me Course

Get in touch

Ananda More DHMHS Horn

Reclaim Your Health with Homeopathy

Find your path to wellness with Homeopathy as your compass



Home About Book me Course

Get in touch

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Ananda More Homeopathy

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Service & Provider

Service

1 hour Appointment

Provider

Ananda More

1 hour Appointment
[Duration 60 Minutes]
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Next >

Powered By [EasyAppointments](#)

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After years of devout skepticism Ananda stumbled onto homeopathy while backpacking in India. Her friend offered her some silly sugar pills, and before she knew it she crafted her life around this medical art. Ananda always knew her role in this world was to help others, and homeopathy became her path.

Ananda works with people of all backgrounds, ages, and ailments, and she works with many people on the autism spectrum.

Ananda is also recognized globally for her film *Magic Pills*, a documentary that examines the mainstream narrative that states homeopathy can't possibly work. The film Challenges this perspective by investigating large scale uses of homeopathy around the world through story and science.

For Specifications

Ananda More, 2021 Website

Information

Simple website promoting a health practitioner, with integrated bookings functionality and contact form.



welledy



For

Welledy, 2019–2020

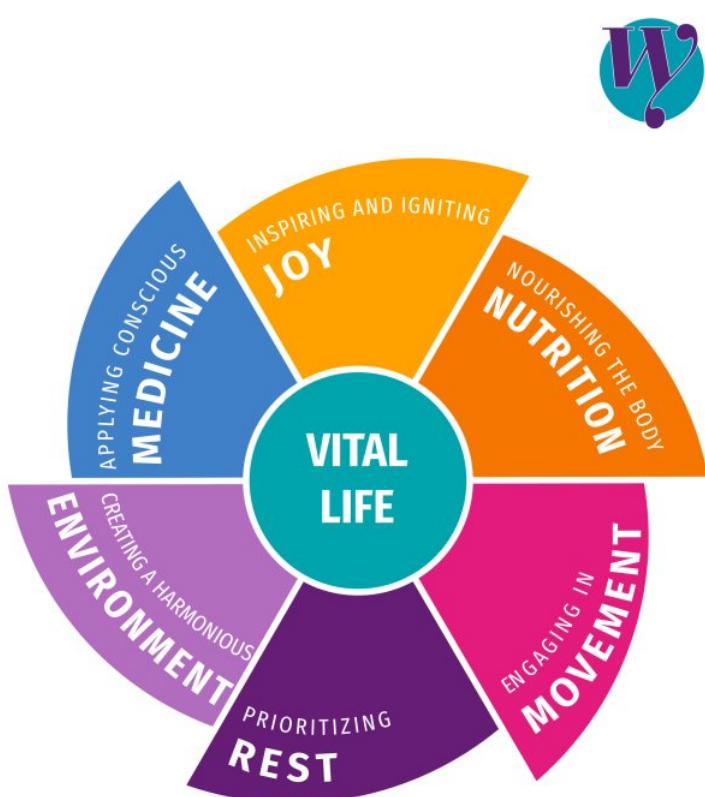
Specifications

Logo,
business cards

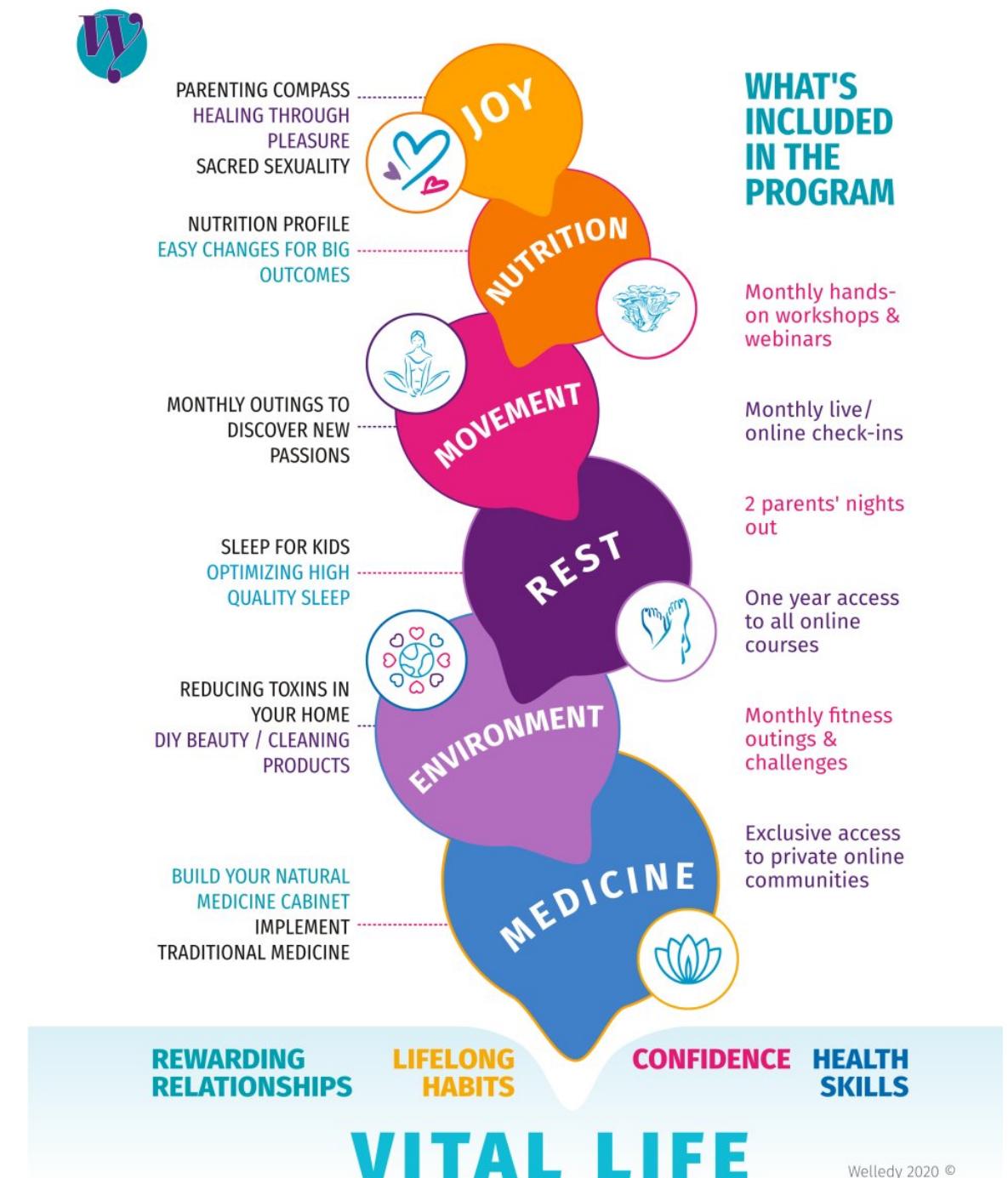
Information

Logo development for Welledy, designed to playfully showcase the company's six aspects of health in a memorable image.

Simple business cards showing off the 'w-y' conglomerated wordmark, a simple visual device featuring the first and last letters of the company name in a single character.



Welleddy 2020 ©



For

Specifications

Welleddy, 2019–2020

Infographics

Information

Infographics deliberating on Welleddy's "Six Foundations of Vital Health" methodology and process.

HAPPY, HEALTHY FAMILIES



welledy



The Problems

Parents face responsibilities, pressures and expectations. Our fast-paced, "convenient" lifestyle is leading to undesirable long-term health outcomes.

Many children today are unwell, overmedicated, and facing a lifetime of chronic conditions. Families are dealing with very complex issues that the current conventional health model cannot solve.

- CHRONIC DISEASE IS ON THE RISE**
- PROCESSED FOOD HAS LED TO AN EPIDEMIC OF MALNUTRITION AND OBESITY**
- THE CURRENT CONVENTIONAL HEALTHCARE MODEL IS BROKEN**
- FEWER THAN 10% OF CHILDREN MEET BASIC EXERCISE GUIDELINES**
- 1 IN 4 CHILDREN TODAY ARE OVERWEIGHT**
- SUICIDE IS THE 2ND LEADING CAUSE OF DEATH FOR CANADIAN CHILDREN**

Who we are and What we do

We are Welledy, a health education company. Our goal is to give people the skills, knowledge and support to live healthy, vital lives.

We're introducing a new way of thinking about health and wellness by laying the foundations of knowledge and perspective. After all, there's no one-size-fits-all solution to living life to the fullest!

Happy Healthy Families is Welledy's flagship program. Because kids don't come with a user's manual, this program offers parents instruction by accomplished educators and practitioners, so they can learn the skills to raise happy healthy families.

Our vision is one where kids are immersed in a thriving family life, and parents are confident in making well-informed healthcare decisions that are right for their families.

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HAPPY, HEALTHY FAMILIES | www.welledy.com
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www.welledy.com | HAPPY, HEALTHY FAMILIES
1

Our Solutions

TEACHING THE PRINCIPLES OF GOOD HEALTH

Integrating healthy perspectives and habits into daily life is often just a matter of understanding what our choices are:

1. INSPIRING AND IGNITING JOY

We believe that joy is the gateway to wellness. With a sense of excitement and wonder, we find ease in engaging with the other foundations. This section includes: mental health, personal growth, nurturing relationships, meditation, and connecting with all of life's pleasures.

2. NUTRITION

You are what you eat. You need the right building blocks to produce and maintain all functions of your mind and body. What you eat affects not only muscles, bones, and organs—your emotions, thinking and mental health are profoundly influenced by nutrition.

3. MOVEMENT

The human body was built to be in motion. Exercise is one of the best treatments for depression, it can improve sleep and your immune system, increase your energy, and prevent many chronic diseases. Feeling limber and strong is incredibly satisfying. There is joy to be found in the movement of the body. We'll help you to discover what it is you love to do and how to prioritize it in your life.

