

kame design

logo design
branding
corporate identity



joachim müller-lancé

kame design

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joachim@kamedesign.com

www.kamedesign.com

Joachim Müller-Lancé

is an award-winning international designer, principal and owner of Kame Design in San Francisco since 1997.

His work is characterized by an expressive, direct visual language that always comes to the point. Diverse background and interest in Asia and Europe make him quintessentially cross-cultural, between modernist and experimental. His approach is integrative, not additive: Shape and meaning turn into a coherent One, getting to the essence with consistency and simplicity. Powerful fresh impact and surprise are delivered through energetic, percussive visual language and novel, unusual musical color.

Useful design need not be dry, and entertaining imagery not shallow.

Joachim's capabilities span across information design, logos and identity design, illustration and character creation, typography and typeface design, offering 25 years of experience in print media and 13 years in web and interface design. Clients include Wired magazine, FontShop, Samsung America, Bank of America, Skidmore Owings & Merrill, USA Network, Panasonic, Reebok, Barclays Bank, Pentagram, Organic Online and more.

Past experience and career:

- As Lead Information Designer at Barclays Global Investors/Wells Fargo Nikko, San Francisco, Joachim art-directed and designed retirement and investment information in printed materials, interfaces of financial planning software and the company web site, the corporate identity, and conference presentations.
- As Principal of his own studio in Barcelona, work included exhibitions and catalogs in conjunction with the 1992 Olympics and other conventions,

redesign of the shields of the city districts, and the graphic identity of the city's markets.

- As Senior Designer at The Understanding Business in San Francisco, he created cover designs, information design and layout concepts, illustrations and pictogram systems for the Pacific Bell SMART Yellow Pages.

To date, Joachim has designed 11 typefaces with 21 styles, available from Adobe, FontShop, Linotype, Agfa-Monotype, MyFonts and Typebox. His typographic work in Latin and Kanji scripts has garnered 4 awards from the Morisawa International Type Design Competition, including the Gold Prize and two Judge's Prizes, as well as 4 Certificates of Excellence in Type Design from "bukva:raz!", ATypI's type design contest in collaboration with the UN.

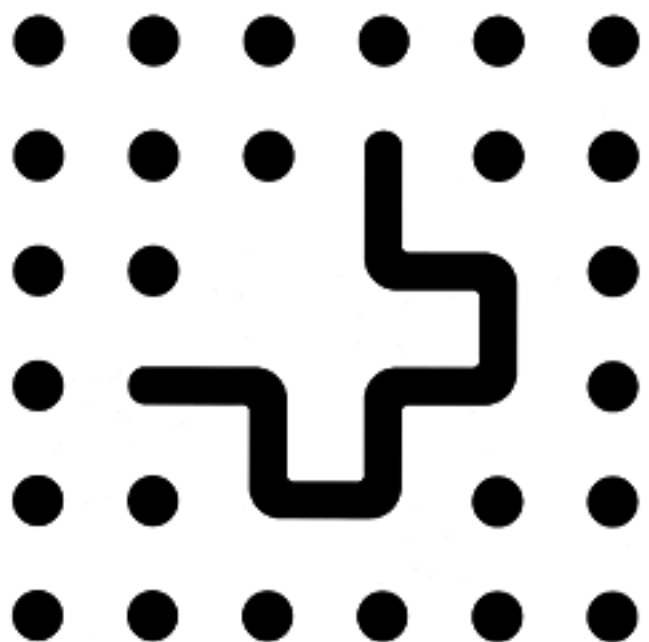
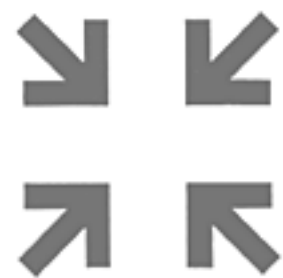
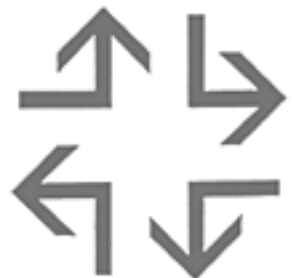
Joachim has taught and lectured on information design and type design in the US, Canada, Japan, Hong Kong, Macau, France, Spain, Italy and Switzerland. He has written for and was written up in leading design publications in the US, Japan, Hong Kong, France, Germany and Belgium. His work has been reproduced in over 20 professional books worldwide. He is a member of Association Typographique Internationale and of the Type Directors Club of New York, and a U.S. Alien of Extraordinary Ability.

