

# WILD POSTINGS



Project Type:

Print, Marketing Design

THE DOUBLE: IDENTITY AND  
DIFFERENCE IN ART SINCE 1900



INTRODUCTION TO

# The Challenge

## THE CONTEXT

<exhibition>  
<doubling>  
<mirror>  
<alternate selves>

## THE OBJECTIVE

<visual duplication>  
<disruption>  
<difference>  
<reflection>





# The Concept

IDENTITY MULTIPLIED,  
MEANING TRANSFORMED.

<repetition> <reflection> <differences>

<original and copy> <recognition and doubt>



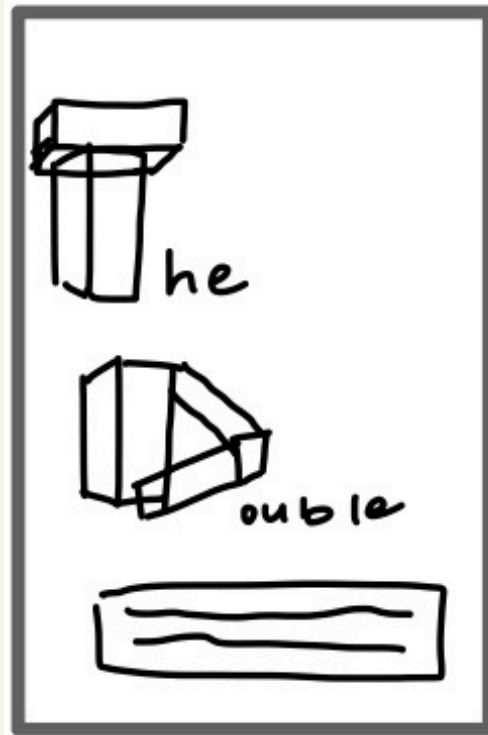
# Target Audience

<Pedestrians and commuters who encounter the posters>

<People with an interest in art, culture, and contemporary ideas>

<Students, creatives, and culturally engaged city residents>

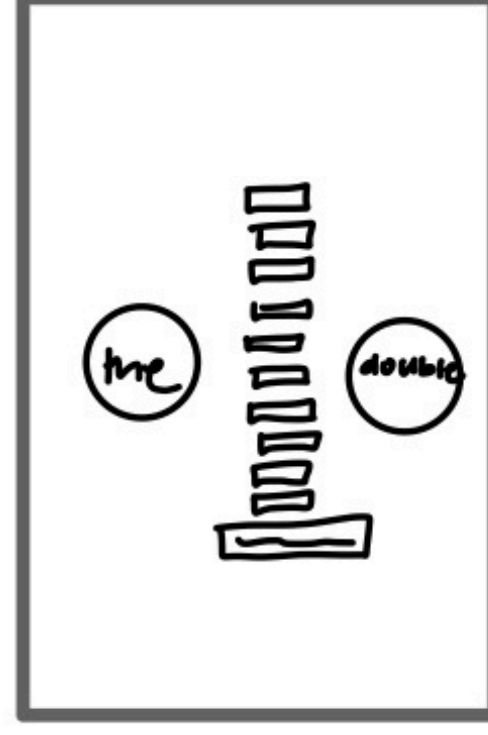
# CONCEPTS



robert morris  
two columns  
- text based  
- on shapes  
- geometric



walter de maria  
A: walk to sign B  
B: walk to sign A  
- minimalist  
- reflective

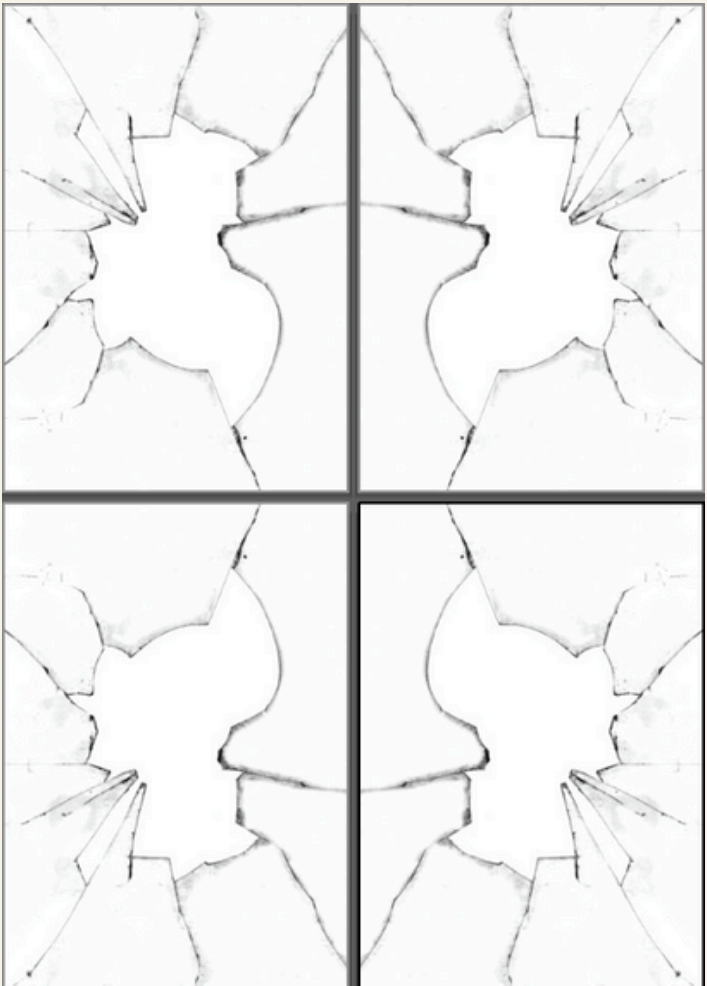
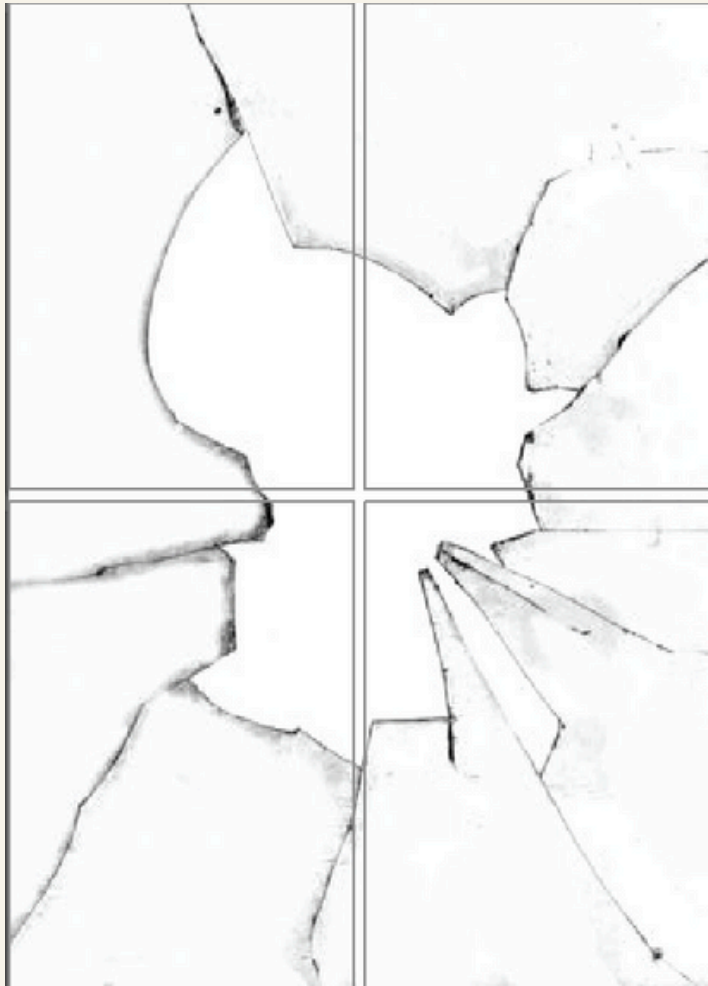
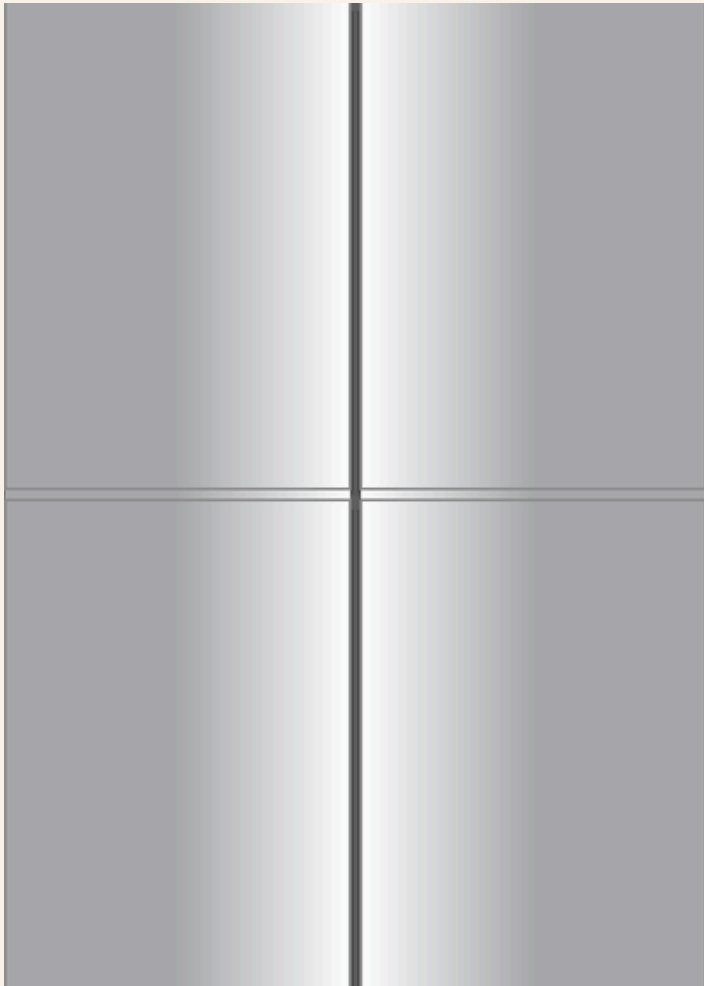