The Welledy Method

THROUGH OUR UNIQUE 6 PILLAR PROGRAM

4. REST

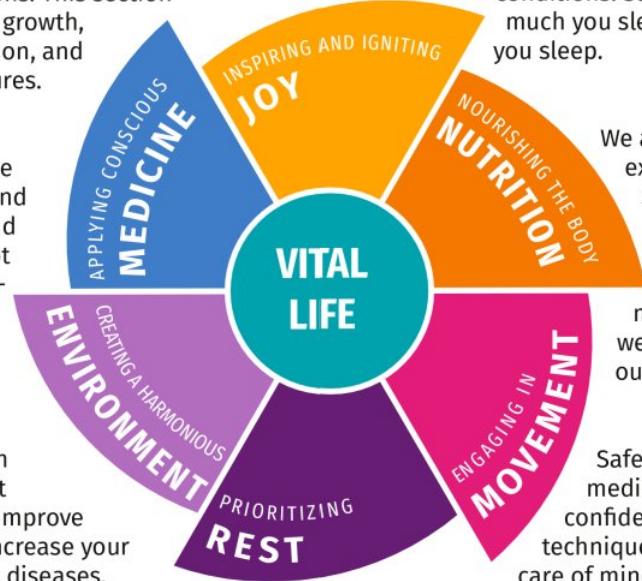
Sleep and rest are critical for optimal health. Sleep is necessary for creating memories, maximizing physical performance, and mental clarity. Poor sleep is linked to mental illness, stroke, diabetes, and other major health conditions. Surprisingly, it's not about how much you sleep, but about how well and when you sleep.

5. ENVIRONMENT

We are in a constant state of exchange with our environment. Spending time in nature, creating harmonious spaces, being aware of what cleaning and beauty products we use, and how much electromagnetic radiation we're exposed to, are all integral to our wellbeing and long term health.

6. CONSCIOUS MEDICINE

Safe, non-invasive traditional medicine that gives you tools and confidence. Using basic herbs, natural techniques, and homeopathy, we can take care of minor ailments at home, provide support and comfort to our loved ones, and focus on preventative medicine.



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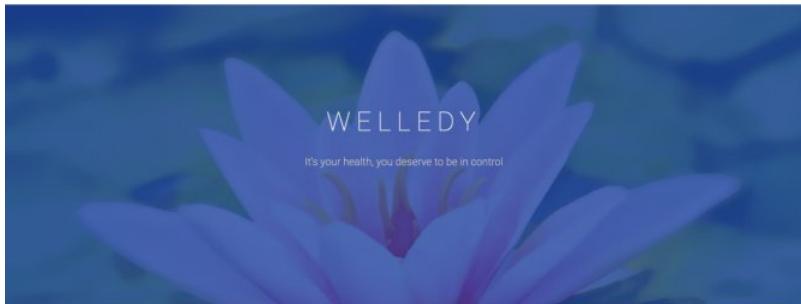
Specifications

Information

Welledy, 2019–2020

Pitch documents

Customer and partner pitch documents, providing Welledy's mission, vision, methodology and offer.



Health. Wellness. Healing.

Welleyd empowers you to take care of your health in a holistic way. Engage, learn and have healthcare solutions at your fingertips through evidence-based, curated information, by top health and wellness professionals.

Your Health, Your Way, Effectively, Naturally.

Welleyd presents: the Joshi MAP Classification System

Watch an interview with Dr. Bhawisha Joshi, read more about what the Joshis do, discover the origins of their philosophy and find out how you can integrate this system into your practice. Videos for purchase coming soon!

[DISCOVER THE MAP SYSTEM](#)

Joshi Seminar [Blog](#) [Contact](#)

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HOMEOPATHIC PATTERNS

An Introduction to the Joshi's Map - Classifying Minerals, Animals, and Plants with the Periodic table

Learn the Joshi's MAP Classification System

Joshis' MAP and system Classifying Mineral, Animal & Plant remedies on the periodic table for easy prescribing.

VIDEO RECORDINGS COMING SOON

VIDEO RECORDINGS AVAILABLE SOON

For Specifications

Welleyd, 2019–2020 Website

Information

Initial Welleyd website with landing page for an important online course.

Introducing the Joshis MAP system

Classifying mineral, animal and plant remedies on the periodic table, for easy prescribing

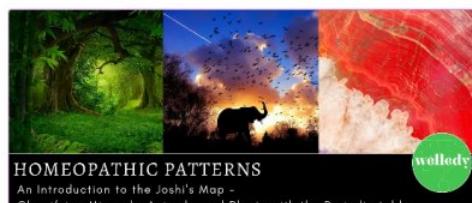


Get inspired! Catapult your practice to the next level with a powerful tool that you can apply to all your cases seamlessly

Homeopathic methodology has been blessed by the brilliant minds of masters over time who have recognized remedy patterns within scientific classification and natural behaviour. For the practitioner, this has meant studying and perfecting their knowledge of several different systems, which are then assimilated into practice.

What if there was one System that could unify much of this knowledge into a single MAP that provides an understanding of plants, minerals, animals, imponderables and nosodes? Drs. Bhawisha and Shachindra Joshi (commonly known as the Joshis) have developed a System that brings all our remedies under a single MAP with easy case taking methodology to clarify a patient's state for successful prescribing. This System helps a practitioner identify a remedy and its counterpart in a different kingdom that will ultimately facilitate clearer remedy selection for the best patient outcome.

This course is Approved by ACHENA for 10 hours of continuing education credits. This course also qualifies for continuing education credits with the CHO.



HOMEOPATHIC PATTERNS

An Introduction to the Joshi's Map - Classifying Minerals, Animals, and Plants with the Periodic table

Learn the Joshi's MAP Classification System

Joshis' MAP and system Classifying Mineral, Animal & Plant remedies on the periodic table for easy prescribing.

VIDEO RECORDINGS COMING SOON

VIDEO RECORDINGS AVAILABLE SOON

OUR PARTNERS



WHAT YOU WILL LEARN



THE MAP SYSTEM

A clear roadmap and detailed insight into Joshis' MAP and System



LEVELS OF DEVELOPMENT

An understanding of the seven levels of human development, how to identify them in patients and how to use the MAP System to facilitate remedy selection (and have alternate options for each of your patients)



CASE-TAKING

Case-taking technique (complete logical understanding with case examples) that creates a positive patient outcome



ANIMAL REMEDIES

A deep dive into animal remedies from various sub-kingdoms and levels: vertebrates, mammals, birds, reptiles and invertebrates that will provide insight into subgroups



CLASSICAL HOMEOPATHY

Using classical homeopathy to implement the Joshis' MAP System



ENRICHED HOMEOPATHIC TOOLKIT

A System that smoothly integrates into your homeopathic toolkit

A FILM BY ANANDA MORE

MAGIC PILLS

[PayPal Buy Now](#)**Price: \$4.99 USD**

THIS GIVES YOU ACCESS TO THE FILM WITH UNLIMITED VIEWS FOR 96 HOURS FROM TIME OF PURCHASE | HD | 87 MINUTES

The controversy surrounding homeopathy is rapidly escalating. Is homeopathy a miracle medicine that can save lives, or is it one of the greatest and most elaborate frauds known to man? Magic Pills examines real life stories and the scientific evidence. As governments worldwide are seeking to limit access to homeopathy and other natural therapies, this film is an urgent wake-up call.



About the movie

Homeopathic medicine is one of the most widely used forms of alternative medicine on the planet but, despite its popularity, it has come under a great deal of scrutiny in recent years and is now a favorite target for skeptics and debunkers. The controversy surrounding homeopathic medicine is founded in the belief that something so highly diluted cannot work without violating the laws of chemistry. Magic Pills challenges viewers to decide for themselves by presenting new scientific discoveries, and real world successes that challenge these assumptions.

Many medical journals refuse to publish positive studies due to systemic bias, and the media can distort the truth by omitting information. The stakes are immense, if homeopathy works it could transform the medical system, and provide safe, affordable, and effective medicine. Is the truth being buried?

Journey with Ananda to Tanzania, where for the past 25 years a husband-and-wife duo of homeopathic doctors are using their skills to help thousands of HIV/AIDS patients in the most remote regions of the country. To Cuba, where she was the only person from outside the country given permission to tell the story of how homeopathic medicine given to millions of people stopped an epidemic in just a few weeks. To Kolkata, India, where the Banerji Clinic is having unparalleled success treating otherwise incurable brain tumors and other forms of cancer. To Mumbai, India where an MIT trained chemical engineer has discovered nanoparticles in the most dilute medicines. And finally to Switzerland, where a government-commissioned study led to the public health-insurance program covering homeopathy.

[LEARN MORE ABOUT THE FILM >](#)

Order Magic Pills DVD



MAGIC PILLS

PROMISE OR PLACEBO?

Magic Pills is now available on DVD for worldwide shipping (some countries are not available). \$19.95 per DVD. Prices don't include shipping.

Orders within the US will take 1-2 weeks. Expect international orders (including Mexico and Canada) to take longer, depending on local customs processing.

Special Bulk Discount!

Share with your friends, family, medical professionals, patients, and local legislators. Choose the number of DVDs in the cart and the price will adjust accordingly.

