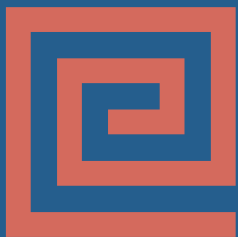


5 minute
Logo

5 minute logo
design improvisation
at Seeyou@art festival

directiondesign.nl
improvisation



SEE YOU @ ART

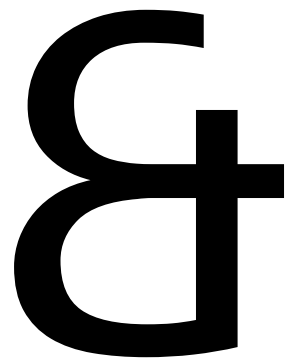
At the interactive art festival organised by Seeyou@art (I did the visual identity design) I wanted to do something challenging: design logos in 5 minutes for passers by. It proved challenging but 6/7 people were very happy with the result. Time spend was actually between 5 and 20 minutes per logo, 5 minutes proved practically impossible in most cases. A good way to train quick creative thinking, maybe nice to do again sometime. Making a complete visual identity, animation and applying the designs takes a lot more time (logo design generally too, I did not use color in most cases for example). Thanks to Cathelijne Mulders (director Seeyou@art).

The Orchid & The Wasp

The Orchid &
The Wasp



The Orchid &
The Wasp

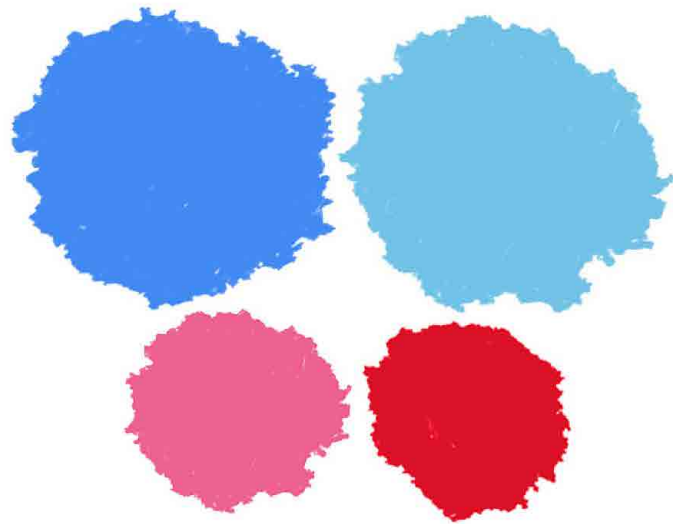


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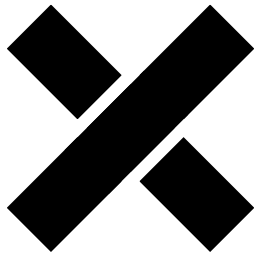
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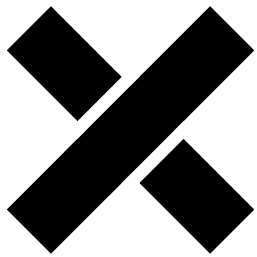
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**ajepako
movement**



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