lorna simpson  
two necklines  
- shape  
- based  
- limited color



robert  
rauschenberg  
- layout based  
- more colors

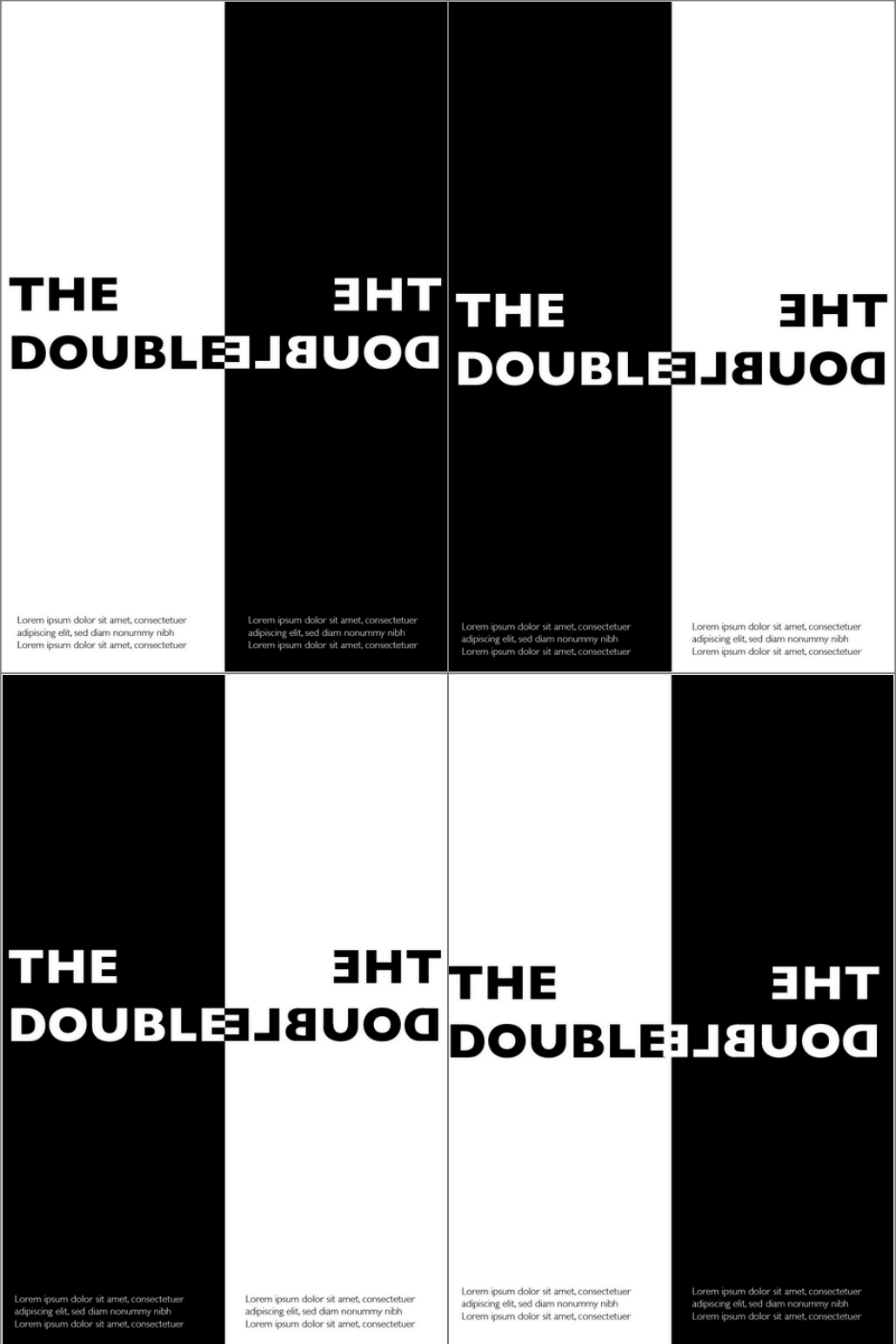
# CONNECTING ELEMENTS





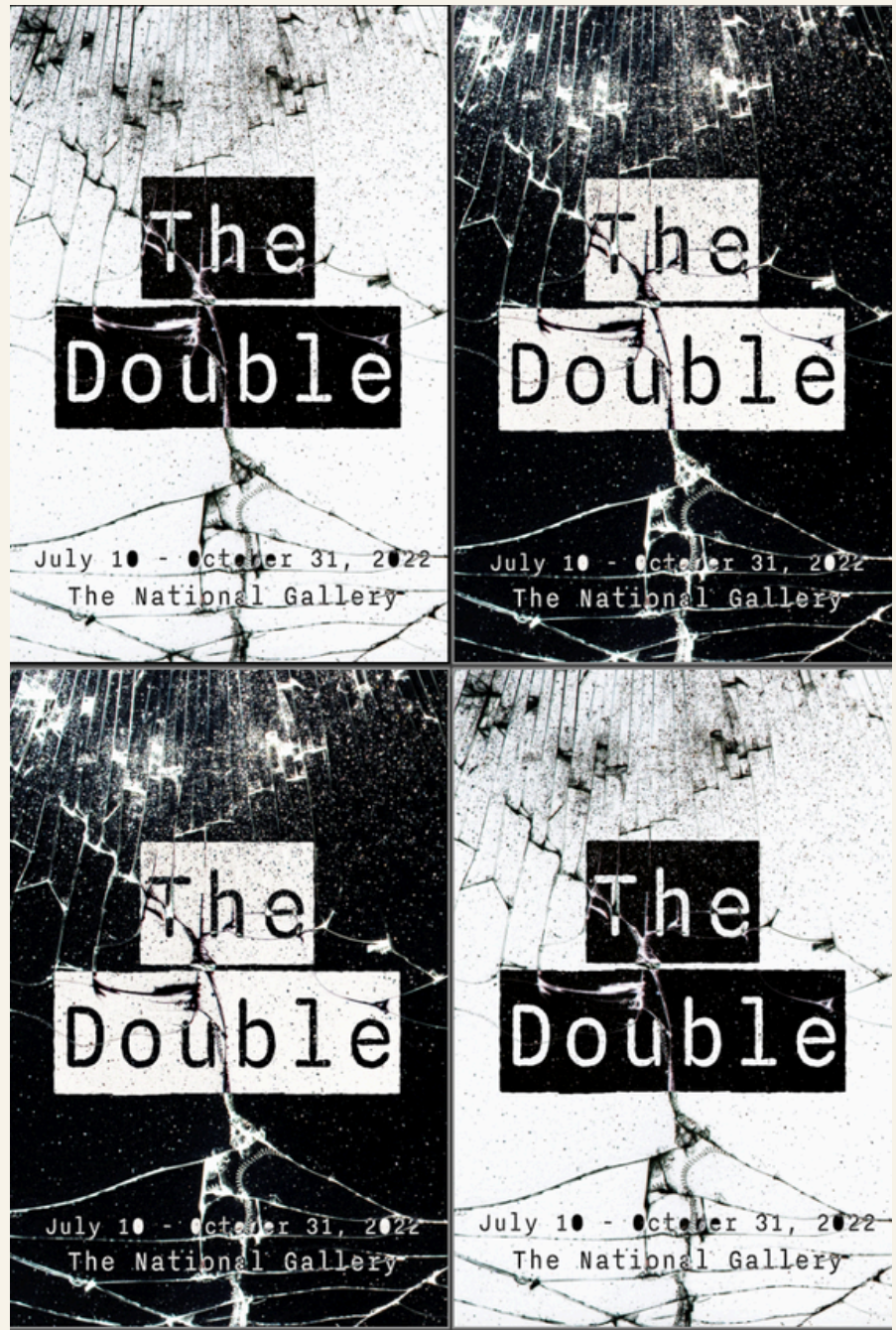
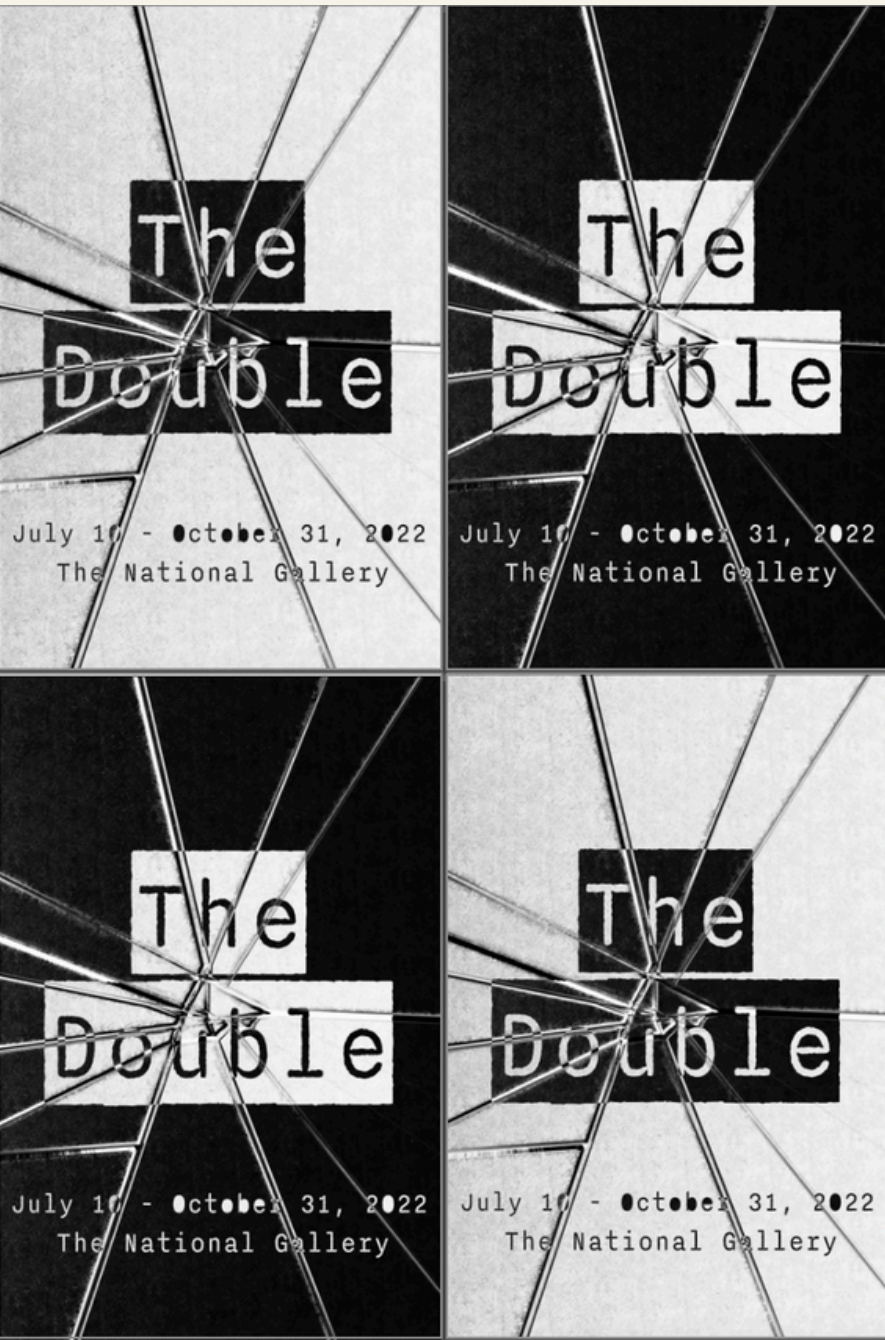
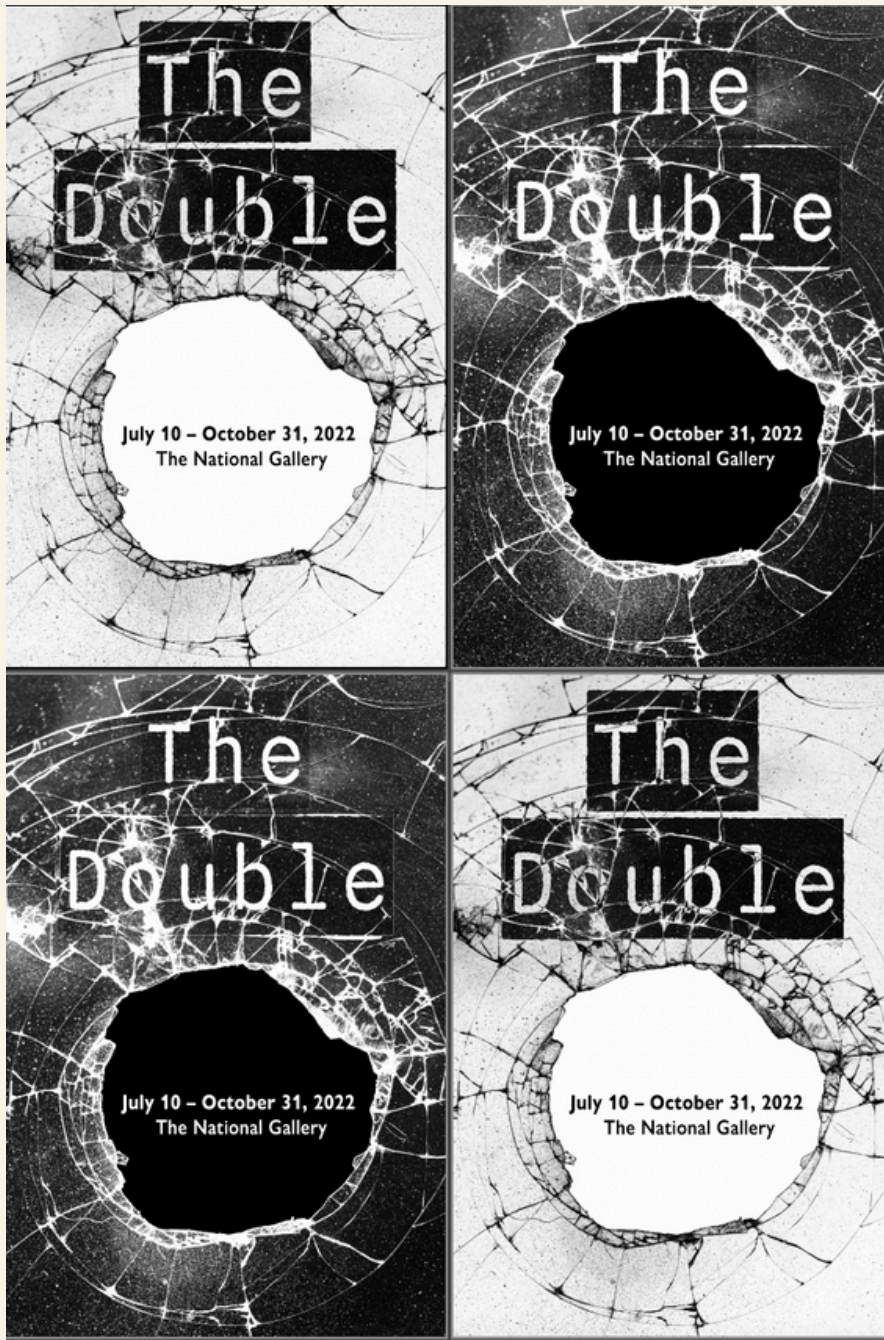