Joachim graduated with honors from the Basel School of Design in Switzerland, having studied with Armin Hofmann and Wolfgang Weingart. At the Cooper Union School of Art, New York, he added studies in Video, Film and Painting.

www.kamedesign.com
joachim@kamedesign.com

swiss cooperation logo

winner of competition for a logo of the swiss society for interregional cooperation:
the 26 dots symbolize the 26 'cantons' or states of the swiss federation.
the truncated shape of the swiss cross also suggests the number 4 – for the four official languages of switzerland.

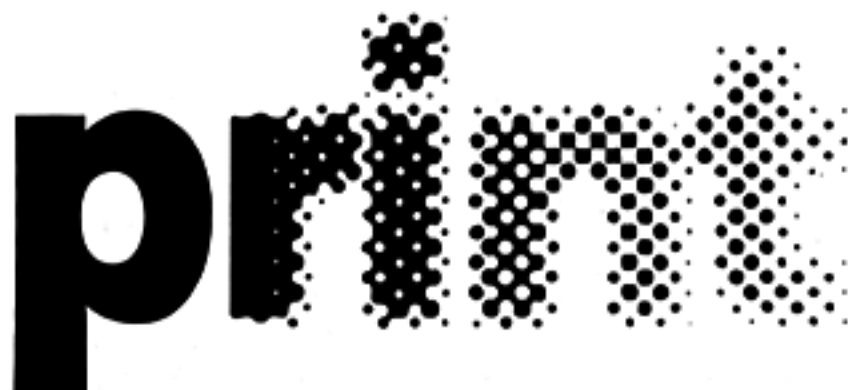
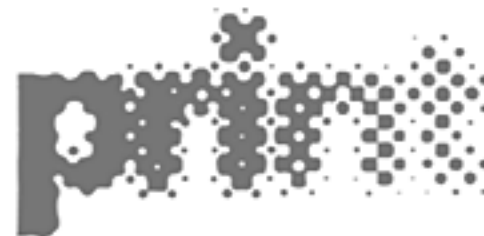


print

print company logo

logo for a graphic pre-press production and print house.

the transition from the solid line art letter 'p' to a dissolving screen was impossible to achieve technically, and is hand-drawn.



basel maritime museum

shopping bag for the museum store of the maritime museum in basel, switzerland.

the alphabet flags spell out the name of the museum, "unser weg zum meer" – "our path to the sea".





city of barcelona

for zimmermann asociados, sl.

historical shields of the city districts
of barcelona, spain:
redesign, first digital version

**barclays global investors/
wells fargo nikko**

- client conference "3.w"
signage, printed materials, activity gear
- celebrating the company merger with
a custom hat and swatch

