



NOZOMI AKUTSU

Art Director / Designer

Creator of MU Design Store

Lecturer at JOSHIBI Art University in Tokyo

Hi I am Nozomi,
Amsterdam/
Tokyo based
Art director, designer,
specialises in
visual identity design
centred on branding,
who loves design,
music and cats.



A bit of about me

NOZOMI AKUTSU

Art Director / Designer

Creator of MU Design Store

Lecturer at JOSHIBI Art University in Tokyo

I was born and raised in Tokyo. After working in Japan for over 10 years as a designer in Tokyo, I moved to Melbourne in 2016 to expand my design skills.

I worked for a construction company in Melbourne as an in-house graphic designer. In 2018, I returned to Japan to start her own business as a designer.

On the side, I was also involved in launching the Tokyo version of an Israel-based travel startup company called Cool Cousin.

My specialty is conveying information in a concise and minimalist manner utilising pop and iconic graphics. In 2020, I started a new design brand called 'MU' in order to enrich people's surroundings through graphic design.

Now I live in Amsterdam working as a freelance Art director, Graphic designer looking for opportunities to work with.



Age 5-8
Playing LEGO and drawing and painting were my favorite things to do when I was a child (with cat).



STRUGGLE IN MY LIFE

Age 19-23
Enrolled at Art college in Tokyo. Even though I knew I desire to work in the creative industry in future, I was lost at the time. Aside from me, there were so many talented people. I was desperately seeking who I am and what I can do.



LIFE CHANGING MOMENT 2

2022-
After coming back to Japan, I relocated again, this time to Sweden, to start a new journey at HYPER ISLAND. It's only been a few months but already a life changing moment for me.

1985

Born in Tokyo, Japan

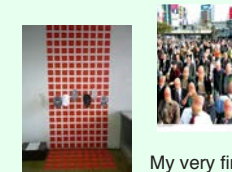
The environment in which I grew up with my two brothers definitely had a significant impact on my personality development.



WHEN YOU REALISED WHAT YOUR STRENGTH IS...

Age 9

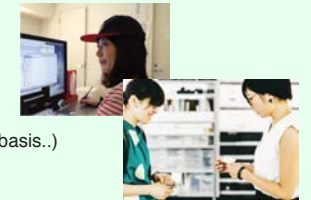
I was awarded the drawing competition at elementary school... This is the time when I realised "Perhaps, I am better at drawing than others.."



My very first art piece...

Age 23-29

Worked as a graphic designer for multiple design studios in Tokyo (Over 12-14 hours working on a daily basis..)



LIFE CHANGING MOMENT 1

Age 30

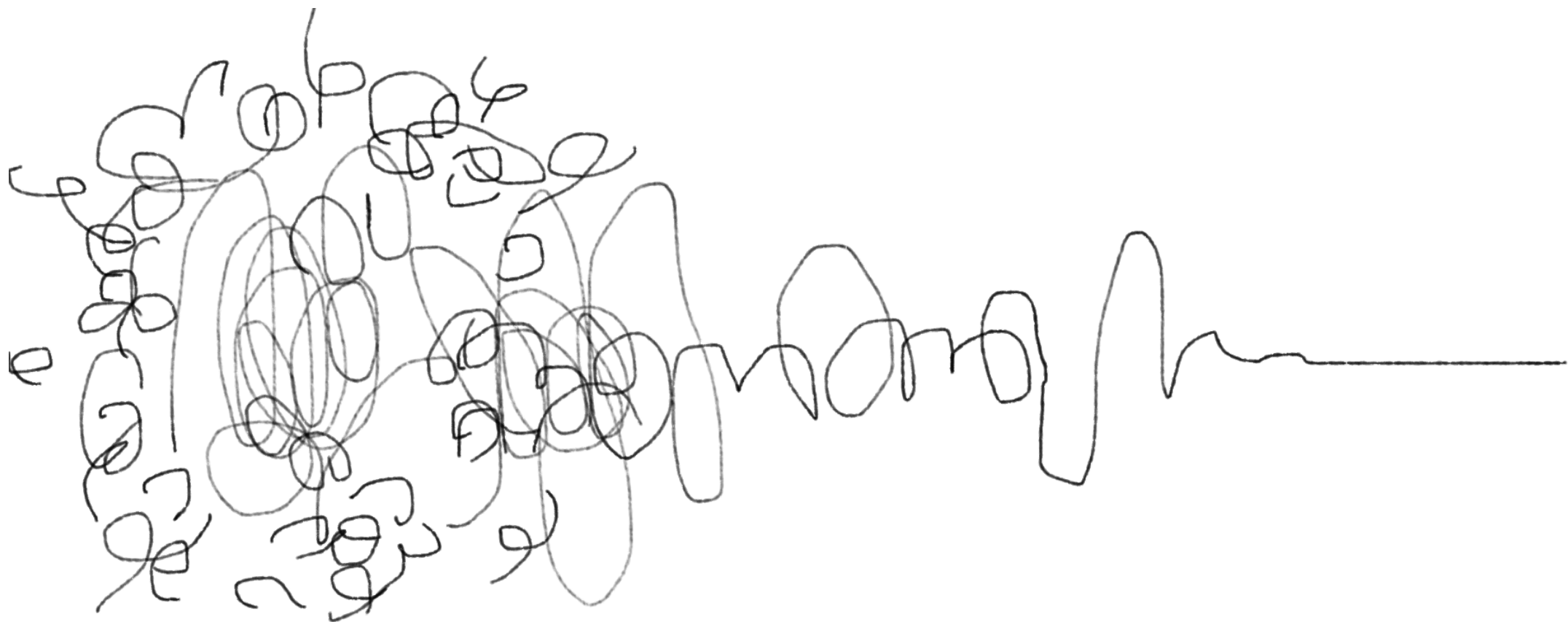
Moved to Australia for work. There, I was working as an in-house designer for a local construction company.

Learnt Aussie English and about a different culture.



Implementing Design Thinking
focusing on the outcome.

Let me show the process.



01. Research and cluttering

1. Research and cluttering

Doing research and finding the essence is the most important first step in any industry. When I do research, I try to look at things from a unconventional, child-like perspective. I also believe in talking to stakeholders and doing fieldwork, rather than just doing a Google search.

Interview I held

1. DEEV DRIVE (20mins)

2.1 What are your thoughts about the copyright laws? And how do they affect your industry?

Honestly, it doesn't affect that much in his company because it's protected. But not sure about the situation in Sweden. It happens in Bangladesh.

2.2 Which of the following words do you associate with copyright laws? Why? (Get a sense of the impact of copyright laws in their everyday lives)

2.3 How do you keep yourself up-to-date with copyright information?

Copyright

Does Copyright Protect or Hinder Innovation and Creativity?

What effect does Copyright have on innovation & creativity?

Do copyright laws affect your creative output?

How might we outline the effects of developments in copyright protection, on creativity and innovation?

How might we explore the effect of copyright protection on creativity and innovation?

Insight goals

how long does it last?

eg. Give new steezy perspectives for creators.

eg. People's interest in facts and the factors that contribute to it (and importance of it)

eg. Designers/Creatives' interest and understanding of copyright laws

All what stage of the creative process does copyright law impact?

How do different industries learn about copyright laws and implement them into their work?

Does copyright law affect

Introduction

eg. Are you confident about copyright laws? Do you understand everything?

eg. Do you feel protected when you create digital content? eg. how?

About the industry

Where do creatives find out about copyright laws? Are they up-to-date?

Do creatives actively protect their own work? eg. how?

Future

Is there anything missing from current copyright laws?

cluttering

Culture
How does our community describe us?

Customers
How do we describe who they are?

Voice
How do we sound?

Value
What is its tangible impact?

Benefit
How do others feel after interacting with us?

X-Factor
What is it that makes us radically different?

Cluster Process:

- Step 1: mark with + or - key insights according to + or -
- Step 2: I wrote max. 5 condense insights in the green post-it
- Step 3: cluster those green key insights in groups
- Step 4: ideation based on insights