# IDEATION 3



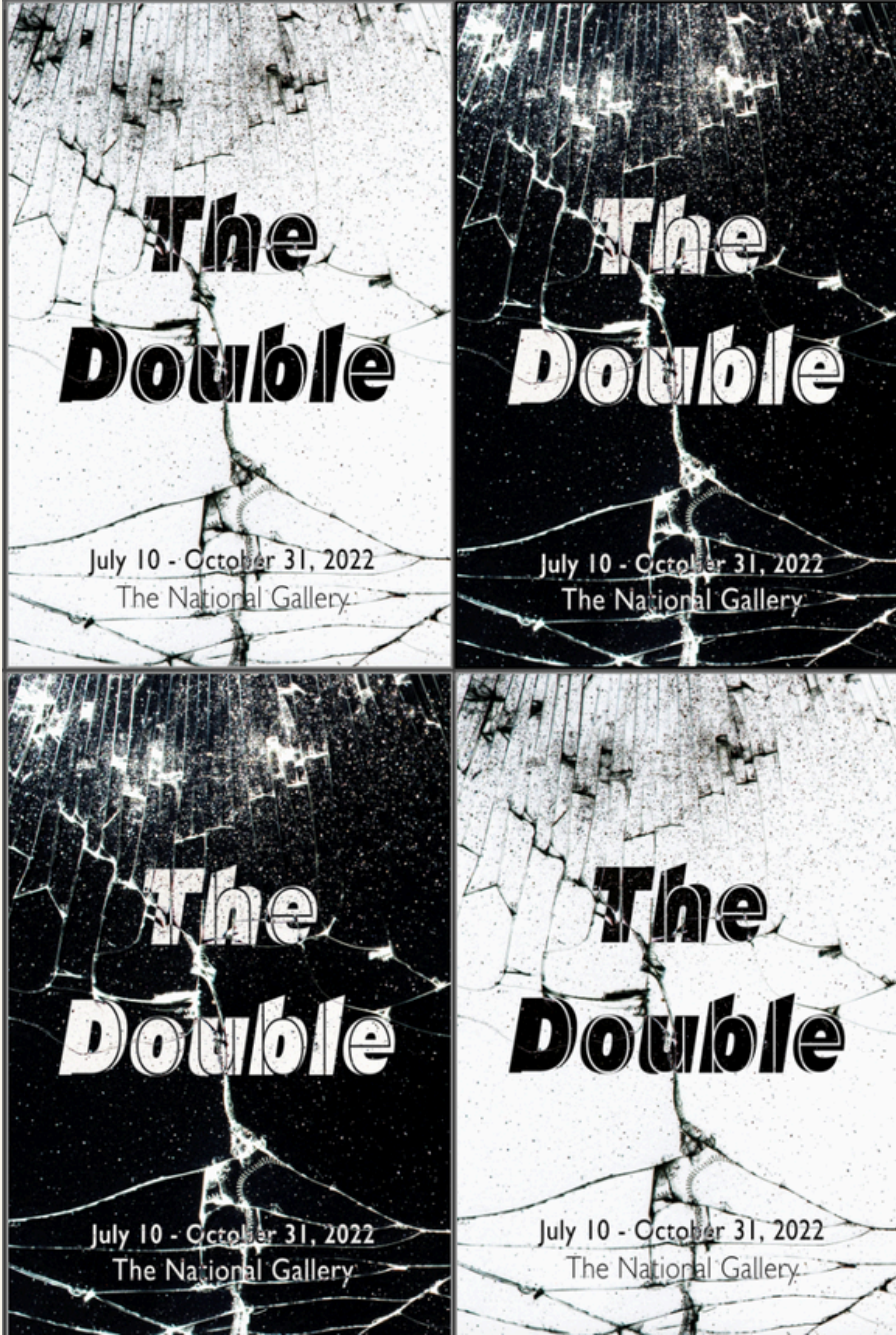
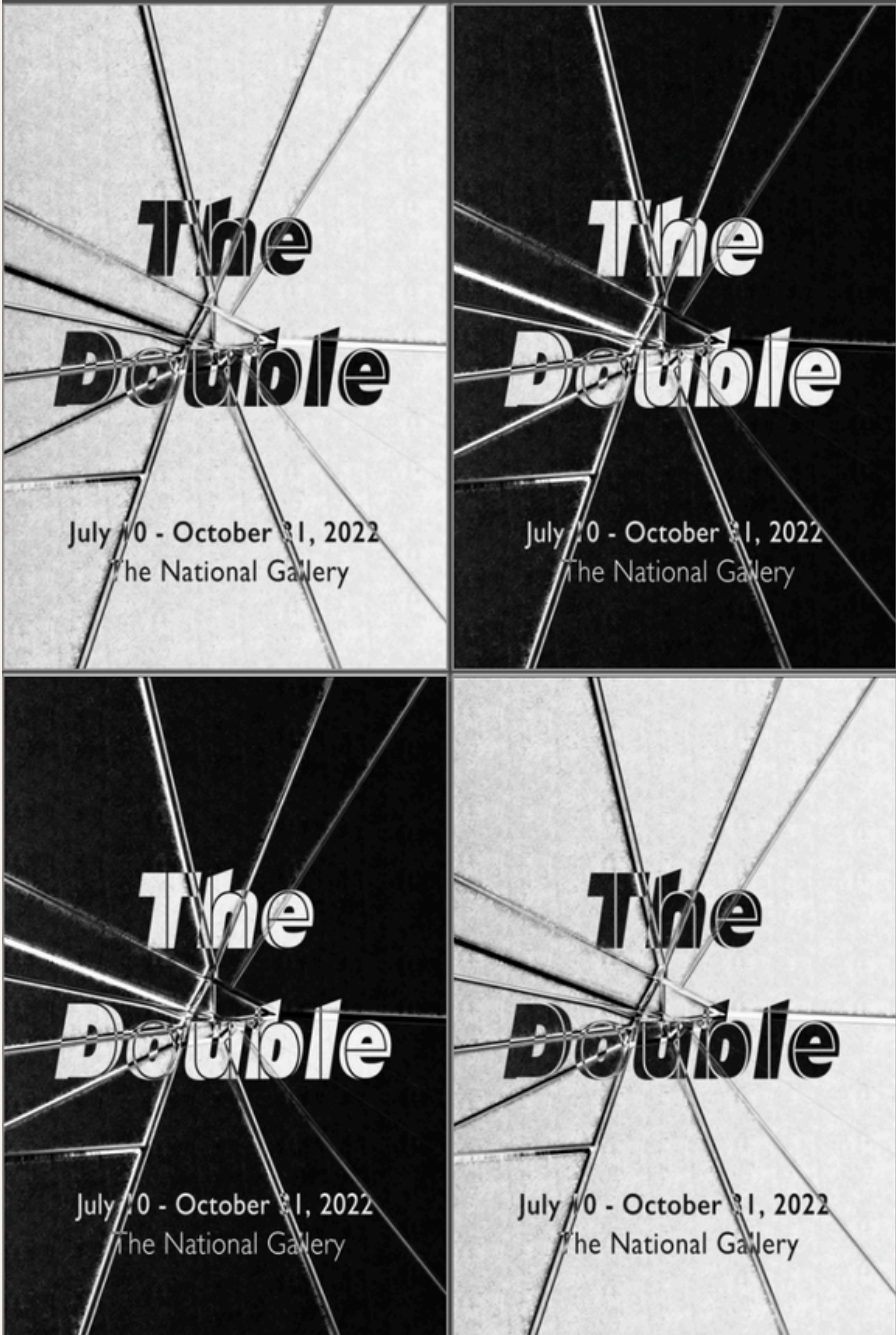
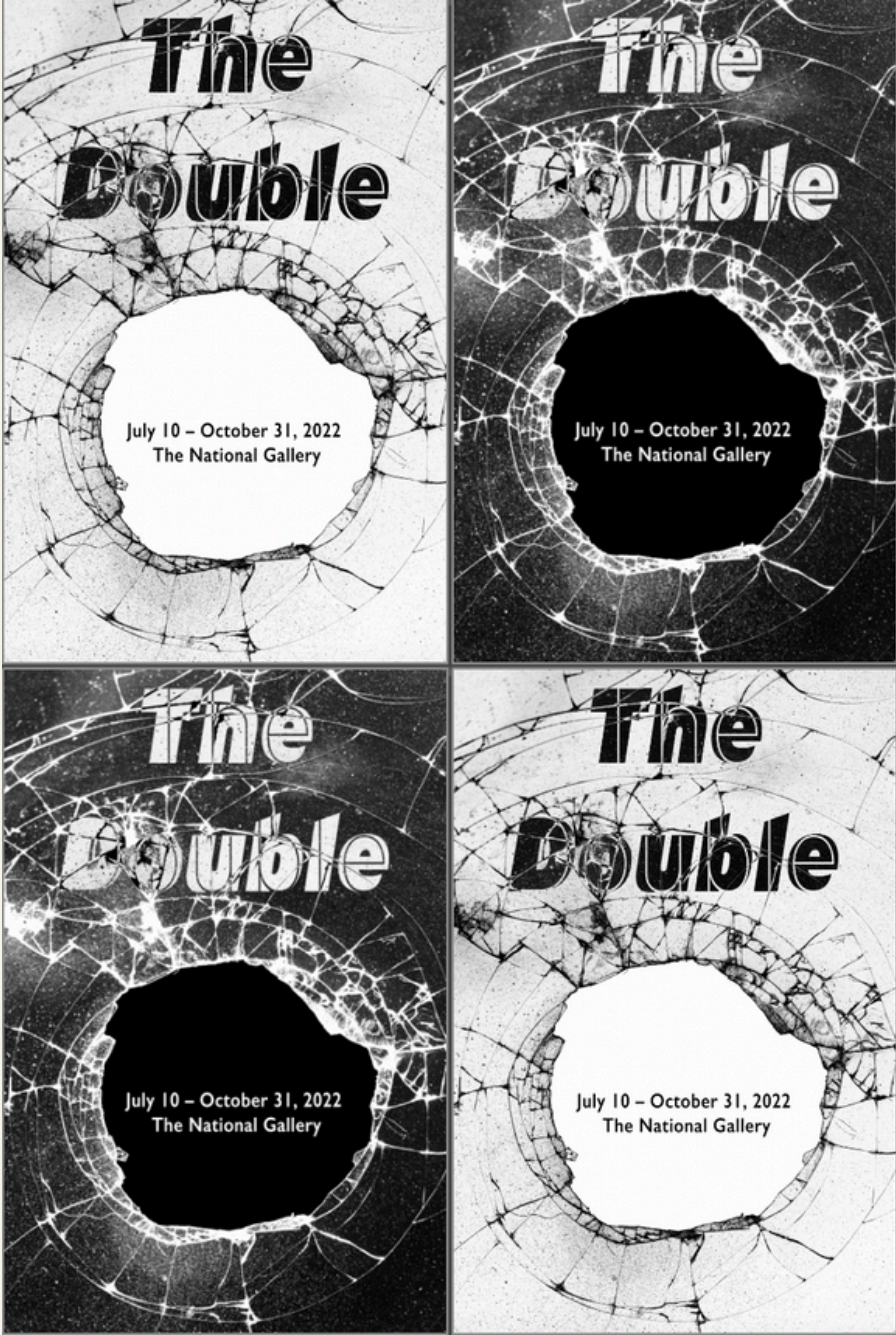
# TYPE STUDIES