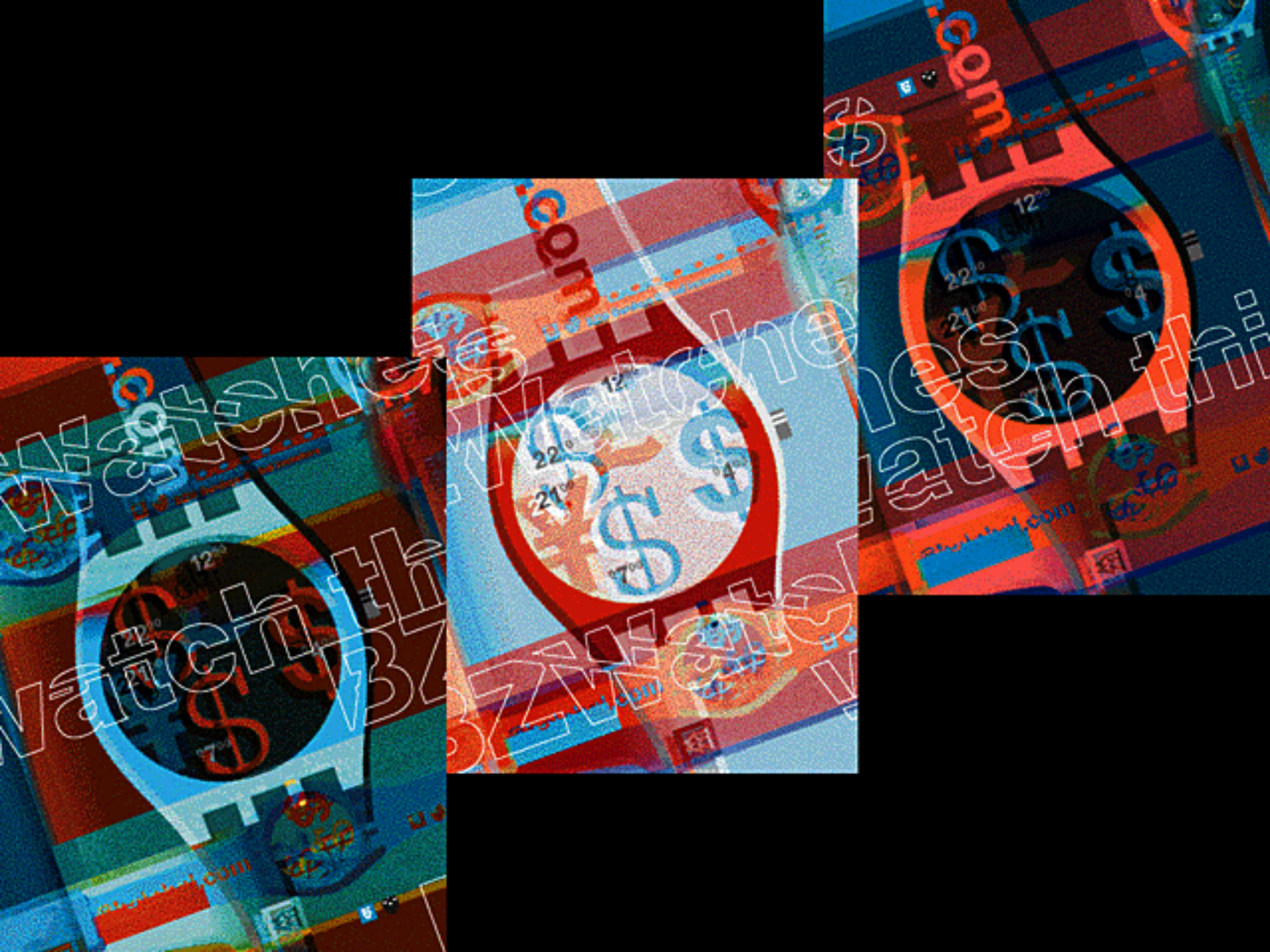






@bglobal





barclays global investors: corporate brochure

mission, values and visions for the future:
inspirational art photography combined with
evocative quotes to illustrate the main
aspects and concerns of the company

Barclays Global Investors



Radically

evolutionary

thinking

on the

management of

performance



digital courier

complete corporate identity for startup
company creating internet business engines

< earlier design iteration, 2nd contestant

final design system >>

digital
courier





< final design system



Logo construction

Our logo is one consistent unit;
its proportions are an important part of that consistency.

The proportions between type height, width, weight, letterspacing, and how the dots are sized, spaced and placed, all relate to each other.
On-screen rendering was a key issue; hence the square grid representing pixel position.



The tagline "internet business engines"
is both a description of our company
and our slogan.
Type: **Univers Bold**, 20/1000em spacing.
All lower case for consistency with the logo.

• • • internet
• • • business
• • • engines

Start with the "3x3 dot square",
taken from the logo.
Leading:
align the baselines with the dot rows.
Size:
make it 3/4 (75%) of the leading.

• • • internet
• • • business
• • • engines

Then align the x-heights with the dot rows.

• • • internet
• • • business
• • • engines

Horizontal distance between dots and type:
same as the vertical type leading.

• • • internet
• • • business
• • • engines

—or scale your template to size.

If the tagline needs to appear
right under the logo,
its distance from the baseline equals
the size of the "3x3 dot square".



Logo construction

Letter folding

Letter folding

To insert the letter into #10 envelopes:

Bend the lower edge inward
up to the small green mark,
and fold bottom curve.



Now the content is hidden.



Turn letter around and bend top edge
outward
to the first fold.
Now fold the new curve.



The letter is folded in perfect thirds,
with logo, address and date showing;
and the content hidden for privacy.



Insert into envelope face up;
close envelope.
This way, it will not show through the front.
When opened
(usually from the envelope's back)
the logo shows when pulled out.



Colors

Color is not merely an uncontrollable emotional/personal design issue. It can be used in systematic ways.

The logo colors should only be used for highest importance and most basic structure.

Corporate Gray and its shades should be used to organize the basic structure of your materials, and to tie all items together visually. The available shades provide 5 levels of importance/hierarchy.

Corporate Green
should only be used for items of highest importance on top corporate level.
Only 2 shades are available,
since a bright color's shades are harder to discern.

	# 437	Custom	PMO
40	18	0	0
40	0	0	0
35	85	0	0
600000	60FF00	CLUT	
102	102	0	0
102	255	0	0
102	0	0	0

4 Pantone colors

provide a broader palette to organize your content into clearly separate categories. To indicate equal importance (and to ensure consistent legibility in type), they have similar brightness and saturation, and optically equidistant hues:
See the 100% row.