Surprise gifts

Entertainment

RANDOM IDEAS

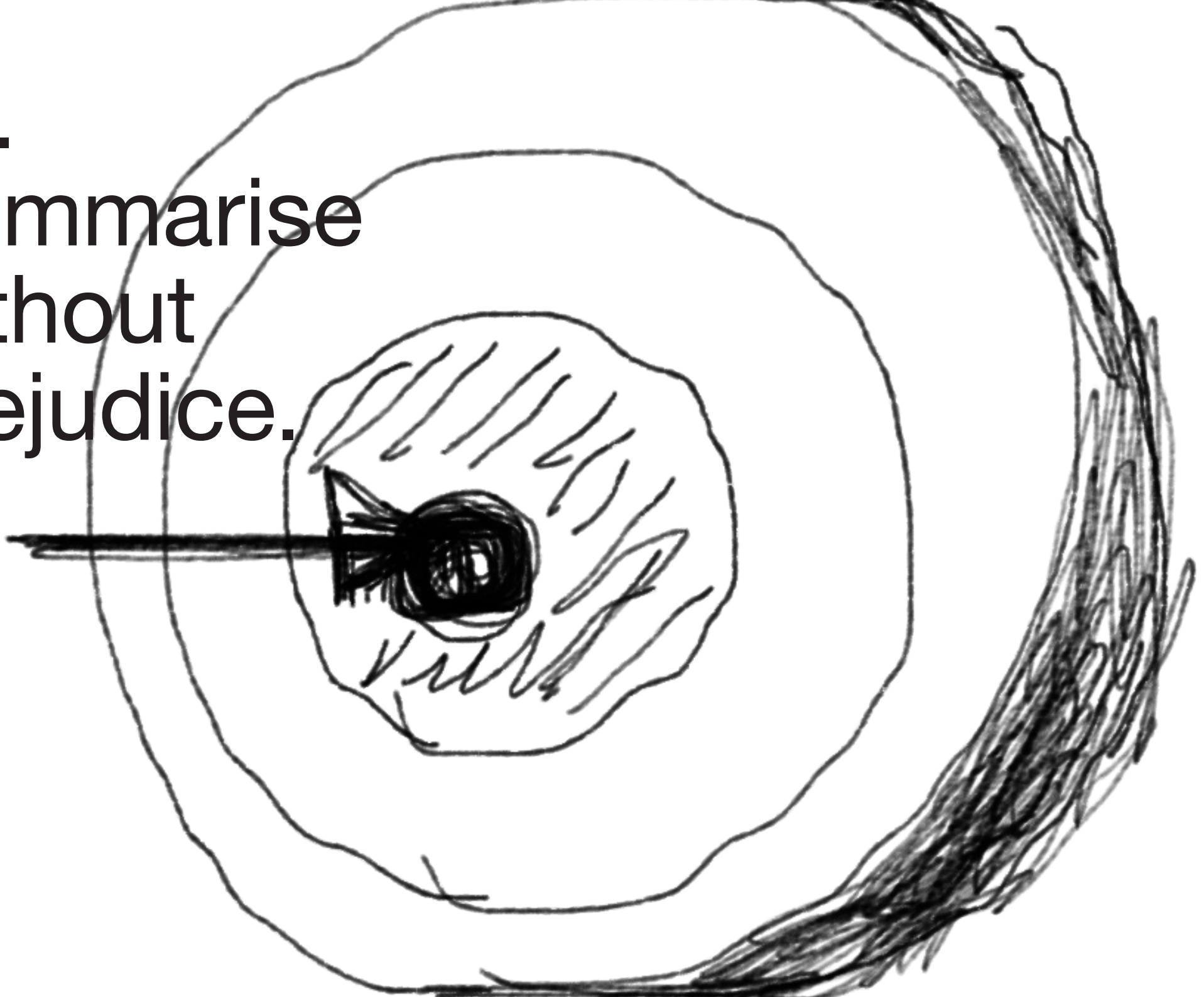
Boost staff up

Memorable unique experience

Your guy from booking process

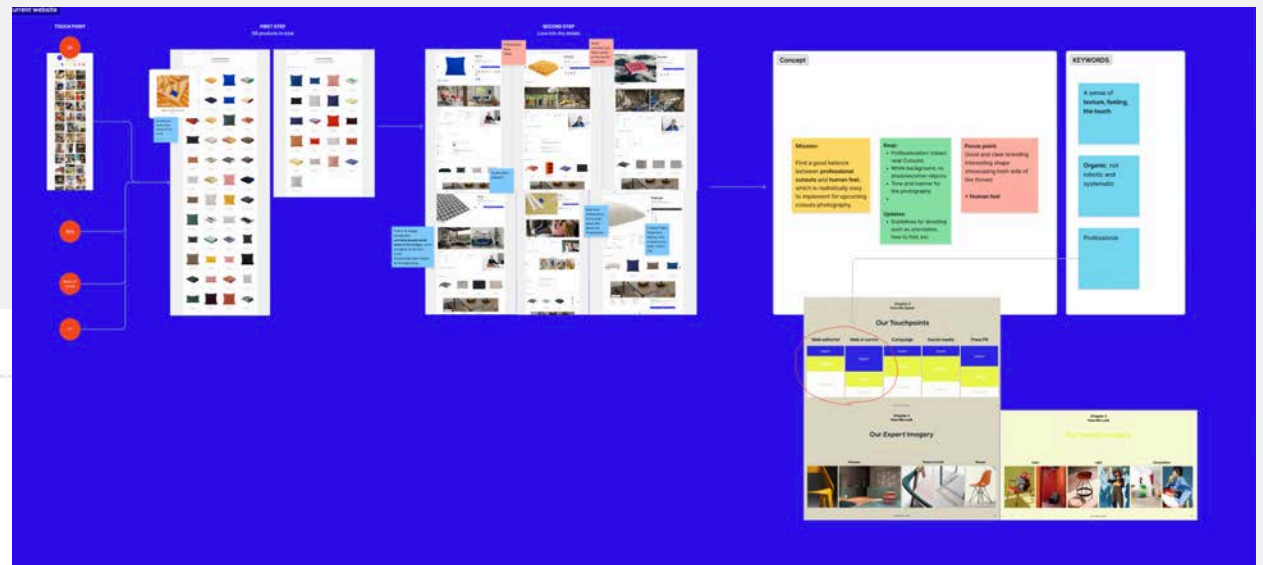
cluttering

02.
Summarise
without
prejudice.



02. Summarise without prejudice.

A creative structure map for a new product that I actually created when I was a design intern at an interior design company called Hem in Sweden. I proposed it to the creative director and actually had some launched.

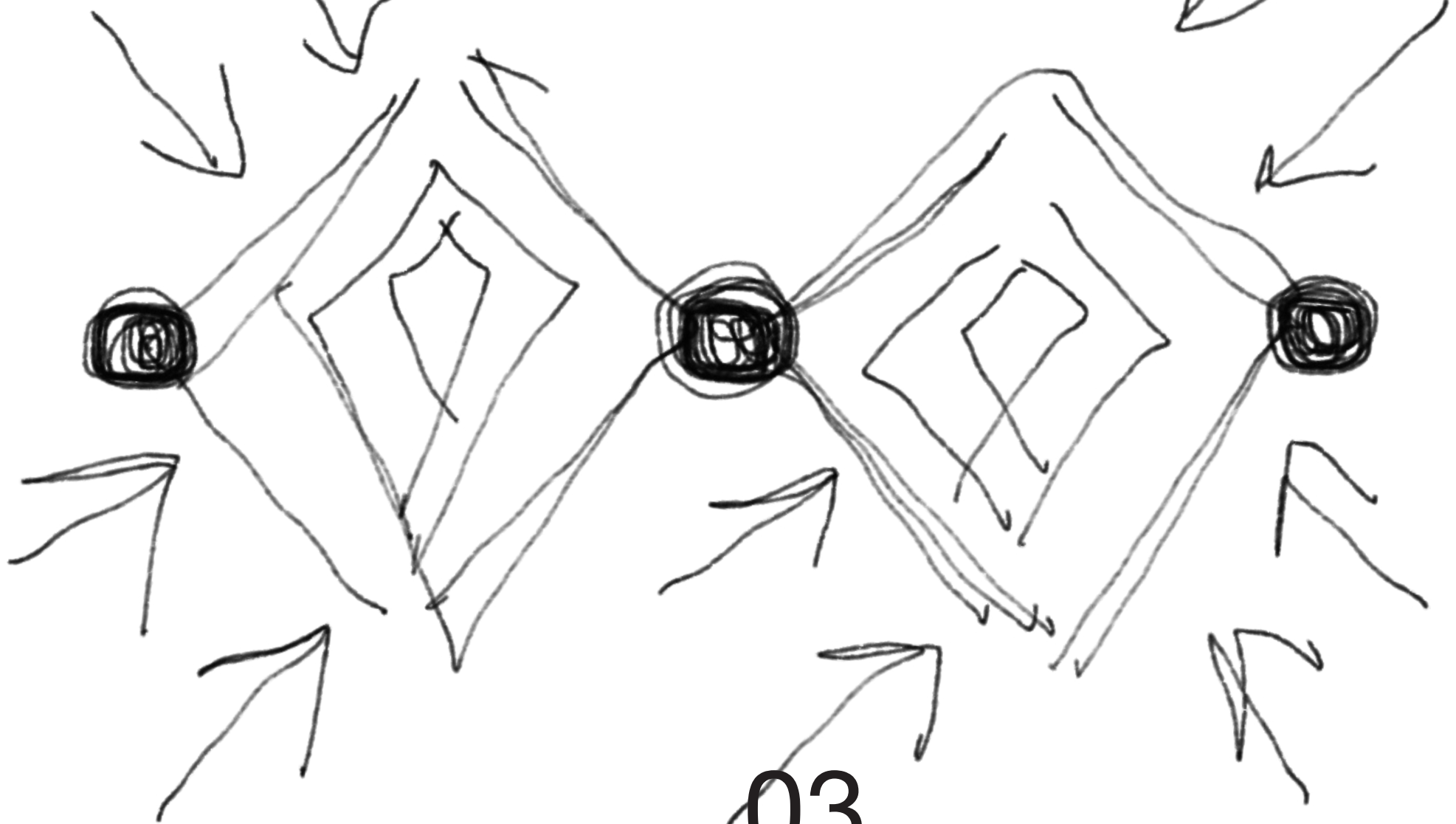


Finding solutions that are unconventional ideas but can be realistically implemented.

It is very important not just to come up with bizarre ideas, but ideas that are realistically feasible and cost-effective.

It is also important, especially in the sales industry, to communicate closely with stock managers and come up with a strategy that is backed up.

I value this process of understanding things fundamentally before producing a design output.



03.

See the forest
for the trees.

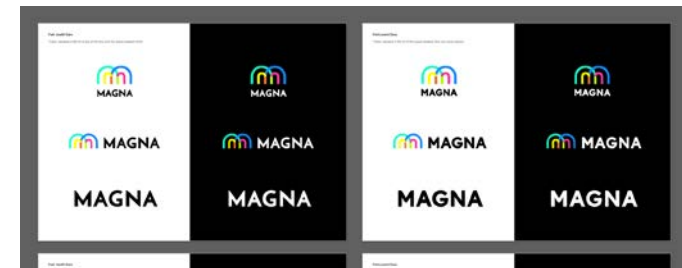
03. See the forest for the trees.



1. Rough drawing for the logo

2. Explour logo symbol shapes

3. Explour orientation, alternative logo symbol ideas



4. Explour fonts and colours

5. Final check (See the forest)

04.
Here are some
design outcomes
over the past
15 years
of my
experience



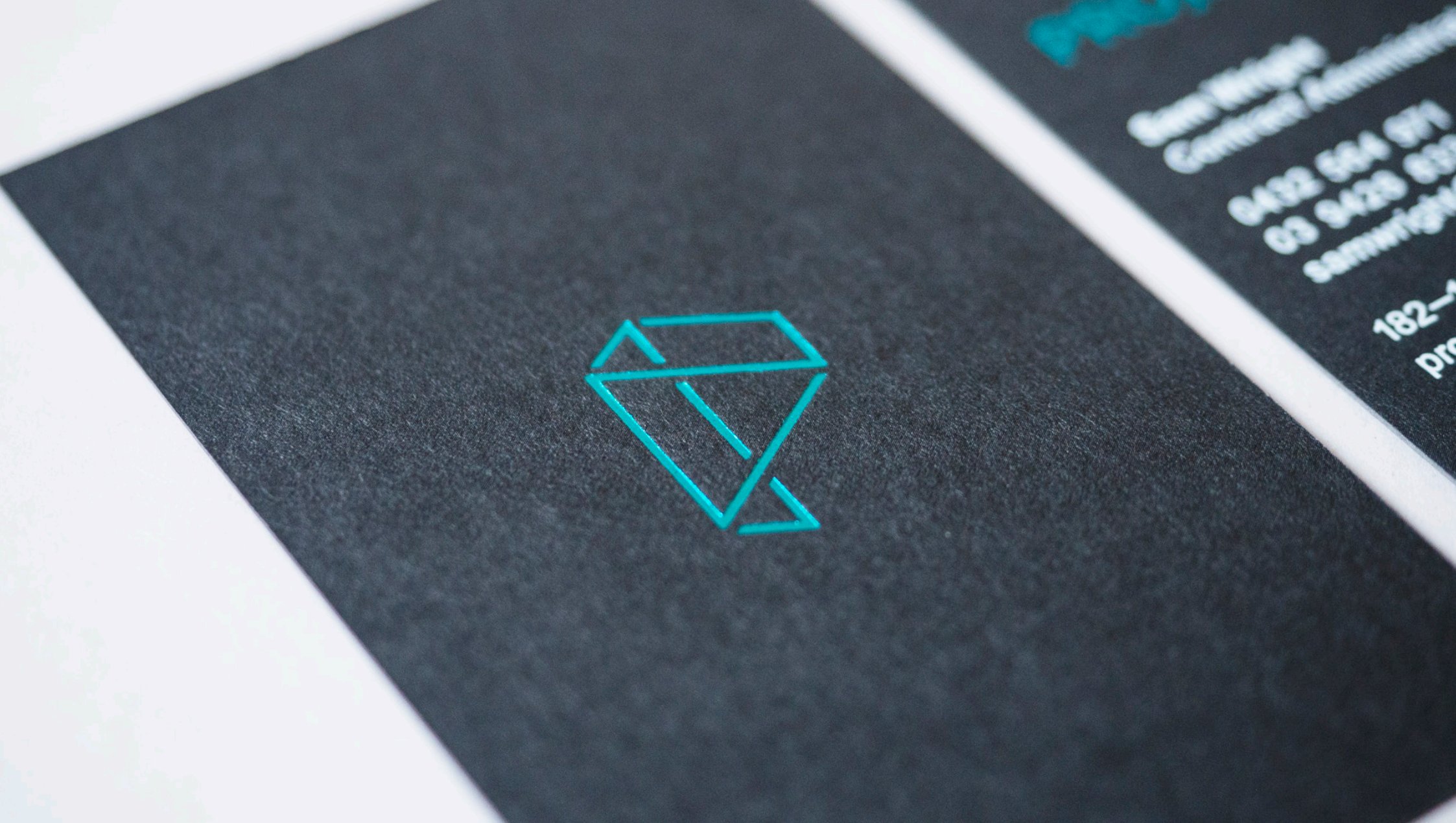
Visual identity

Digital, Marketing (Hem)

Printing, Editorial

Products (MU)