1 DVD	10 DVDs	20 DVDs
\$19.95	\$149.50	\$199.50
BUY 1 DVD	BUY 10 DVDS	BUY 20 DVDS

DIRECTOR	ANANDA MORE
STUDIO	PHOSPHORUS FILMS
PRODUCER	PHOSPHORUS FILMS
GENRE	DOCUMENTARY
RATED	PG
REGION	NOT REGION RESTRICTED AND WILL PLAY IN ALL REGIONS
CODED	
RUN TIME	87 MINUTES
DISC	DVD
RELEASE DATE	2017

Your Cart

	Magic Pills DVD	\$19.95
<input type="button" value="+"/>	1	<input type="button" value="-"/>
Shipping Options		
First name	Last name	Shipping
<input type="text"/>	<input type="text"/>	\$0.00
Email		Please ensure your shipping information is entered correctly. As the system is automated we are not responsible for delivery problems due to incorrectly entered information.
Address (line 1)		
Address (line 2)		
City		
Country		
<input type="button" value="GET SHIPPING COST"/>		
TOTAL		\$19.95

What people are saying



Jan Scholten
OJURE

Magic pills is for everyone who is wondering how homeopathy can survive in societies that are so hostile to



Leslie Manookian
Producer, *The Greater Good*

Homeopathy is a magical medicine and Magic Pills is a timely, important, and beautiful film about this



Dr. Jennifer Jacobs MD
University of Washington

A brilliant film that not only demonstrates the successes of homeopathy but also takes a deep dive into the

For

Specifications

Magic Pills, 2020–2021

Website

Information

Website for promoting and streaming the eponymous movie—Magic Pills—including DVD and merchandise sales, events and conferences.

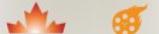
A FILM BY ANANDA MORE

MAGIC PILLS

Homeopathy, Promise or Placebo?



PHOSPHORUS FILMS PRESENTS A FILM BY ANANDA MORE "MAGIC PILLS" EDITED BY EUGENE WEIS MUSIC BY PATRIC CAIRO
WRITTEN BY FERNANDA ROSSI AND ANANDA MORE CINEMATOGRAPHY BY MARIE DIETLIN ICAL HECHT PETER G. REYNOLDS
EXECUTIVE PRODUCER AVI FEDERGREEN ANANDA MORE PRODUCED BY ANANDA MORE DIRECTED BY ANANDA MORE



A FILM BY ANANDA MORE

MAGIC PILLS

Homeopathy, Promise or Placebo?



MAGIC PILLS

HOMEOPATHY
Promise or Placebo?



For

Magic Pills, 2019

Specifications

Poster, postcard, iTunes and Amazon Prime banners

Information

Marketing assets for the movie: printable poster and postcard, banners for display on iTunes and Amazon Prime movie streaming sites.

MADE IN BUENOS AIRES

BY TANGUEDAD Y BIANCA VRCAN

Made in Buenos Aires is a remake album of the 12 original songs composed by Bianca Vrcan. The album was originally called *Tango for London*, and was first recorded in London by quarteto Tanguedad in 2013. Tanguedad is now a sexteto, with the amazing Pablo Valle as musical director, based in Buenos Aires.

[✉ Contact](#)

✉ f



ABOUT THE MAKING OF MADE IN BUENOS AIRES

The idea of creating a whole album came about spontaneously, while contemplating the idea of starting to compose some Tangos. I usually come up with these ideas impulsively.

To give myself plenty of challenge (which I love), I knew that composing a song or two would not give me the same drive, or opportunity to explore the composition process in the same way, as working towards an album would.

The influences on the album are not restricted to Tango, or purposely trying to be different either. This is just to say that they represent me and my time. I did not try to copy something that was made 100 years ago, or to be one hundred percent traditional, as it would be clear that it would be just a copy. Neither was I trying to be modern, and follow the more modern bands, as I don't want to be classified as a purely modern composer, and placed in the same bracket. I think I made music that bridges many styles, and that is what makes it interesting.

You will find that there are three milongas on this album that are quite traditional, which is because of restrictions in the rhythm that defines a milonga. Then, there are two valses; they are also restricted by their rhythm. When it comes to Tango, though, that is a wild beast that you have to grab by its horns, and it is not easy. I have described each song's birth in brief, how and why it came about, to shed some light on the process, and help the listener who wants to know more, enjoying it in that new light.

THE STORY BEHIND THE SONGS

Tango for London

This was the first tango I composed, and it had to be the one called *Tango for London*, as it does have that sound of London. It's surprising, strong, proud, with a lot of drama achieved by strong accents mixed with silences which the author loves in music and dance, and which feature very strongly in this highly expressive and danceable piece.

5-4

After I composed this Tango, I realised that the introduction was in $\frac{5}{4}$ time signature, hence the name. For a while I couldn't decide if to transform it to $\frac{4}{4}$ or leave it like that and in the end, after a lot of debating I decided to leave it in that original form.

Jazzeango

When this tune came to me, I felt it wanted to be a jazzy tango. To make the tune more interesting I invited a jazz musician to improvise on the top of the tune. Then, in editing fase I selected the parts I liked the most. In the first version of Jazzeango, the guest instrument was a trumpet, while in the new version it is a saxophone.



Image by Sasha Leech



Image by Sasha Leech

Carmen

This fun milonga was dedicated to a close friend, and tangera, whose personality is quite colourful, charismatic, and attention-seeking.

Milonga Arabe

In the process of composing this fun milonga I realised it sounded slightly exotic in a few places which inspired the title.

Milonguita tranquila

The name is only referring to the coolness and laid back-ness of this milonguita, and not its pace, which in fact is not slow at all!

Invierno

This is a song that started with lyrics written by a prolific songwriter, singer and guitarist, Oscar Acebras. Amazed at Oscar's ability to spontaneously recite improvised poetry at any time, on one occasion that he gave me a beautiful piropo on a dancefloor, I asked him to write me a song as I was in the process of composing. He wrote 'Invierno' the same evening, reflecting how he was feeling at the time (this winter evening in the south of London where he lived).

Vals para Sacha

This song was dedicated to someone special.

Vals Gitano

I composed this vals, inspired by the nostalgia of East European Gypsy music.

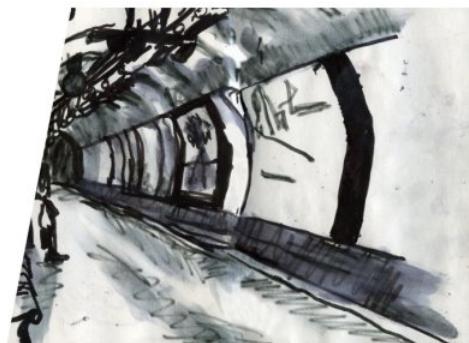


Image by Sasha Leech

ABOUT TANGUEDAD

Bianca Vrcan

TANGO ARTIST: COMPOSER, DANCER, TEACHER, DJ, CHOREOGRAPHER

Bianca is a versatile artist with a need to constantly express her art through different artistic media. As a musician, she enjoys playing piano, and in 2010, while studying Tango technique for piano with amazing pianist Pablo Cittarella, inspired by Pablo, she impulsively decided to start composing. Three years later she formed quarteto Tanguedad and recorded and launched her first Tango album *Tango for London* in London, with a great success. However, she always wanted to record it again in Buenos Aires. The album (under a different name) will be launched in April 2020 in Buenos Aires. Please follow [Tanguedad on Facebook](#) for details.



Pablo Valle

PIANO, DIRECTOR, MUSICAL ARRANGER

Pablo Valle is a musical genius of our time, with the incredible ability to play accurately in the style of any important Tango orchestra (preferring Biagi) and to write the most exciting variations as an arranger. I feel super proud and privileged to work on this album with Pablo!



Horacio Romo

FIRST BANDONEON

They call him *Messi del bandoneon*. What more is there to be said? You can admire his whole incredible musical trajectory [here](#) but let's mention just one cool fact: since 2005 Romo is also first bandoneon and director of Sexteto Mayor! And if you don't know who they are, you'd better check!



Oscar Yemha

SECOND BANDONEON

For

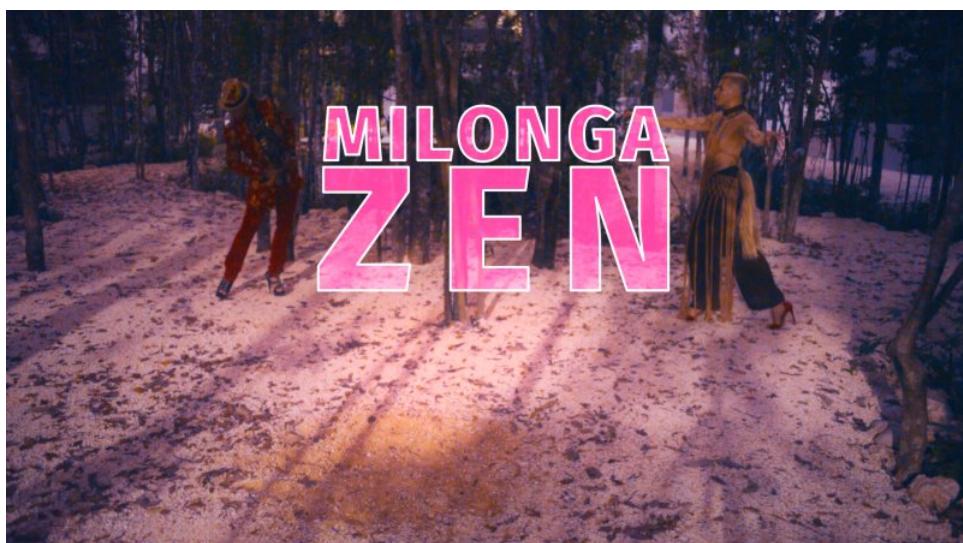
Tanguedad, 2019

Specifications

Web site

Information

Simple one page website for a tango band, featuring the new album, its background story, songs and members.



For Specifications

Milonga ZEN, 2021–2022 Promotional event social media videos, banners and flyers

Information

Extremely eye-catching promotions for a series of social dance events, primarily in the form of videos, as well as social media banners and print flyers.