For sub-hierarchies,
7 lighter and darker shades are available.
For lighter shades,
screen at lower percentage.
For darker shades, add screened black.
Do not use 10% shades:
the colors become undiscernable

CMYK conversion values are approximate.
Always consult a matchprint.

Web CLUT colors and their RGB equivalents
were chosen for on-screen display only.
Do not use them in print applications!

# 110	# 151	# 1788	# 252	# 2726	# 3275	PM5
10	0	0	28	78	92	C
15	48	90	52	65	0	M
100	92	80	0	0	46	Y
969600	FF6800	FF3366	0C00FF	3366FF	009696	CLUT
153	295	255	204	51	0	R
153	102	51	0	102	153	0
0	0	102	295	255	102	8

Colors

To give a natural feel to your color choices, emotional and conditioned effects of color should not be ignored.

Use red and orange for hot/problem issues,
greenish hues for financial or environmental,
blue for corporate/philosophical/calm,
gray for structural/historical,
etc...

Observe how colors change optically when used in small quantities, as in type or lines.
Your retina cells perform a sharpening and contrasting function before information is sent to the brain.

Troubleshooting

What's new?

Investment news

Supportable technology

Board of Directors

Our philosophy

Site architecture

Early computing

black: type test flpt
black: type test flpt

colored type test
colored type test

colored type test
colored type test

colored type test
colored type test

colored type test
colored type test

colored type test
colored type test

colored type test
colored type test

colored type test
colored type test

colored type test
colored type test

8pt
4pt
2pt
1pt
None

Write as modern as we are...

...and use concise language.

Most typesetting rules are time-tested to help efficient reading. Other rules stem from limitations of the typewriter era, and have become obsolete compared to typesetting options available on computers.

Many documents may also appear on-screen, and should be optimized for this display.

All lower-case is reserved for the logo and tagline.



Never use all upper-case—the equivalent of being screamed at. Use bold instead.

BUY THIS OR ELSE

Our product's advantages

All cap-initials is a remnant from one-style typewriters. Bold type stands out better, and so does color. Use sparingly! (See "Color" for how to reflect content hierarchy).

This Is Too Old School

We can do better

Minimize italics: on computer screens they are the worst possible type treatment. As in classic typesetting, reserve italics for foreign words only, and use those sparingly.

Old Problems Dragged Along

Go with the zeitgeist

Impress your audience with understandable facts, rather than with oblique terminology.

Fossilized Optalmology

Modern eye care

Use "smart" quotation marks and apostrophes. Use foot- and inchmark only for their intended purpose.

"that's bad"

"that's good"

Punctuation can add unnecessary visual noise. Spaces can serve equally well. (Take inspiration from your stationery).

(415) 777-0577

415. 777 0577

For more serious subjects, use rectangular elements.



For lighter, modern subjects, add a few round corners cautiously, and keep their placement consistent.



All-round corners is too close to passing trends, appears unserious, and takes away definition and personality from our appearance.



Everybody loves pictograms (icons). Use them carefully where they make sense—for categories or orientation. Circles are recommended, as well as arrangements that recall our logo element of the "3x3 dots."



Design icons to be very simple, so they won't compete with the circle shape. Choose symbols that communicate immediately. Style, size and overall weight should be as consistent as the letters of a typeface.



For emphasis, choose different colors carefully.



logo for san franciscan law firm specializing
in international business and copyright law



Relief, calming, soothing effect symbolized as transition from heavy, cramped type to light, wide type

Carisbamate

Carisbamate

Carisbamate

Carisbamate

Gaining more clarity, symbolized as transition from dark to light

Carisbamate

Carisbamate

Carisbamate

Carisbamate

carisbamate®

for fangohr, llc.

logo of new pharmaceutical for immediate treatment of epilepsy

"Opening a portal to a wider, brighter world" as described in briefing: gates, doors, portals, exits

 carisbamate

 carisbamate

 carisbamate 

 carisbamate 

 carisbamate 

 carisbamate

"What is the proposition?
Your life can be clearer."
From tension and confusion
to order, from electric
storm to calm

Carisbamate

Carisbamate

Relief, progress, alleviation,
efficiency, dynamism,
reliability ...