Hyper Island



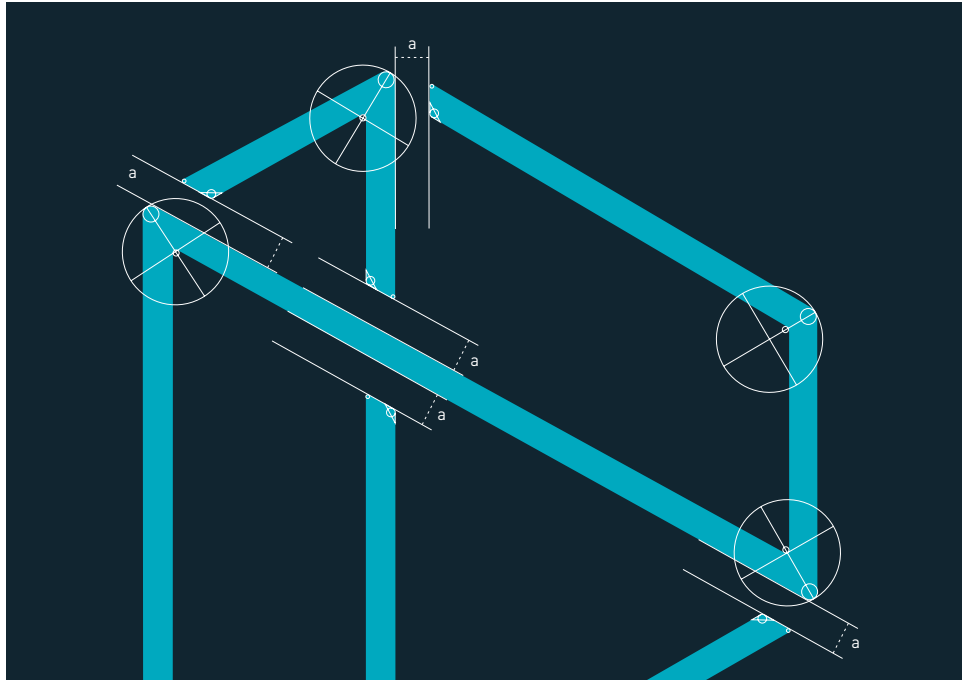
PROJECT GROUP

Business cards, logo, goods, packaging, document templates and stationery design

Compliments cards, polo shirt, safety hat, USB cards, handover box, induction stickers



Brand guidelines



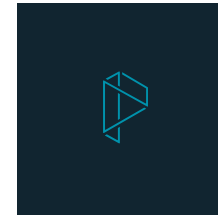
Logo Suite

Logo 2 - Symbol

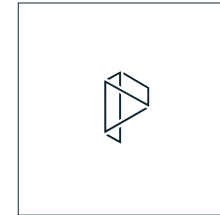
This symbol is used as a background for most of our branding including our profile covers and site signage. Our logo should never appear in any other versions and it not to be misused or misrepresented. It is imperative to maintain consistency, which means our logo should never be distorted in anyway.

Primary Logo Suite

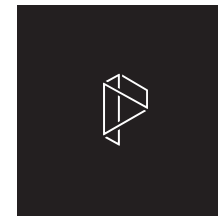
Full colour - Project Group blue symbol x charcoal background



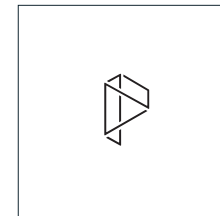
Full colour - Project Group charcoal



Mono colour - reverse



Mono colour



Primary Logo Suite



Logotype

Symbol

AaBbCc01234

Arial Regular

abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 1234567890!?"~" ()+ = _ * & ^ % \$ # @

Arial Bold

abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 1234567890!?"~" ()+ = _ * & ^ % \$ # @

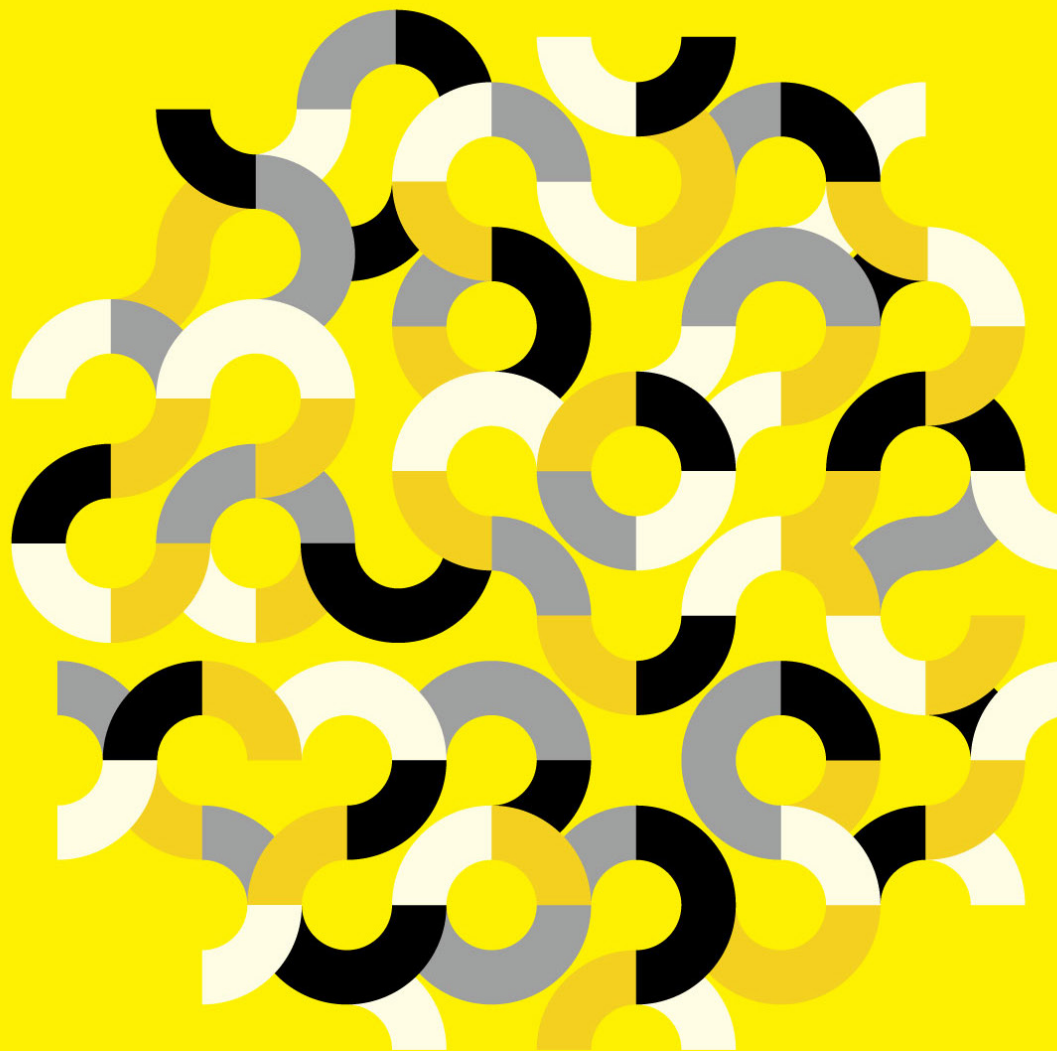


Place



Other





JOSHIBI collaborative design department
Visual identity, logo, goods, packaging, pamphlet and stationery design

Compliments cards, polo shirt, safety hat, USB cards, handover box, induction stickers





Kasei gakuin university
Visual identity, logo, goods, packaging, pamphlet and stationery design

Compliments cards, polo shirt, safety hat, USB cards, handover box, induction stickers



TOKYO KASEI GAKUIN UNIVERSITY
 Communication mark-visual identity guidelines
 学校法人東京家政学院
 コミュニケーションマーク
 ビジュアルアイデンティティマニュアル



Knowledge
Virtue
Art



家政学の新たな一歩と出会う
**MIRAI
 KEYWORD**

あなたは「家政学」と聞いて、どのようなイメージが浮かびますか。知識や技術を学ぶ「実学科」とは違い、「家政学」は実に幅広く美しい学科領域です。現代社会の問題解決に欠かせない専門知識です。専門知識や職業、資格とつながる家政学。卒業先も多彩な職業です。家政学があなたの時代に重要なのか、あなたの知らない家政学の可能性を感じてみませんか？

家政学をもっと知る



旧ロゴマーク



ご提案
新ロゴマーク



新ロゴマークの3つのポイント。学生も先生も一目でわかる。親しみやすさとし、2つのシンボルを組み合わせ、親しみやすさの視覚に導くデザインに。また、黒の組み合わせで親しみやすさを感じさせることで、デザイン特性を伝えるためのアクセントに。

両用法
 ① 2色の組み合わせ（左）
 ② 黒のみの組み合わせ（右）

① KVAの4つの組み合わせ（左）
 ② 黒のみの組み合わせ（右）
 ③ KVAの4つの組み合わせ（左）
 ④ KVAの4つの組み合わせ（右）

TKGU AUTHENTIC RED
 家政学教育の元祖を表す、正統派レッド

R 229 C 8 #E1922E
 G 9 M 96
 B 36 Y 84
 K 0

TKGU VIRTUE RED
 志の強さ、自律性

R 144 C 40 #903116
 G 5 M 100
 B 22 Y 100
 K 0

TKGU KIND RED
 人を想い、受け入れる、ウォームレッド

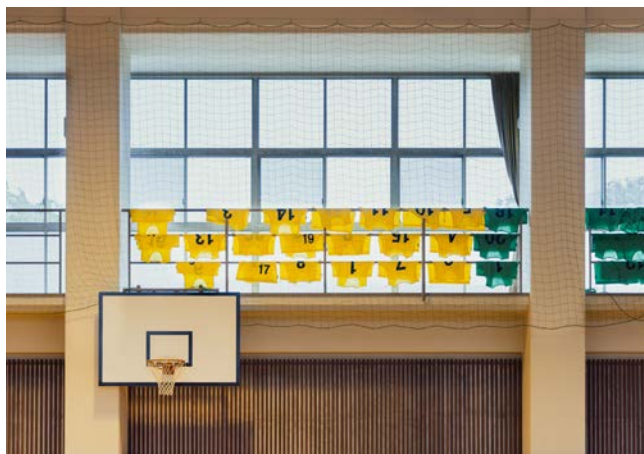
R 255 C 8 #FF6662
 G 100 M 75
 B 98 Y 51
 K 0

TKGU BACKGROUND COLOUR
 基本の背景色

TKGU TEXT COLOUR
 基本の文字色

衣・食・住から
SDGsまで





配色バランスイメージ

既定のカラーを使用する際の配色バランスは、本誌を参照してください。TKGU AUTHENTIC REDは、白を基本として使用するべきを推奨いたします。また、黒はアクセントカラーとして活用することで、差別化が強い印象を演出できるとも考えられます。



イメージ（既存ウェブサイトを参照）

Communication mark color
 ● RGB: 194 40 8220 28 98 / CMYK: #E1922E
 ● PMS: 108B / DIC82

