



chensive and inspiring collection of
every latest trend. You will find
styles and galleries. While every
detail of how things are done
and concepts in application. It is
different working style in
big design firms in
of contemporary and
design studios all around
the world. Various forms
of design, from
in a modern
let's spread the
design.







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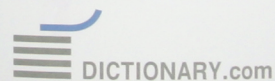
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1. Stylo / 2. Luminous / 3. EVOSTRUCT / 4. SEDURA inc. / 5. Mattismo / 6. zupi design / 7. Gazelle Communication / 8. Rinzen / 9. Gazelle Communication / 10 - 11. The Consult / 12. zupi design



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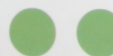
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1. Stylo / 2. BENG / 3. Gazelle Communication / 4. EVOSTRUCT / 5. Traffic / 6. EVOSTRUCT / 7. Swivelhead Design Works, LLC / 8. Luminous / 9. formos / 10. reimagines / 11. Jax Screen Design / 12. Zion Graphics



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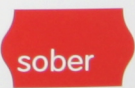
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HOTEL RESORT SPA

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Awards
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CASE STUDY #04

DESIGN: TNOPTTM & bePOSITIVE DESIGN PROJECT: CHM[®] SYSTEMS CLIENT: CHM[®] SYSTEMS, BANGKOK NATURE: FURNITURE STORE YEAR: 2002

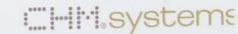
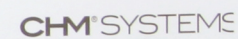
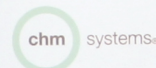
The Assignment

The assignment was to create the logo and identity for "CHM Systems" a brand new furniture store in Bangkok. The store represents a wide range of products from Herman Miller, HBF, HBF Textiles to Barbara Barry furniture collection. So the logo has to reflect both modern and modern classic furniture collections of the store.

The Development

When designers started the exploration phase, they wanted to do something really fun, modern and colourful, but it wasn't really fit the personality of the store. It can show only one side of its characters. The store has collections of the ultra modern working solution furniture and also the classic lounge chair. So designers had to tone down a lot to fit their character. They then came up with the idea of splitting the name into two parts and using totally different style of typefaces next to each other to give contrast on the look of the brand but also to be unified as a logotype.

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CASE STUDY #03

DESIGN: RINZEN

PROJECT: SUPAFUN

CLIENT: SUPAFUN

NATURE: FASHION BOUTIQUE

YEAR: 2001



The Assignment

Supafun is a boutique fashion store in Fortitude Valley, a busy shopping district in Brisbane, Australia. It stocks a predominately limited edition clothing but also has art and design books and designer toys. The store needs an identity that reflects the feel of the store, the stock, and also its owners - who are both artists.

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The Development

In the beginning of the project, Rinzen collaborated with the client by collecting a variety of miscellaneous paraphernalia that served as an indication of the store's direction in terms of stock and other pieces that reflected the overall feel the owners wanted. This ranged from previous identities the owners had and liked, to discarded pieces of packaging from Tokyo and a picture of Andy Warhol. En-masse this was a bright and simple collection and gave Rinzen a clear indication of the look and direction of the store.

In developing the identity, Rinzen followed this simple, bold approach attempting to use only fundamental geometric shapes to form the typography. Using heavy squares and circles with small amounts of negative space, a variety of ideas was developed until one was ultimately decided upon. This concept was then presented to the client who loved the outcome.