## NITTI TYPEWRITER



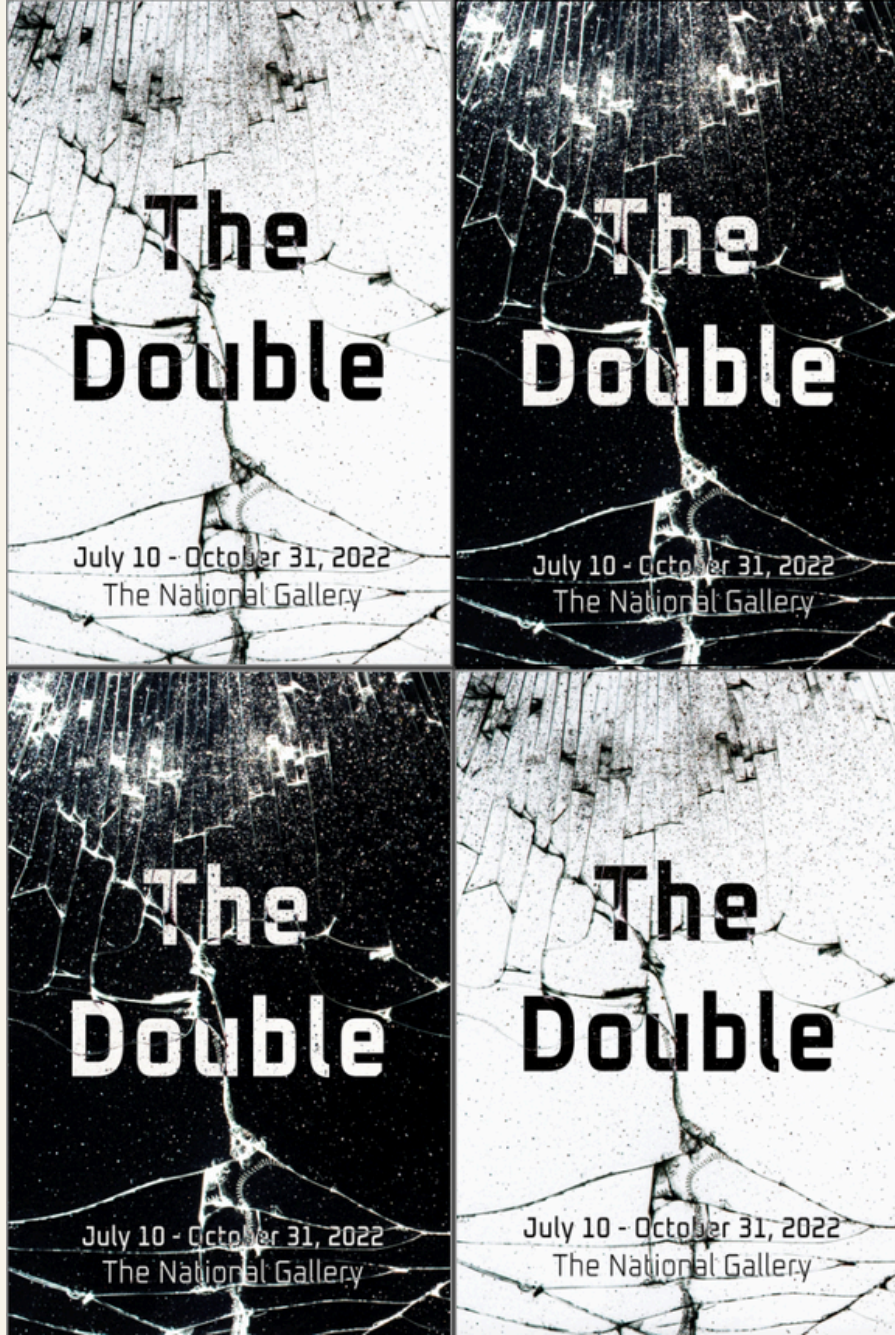
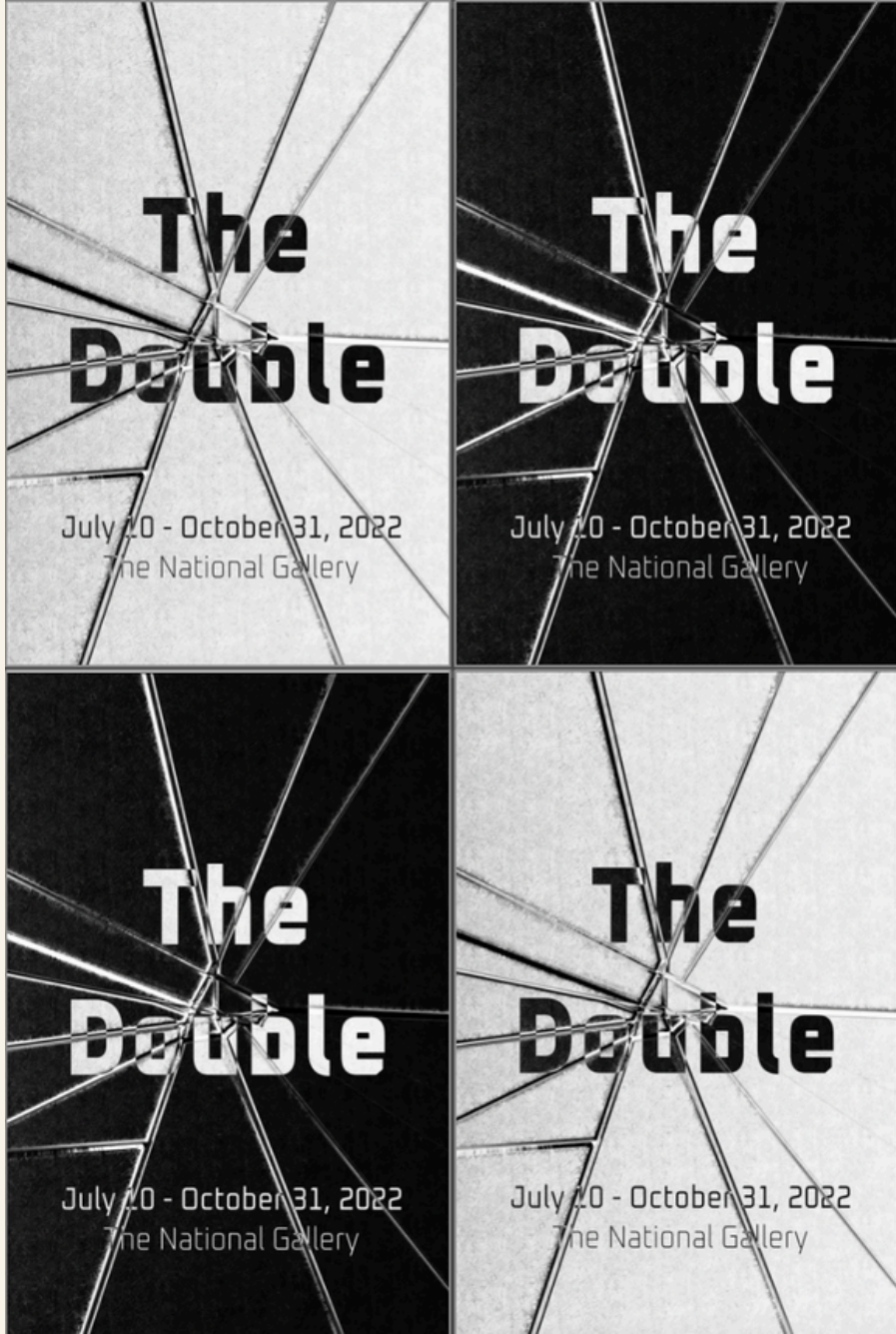
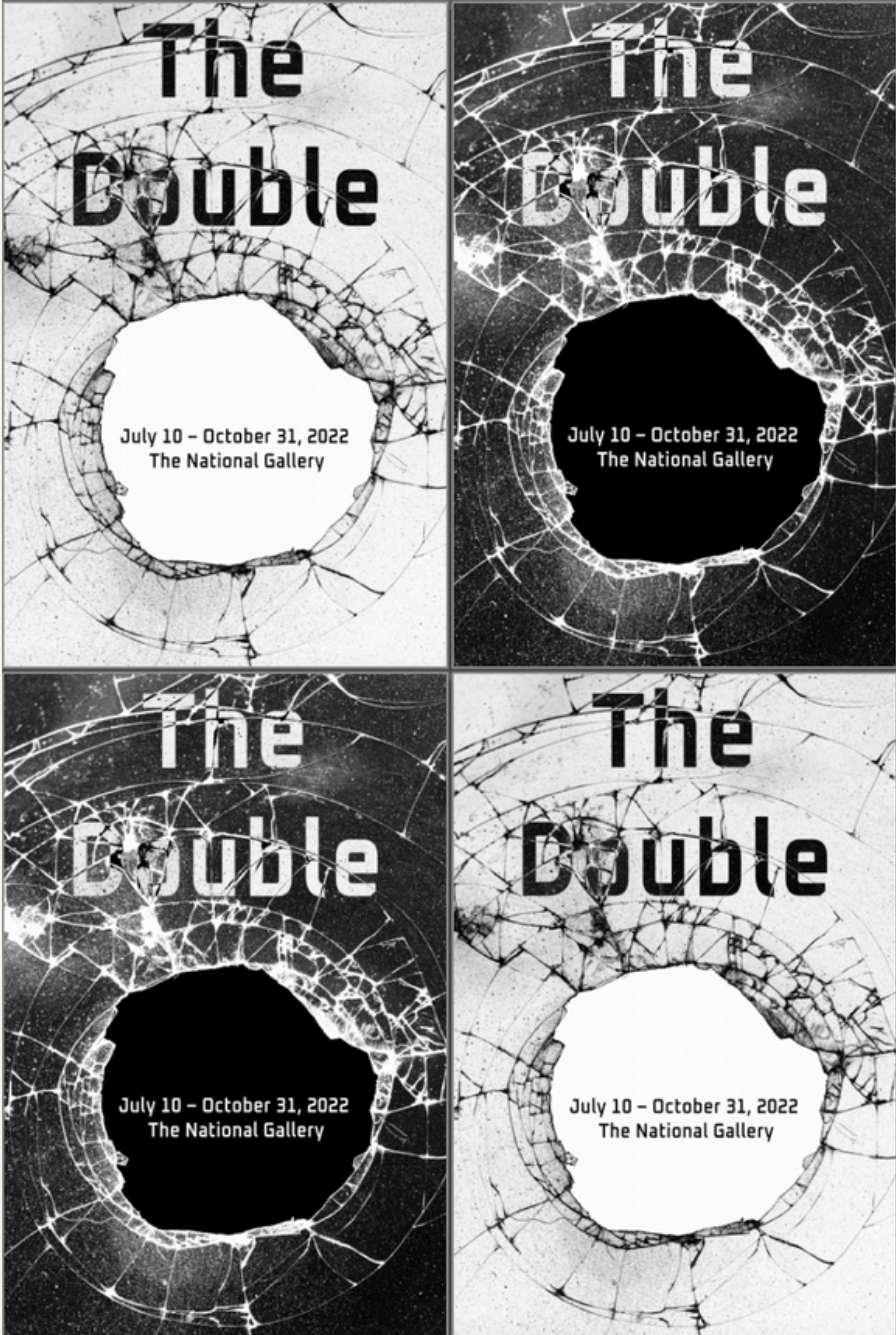