東京家政学院大学
 TOKYO KASEI GAKUIN UNIVERSITY





DAMBO

DAMBO

Visual identity includes stationery design



NIHO

Logo and visual design for the startup project of a company



「はかる」の未来を創起する

お客様の創造の起点として、
新たな価値をお届けするために。

一人ひとりが力を合わせ、
つながり合い、
「はかる」の無限の可能性を切り拓いていく。

私たちは、未来に向けて創起していきます。

次の「はかる」を。
次のものづくりを。



SOOKI

はかるの未来を創起する

「はかる」の未来を創起する。一人ひとりが力を合わせ、つながり合い、無限の可能性を切り拓いていく。私たちは、未来に向けて創起していきます。

TOP MESSAGE

はかるの未来を創起する。一人ひとりが力を合わせ、つながり合い、無限の可能性を切り拓いていく。私たちは、未来に向けて創起していきます。

はかるの無限の可能性を切り拓いていく

一人ひとりが力を合わせ、つながり合い、無限の可能性を切り拓いていく。私たちは、未来に向けて創起していきます。

5 ADVANTAGES

ソーラーを巡る5つのメリット

- 1 蓄電池の性能向上
- 2 蓄電池の寿命延長
- 3 蓄電池の容量向上
- 4 蓄電池の出力向上
- 5 蓄電池の価格低下

「はかる」の自動化が、ものづくりの現場を変える。

自動化システムの特徴

- 省力化
- 高精度
- 高効率
- 高品質

レンタルできる製品

2,000 種類
30,000 円以上

安全・安心な、お客様のそばへ、様々な技術で、品質を守る。

安全・安心な、お客様のそばへ、様々な技術で、品質を守る。

サポート体制

お客様をサポートする体制

- 24時間受付
- 迅速な対応
- 豊富な技術力

SOOKI
Logo, business cards, company profile, web page and vision design

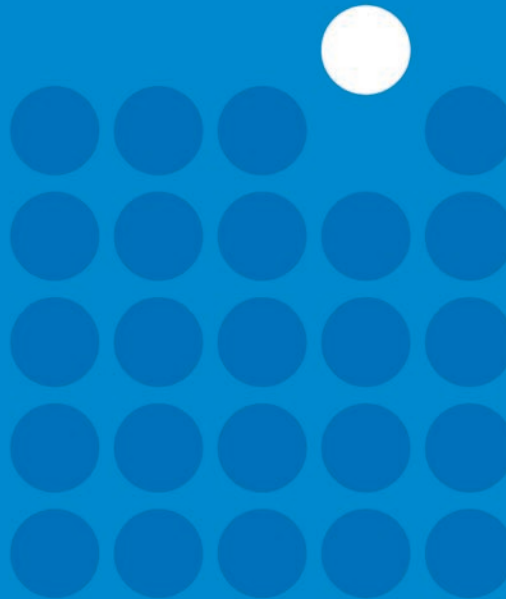
OPEN



オープンコミュニケーションを当たり前

多様な個性と能力が有機的につながり、仲間と協力し合えるように、あつちの情報をシェアしよう。本質の対話を大事にしよう。

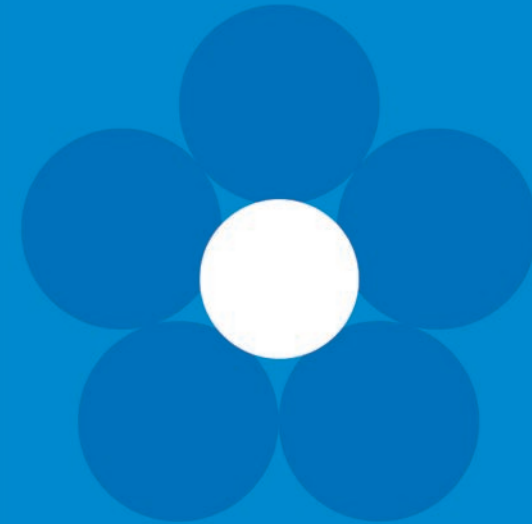
CHALLENGE



自分から一歩踏み出そう

固定観念にとらわれず、変化を恐れず、柔軟な発想と実行力で、自分から考え行動しよう。

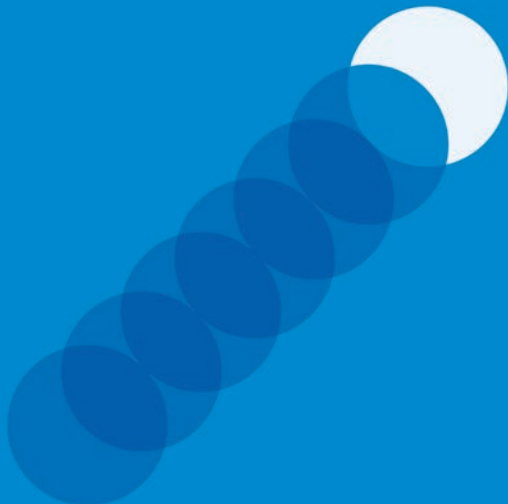
CO-CREATE



共創力のあるチームになろう

異なる視点をもつけ合い、新たな価値を生ま出すために、志を一つに、会社を一つに、組織の垣根も立場も超えて、会社パートナーも巻き込んで、共創するチームになろう。

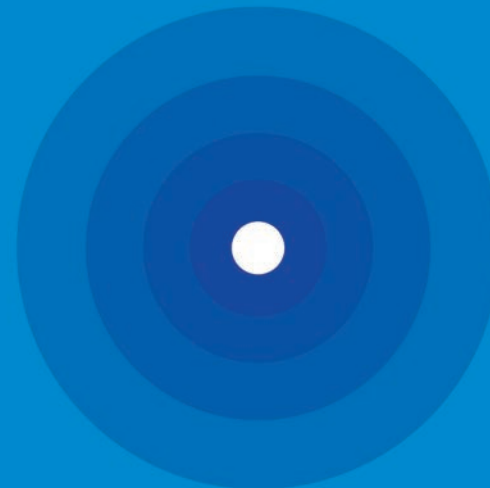
PROFESSIONAL BEYOND



成長し続けるプロフェッショナル

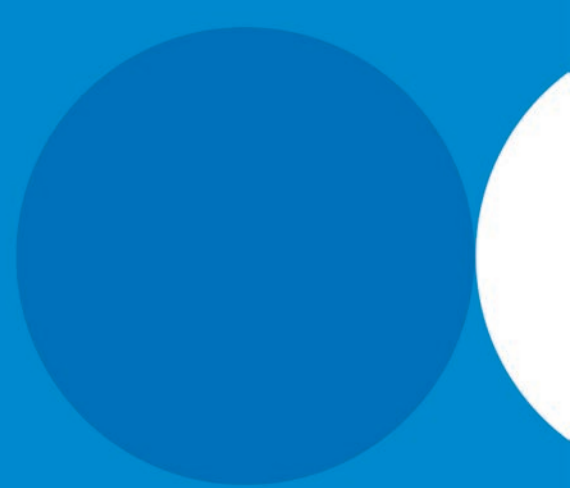
仲間も、知識も、経験も、人間力にも磨きをかけ、一人のプロフェッショナルとして、とどまることなく成長し続けよう。

THINK NEXT



常に期待を超えるソリューションを

お客様に寄り添い、考え抜く、最善解を提供する。潜在的なニーズまで寄り添い解決できるように力を尽くそう。

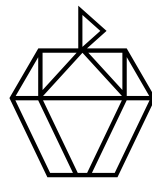


「はかる」の可能性に挑み続ける

これまで培ってきた安心・信頼を基礎として、創業の原点となり、社会の場に出つ「はかる」を次々と創出していこう。

Visuals of company's mission

DAMBO



林檎班



WANO
OMOTENASHI

ACIG

一般社団法人 日伊櫻の会
ASSOCIAZIONE DEI
CILIEGI ITALO-GIAPPONESE



長谷川医院

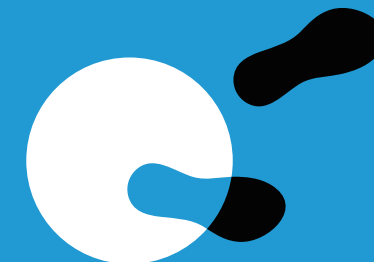


ORIZURU
THERAPEUTICS

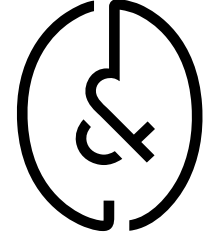


Next
Lighter
Design
2013

240TH
SUSTAINABILITY
CHALLENGE



niho



センス。オブ。ファンタジー

Visual identity

Digital, Marketing (Hem)

Printing, Editorial

Products (MU)

Hyper Island





実証実験センター
 Innovation Center
 2022
 Designer
 Yusuke Mizushima
 Hiroki Chino
 Kaito Kuroki
 Naotaka Ito
 Naotaka Nishio

Background

社会実験センターという目的の既存施設を取り直し、これまで行われていた実験施設（目的設計、実験センサー並びコンピュータ化）を要約しました。型枠の形が実験施設を自然と導く、新たな観点から実験するメカニクスとして導かれました。その際、オープンインベージョンを最大限に發揮する施設構築を目指し、その際、内外の気候の差を無くし、開放的な空間を実現することを目指し、自然の光と自然の風を最大限に活用することを目指しました。熱風による気候・実験メカニクスを最大限に活用できるようにメカニクスが生まれる工夫を凝らすことで、ここへ来ることに自然な流れになる標準の建築がスコープとされました。



つくろう。心と未来のうごく体験を。

Logo variations

10

Colours

11

Experience Design by Okamura is a brand name, and is used for identification purposes. Experience Design by Okamura is a brand name, and is used for identification purposes. Experience Design by Okamura is a brand name, and is used for identification purposes.

Primary color	Experience Design by Okamura	Experience Design by Okamura	Experience Design by Okamura	Experience Design by Okamura
#000000 #FFFFFF #000000 #FFFFFF #000000 #FFFFFF	#000000 #FFFFFF #000000 #FFFFFF #000000 #FFFFFF	#000000 #FFFFFF #000000 #FFFFFF #000000 #FFFFFF	#000000 #FFFFFF #000000 #FFFFFF #000000 #FFFFFF	#000000 #FFFFFF #000000 #FFFFFF #000000 #FFFFFF

Logo

12

Download LOGO

Fonts

14

Experience Design by OKAMURA

Helvetica Now Medium Helvetica Now Regular

Helvetica Nowは、1927年にスイス人のデザイナーヘルムホルツ・ムッセルハルトによって開発された、最も重要なタイプフェイスです。42,690個の文字や符号を含む全ての文字を最適化することにより、可読性・視認性が向上しました。Display, Text, Microの3つのオプションを備え、それぞれがユニークな個性を持っています。この中でHelveticaはなかった、一層細く、より洗練されたデザインが追加されました。

見出し&コピーは明朝体、Zen Old Mincho Regular
<https://font.adobe.com/fonts/zen-old-mincho>
 和文の本文にはKinto Sansを使用します。
<https://fonts.adobe.com/fonts/kinto-sans>

読者 池田 隆 (池田 隆)
 従業員数 1,300名
 納入年 2022年 4月
 提供内容: オフィス家具、造作家具



Yukihiro Mukai
 Senior Designer

Takuya Shiotani
 Designer

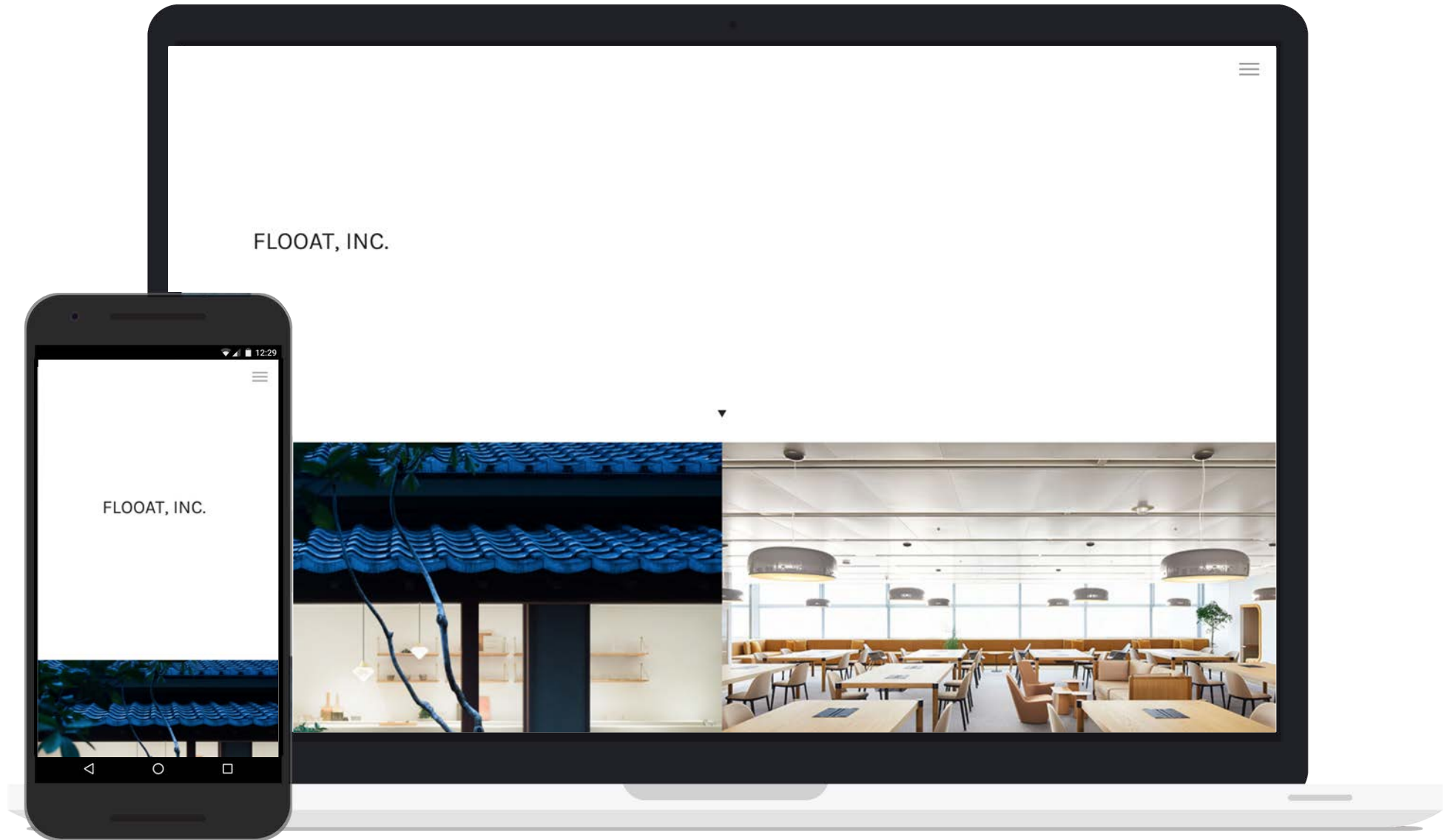
Naoto Yoshida
 Design Director / Designer