carisbamate

carisbamate

Carisbamate

Carisbamate

Carisbamate

carisbamate

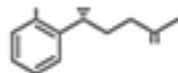
Carisbamate

Carisbamate

Carisbamate

Carisbamate

For the doctors:
Playing with the molecule



"Opening a portal to a wider,
brighter world" as described
in briefing: gates,
bridges, rainbows, horizons

carisbamate

CARISBAMATE

carisbamate

CARISBAMATE

CARISBAMATE

CARISBAMATE

CARISBAMATE

CARISBAMATE

carisbamate

"Opening a portal to a wider,
brighter world" bridging
the ascenders in the type-
face, landing on straight reliable
ground

carisbamate®

carisbamate®

◀ could be the shape of the pill

carisbamate®





panasonic

quality mark for free home theater
installation service



Accessories
Audio
Batteries
Building Products
Digital Cameras
DVD
Home Appliances
Musical Instruments
Personal & Health Care
SD (Secure Digital)
Telephone & Fax
Television
Video
View All Categories

avoid installation hassles.
get **peace of mind.**



A/V installations

Which type is right for you?

Accessories
Audio
Batteries
Building Products
Digital Cameras
DVD
Home Appliances
Musical Instruments
Personal & Health Care
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A/V installations

Which type is right for you? [compare categories](#)

support
Get answers in the FAQs
Call product support
1-800-myDsnap

discover
Compare key features
Compare select models
View D-snap accessories

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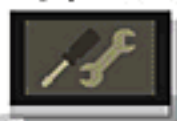
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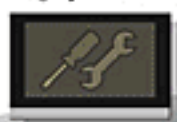
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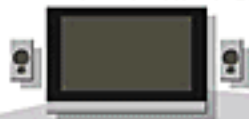
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Panasonic Ideas for life

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CHARACTER ROAD TRIP

WATCH THE SHOW!



Vertical

WATCH THE SHOW!



usa network: character road trip

for fangohr, llc.

usa network asked us to create 2 titles (aka logos) for two interstitial shows that tie into their 'characters welcome' theme. we said 'let's go' and cranked out over 150.

our two-headed man, beer mug and fangonaut landed on national television. we were quite happy with the irreverent finalists that usa picked for the 'character roadtrip' show.

www.usanetwork.com/movies/characterroadtrip/

[SCHEDULE](#)[SERIES](#)[MOVIES](#)[SPECIALS](#)[VIDEOS](#)[FEATURES](#)

