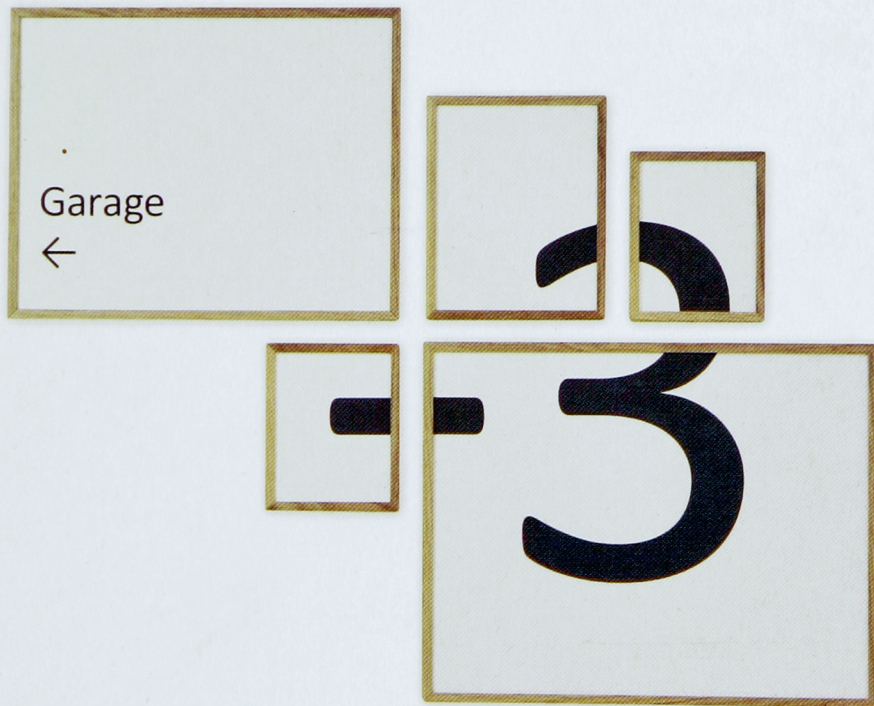
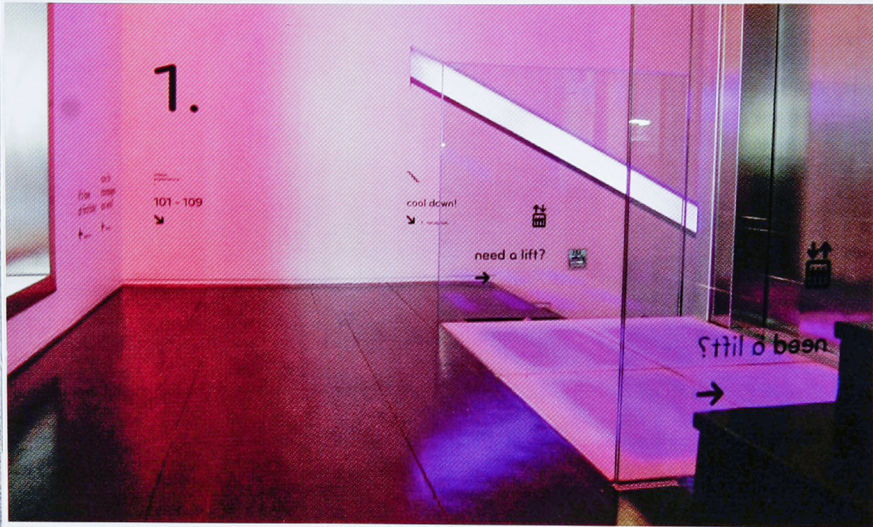
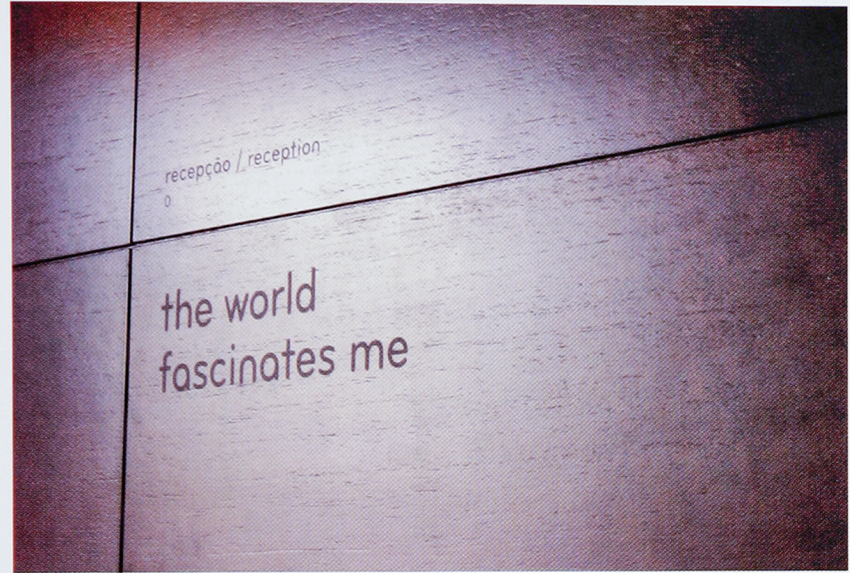
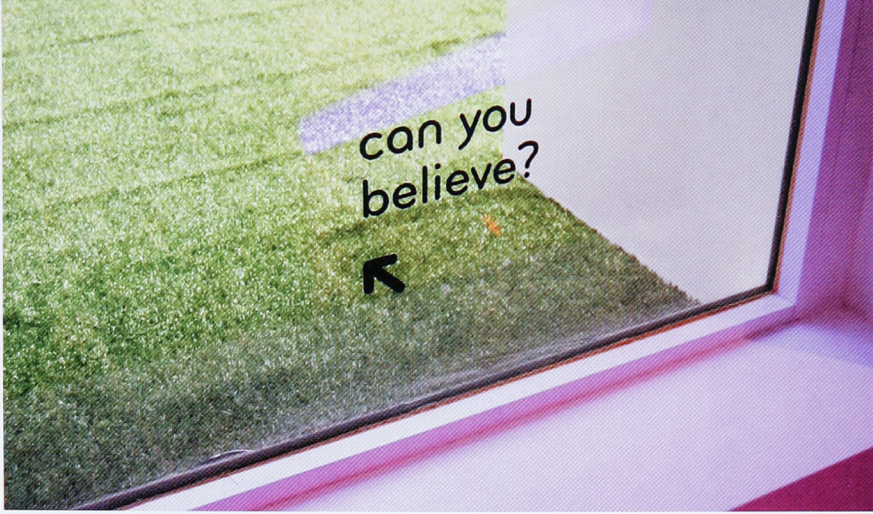