Akihisa Uraguchi
 Designer

お客様の気持ちに寄り添い、みんなが笑顔になれる空間の構築を目指します

FLOAT, INC.
Art direction, web design

VIEW THE WEBSITE
<http://www.float.jp>

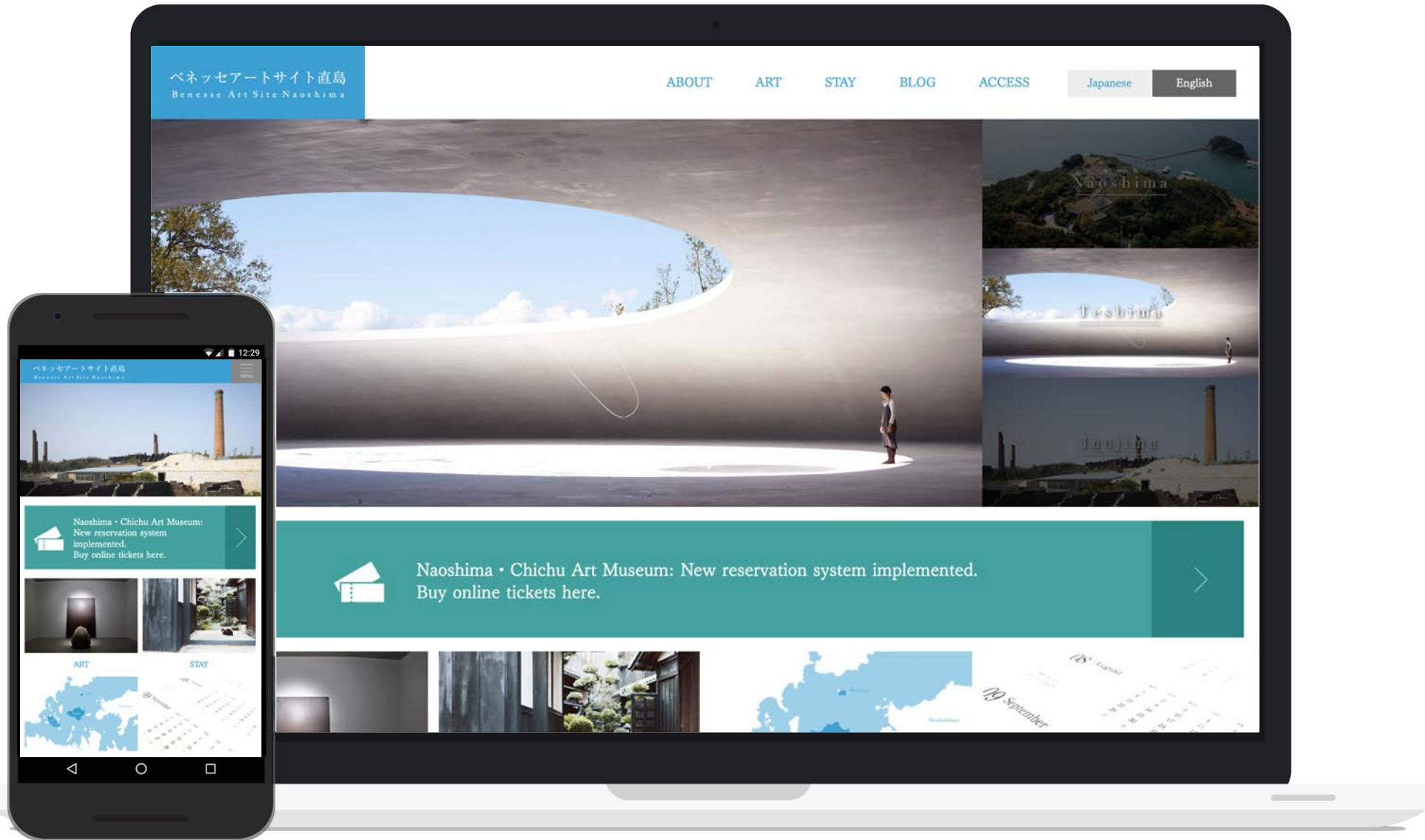


DX SOLUTION

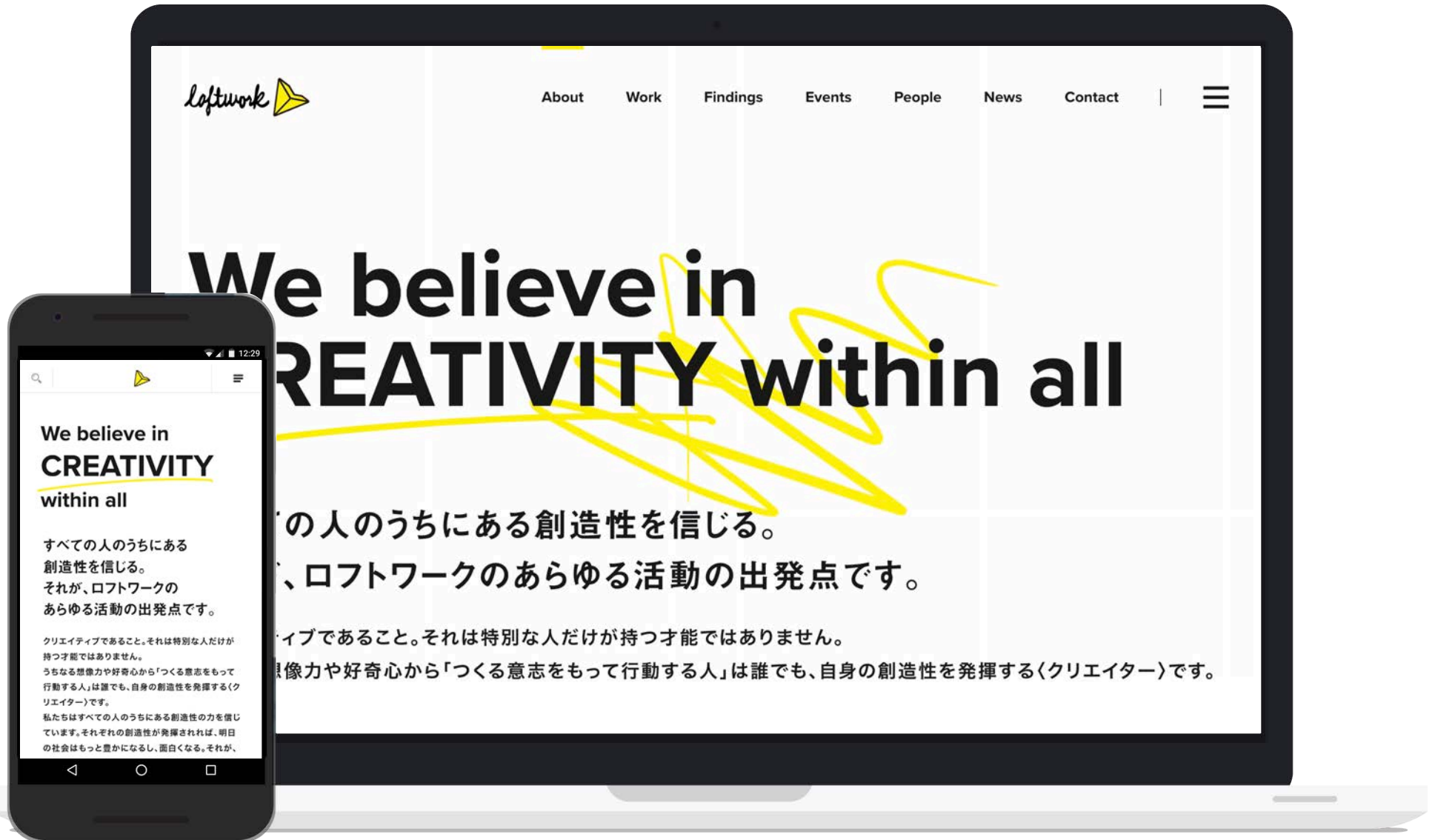
Art direction, web and logo design

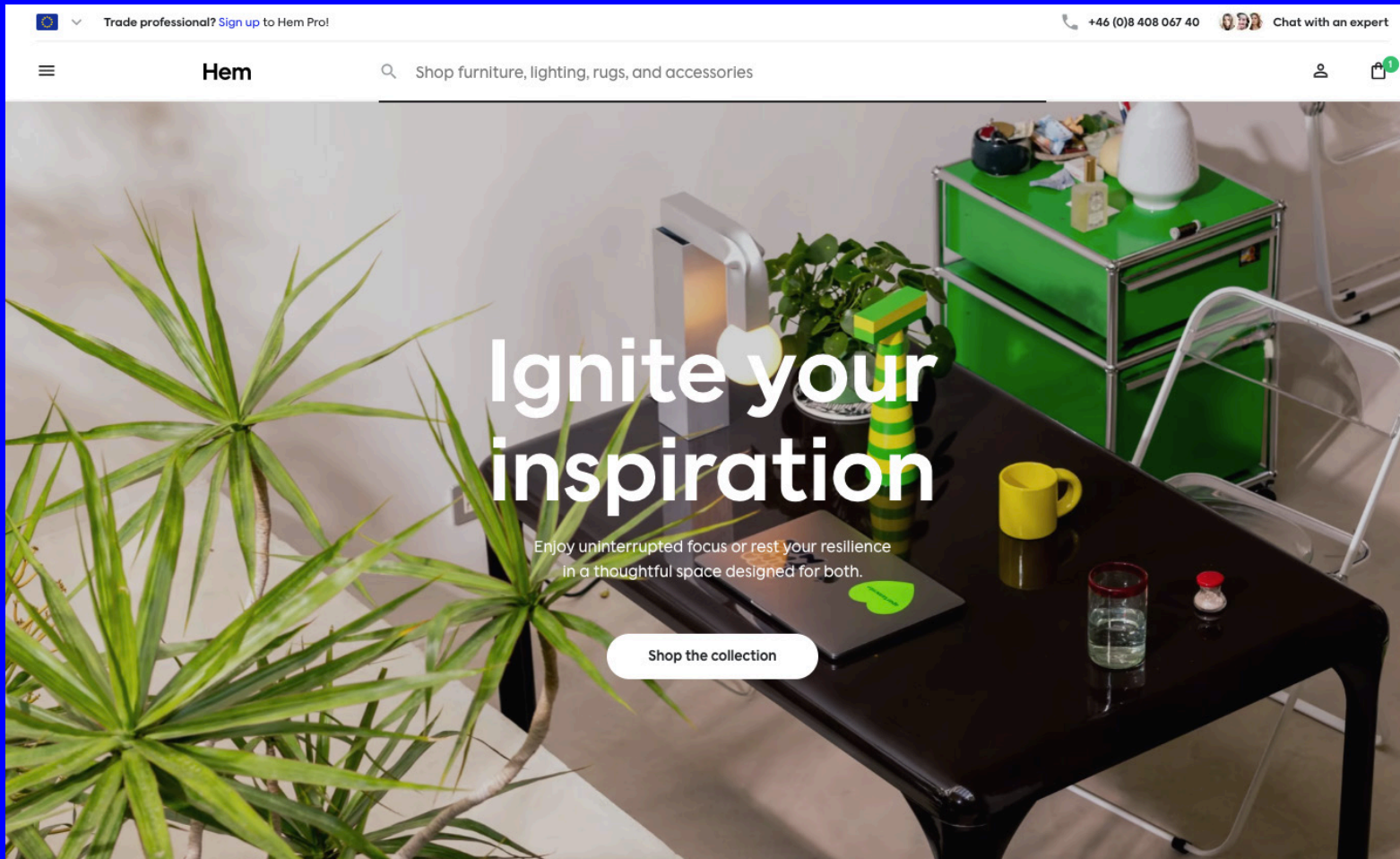
VIEW THE WEBSITE
<https://www.jns.inc/dx/>