**HELP
SAVE HOMEOPATHY & HERBAL MEDICINE**

THE NHS IS DEEP INTO A CONSULTATION AIMING TO ABOLISH PRESCRIPTIONS OF HOMEOPATHIC AND HERBAL MEDICINES

Act before it affects your choice of all of Complementary and Alternative Medicines

ACT NOW.

The consultation process ends on the 21st October. Act before it's too late to save Homeopathy and Complementary Medicine on **your NHS**

WHAT YOU CAN DO

- 1 Complete the consultation document
- 2 Sign the petition
- 3 Write to your MP
- 4 Help spread the word: share this with your friends

HOMEOPATHY WORKS.

CAM can reduce NHS prescribing costs of **£9.2 bn**

70% of patients reported positive health changes following homeopathic treatment

Bullying tactics a small group of activists is campaigning to deprive you of choice in NHS treatments

The thin end of the wedge once NHS services disappear, they're gone for good

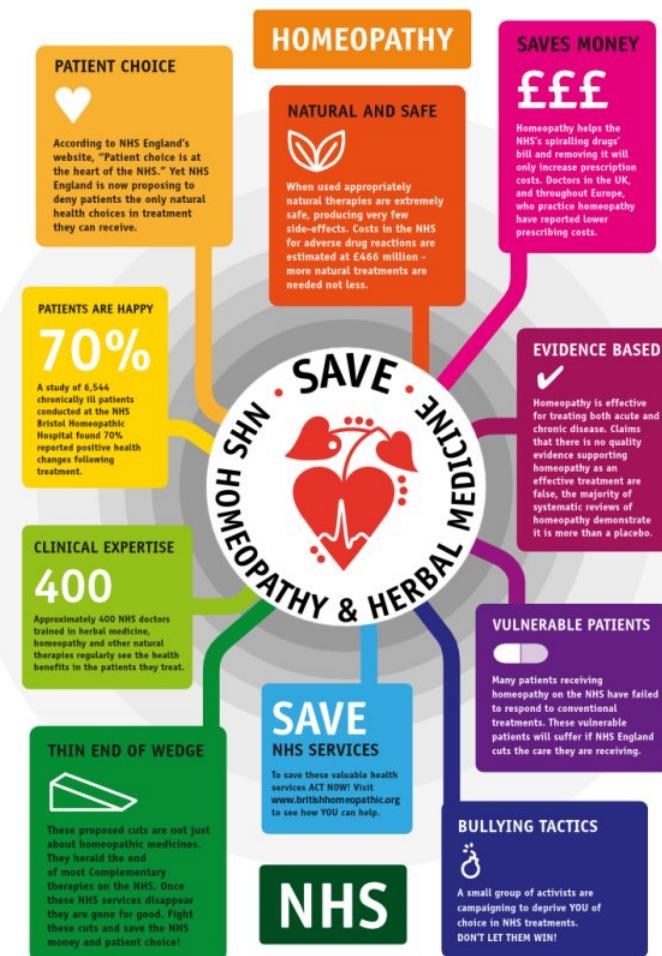
Homeopathy gives you a safe and natural choice

READ MORE

WITH YOUR HELP **WE WILL SAVE CAM**

THANK YOU

BRITISH HOMEOPATHIC ASSOCIATION
CAN Mezzanine · 49-51 East Road · London · N1 6AH
020 36405903 · www.britishhomeopathic.org
Registered charity number 235900



For

British
Homeopathic
Association, 2017

Specifications

Website infographic,
Print document A4,
web banner Calls to Action

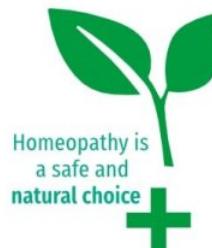
Information

Strong and disharmonious infographic and print document designed as a call to action in light of an important consultation launched by the National Health Service of England.

HOMEOPATHY WORKS.

CAM can reduce NHS prescribing costs of £9.2 bn

70% of patients reported positive health changes following homeopathic treatment



Homeopathy is a safe and natural choice

The thin end of the wedge once NHS services disappear, they're gone for good

WITH YOUR HELP



WE WILL SAVE CAM

ACT NOW.

1 Complete the consultation document

2 Sign the petition

3 Write to your MP

4 Spread the word share with your friends

Act now, go to: goo.gl/yJqYhN



WHISKY GALORE!

2nd November 2017, 6–8:30pm



Support the BHA's homeopathy clinics. Join us at the exclusive Caledonian Club, London, to taste Scotland's greatest export.

Tasting provided by the Scotch Malt Whisky Society.

Organised by the British Homeopathic Association

Tickets £75 (non-drinkers £45), to book and for more information • 020 3640 5903

info@britishhomeopathic.org
www.britishhomeopathic.org

10k 4 BHA

FUNDRAISING

Will you join us?

10k 4 BHA is our new ongoing challenge. Please join us and pledge to do ten thousand of your chosen activity, or support our existing initiatives aiming to do so.



For

British Homeopathic Association, 2017–2019

Specifications

Campaign logo, Website Callsto Action banners

Information

Range of website and social media campaign content, encompassing call to action banners for a long-running judicial challenge to the National Health Service, and for two fundraising events.

The 10k 4 BHA event involved a logo design, dedicated to this fundraising activity, aimed at getting people to commit to a month-long activity.



For

British
Homeopathic
Association, 2018

Specifications

Fundraising campaign logo

Information

Dedicated logo development for fundraising event. The 10k 4 BHA was a fundraising month, asking for people to fundraise by pledging to do 10,000 of an activity of their choice, every day for an entire month: 10 kilometres, 10,000 steps, etc.

This flexibility is reinforced by the modern and active logo, showing cycling, running and swimming as example activities one could engage in, inside a modern and dynamic use of forward-leaning vertical bars spelling out the charity's initials: BHA.

Welcome to Paris Tango

WE ORGANISE ARGENTINE TANGO EVENTS, FESTIVALS, CLASSES AND WORKSHOPS IN THE UK AND TANGO HOLIDAYS IN FRANCE

Events →

History
ABOUT BRIGITTE

Events
OUR UPCOMING AND PAST EVENTS

Photo Galleries

Browse through photo galleries of my past events, festivals and championships; see with whom I've worked over the years, my tango friends and holidays.

Events and Festivals
EVENTS, FESTIVALS AND CHAMPIONSHIPS

Friends
SOME OF MY DEAREST TANGO FRIENDS

Tango Holidays
HOLIDAYS ORGANISED BY PARIS TANGO: PARIS, CHATEAU JUVENAT, AVIGNON

Paris Tango

Tango with Brigitte is based in London, UK. Best known for the sumptuous Fire & Flame Ball in London and Chateau tango holidays in France, we organise Argentine tango events, festivals, classes and workshops in the UK, and tango holidays in France. We represent internationally renowned artists and host in the UK carefully selected Argentine tango teachers and musicians. We offer private tuition for beginners and all levels of dance at our venue in South Hampstead. We will help you find the most suitable classes and teachers to suit your needs. Private parties and functions: Performances, introduction to tango, first steps and demonstrations. Weddings: Learn to dance for your big day and open the ball in style. If you are a visitor we will inform you where to dance in the UK and in France during your visit. We can also help you find suitable accommodation.

NAME / NOM

TELEPHONE NUMBER

EMAIL

MESSAGE

Email
brigitte@paris-tango.co.uk

Phone
+44 (0) 7818 808 711

For

Paris Tango, 2019

Specifications

Web site

Information

Colourful website for a tango organiser. Heavy on photography.

Rojo y Negro

Tango Calendar

- [Home](#)
- [About us](#)
- [Classes](#)
- [Private lessons](#)
- [Calendar](#)
- [Gallery](#)
- [Boutique](#)
- [Contact us](#)

May 2019

Friday 3rd–Wednesday 8th May 2019

BERLIN CALLING

Long tango weekend in Berlin with Bianca and Sacha

The weekend includes workshops, visits to milongas, socialising, dining and dancing with dancers from the Berlin community. Bianca and Sacha will be performing at a popular milonga. Accommodation will be organised for you, transport by you.

Please email for more information: [info @ rojonynegroclub.com](mailto:info@rojonynegroclub.com).

[Contact us for more information](#)

Thursday 23rd–Tuesday 28th May 2019

TANGO AND LIFE COACHING TANGO WEEKEND

Long tango weekend in Agadir, Morocco with Bianca and Dr Adriana Candeias

The weekend includes tango workshops, yoga, life coaching, surfing, dining and dancing with dancers from the local community.

June 2019

Wednesday, 19th–Monday, 24th June 2019

TANGO HOLIDAY IN SPAIN

Unmissable tango retreat at the beginning of summer

For the fifth year, we are proud to be part of a wonderful team of teachers from popular European schools, together hosting this amazing event, in an enchanting location, on the beach, in northern Spain. Plus, 2019 will be the 10th year of the holiday, so the party will be even bigger!

Over the five days, you have access to two Tango workshops each day, an open-air milonga at dusk, and an evening milonga every night from 11pm until the last person goes to sleep!

Over the years we and our students have had a great time, with many joining us. We invite you to join us again in 2019—you will love it!

To enquire about more information and to book, please contact us, in the meantime please reserve these dates.

For

Rojo y Negro Club
tango school, 2015–2019

Specifications

Web site

Information

Art deco inspired web site for a tango school.
Heavy on photography.



For Specifications

Rojo y Negro, 2016–2018 Promotional event social media banners and flyers

Information

Promotions for a range of workshops and events, in the form of website and social media banners, as well as print flyers.



For Specifications Information

TangoRojo festival,
2010 Flyer
A5

Very strong image and colours for the second festival. Inspired by De Stijl, at A5 this flyer had to quickly attract attention and get all festival information across.