CHARACTER ROAD TRIP

TAKE A RIDE WITH EVAN & JARON









CHARACTER ROAD TRIP

ALONG CAME POLLY
SATURDAY 9/8c



CHARACTER ROAD TRIP



CHARACTER ROAD TRIP

COLD MOUNTAIN
TUESDAY 9/8c



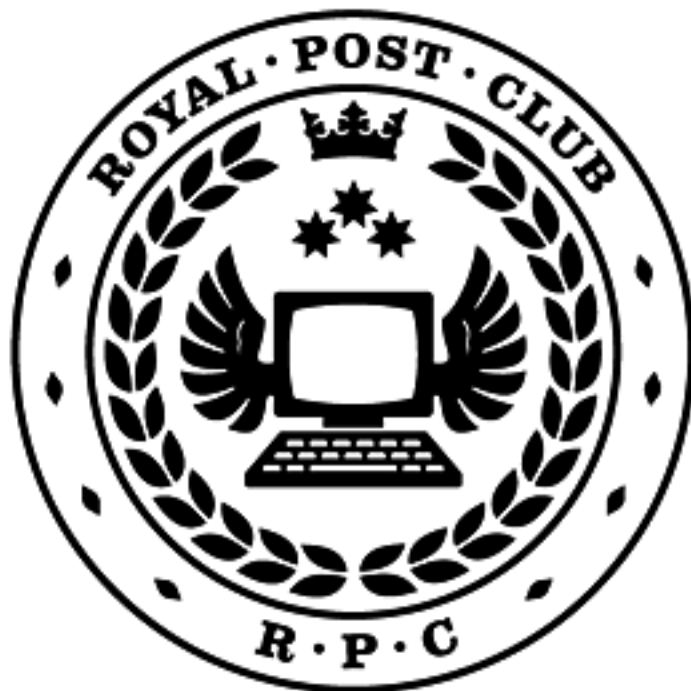
CHARACTER ROAD TRIP

BONE COLLECTOR
SUNDAY 9/8c

royal post club
+ electric umbrella
= royal umbrella

< redesign of existing logo for royal post club,
a german production house

new design of logo for royal umbrella as
result of merger >>

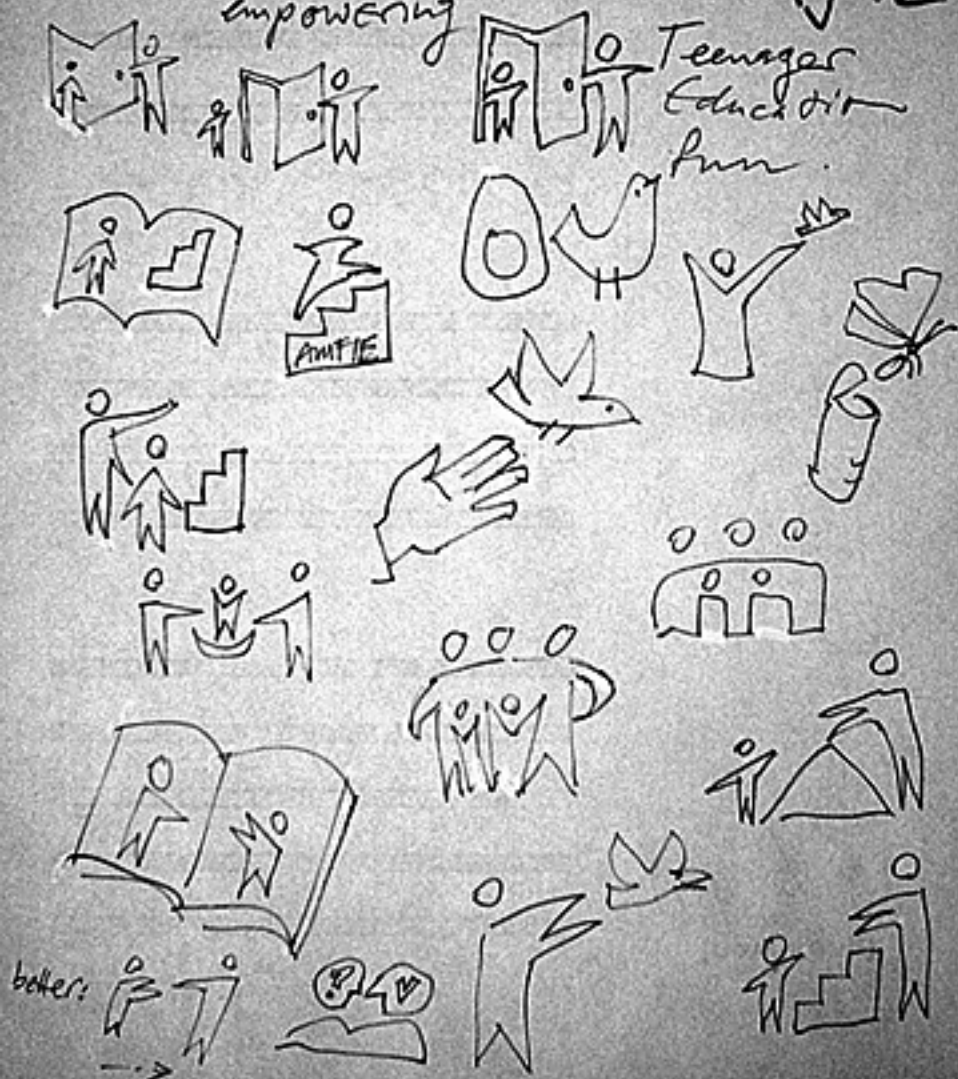


< new design of logo for royal umbrella as result of merger



amfie gr. man helps little man
help for self-help AMFIE
empowering

Teenager
Education
fun.

**amfie**

for fangohr, llc.

nonprofit organization for support and education of disadvantaged youth







Eddy Falconer
Filmmaker
1220, 14th Ave #106
San Francisco CA 94122
415. 681 7248
eddyfalconer@yahoo.com



kino falke

(german: falcon cinema)

logo and business card for independent
san franciscan filmmaker eddy falconer

krav maga san francisco

new graphic identity for self-defense school





**SELF DEFENSE
FITNESS • FIGHTING**

**POWERED BY
KRAV MAGA
SAN FRANCISCO**





Krav Maga of San Francisco
http://www.kravmaga-of.com/home/

KRAV MAGA SAN FRANCISCO

Home Blog Classes Contact Fields Forum Free Class History Instructors Links Schedule Sign-up

Special Announcements

KRAV MAGA San Francisco... Check out our new site and forum... let us know what you think!

Name

Welcome to the San Francisco Krav Maga Web Site

Our goal is to CHALLENGE YOUR MIND & BODY

We are here to provide you with a safe place to work out and an atmosphere that is non judgmental and supportive to take you on your journey of self-improvement.

We offer over 10 classes, 7 days a week

Get Fit - Have Fun & Learn Self Defense

Log in

Username

Password

☐ Remember me

[Log in](#)

[Lost Password?](#)

[No account yet? Register](#)

search...