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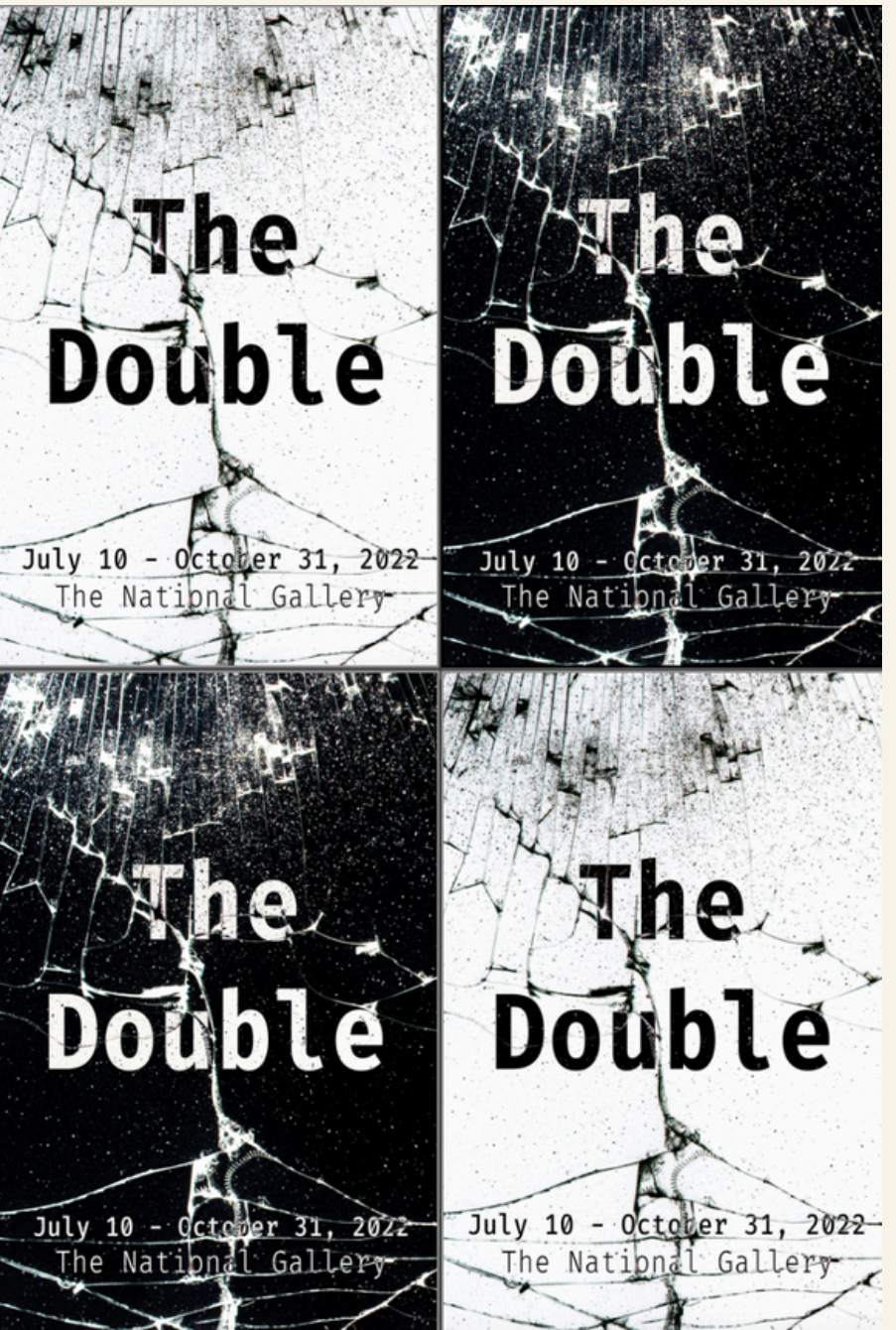
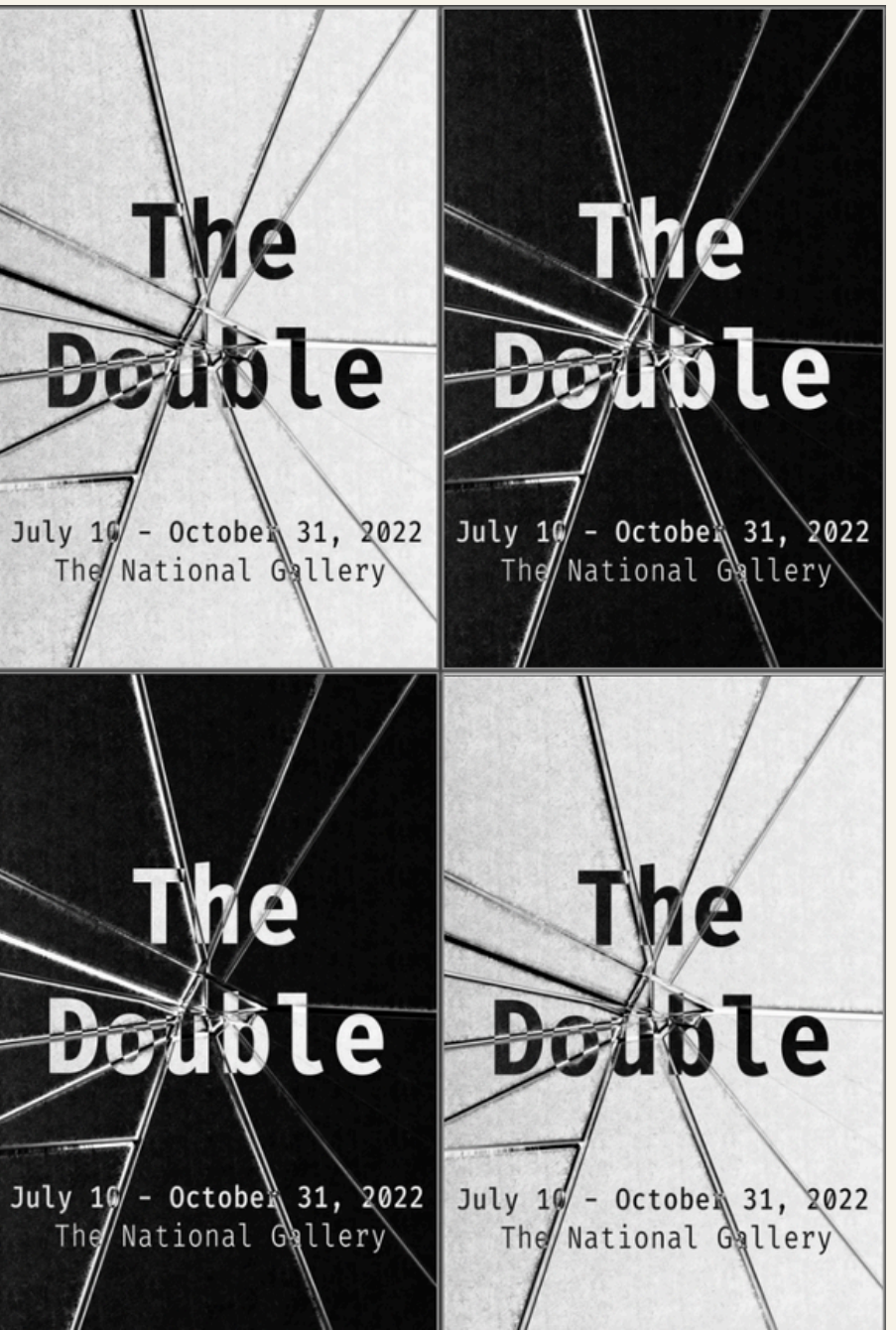
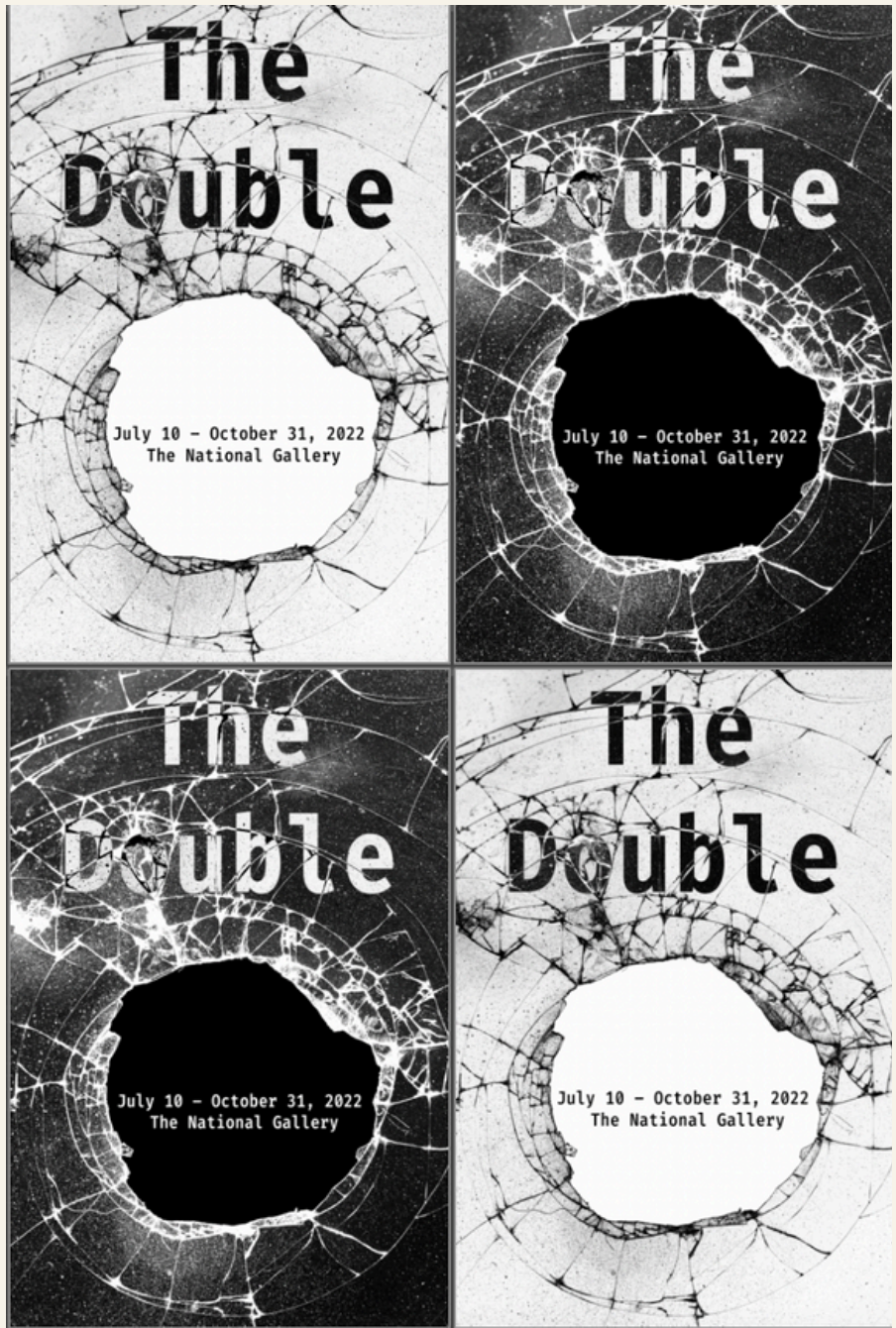
# TYPE STUDIES