TANGOROJO 

festival of Tango arts & passion

12th–16th May 2010

ANIBAL LAUTARO & VALERIA MASSIDE 

ROJER & CRISTINA ZALAZAR 

Organised by **Rojo y Negro**

LIVE MUSIC 

Mazaika
Evva Mizerska / Juan Maria Solare
Irena Preda with Del Plata / Carla Ruaro
Tango Amoratado

ART 

ISABEL CARAFÍ

FILM SCREENINGS 

La Apertura
Valentina's Tango
En Tus Brazos
For a Tango
Tango Bar
Café de los Maestros

t 020 8520 2726
m 07748 648 322
e info@tangorojo.eu
tangorojo.eu

For

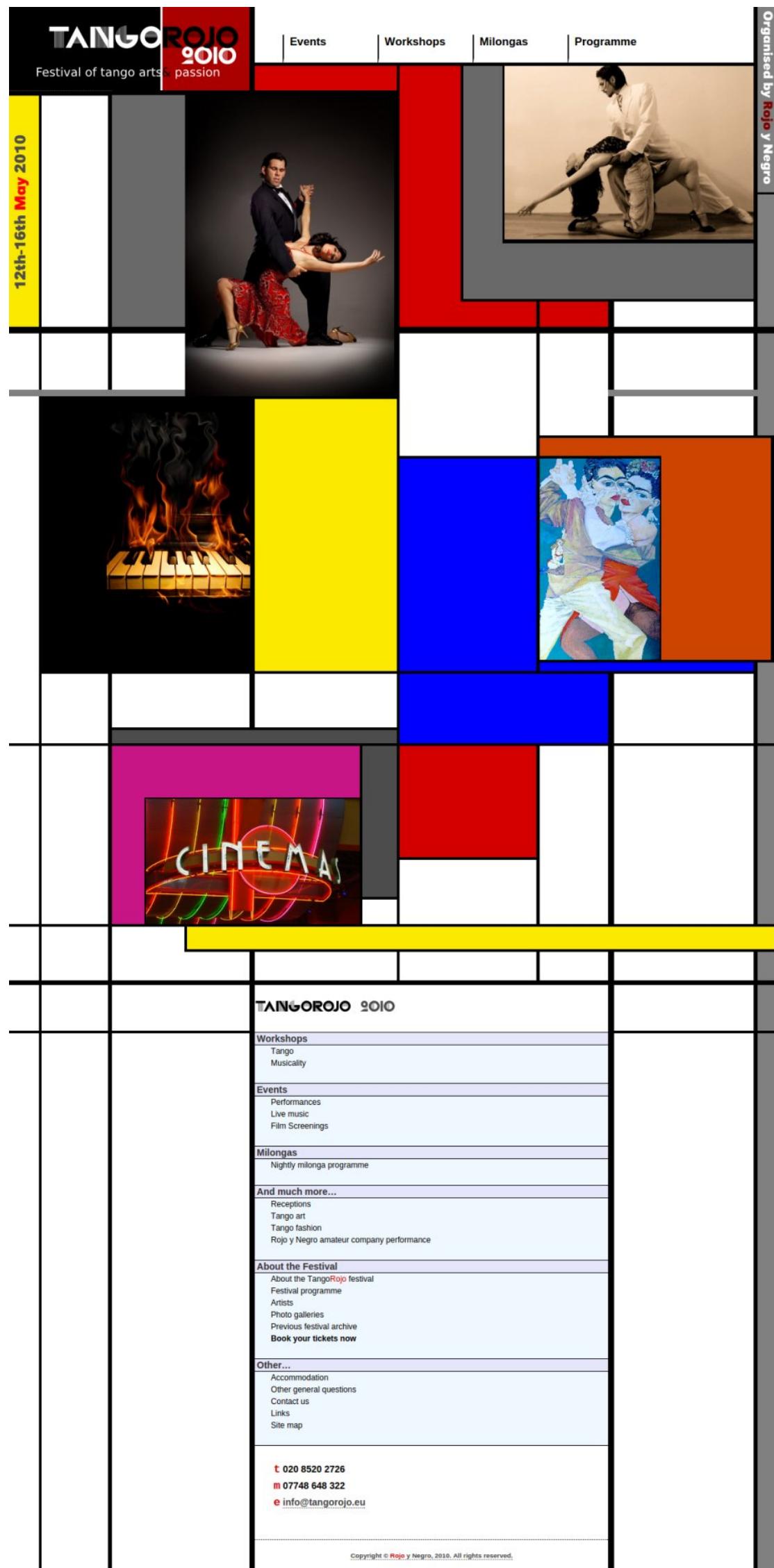
Specifications

Information

TangoRojo festival,
2010

Poster
A2

Complementing the A6 flyer, this is an on-location A2 poster, aimed at grabbing attention from thirty metres away.



For Specifications Information

TangoRojo festival,
2010

Web site

Designed inspired by De Stijl, Piet Mondrian in particular. Many elements are crafted to behave in a continuation of the style: photos reveal hidden labels when hovered over; squares and rectangles form usable and visual components throughout the site.

tango rojo
2011

3rd FESTIVAL YEAR
18th-22nd May 2011—London

tango rojo 2011

festival of Tango arts and passion

20+ artists.
7 Tango workshops.
5 days & 5 milongas until late.
4 evenings of live music.
3 film screenings.
1 unique Tango cabaret.

ONE UNMISSABLE TANGO FESTIVAL

t 020 8520 2726
m 07748 648 322
e info@tangorojo.eu
w www.tangorojo.eu

Latvian House · 72 Queensborough Terrace · London · W2 3SH **Venue**

For

TangoRojo festival,
2011

Specifications

Poster
A2

Information

Complementing the A5 flyer, this is an on-location A2 poster, aimed at grabbing attention from thirty metres away.

TANGO ROJO
17-20 MAY
TANGO 12
festival of tango arts
LON DON

tangoRojo festival-a unique
celebration of tango arts

www.tangoRojo.eu

17-20TH MAY 2012 · LONDON

info@tango
rojo.eu
contact.
+44 (0)20
8520 2726

SCHEDULE IN BRIEF

THURSDAY 17th May (LH)
7:00-8:00PM Workshop 1
8:15-9:30PM Workshop 2
9:30-1:00AM Milonga Pasional

FRIDAY 18th May (BH)
6:00-7:30PM Workshop 3
7:45-9:15PM Workshop 4
9:30-3:00AM Milonga Celestial

SATURDAY 19th May (BH)
12:30-2:00PM Workshop 5
2:15-3:45PM Workshop 6
4:00-6:00PM Tango Sensorial *
6:15-7:45PM Tanguero *
8:00-9:30PM Tango cabaret *
9:30-3:00AM Milonga Sentimental

SUNDAY 20th May (LH)
2:00-3:30PM Workshop 7
3:45-5:15PM Workshop 8
5:00-9:00PM Beginner intensive *
5:30-7:00PM Workshop 9
7:15-8:45PM Workshop 10
9:30-1:00AM Milonga Final

VENUES
(BH) Bloomsbury House
2-3 Bloomsbury Square
London WC1A 2RL
(LH) Latvian House
72 Queensborough Terrace
London W2 3SH

For more information, to book your tickets and to join our mailing list, please visit www.tangoRojo.eu

(* Events marked with an asterisk are suitable for all)



For Specifications Information

TangoRojo festival,
2012

Flyer
A5

Unique style drawing on the number four, signifying the fourth festival year.

Colour palette builds on Pantone's colour of the year: Tangerine Tango.



For

TangoRojo festival,
2012

Specifications

Poster
A2

Information

Complementing the A6 flyer, this is an on-location A2 poster, aimed at grabbing attention from thirty metres away.

info@
tango
rojo.eu
contact
+44 (0)20
8520
2726



ABOUT
SCHEDULE
BOOKINGS
ARTISTS
VENUES
CONTACT



TANGO SCROLL

TangoRojo 2013

Thursday 16th–Sunday 19th
May, 2013

TangoRojo is a tango festival with a difference—it's a showcase of absolute **tango artistry**. Every year we bring you unique and spectacular tango artists; they come from diverse backgrounds, excel at new and unusual techniques in tango as a dance form and tango as an art, as a form of expression.

There isn't a festival like it anywhere in the UK, and that's a promise!

We're preparing for the fifth year. It's a large festival, takes a lot of careful planning to get it just right for the four days, and nights, in May. We promise to keep the site updated, but if you'd like us to let you know when it's ready, please [sign up to our mailing list](#), and you'll receive the news, discreetly, directly in your email inbox.

In the meantime, feel free to look around this site to get a feel for the size and style of our last festival-2012.

Latest News



ANNOUNCING THE FOURTH FESTIVAL YEAR: TANGOROJO 2012

We're back again! Welcome to our fourth year, our fourth celebration of tango arts and artists.

For three years, we've opened our doors to a variety of artists and acts; we've had several styles of tango taught and performed, such as the *Villa Urquiza* style, beloved by so many; tango fusions with contemporary dance, belly-dance and ballet, acrobatic tango with circus skills (with swords and fire!); improvised tango theatre, where even the actors don't know the play, where the story is 'written' as it unfolds; dance painters, unusual musicians, tango fashion designers and much, *much* more...



For

Specifications

Information

TangoRojo festival,
2012

Web site

The web site built on the colour and theme designed for the fourth year of the festival.

Tangerine orange is explored in much more detail here, with the entire colour theme building on a monochromatic exploration of many of the colour's hues.