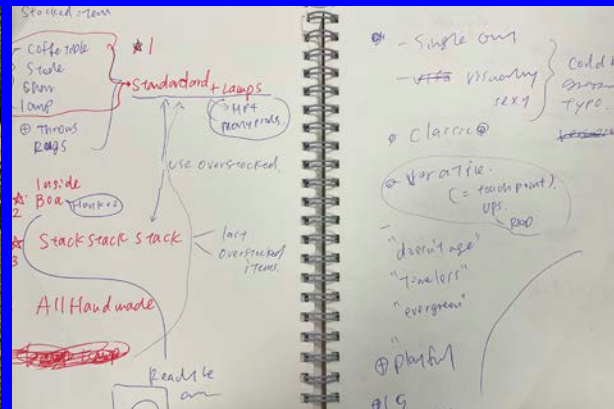
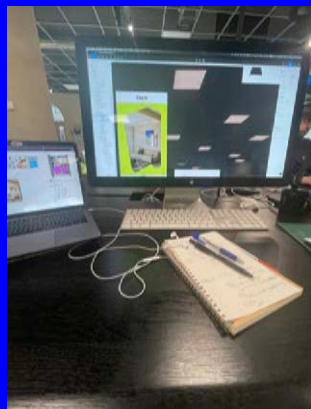




Hem is a Swedish furniture distributor with headquarters in Stockholm. I worked there as a design intern for three months between March to June in 2023.

I worked in the creative department, where I was involved in a wide range of design work, from marketing to branding.

- As a part of the creative team, I was involved in all graphic design, **from marketing to product-related assets.**
- I proposed to migrate the template to **Figma** as the in-house digital design had previously been done in-design, and created a huge template for the in-house digital design.
- I was involved in the **new product treatments** (art direction of the shoot) from planning to shooting.
- I made a **design template** for a sales planning document in **PowerPoint.**



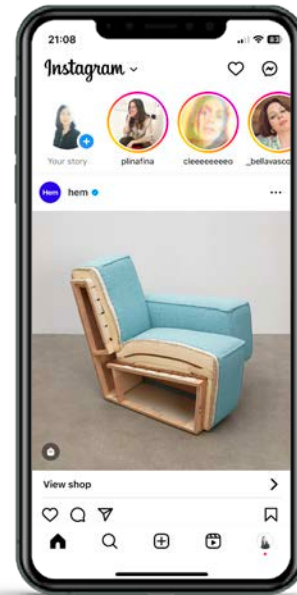
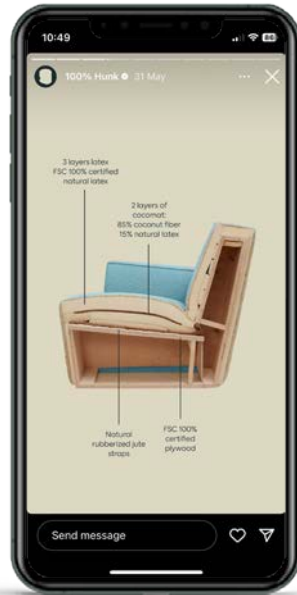
INSTAGRAM STORIES for Hem

I proposed campaign adverts for Instagram, many ideas were selected and I designed the content myself.



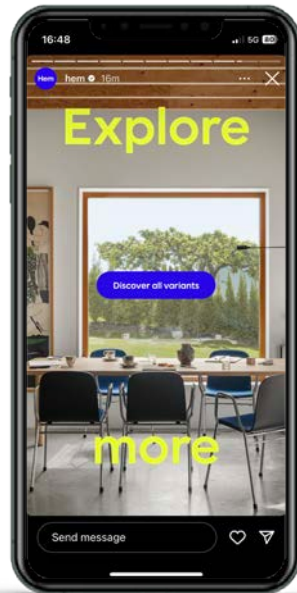
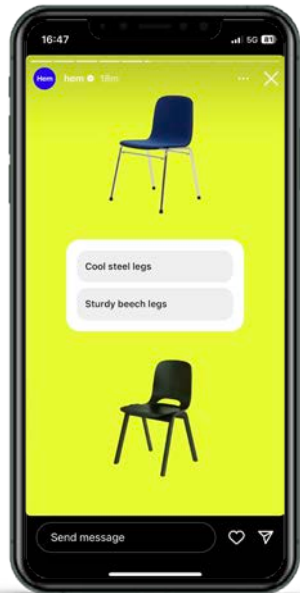
INSTAGRAM STORIES for Hem

I proposed campaign adverts for Instagram, many ideas were selected and I designed the content myself.



INSTAGRAM STORIES for Hem

I proposed campaign adverts for Instagram, many ideas were selected and I designed the content myself.



Hem



Pure functional elegance

There's room for everyone at the table with Last Stools, the perfect "pull-up or seat" piece. Designed by Nona Latta and spun from a single sheet of metal, our Last Stools are practical and creative pieces that add extra seating to any room and fit in any decor.

[Shop Last Stools](#)



[Shop Last Stools](#)



Imaginative designs of obsessive quality.

f i t i n

© 2023 Hem
Photo: Peter Lindrup

Hem



Made of 100% natural materials

The Hank Lounge Chair, designed by Kyoungja Lee, has a distinctive top-down chair design that allows it to flip up or down. Made of natural leather and oak, Hank is the perfect choice to be in your home when you're not in it.

[View site](#)



Hunk
Lounge Chair, with adjustable back

Hunk
Lounge Chair, with adjustable back

[View site](#)



More on the design

The Hank Lounge Chair, along with the Glyph Side Table, offers a minimalist but sophisticated look to your home. Design by Kyoungja Lee, the inspiration behind the meaning of the product.


[View site](#)

Imaginative designs of obsessive quality.

f i t i n

© 2023 Hem
Photo: Peter Lindrup


Hem



Discover Palo Modular Sofa!

Transform your living room with the sofa of your dream! Our Palo Modular Sofa is whatever you want it to be: a chaise, an ottoman, a sofa, or even a guest bed. Its furniture that grows and evolves with you, in any space.

[Discover Palo](#)



Palo Modular Sofa

[Shop here](#)

Too many options? Order samples today!

[Get samples](#)



Imaginative designs of obsessive quality.

f i t i n

© 2023 Hem
Photo: Peter Lindrup

Hem



Soft curves, crisp lines

Each Glyph Table, designed by Kyoungja Lee, is an elegant balance of soft curves and crisp lines. Instantly distinct, charismatic, and compelling, Glyph is furniture as art. Flip and turn Glyph to reveal different profiles with multiple usable surfaces that support or store lamps, books, decorative objects and more. And now's the perfect time to shop, place your order until June 15th to get free shipping.

[Get Glyph](#)



Glyph Side Table

[Get Glyph](#)




Imaginative designs of obsessive quality.

f i t i n

© 2023 Hem
Photo: Peter Lindrup


Hem



Make space on your walls!


This is Hem's Speculo Wall Clock, an art to meet a customer's longing. Through "Play" we're introducing the finish, the colors and the way of using the clock. A decorative wall clock that can be used as a table. Show the Speculo Wall Clock, the perfect addition to your home. About it in an online perfect the scene of it. And now's the perfect time to shop, place your order until June 15th to get free shipping.

[View the clock](#)



Speculo Wall Clock

[Shop now](#)



Major Scribble
Red

Major Scribble
Blue

[Shop now](#) [Shop now](#)

Curated by
ARRANGING THINGS

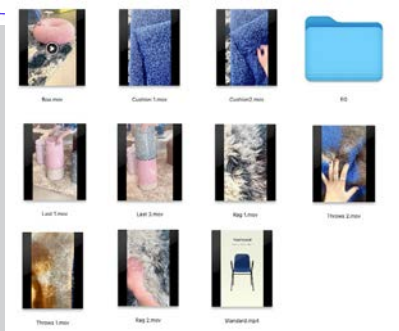
Imaginative designs of obsessive quality.

f i t i n

© 2023 Hem

PROCESS

1. Proposed campaign ad ideas for instagram to Creative Director. I picked the products based on the list of overstocked items of Hem.



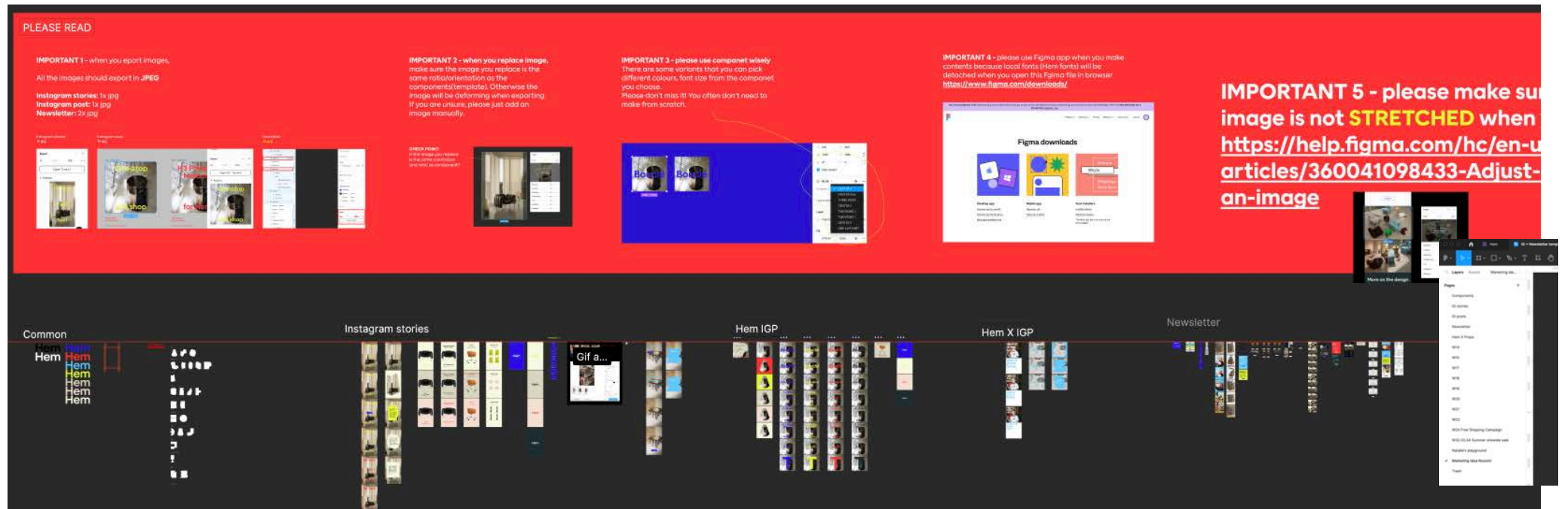
Did test shooting to propose ideas

2. After the first proposal, tried out a few ideas using photos in Figma. I liaised with other departmental personnel responsible for product design to ensure there were no mistakes.

Introduced my idea on company's conference

DIGITAL DESIGN TEMPLATES for Hem

I suggested that the digital design had been created in-design until then, and that we could re-create the templates in Figma. I created design templates for all digital design, including newsletters.