OXANIUM



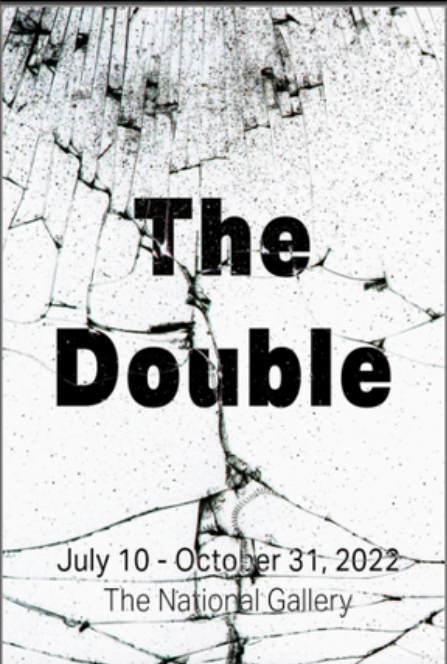
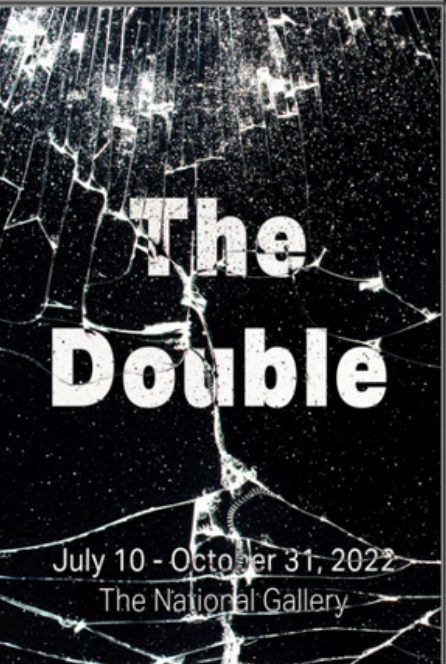
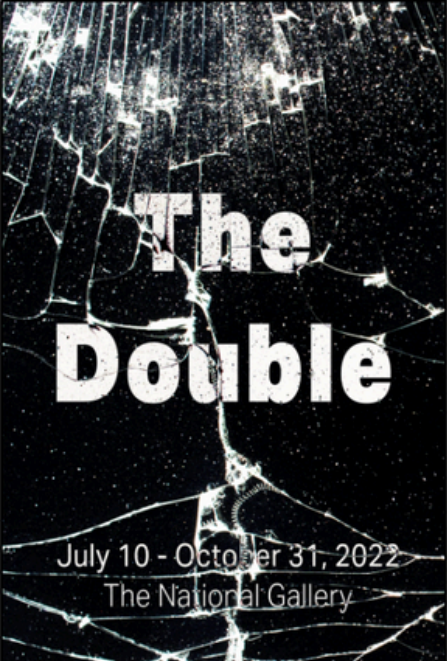
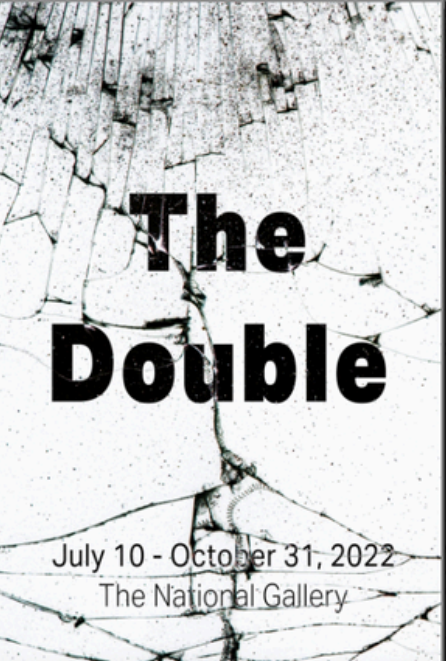
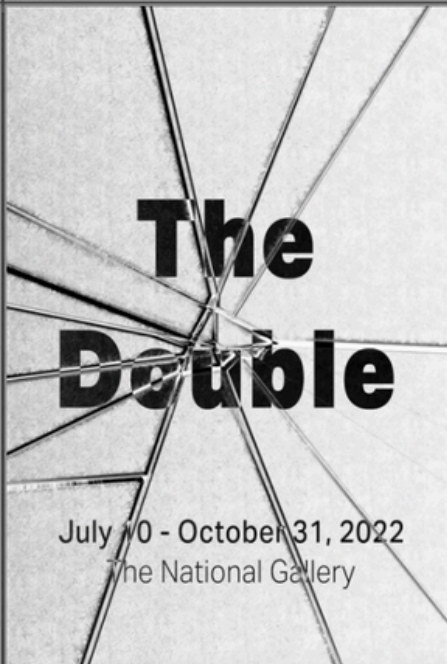
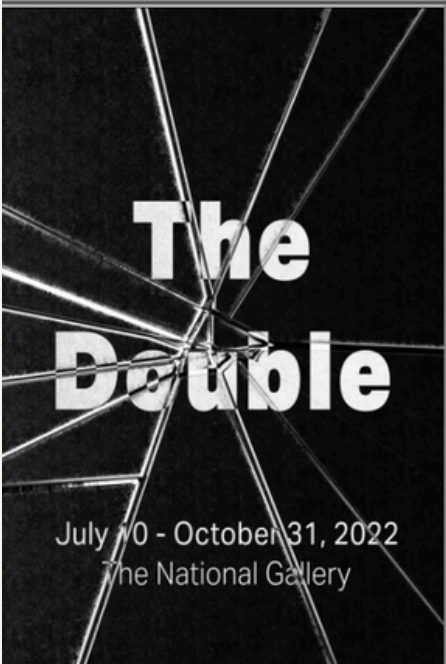
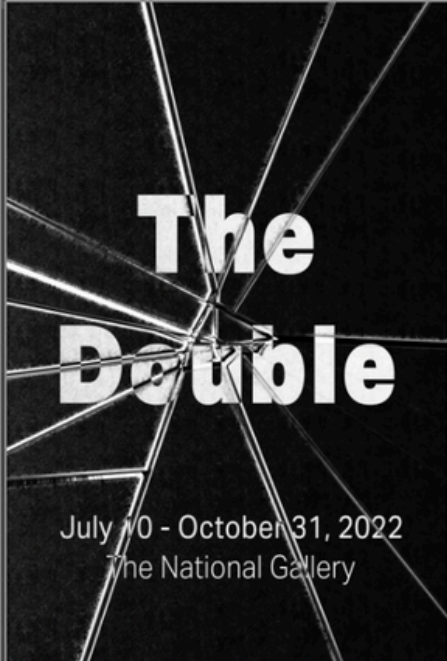
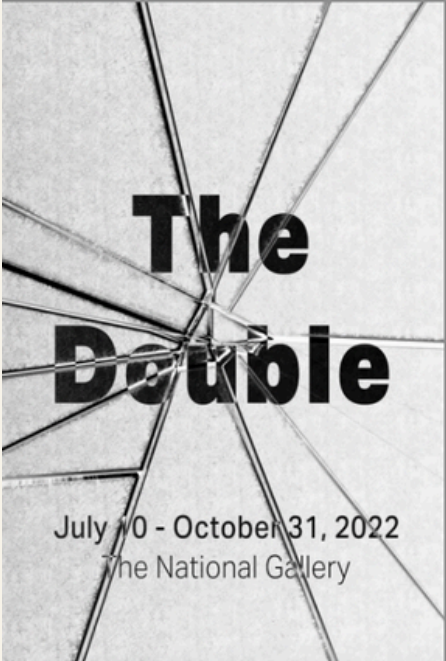
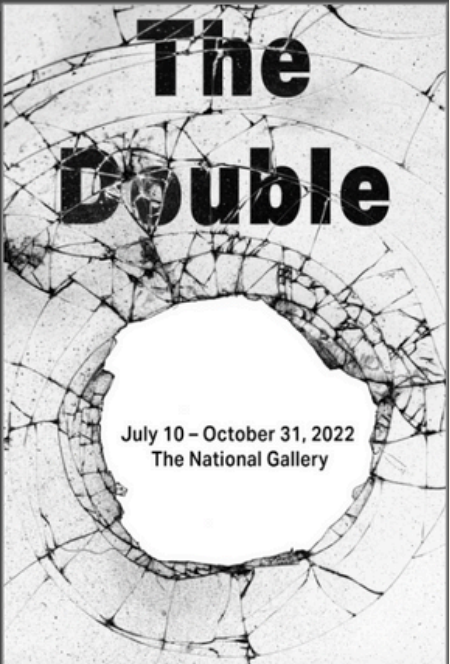
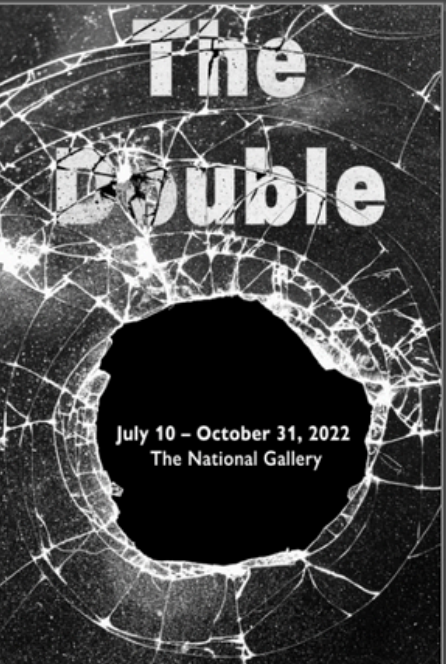
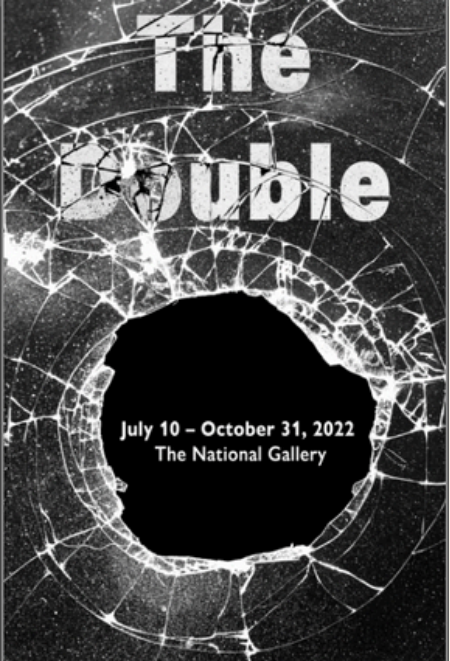
# TYPE STUDIES