**B**asic

# SIGN







...ed the door  
 found that I ... into a  
 small passage, not much  
 larger than a rat-hole:  
 she knelt down and looked  
 along the passage into the  
 loveliest garden you ever  
 saw. how she longed to  
 get out of that dark hall,  
 and wander about among  
 those beds of bright flowers  
 and those cool fountains,  
 but she could not even get  
 her head through the  
 doorway; 'and even if my  
 head would go through',  
 thought poor Alice, 'it would  
 be of very little use without  
 my shoulders. oh, how I  
 wish I could shut up like  
 a telescope! I think I could,  
 if I only knew how to begin.  
 for, you see, so many  
 out-of-the-way things had  
 happened lately, that Alice



044/ thisislove studio

International Design Hotel is a small luxury and design hotel located in the centre of Lisbon that stands for a new hotel concept, providing a personal stay for each customer within four existing scenarios from the four corners of the world: Urban feeling, Tribal setting, Zen feeling and Pop atmosphere. Suggestive photography, catch phrases and statements took inspiration from Lewis Carroll's 'Alice in Wonderland', Andy Warhol's quotes, everyday expressions and proverbs. Promotional brochure designed for International Design Hotel. In A5 format this brochure combines high quality images with minimal information and stimulating statements keeping in mind the hotel's feeling and character.