SCHEDULE IN BRIEF

THURSDAY 16TH @ LH	
7:00–8:00PM	W1 MUSICALITY
8:00–9:00PM	W2 SPECIAL WORKSHOP I
9:30PM–12:00AM	MILONGA PASIONAL
BV AG	
FRIDAY 17TH @ BH	
6:00–8:00PM	W3 SPECIAL WORKSHOP II
8:00–9:30PM	W4 TANGO SALON
9:30PM–3:00AM	MILONGA CELESTIAL
AG PA	
SATURDAY 18TH @ BH	
12:00–1:30PM	W5 VALS
1:30PM–3:00PM	W6 MILONGA
3:00PM–5:00PM	W7 SPECIAL WORKSHOP III
5:00–6:30PM	W8 TANGO SALON
6:30–8:00PM	W9 TANGO MILONGUERO
8:00–9:30PM	W10 TANGO SALON
9:30PM–3:00AM	MILONGA SENTIMENTAL
AV PA	
SUNDAY 19TH @ LH	
12:00–2:00PM	W11 SPECIAL WORKSHOP IV
2:00–3:30PM	W12 MILONGA
3:30–5:00PM	W13 TANGO
5:00–6:00PM	LATE LUNCH AND PRACTICA
6:00–7:30PM	W14 TANGO SALON
7:30–9:00PM	W15 TANGO MILONGUERO
9:00PM–12:00AM	MILONGA ADIOS
PA PA	

For details about the workshops and a programme of each milonga, as well as bookings, please visit our festival website, and, for regular updates, our festival facebook page.

TANGOROJO is a unique festival exploring the richness, variety and depth of Tango artistry.

FEATURING
PIBE AVELLANEDA [PA]
ANIBAL LAUTARO AND VALERIA MASIDE [AV]
ALBERTO GOLDBERG [AG]

MUSICIANS
Orchestra TANGUEDAD
CORINA PIATTI
ANDREW RYSER

DJS
ALBERTO ORTIZ, DIEGO DOIGNEAU, KIRSTY BENNETT, TONY WALKER

ALSO
DEBORAH ESSES painter
TANGOMODE fashion exhibiting only Fri & Sat

VENUES
Friday/Saturday [BH] Bloomsbury House 2–3 Bloomsbury Square London WC1A 2RL

Thursday/Sunday [LH] Latvian House 72 Queensborough Terr. London W2 3SH

tangorojo.eu
facebook.com/TangoRojoFestival



For

TangoRojo festival,
2013

Specifications

Flyer
A5

Information

Unique style drawing five, signifying the festival's fifth year, using Penrose tiles, which build a five-lattice shape—a five-pointed star—built up of five diamond shapes.

Colour palette builds on Pantone's colour of the year: Emerald.

TangoRojo festival 5, London

LATEST NEWS

INTRODUCING TANGUEDAD TO YOU...

TANGO ROJO FESTIVAL HIGHLIGHTS: QUARTETO

EVENTS SCHEDULE	
THURSDAY, 16TH MAY LATVIAN HOUSE WORKSHOP 1: MUSICALITY with BIANCA VRCAN 7:00pm to 8:00pm All levels This is an unmissable and essential practical musicality workshop - with some useful print-outs to take home prepared lovingly by Bianca. This will... (click to read more) 	FRIDAY, 17TH MAY BLOOMSBURY HOUSE WORKSHOP 3: SPECIAL WORKSHOP - PART 2 with ALBERTO GOLDBERG 6:00pm to 8:00pm All levels SPECIAL SEMINAR : Initiation into theatrical aspect of TANGO Objectives of this seminar: You will explore the feelings, emotions and stories that... (click to read more)
SATURDAY, 18TH MAY BLOOMSBURY HOUSE WORKSHOP 5: VALS with ANIBAL LAUTARO & VALERIA MASIDE 12:00pm to 1:30pm Intermediate / Advanced : Special awareness of dancing to the 'cadence' of the vals with some beautiful elements for dancing 	SUNDAY, 19TH MAY LATVIAN HOUSE WORKSHOP 11: SPECIAL WORKSHOP - PART 4 with ALBERTO GOLDBERG 12:00pm to 2:00pm All levels SPECIAL SEMINAR : Initiation into theatrical aspect of TANGO Objectives of this seminar: You will explore the feelings, emotions and stories that... (click to read more)
WORKSHOP 2: SPECIAL WORKSHOP - PART 1 with ALBERTO GOLDBERG 8:00pm to 9:30pm All levels SPECIAL SEMINAR : Initiation into theatrical aspect of TANGO. Objectives of this seminar: You will explore the feelings, emotions and stories that... (click to read more) 	WORKSHOP 4: TANGO SALON with ANIBAL LAUTARO & VALERIA MASIDE 6:00pm to 9:30pm All levels Close embrace, breathing into the movement, subtlety of expression in dancing and other important aspects of Tango
MILONGA PASIONAL with CORINA PIATTI TONY WALKER 9:30pm to 12:00am Don't miss the opening	WORKSHOP 6: MILONGA with ANIBAL LAUTARO & VALERIA MASIDE 1:30pm to 3:00pm All levels Technique of milongas and tango, and essential milonga sequences
MILONGA CELESTIAL with LUISA AND MARIANO GAUNA TANGUEDAD ALBERTO ORTIZ SIMON HYDE DEBORAH ESESSE TANGO MODE FASHION 3:00pm to 5:00pm All levels SPECIAL SEMINAR : Initiation into theatrical aspect of TANGO Objectives of this seminar: You will explore the feelings, emotions and stories that... (click to read more) 	WORKSHOP 7: SPECIAL WORKSHOP - PART 3 with ALBERTO GOLDBERG 3:00pm to 5:00pm All levels SPECIAL SEMINAR : Initiation into theatrical aspect of TANGO Objectives of this seminar: You will explore the feelings, emotions and stories that... (click to read more)
	WORKSHOP 8: TANGO MILONGUERO with LUISA AND MARIANO GAUNA 3:30pm to 5:00pm All levels

ALBERTO GOLDBERG

16TH-19TH MAY

Now in our fifth year, TangoRojo is back for 2013 showcasing incredible tango talent and artistry, this year also featuring not only 2 amazing Tango couples but another very special artist and specialist in Tango theatre, Alberto Goldberg!

We are delighted to invite you to join us for four days this May, 16-19th, for a memorable tango feast of watching, listening, learning, meeting new friends.

Argentine tango continues to evolve, and plays a crucial role in our personal lives. This year, we promise to bring you a number of firsts—don't miss out! [Buy your ticket now!](#)

Luisa and Mariano Gauna in Japan 2007

ARTISTS

ANIBAL LAUTARO & VALERIA MASIDE
Their dance style, polished and passionate, conquered in a short time wide audiences in theatres and milongas from Buenos Aires to Moscow.
[\(read more\)](#)

LUISA AND MARIANO GAUNA
TOGETHER, apart from being part of different Tango companies, in 2011 they took the choreographic direction of the company Tango Emotion. Along with their dance career, they devote themselves to teaching, specially in various international festivals in Europe and Buenos Aires.
[\(read more\)](#)

ALBERTO GOLDBERG
Argentine actor and dancer, choreographer and theatre director. Teacher of Tango and of Tango-Theatre. He is a co-organizer of Cambalache Tango-Dance-Theater Festival in Buenos Aires, Argentina, now in its 10th year. He has directed and produced various Tango shows (Match de Improvisación Tango...).
[\(read more\)](#)

BIANCA VRCAN
Bianca is one of the leading teachers, performers and choreographers of Argentine Tango in the UK based in London. Bianca has formally studied dance for five years, and holds a degree in Dance from Middlesex University. Her dance studies include different techniques of Contemporary dance...
[\(read more\)](#)

TANGUEDAD
ABOUT THE NAME...
[\(read more\)](#)

CORINA PIATTI
Singer, songwriter and guitarist, originally from Argentina, Corina's songs have a folk blues sound with a South American flavour. Corina sings in Spanish, Portuguese and English, reflecting the different cultures from which she has taken her musical inspirations. Brazilian bossa novas and...
[\(read more\)](#)

ANDY RYSER
London-born, has played trumpet [mainly jazz] most of his adult life and has only been dancing Argentine Tango for the last 20 years, also teaching it since 1996, mainly at Morley College, London.
As a dancer, he did a lot of street performances at Covent Garden Market for over three years...
[\(read more\)](#)

FESTIVAL VENUES

LATVIAN HOUSE

THURSDAY 16TH + SUNDAY 19TH MAY

BLOOMSBURY HOUSE

FRIDAY 17TH + SATURDAY 18TH MAY

LATVIAN HOUSE
Latvian House
72 Queensborough Terrace
London
W2 3SH
United Kingdom
[\(read more\)](#)

BLOOMSBURY HOUSE
Bloomsbury House
2-3 Bloomsbury Square
London
WC1A 2RL
United Kingdom
[\(read more\)](#)

SOCIALISE WITH US

COPYRIGHT © 2009-2013 ROJO NEGRO. ALL RIGHTS RESERVED.

For Specifications Information

TangoRojo festival,
2013

Web site

The web site builds on the Penrose tiling theme chosen for the fifth year of the festival.

This is a more daring exploration of Emerald and its complementary colours, in a tetradic is explored in much more detail, with the colour theme building on a tetradic scheme.



For

TangoRojo festival,
2009–2013

Specifications

Logo development
Unique annual branding
Eye-catching

Information

Progression of logos designed for each year's TangoRojo festival,
from the first to the fifth year.



For

Rojo y Negro, 2007

Specifications

Flyer
A6

Information

Advertise a one-off event in a stylised London ballroom, decorated with statues of angels on the columns. Logo is inspired by angels' wings, its swirls mimicing intricate decorations on the walls.

Cursive wordmark attempts builds on that theme, while the thin copy typeface brings the feel more into the 20th century—tango's century.



You are invited to dance the night away at the Great Hall, beneath Clerkenwell's Angels. The dress code is Diwali-inspired; red, green and gold.

Workshops:

Beginners introductory workshop: Studio 4
7.00pm-9.00pm

Levels 1-4 (with Marcela & Eduardo): Grand Hall
Tango workshop: 6.00pm-7.30pm
Milonga workshop: 7.30pm-9.00pm

Dancing: 9pm-2.00am

Performance: 11.30pm

Prices:

1 Workshop & Milonga:
£22 in advance, £25 at the door

2 Workshops & Milonga:
£32 in advance, £35 at the door
Milonga only: £15

Book in advance to reserve a table.