FIRA CODE



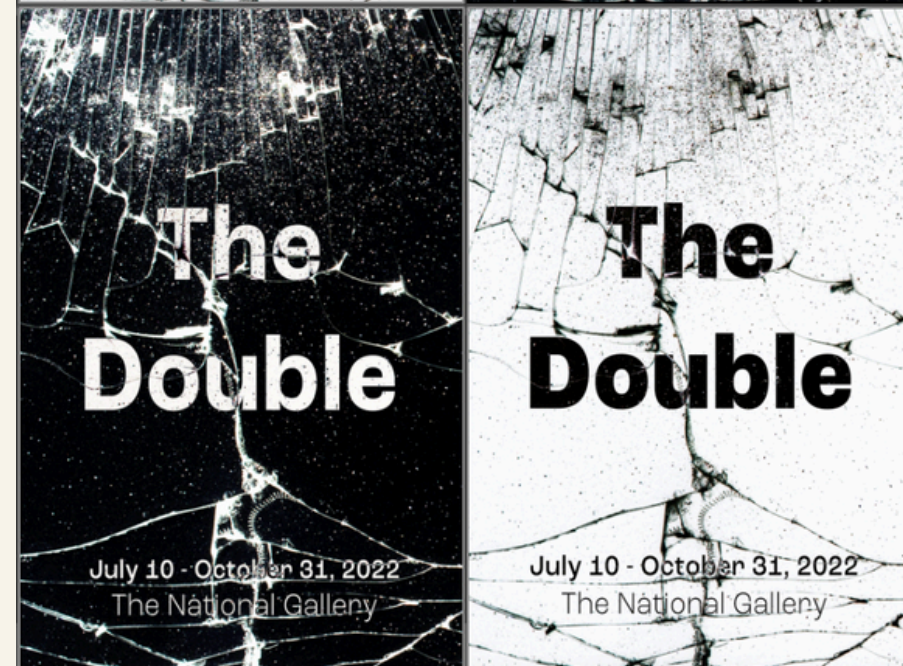
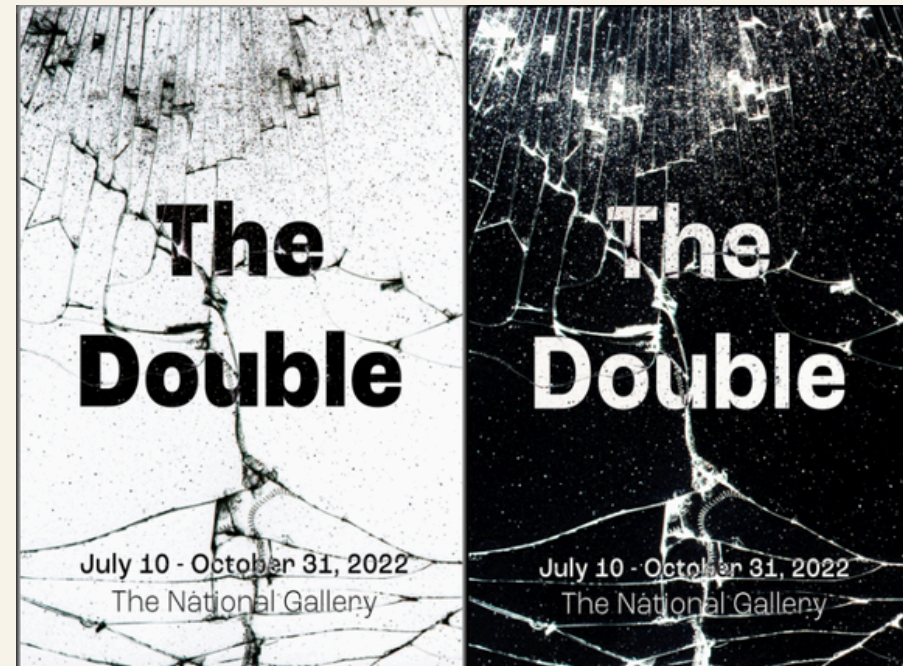
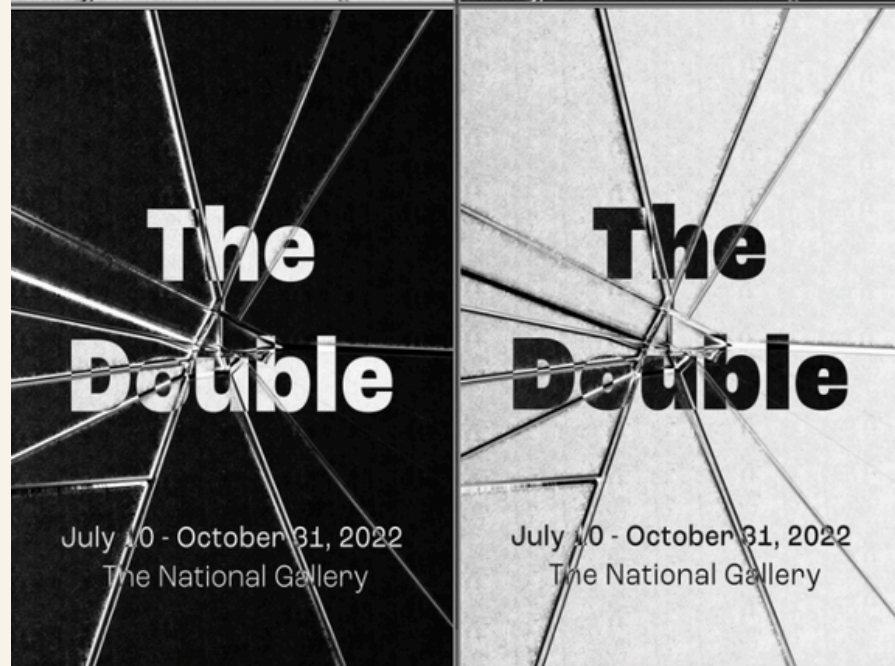
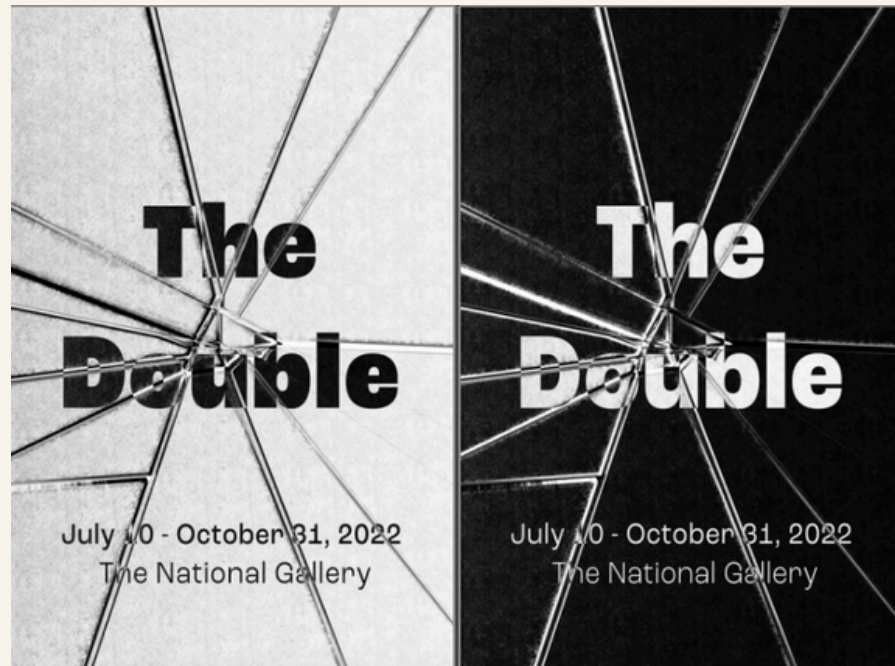
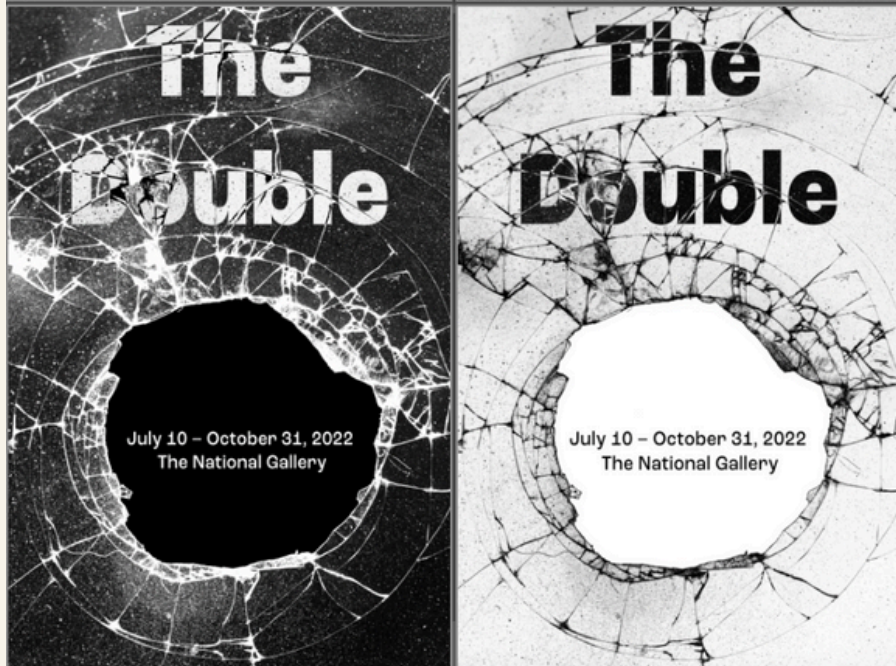
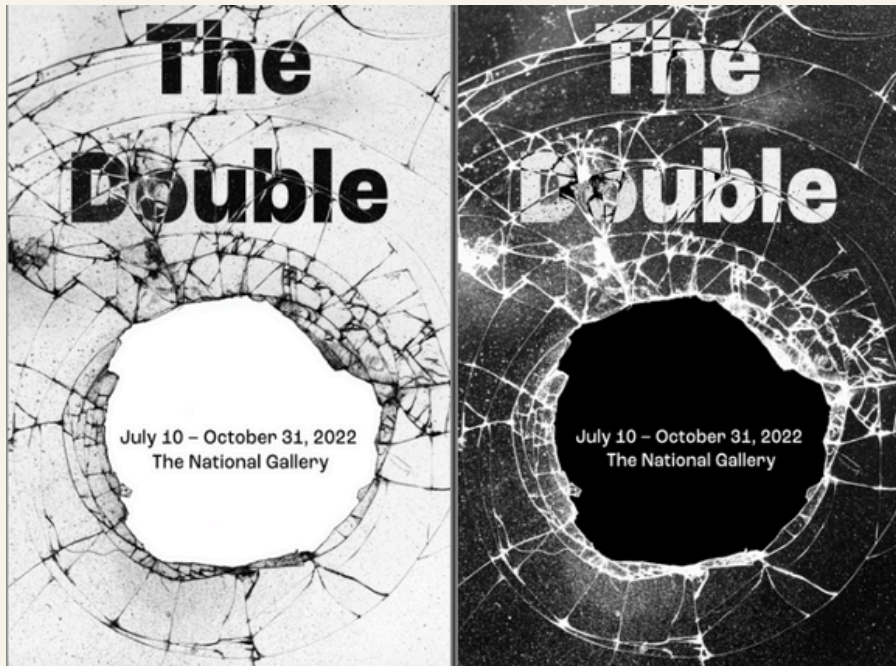
# TYPE STUDIES