001/ - Sign number  
**Büro North - Studio name**  
FCRM - Client name  
*Australia - Country*

The Falls Creek Alpine Resort required the development of a wayfinding system to help visitors navigate the complex ski resort. The designed system needed to be an environmentally conscious solution to match the resort's claim as the first alpine-based organisation to be benchmarked by Green Globe 21: the international certification program for sustainable tourism. A modular system of sign types was created to provide information in a wide variety of directions to suit the complex village layout. The design of the sign system aims to promote the highest possible visibility of information while retaining the smallest presence of supporting structure.. - Sign description

038/  
**studio mon oeil**  
Rhône Alpes Cinéma  
*France*

039/  
**Büro North**  
Balancea  
*Australia*  
Balancea is a boutique residential tower on Melbourne's leafy St. Kilda Road promenade. Sunland Group asked us to create a design that would complement the work of architects Wood Marsh. A pattern based on the form of the architecture and a corinthian column were created, which set the framework for the logotype, patterned screening and signage throughout the complex. The large logo sign at the front of the building stands about two meters high and creates an elegant, almost abstract, entry statement to Balancea.  
Team: Soren Luckins, Sarah Napier, Tom Allnut, Daniel Bovalino  
Photography: Peter Bennetts

040/  
**Mario Eskenazi**  
Grupo Tragaluz  
*Spain*

La señalización como extensión de la Identidad. Para la señalización de Cuines Santa Caterina se ha aplicado el sistema de identidad creado para su comunicación. Este se basa en la idea del restaurante, que son diferentes tipos de cocina (mediterránea, vegetariana, oriental, etc.) en diferentes barras en un mismo espacio. Esto sumado a la posible duplicidad del nombre: Cuines Santa Caterina-Santa Caterina cuina. La solución radicó en superponer los dos nombres, lo que determinó un código de superposiciones que es lo que se aplicó en la señalización.

041/  
**emmanuelle moureaux architecture**  
Sugamo Shinkin Bank  
*Japan*

This project sought to create a whole new look that refreshes the current image of this financial institution. For

their new 43rd branch, we redesigned not only the interior, but also Sugamo's brand image, including its facade, logo graphics, signage and brochures. The key concept revolves around squares - besides incorporating square shapes, the building was conceived as a sort of public square where people can gather. The colors of these squares play an important role: the logo on the facade of the building features as many as 24 colors visible from the main street, becoming a symbol for the area. These colors welcome customers as they enter the building, continuing on the inside and serving as natural dividers between lobby, meeting space, ATM and so on.  
Interior design/Approach design/  
Façade design: emmanuelle moureaux architecture + design  
Logo design/Sign design: emmanuelle moureaux architecture + design  
Architecture: Takeo Igarashi associates × Ushigome associates  
Photography: Hidehiko Nagaishi  
Identity design / French cinema studios.

042/  
**THERE**  
Carnival Australia / Watermark  
*Australia*

Working with WMK Watermark Interiors, an integrated graphical language was created that portrayed the many great aspects of not just cruising, travel and life on the sea but also the considerable heritage of the Carnival brands. The project involved developing a different theme - specific for each of the 3 operational floors and lobby entrance, over the 6,100sqm space in North Sydney.  
Designers: Simon Hancock, Jon Zhu  
Photographer: Simon Hancock

043/  
**THERE**  
ASICS / Watermark  
*Australia*  
Working in collaboration with WMK Watermark Architecture, the brief asked for the branded office environment to highlight the company's dual focus of 'movement and technology' - reminding staff of the core brand values whilst

simultaneously providing a stimulating space for visitors and staff alike. The state of the art 3,000sqm facility offers a gym, Japanese garden, VIP luxury lounge, a mini football field, 30m running track, table tennis court, games room and five specific sport themed meeting rooms. We took our inspiration from the numerous innovative aspects of ASICS sporting footwear and apparel and created an organic, yet quite technical looking graphic overlay. This is a great case study of how to turn an office into a branded environment - above simply using graphics, but also breakout and activity areas, mixed use spaces and even an innovative approach to flooring.  
Designers: Simon Hancock, Jon Zhu  
Photographer: Simon Hancock

044/  
**thisislove studio**  
International Design Hotel  
*Portugal*

International Design Hotel is a small luxury and design hotel located in the centre of Lisbon that stands for a new hotel concept, providing a personal stay for each customer within four existing scenarios from the four corners of the world: Urban feeling, Tribal setting, Zen feeling and Pop atmosphere. Suggestive photography, catch phrases and statements took inspiration from Lewis Carroll's "Alice in Wonderland", Andy Warhol's quotes, everyday expressions and proverbs. Promotional brochure designed for International Design Hotel. In A5 format this brochure combines high quality images with minimal information and stimulating statements keeping in mind the hotel's feeling and character.

045/  
**THERE**  
Amalgamated Holdings Limited  
*Australia*

The inaugural QT Hotel Series in the Gold Coast is born. Working with Nic Graham & Associates architects,