For workshop details and on-line bookings, please visit our website.

Guest teachers/performers: Marcela Szurkalo & Eduardo Moyeno · **Guest DJ:** Jenney Surelia

Urdang Academy, Finsbury Town Hall, Rosebery Avenue, London EC1R 4RP

020 8520 2726 · 07748 648 322

www.angelsball.co.uk

For

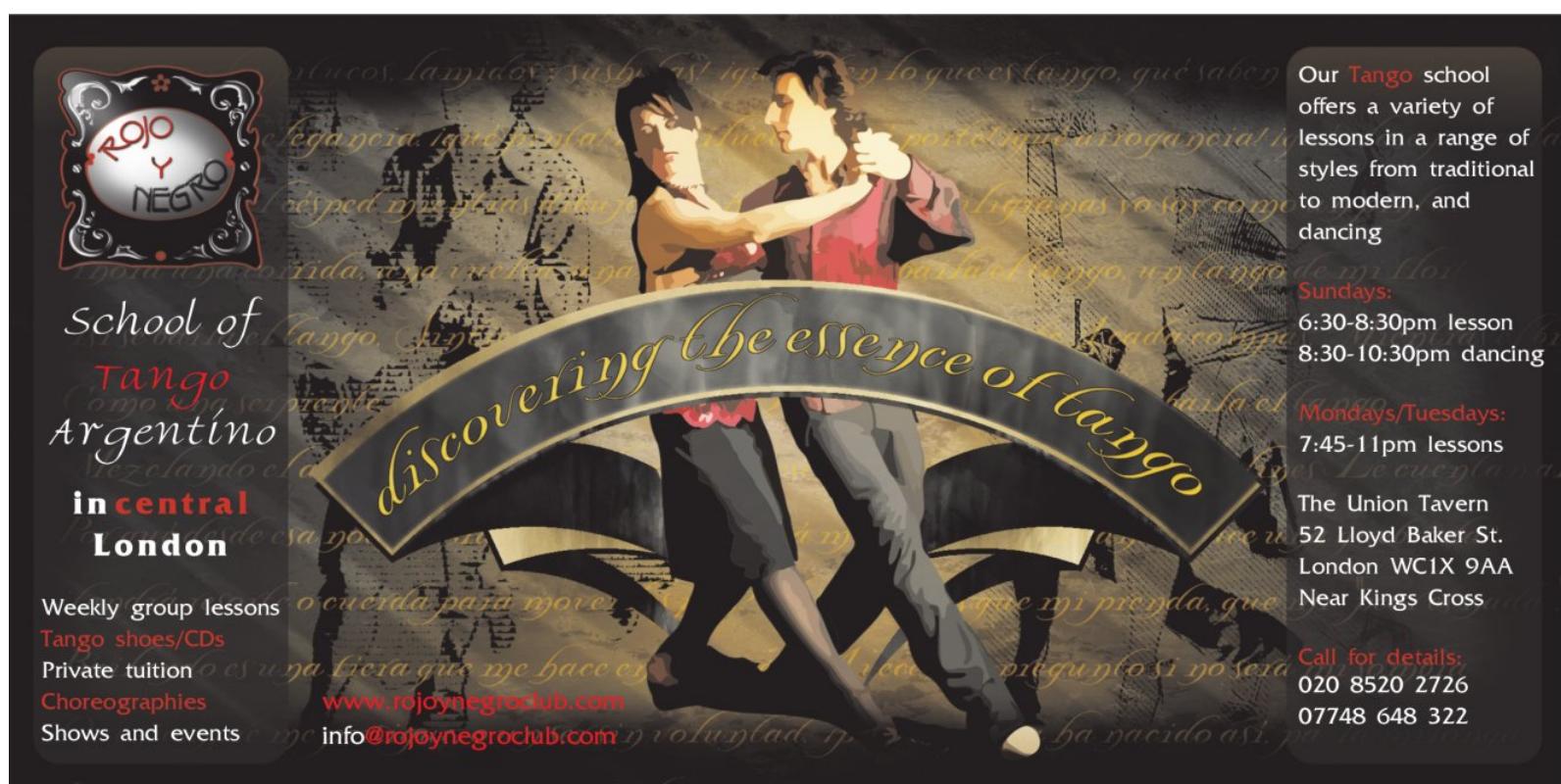
Specifications

Information

Rojo y Negro, 2007

Poster
A3

Complementing the A6 flyer, this is an on-location A2 poster. The brief was specifically to repeat all the event information in one place, without further reference to the web site or flyer.



For

Rojo y Negro, 2006

Specifications

Magazine layout
 Half-page spread

Information

Advertising layout for Sadlers Wells theatre's printed show programme.



For

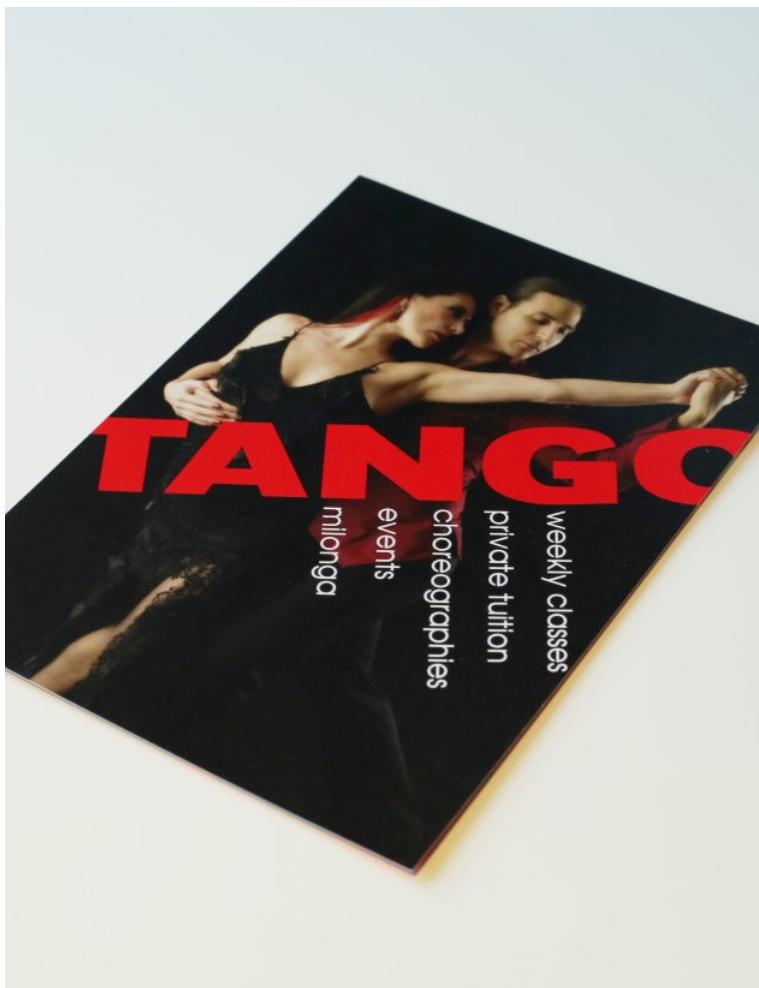
Rojo y Negro, 2010

Specifications

Loyalty card
Business-card size

Information

To ensure students' commitment, and so that they would take them everywhere, this series of two levels of loyalty card will fit in every wallet, each featuring a unique design that easily stands out.



For

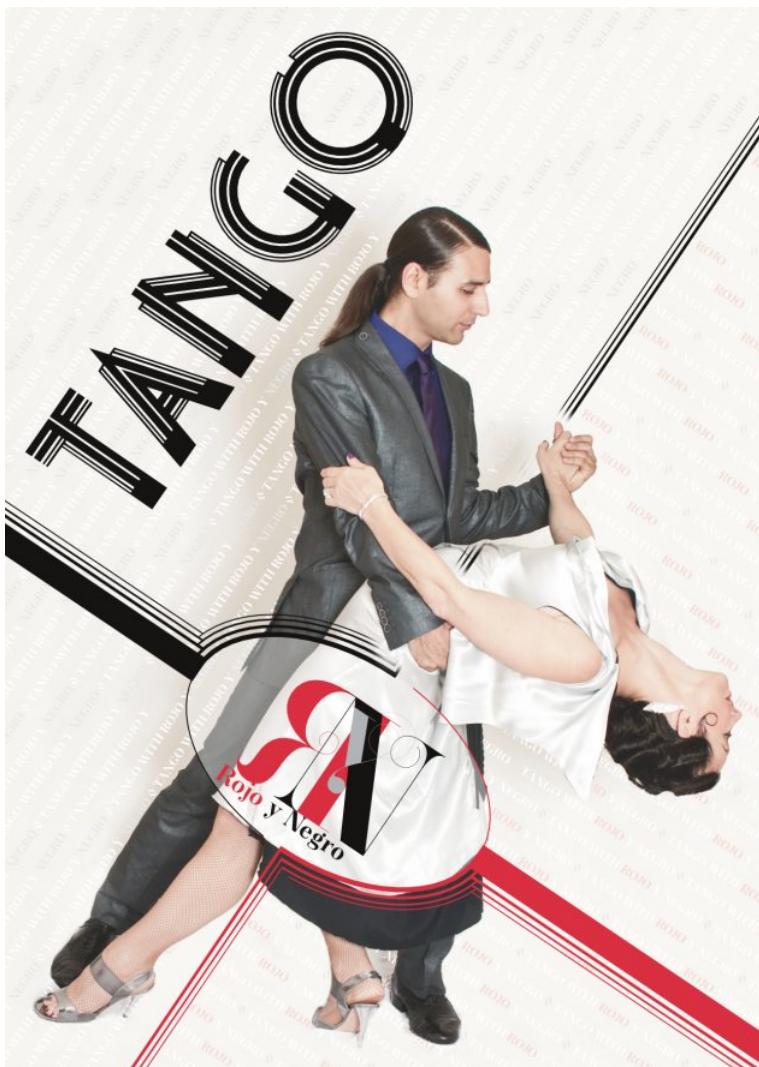
Rojo y Negro

Specifications

Flyer
A6

Information

Strong use of company colours, Grotesq typeface, acute angles, setting up of tension through constant change of copy direction.