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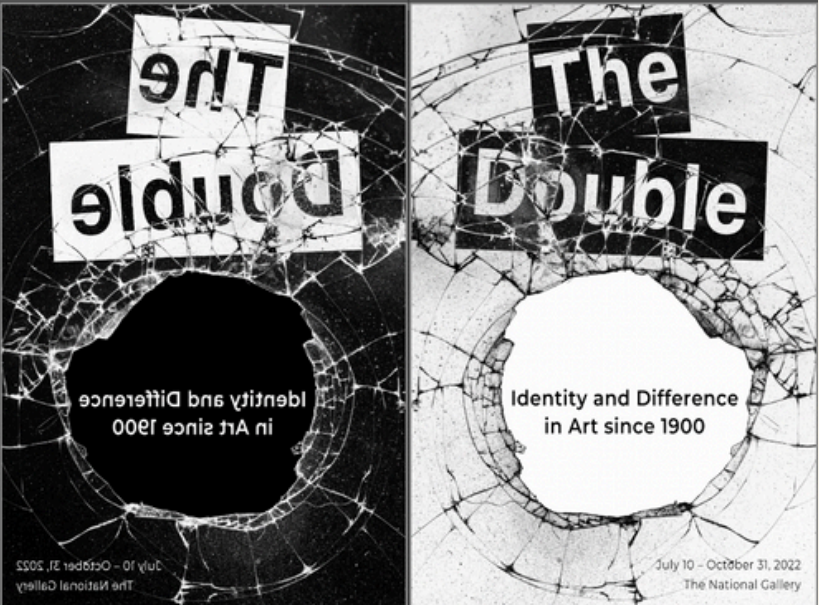
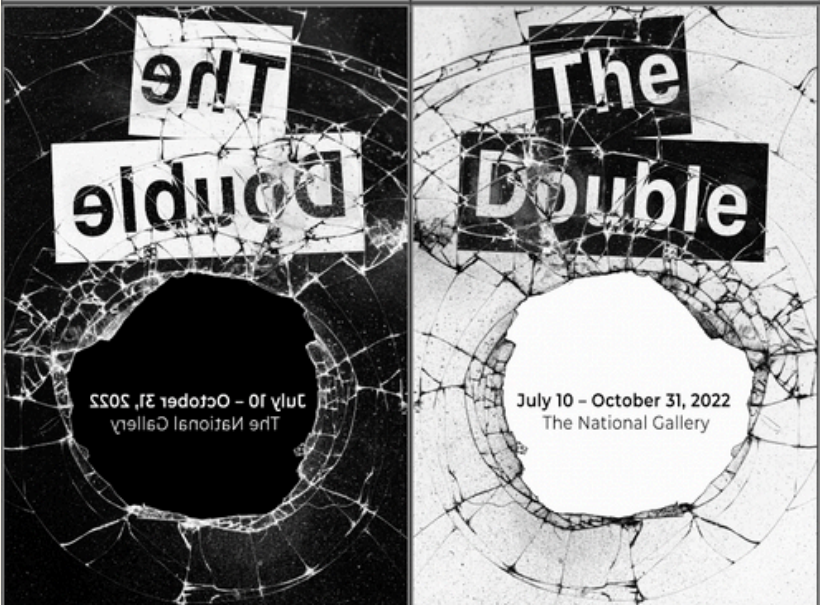
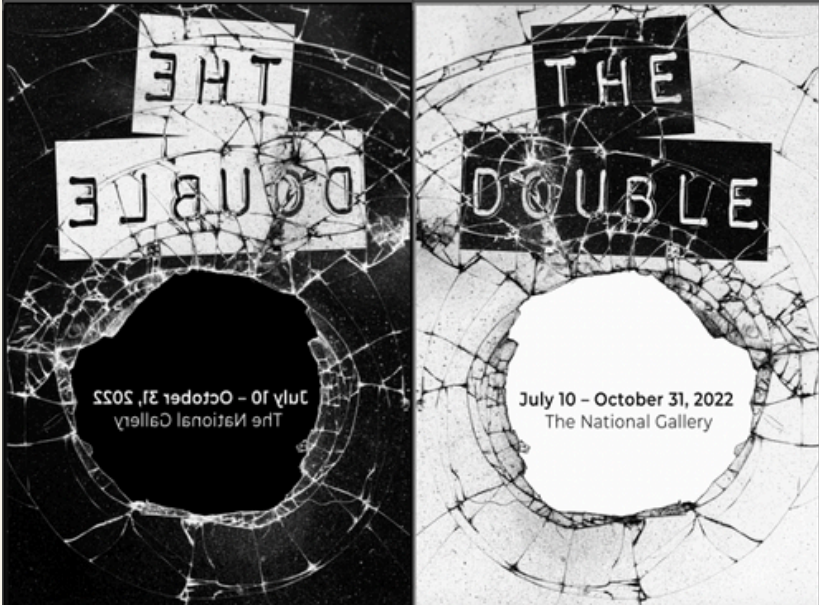
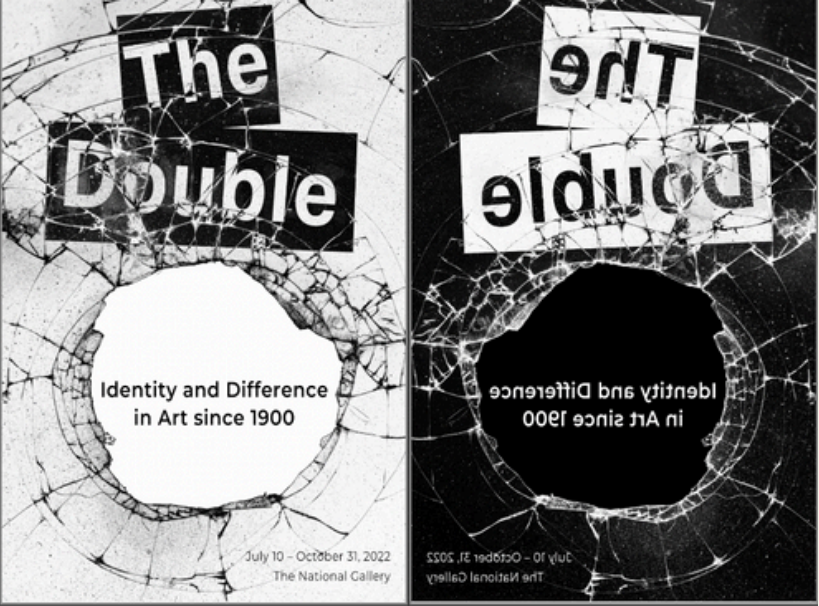
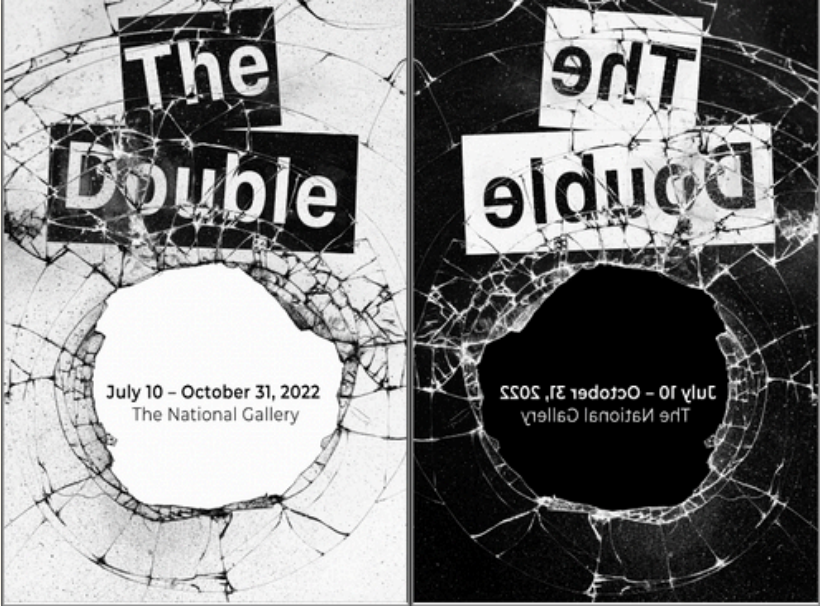
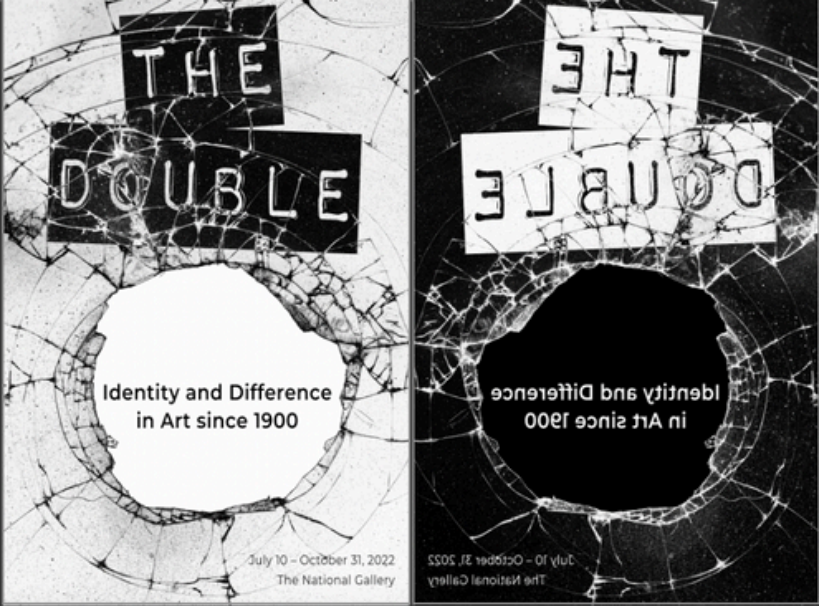
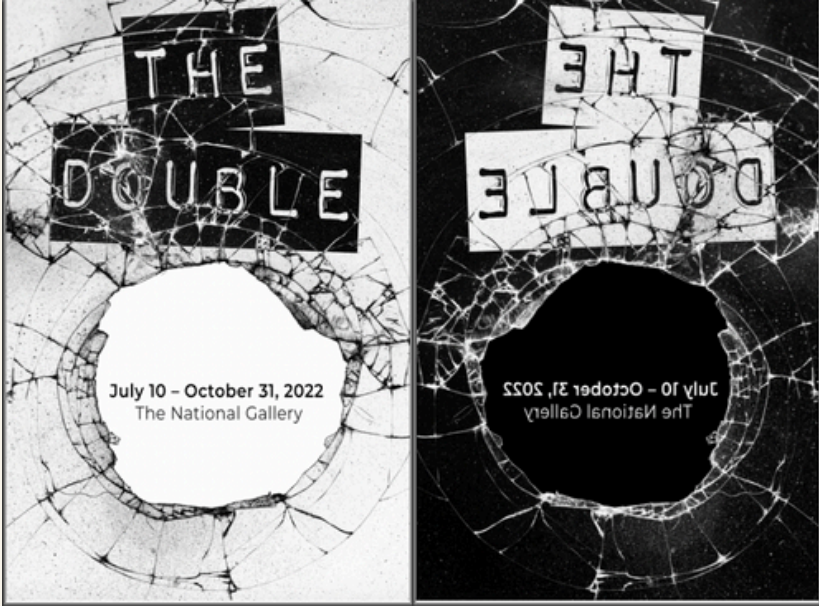


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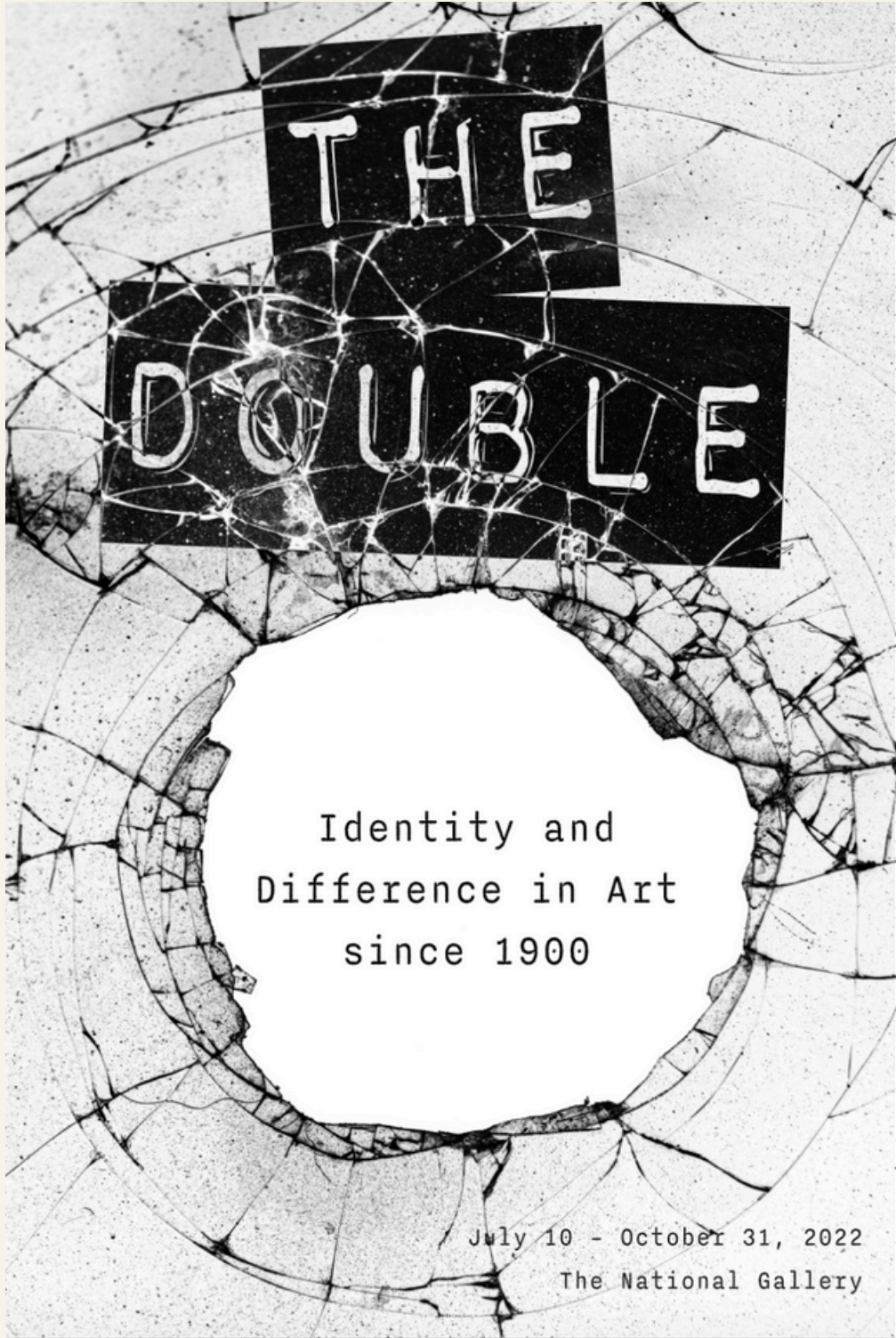
## ROC GROTESK



# REFINEMENTS



# FINALS



# MOCKUPS



# MOCKUPS



# MOCKUPS