PRODUCTS TREATMENT for Hem's digital catalogue

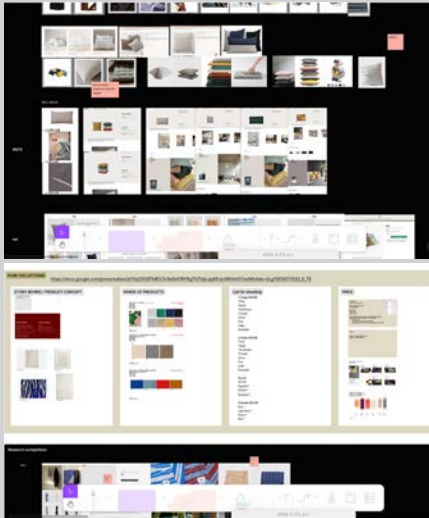
I was in charge of the new product treatments including art direction during the shooting.



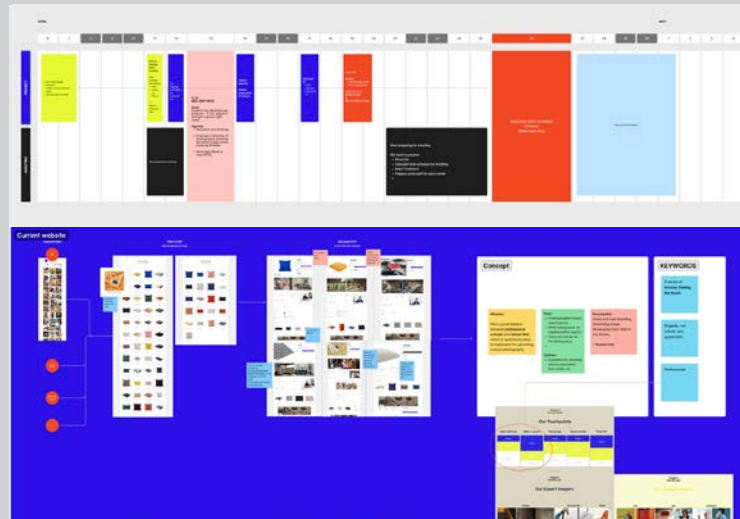
MAKING PROCESS

From concept, research and photography, I proposed and realised a new way of photographing a new product (cushion) that had not been done before.

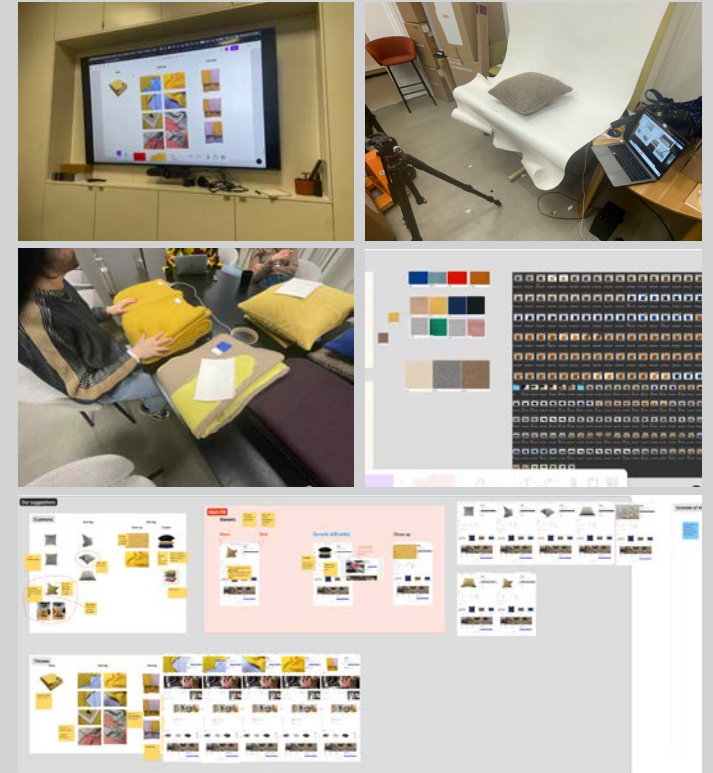
1. Briefing and research



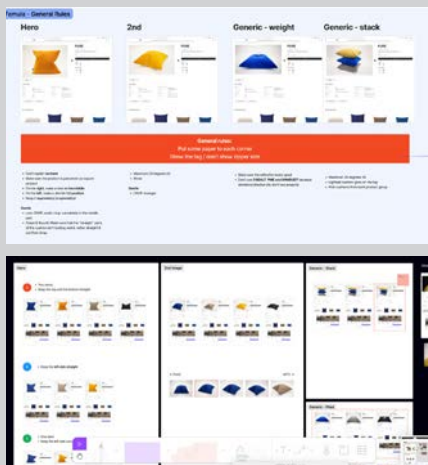
2. Scheduling and concept making



3. Test shooting and presentation



4. Create a formula for each product



5. Direct a shooting



Visual identity

Digital, Marketing (Hem)

Printing, Editorial

Products (MU)

Hyper Island



Little

Barn

Coffee

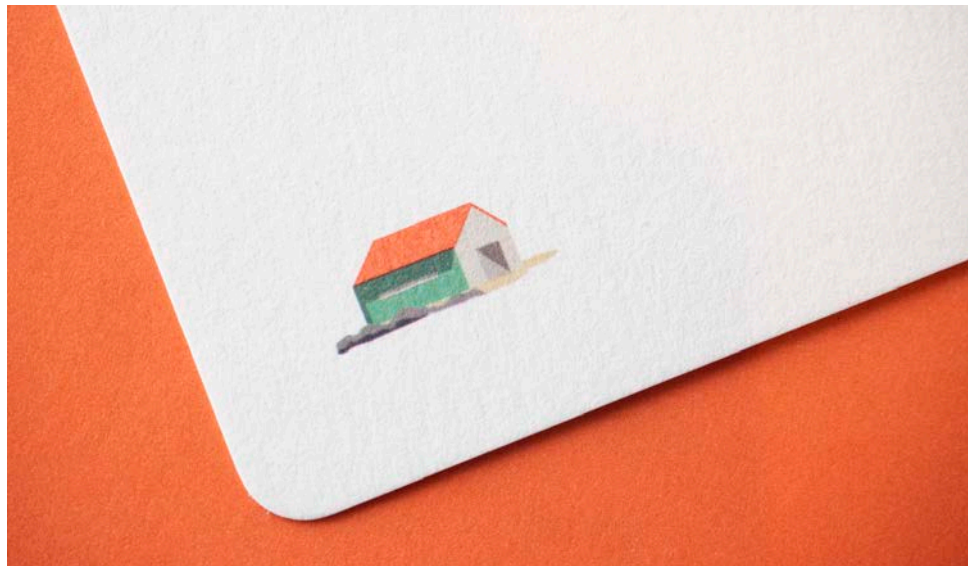
Good coffee

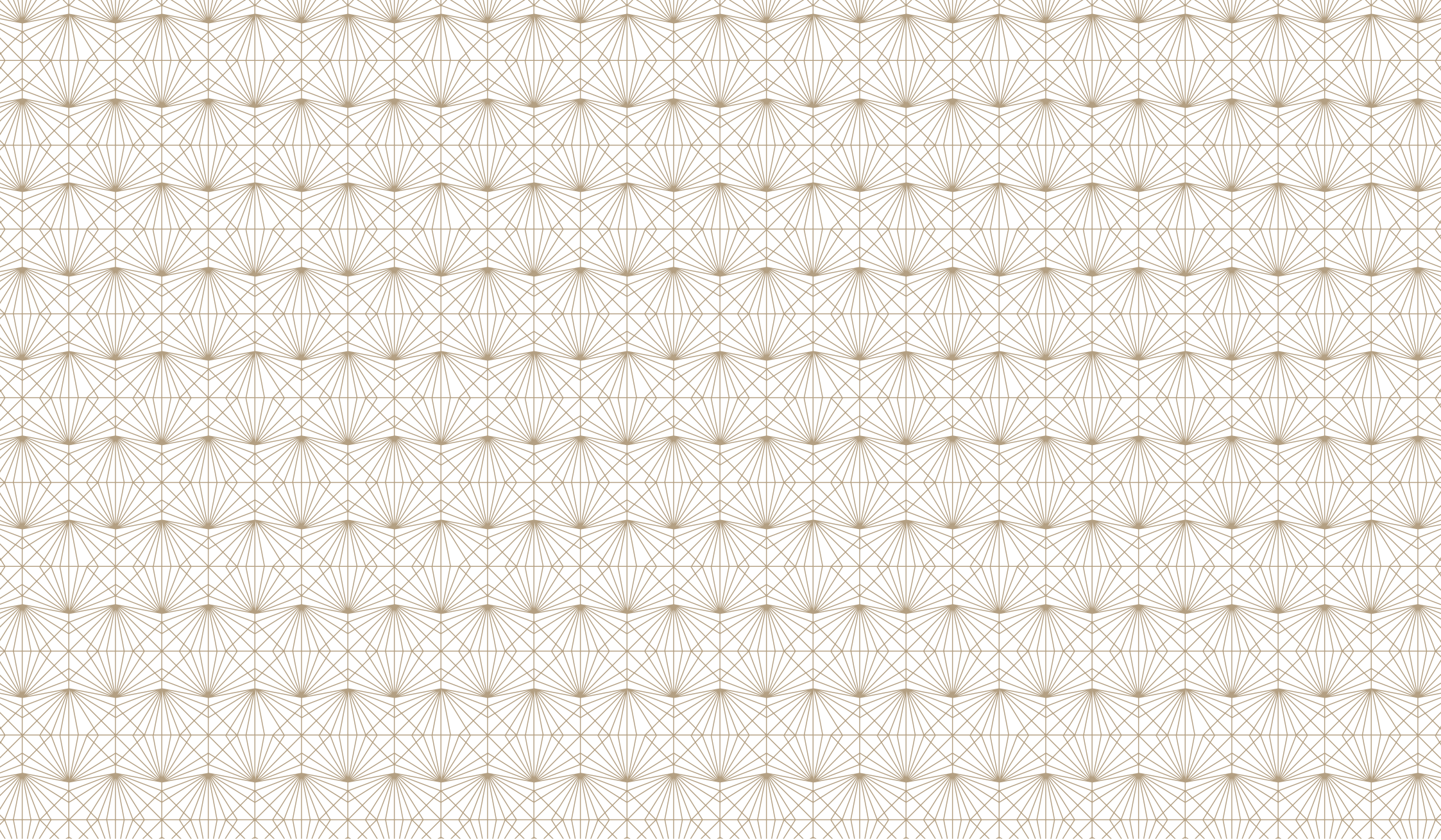
makes your day.