Event Calendar

08.08.2007 / 08.00

[Intro to Fight's week program](#)

Krav Maga of San Francisco
http://www.kravmaga-of.com/home/

KRAV MAGA SAN FRANCISCO

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Special Announcements

KRAV MAGA San Francisco... Check out our new site and forum... let us know what you think!

Name

Welcome to the San Francisco Krav Maga Web Site

Our goal is to CHALLENGE YOUR MIND & BODY

We are here to provide you with a safe place to work out and an atmosphere that is non judgmental and supportive to take you on your journey of self-improvement.

We offer over 10 classes, 7 days a week

Get Fit - Have Fun & Learn Self Defense

Our classes are designed to enhance your life by teaching you how to:

- Relieve Stress
- Increase Energy Levels
- Build Confidence
- Increase Awareness
- Time Up
- Increase Flexibility

The Krav Maga Training Center is a 7000 Sq Ft. facility with 3 training rooms, lockers and showers. Please come in and try out some of our classes so you can see that Krav Maga will give you the most dynamic workout you can get anywhere while also giving you the knowledge to defend yourself if your personal safety is ever threatened.

Krav Maga is a high-energy, effective self-defense and fitness system. It teaches easy to learn, simple movements that will enhance your instinctive responses. The Krav Maga system is designed for people of all ages and fitness levels to have fun, build confidence and learn real self defense for life!

Log in

Username

Password

☐ Remember me

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search...

Event Calendar

08.08.2007 / 08.00

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08.08.2007 / 01.30

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KRAV MAGA SAN FRANCISCO




KRAV MAGA SAN FRANCISCO




mari's catering

mari takahashi,
japanese-californian fusion chef
owner, sozai restaurant
catering service
supplier to rainbow, whole foods etc.





Sold over

"for your catering needs, please contact"

BAB CODE --- how big?

traveller, but only 1.3%

shipping price
for 2 categories ---
and programs

complexed things,
not strong...

not good for selling

company info		food info	
 Tempura Norimaki Vegetarian \$4.99 Net wt. 1.0 oz Keep refrigerated Sell by: Mari's Creative Sushi Ingredients Rice (white), sugar, salt, avocado, oil, corn, potato, onion, broccoli, seaweed, soy sauce, sugar, salt, seaweed, tempura batter, wheat flour, corn potato starch. --- non-organic produce Mari's Catering 512 Francisco St. San Francisco 415.341.3468 www.marisfood.com	 Tempura Norimaki Organic & Vegan \$4.99 Net wt. 1.0 oz Keep refrigerated Sell by: Mari's Creative Sushi Ingredients Rice (white), sugar, salt, avocado, oil, corn, potato, onion, broccoli, seaweed, soy sauce, sugar, salt, seaweed, tempura batter, wheat flour, corn potato starch. --- non-organic produce Mari's Catering 512 Francisco St. San Francisco 415.341.3468 www.marisfood.com		
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kanji
kana



**MARI's
CATERING**



**MARI's
CATERING**



**MARI's
CATERING**


Vegetarian
Tempura
Norimaki



**MARI's
CATERING**


Seafood
Foie Gras
Tuna Roll



diamond box




Vegetarian
Tempura
Norimaki




Seafood
Fole Gras
Tuna Roll



bento box



 **Vegetarian**
Tempura
Norimaki



 **Seafood**
Foie Gras
Tuna Roll



mari's
catering
 **Vegetarian**
Tempura
Norimaki



mari's
catering
 **Seafood**
Foie Gras
Tuna Roll

business card suggestion
version 1
3.5 x 2"

affordable to print, in 2 simple info.
we need to choose a really cool RED.

tell me all the information that needs to go in here.



this horizontal layout is similar to your food labels,
so it has "recognition value".
it also fits well into the plastic sheets that some people use
to organize the business cards of their contacts.

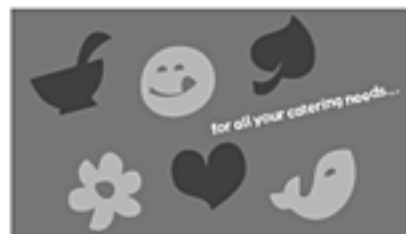


this tall layout may be similar to
a typical take-out menu,
or a catering / information brochure.
if you plan to offer such pieces.



since you like my icons,
we could still use them for decoration
on the OTHER side of the business card.

it will cost a bit more,
but the effect would be nice and powerful,
just using the red ink.



if black ink is cheaper,
and you need to save money,
this is an example.

but i like red better =



**mari's
catering**

**mari's
catering**

the final logo

please make sure that
all kanji are fine with you.
let me know if you see
need for any adjustments.

i cleaned up many details
in and between the letters,
to make it more consistent.

this was the original font,
"Gadget".
i marked the problem areas
which i corrected.