TANGO CLASSES

MONDAYS · TUESDAYS · WEDNESDAYS
@ Union Tavern
 Level I 6:30–7:30
 Level 2 (technique) 7:45–8:45
 Level 3 & 4 9:00–10:15

52 Lloyd Baker Street
 London · WC1X 9AA
 TUBE Russell Square,
 Kings Cross, Farringdon, Angel

THURSDAYS
@ Latvian House
 Level I 6:00–7:00
 Level 2 (technique) 7:10–8:10
 Level 3 & 4 8:15–9:30
 Milonga (social dance) 9:30–12:00

72 Queensborough Terrace
 London · W2 3SH
 TUBE Queensway, Bayswater

WWW.ROJOYNEGROCLUB.COM

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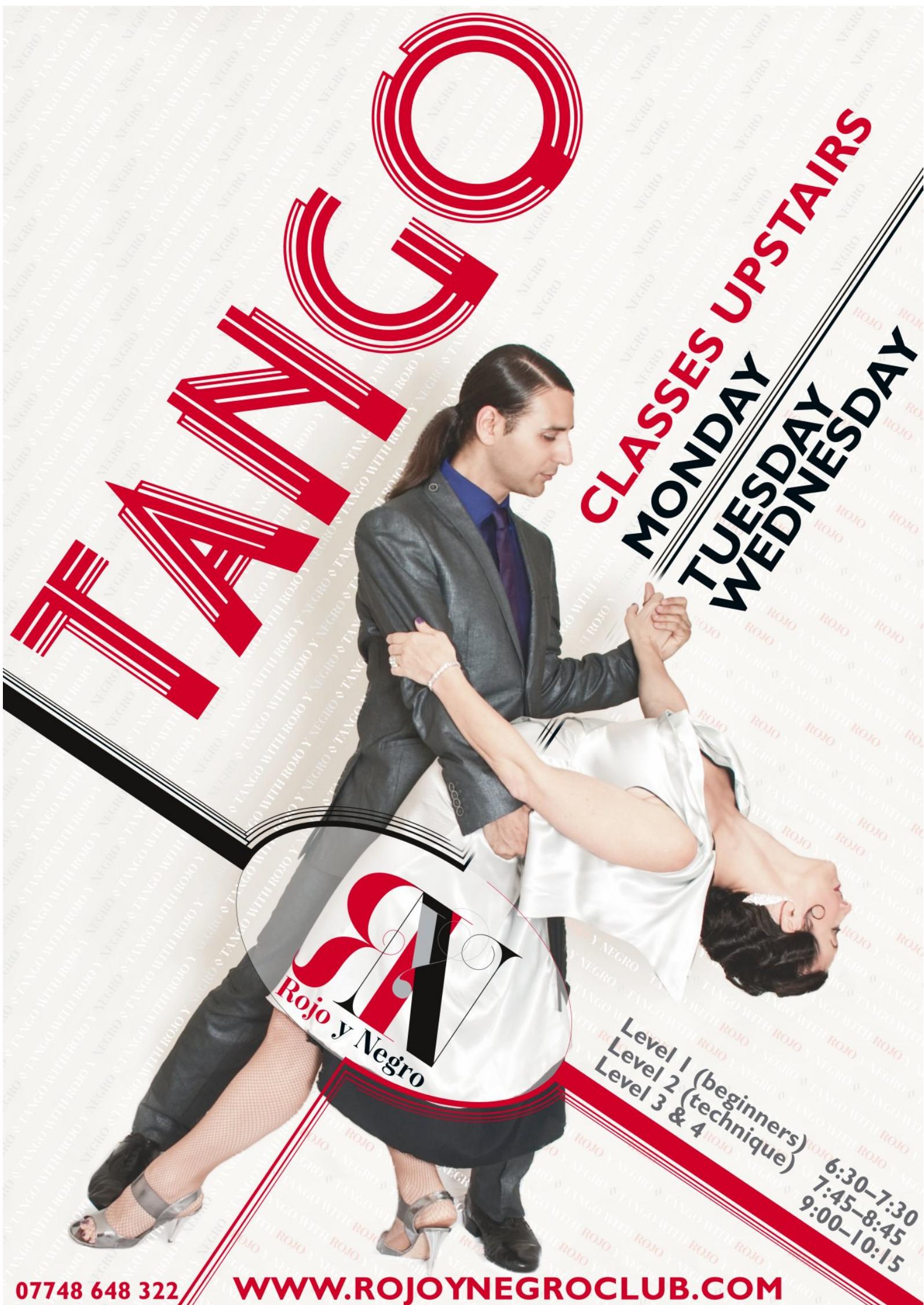


For Specifications Information

Rojo y Negro

Flyer
A6

Change of direction in artistic intent: Art Deco era. There are lots of muted colours, lines, simple perspective.



For

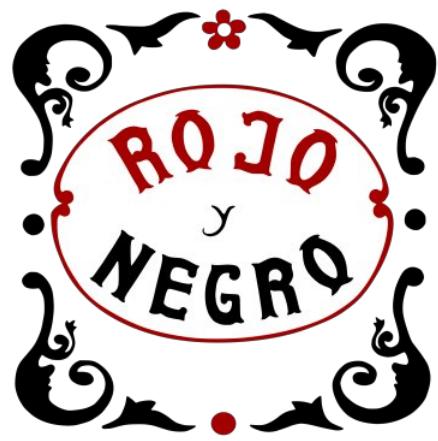
Rojo y Negro

Specifications

Poster
A2

Information

Complementing the A6 flyer, this is an on-location A2 poster, aimed at grabbing attention from thirty metres away.



For

Rojo y Negro,
2006–2019

Specifications

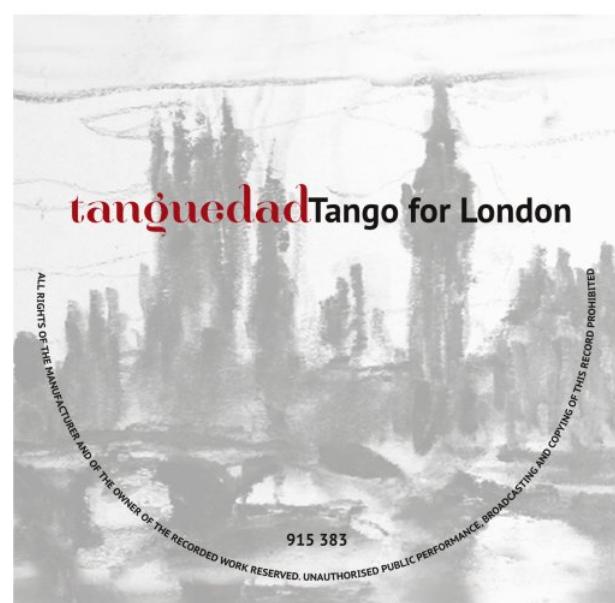
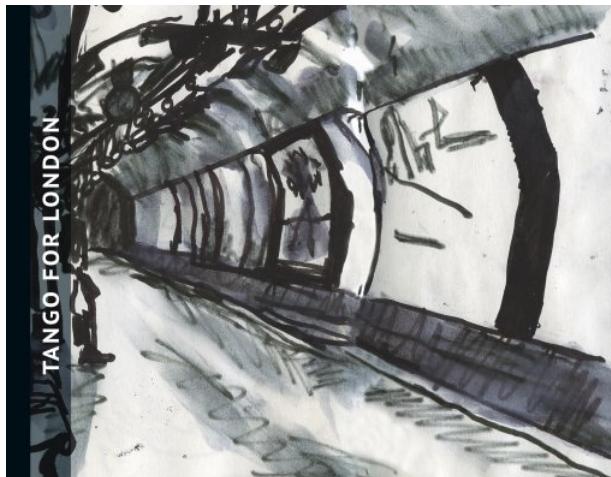
Logo development

Information

Logo development for Argentine Tango school. [Top left to bottom right] Starting from a scan of the owner's initial painted version of the company logo, is a simplified vectorisation—a flattened logo (2006)—followed by a faux 3d treatment of it (2007). Over the years the logo was updated and changed a few times (second row). Finally, the Art Deco treatment was adopted in its modernisation in 2013, which was subsequently 3d modeled and rendered, giving rise to two animation videos. The left one is a camera 'flyby' of the logo's architectural details; the second one converts the logo's elements into a firework-like sparkling Christmas theme.

tanguedad

Tango for London



For

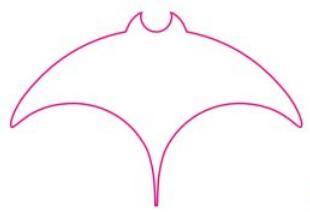
Tanguedad, 2013

Specifications

CD face
Jewel case artwork
Booklet insert

Information

For the inaugural album, Tango for London, design the album cover, the CD face, CD jewel case artwork, and booklet inserted into the front window of the jewel case.



NABIL **SACHA** EL MASRY

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E contact@sachamasry.com
L linkedin.com/in/sachamasry
W sachamasry.com



For

Specifications

Sacha El Masry, 2019 Business cards

Information

Business card printed on thick card stock, with pink edging to stand out.

Thank you.