**mari's
catering**

food with heart and art



**mari's
catering**

food with heart and art



**mari's
catering**

food with heart and art

bayanime.com

logo exploration for a new community
website on japanese anime and pop culture
serving the san francisco bay area

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this grid is shaped out of katakana fitted tightly

BAY.
ANIME





BayAnime.com

San Francisco Bay Area community for fans of anime, manga, and Japanese pop culture

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UPCOMING EVENTS

11/16: Film: Akiko—Portrait of a Dancer, UC Berkeley, 16 Nov 08

11/17: CAA Anime Showing, UC Berkeley, 17 Nov 08

11/20: Tsunami Anime Showing, SJSU, 20 Nov 08

11/30: Dir En Grey, The Warfield SF, 30 Nov 08

[All events »](#)
[Online calendar »](#)

LATEST ENTRIES

Tsunami Anime Showing, SJSU, 20 Nov 08

Film: Akiko—Portrait of a Dancer, UC Berkeley, 16 Nov 08

CAA Anime Showing, UC Berkeley, 17 Nov 08

CA-West Anime Showing, Campbell, 21 Feb 09

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Welcome!

Our mission: to build a free one-stop information resource and community site for fans of anime, manga, and Japanese pop culture located in and around the San Francisco Bay Area.

[Register](#) and [login](#) to post on [our forums](#). Everyone is welcome!

Got a tip? [Submit it here!](#)

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EVENTS, LIVE MUSIC & J-POP CONCERTS

Dir En Grey, The Warfield SF, 30 Nov 08

Hot Topic and Revolver Mag present Dir En Grey at the Warfield in San Francisco. Doors open at 7pm. Location: The Warfield, 982 Market Street, San Francisco [View Map] Tickets cost \$29.50 + fees, available online from Ticketmaster. Purchase tickets here.

[More »](#)



EVENTS, FESTIVALS & FAIRS

Holiday Anime Faire, Fremont, 6 Dec 08

The City of Fremont will be hosting its annual Holiday Anime Faire on Saturday December 6, 2008 from 10:00 AM to 3:00 PM at the Teen Center, located at 39770 Paseo Padre Parkway. The entrance fee is \$5.00 per person. This event is filled with fun for the whole family. ...

[More »](#)



FORUM ACTIVITY

Japanese music!

Last post by: ultramike

The kotatsu appreciation thread

Last post by: MoFoQ

Favorite manga and more

Last post by: MoFoQ

Favorite anime

Last post by: ultramike

need work

Last post by: MoFoQ

Apple Laptop for Sale!

Last post by: MoFoQ

ファーストポスト

Last post by: MoFoQ

Twisted Punch the animation

Last post by: ultramike

[Go to forums »](#)

RECENT COMMENTS

Ann: No problem, Ed! It's great to see another active anime club in the Bay Area! Please...

EdOfNoName: Hi Ann!

Thanks for putting this up! ☺

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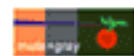
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1 music + art + fashion
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5 music + art + fashion
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9 music + art + fashion
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2 music + art + fashion
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6 music + art + fashion
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10 music + art + fashion
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3 music + art + fashion
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7 music + art + fashion
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11 music + art + fashion
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4 music + art + fashion
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8 music + art + fashion
hanger

12 music + art + fashion
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featured authors

Lee Pemberton (RSS)
 Skye Thorstenson (RSS)
 Staff (RSS)
 Fred Jardin (RSS)
 Viad Rapoport (RSS)
 and
 Cool Guy Hiro (RSS)

music



The Residents – Earth vs. the Flying Saucers

35 years after their debut as the worlds weirdest band, the Residents are still making great art, and every... [more >](#)

fashion



Today in Harajuku

The Tokyo neighborhood of Harajuku on a Sunday afternoon.

art



If Picasso were alive today...

...he'd be cranking espressos and decorating \$4 lattes. Squigles, women with 3 breasts and two ears on the same... [more >](#)



The Residents – Earth vs. the Flying Saucers



June 4th, 2008 by Fred Jardin

35 years after their debut as the worlds weirdest band, the Residents are still making great art, and every once in a while, they accidentally make some good music too... This video isn't one of those times.

another
 popular
 website
 by
kame design
kame-design.com

hong kong design institute

with jean-benoît lévy

international design competition for new logo



HONG KONG
DESIGN INSTITUTE



HONG KONG
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hong kong knowledge design institute



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thank you