LITTLE BARN COFFEE

Logo, shop cards, web page, poster and cup design

Logo, shop cards, web page, poster, shopping bag and cups





WA NO OMOTENASHI

Logo, packaging, pattern graphic and leaflet design

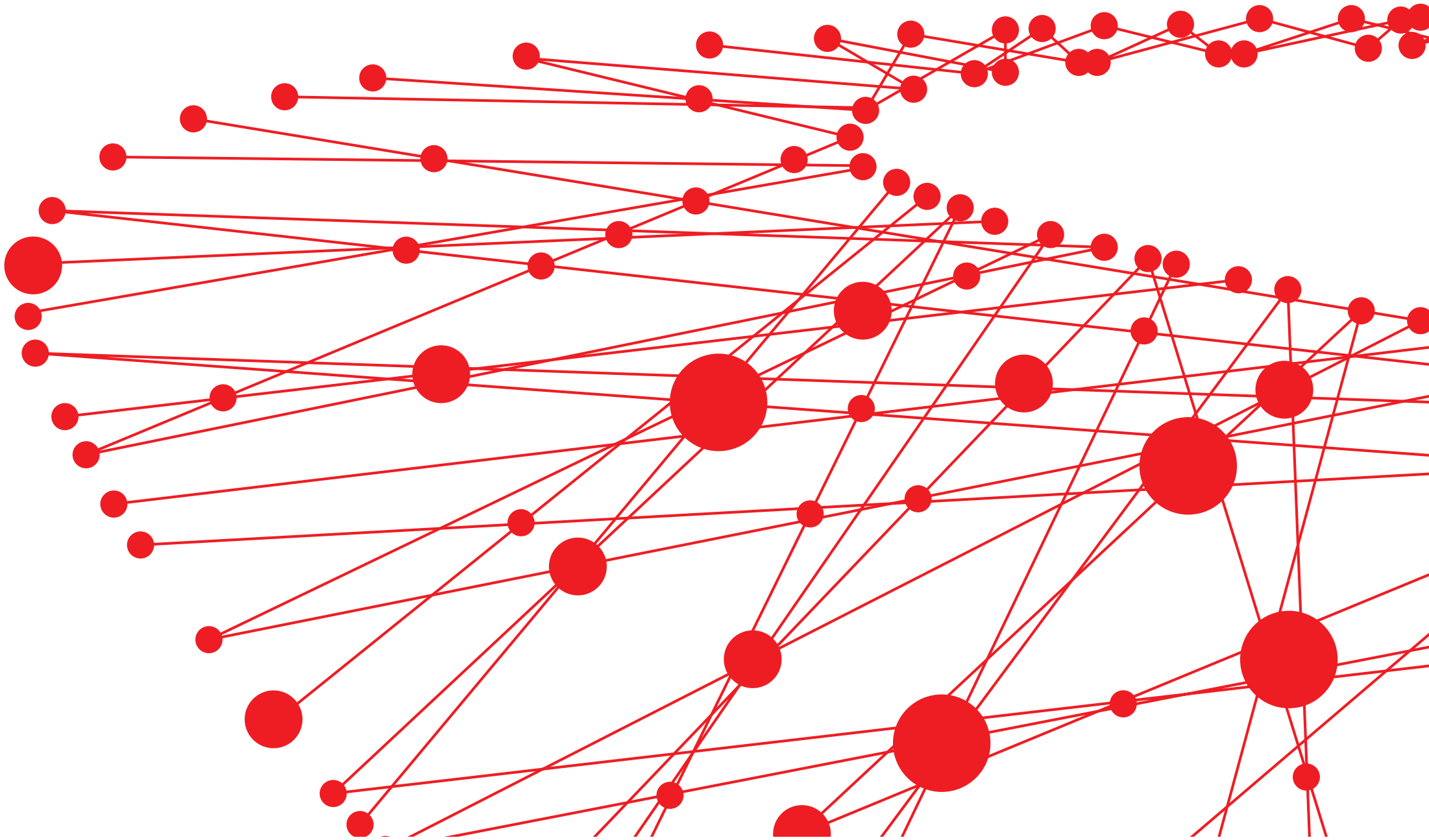
Logo and packaging





Business cards





FUJITSU PLY
Core graphics, booklet and goods design

Visual design for FUJITSU Knowledge Integration Base PLY a co-creation space established as part of the Fujitsu Solution Square.
Dots express PLY's concept of 'An accumulation of contacts and knowledge'.
<http://www.fujitsu.com/jp/services/knowledge-integration/ply/>
http://www.loftwork.jp/en/case/detail/product/20160704_ply.aspx

Coaster, brochure and original goods



Collaboration with Stockhokm based design studio called BankerWessel <https://www.bankerwessel.com/>
 Graphic design, sign design for Fotografiska Shanghai, N.Y.C. Legend

N.Y.C. LEGEND

From October 2023 until June 2024, through NYC's A/E in the Parks in cooperation with the Union Square Partnership, New York City will be home to artist Alexander Klingspor's first monumental bronze sculpture.

A 2200 kg piece depicting an alligator atop a sewer lid, this *lid* on an urban legend is a testament to our timeless drive toward icons, and to the bridge that myth builds between the ancient and modern.

www.nyc-legend.com

T H O M P S O N
 CENTRAL PARK PAVER TILES

In celebration of Alexander Klingspor's N.Y.C. LEGEND exhibit, Thompson Central Park will introduce an intimate look behind Klingspor's creative process to bring his sculpture to life.

The display, open through November, will debut the ground floor artist's rotating POPS (privately owned public space) programming.

HARLEM

- PENETRABLE, BROADWAY @ 156TH ST**
Stroll through the cascading tubes of this hanging sculpture created by artist Jesse Rafael Soto and located on the Upper Terrace of The Hispanic Society Museum & Library.
- FRANCO'S BLVD, 125TH ST @ FREDERICK DOUGLASS BLVD**
The metal gates on the storefronts across 125th Street are lined with paintings by artist Franklin Gaskin, aka "Franco the Great."
- CRACK IS MACK, 128TH ST @ 2ND AVE**
The mural painted in 1889 by Keith Haring as a response to the crack epidemic is located at 128th Street and 2nd Avenue.

UPPER WEST SIDE

- BARNARD COLLEGE GATES, BROADWAY @ 118TH ST**
These ornate gates at Barnard College were designed by artist Paul Maschig and feature intricate depictions of literature, music, and the arts.

CENTRAL PARK

- ALICE IN WONDERLAND STATUE, CENTRAL PARK, NEAR 70TH ST @ 5TH AVE**
Found near East 75th Street, this whimsical bronze statue by José de Creeft brings the beloved literary character to life in a playful setting.
- ARSENAL MURALS, LOBBY OF THE ARSENAL GALLERY, CENTRAL PARK NEAR 64TH ST @ 5TH AVE**
Located inside the Arsenal, now the headquarters of NYC Parks and the Central Park Zoo, these murals by Allan Szaiburg were completed in 1935.

UPPER EAST SIDE

- THE LIBERTY LANTERN, SOUL CATCHER, DIRT DEVIL, AND 3000 BUDDHA, PARK AVE @ 69TH ST @ 70TH ST**
The median of Park Avenue between 69th and 70th streets is home to these monumental chandelier sculptures by Willie Cole. Made of thousands of plastic water bottles as a way to draw attention to single-use plastic and are viewable through the end of 2023.

ALICE IN WONDERLAND STATUE

THE LIBERTY LANTERN, SOUL CATCHER, DIRT DEVIL, AND 3000 BUDDHA

ARSENAL MURALS

N.Y.C. PUBLIC ART MAP

Curated by:
 Laura Day Webb
 Copy:
 Sara Reistad-Leng
 Photo:
 Francesco Corbetta
 Graphic design:
 BankerWessel
 Print:
 Duggal Visual Solutions
 DUGGAL

N.Y.C. LEGEND X **THOMPSON**
 CENTRAL PARK PAVER TILES

爱德华·伯汀斯基

EDWARD BURTYNSKY:

抽象与改变的景观

ABSTRACTION AND THE ALTERED LANDSCAPE

艺术家伯汀斯基以其对自然景观的抽象表现而闻名。他的作品通过色彩和形式的组合，创造出一种既熟悉又陌生的视觉体验。展览将展示他的多件作品，探讨他对自然与人类关系的思考。

This exhibition brings together selected works from two distinct projects that share a commonality. During the 40-year evolution of my artistic practice, abstraction has increasingly become a central mode of expression for me. I consider the objective of the work as capturing not only impressions but history and discovery, but also the sensory experience. While there may be photographic references in this work, the deeper concern is to deliver a complex, large, detailed, gestural response that evokes the viewer to discover not only the formal aesthetic appeal, but also the underlying hidden structure. What is a photograph? How does the potential capability of gesture transcend both and the limits of industrial reproduction in the context of a living experience. The concern of form and content is important. I believe a gesture, so that the whole is greater than the sum of its parts, promoting history and sense to both information and aesthetic methodology.

most of the photographs in the exhibition were taken from flight using aircraft, helicopters and drones, to share a visual continuity in seeing the landscape from safety perspective, ensuring the images represent the scale of the Earth's surface. They are mixed together from ground level. These media brought out of context conceptual drawings that position the camera at low to middle-altitude altitudes, creating an experimental aesthetic language. The abstract knowledge and emotional tone make possible in selecting components, which I believe is the highest form of a landscape to present the sense of aesthetic.

www.edwardburtynsky.com

Visual identity

Digital, Marketing (Hem)

Printing, Editorial

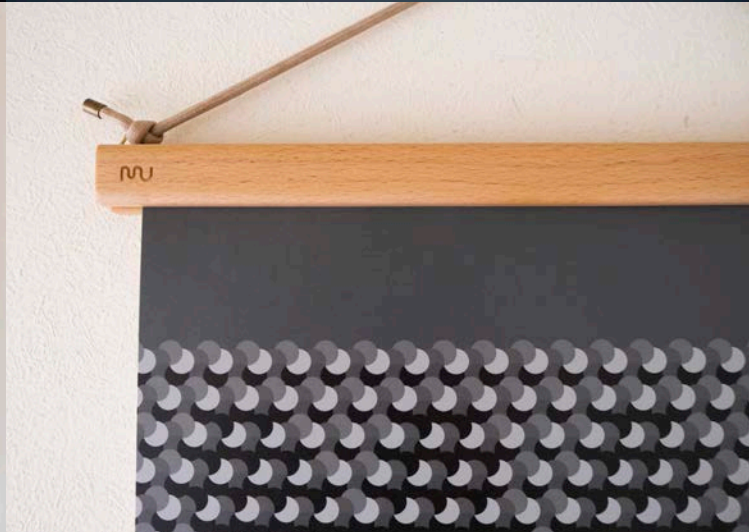
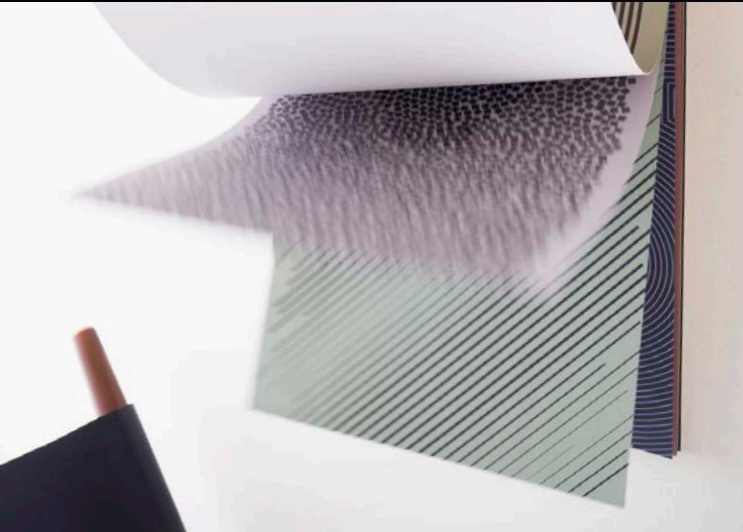
Products (MU)

Hyper Island



Kakejiku inspired dateless calendar

Size: 297 x 750 mm / Weight: 346g (12 sheets) / Materials: S Kinbishi (FSC)





Flight Map Poster - Global Cities

A2 420x594mm *Frame is not included / Materials: S Kinbishi (FSC) / FMP01-2109 / Made in Japan / Printed by Sun M Color Ltd.

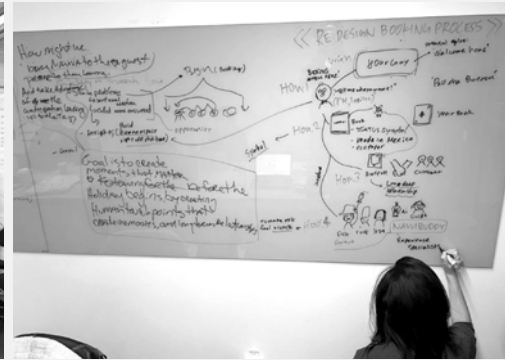
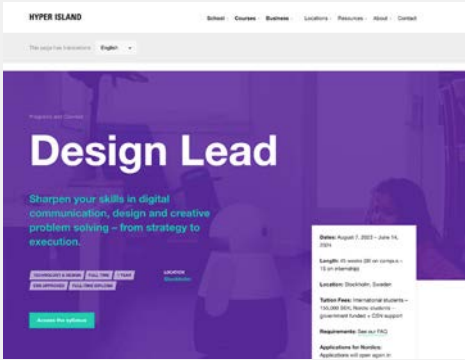
Visual identity

Digital, Marketing (Hem)

Printing, Editorial

Products (MU)

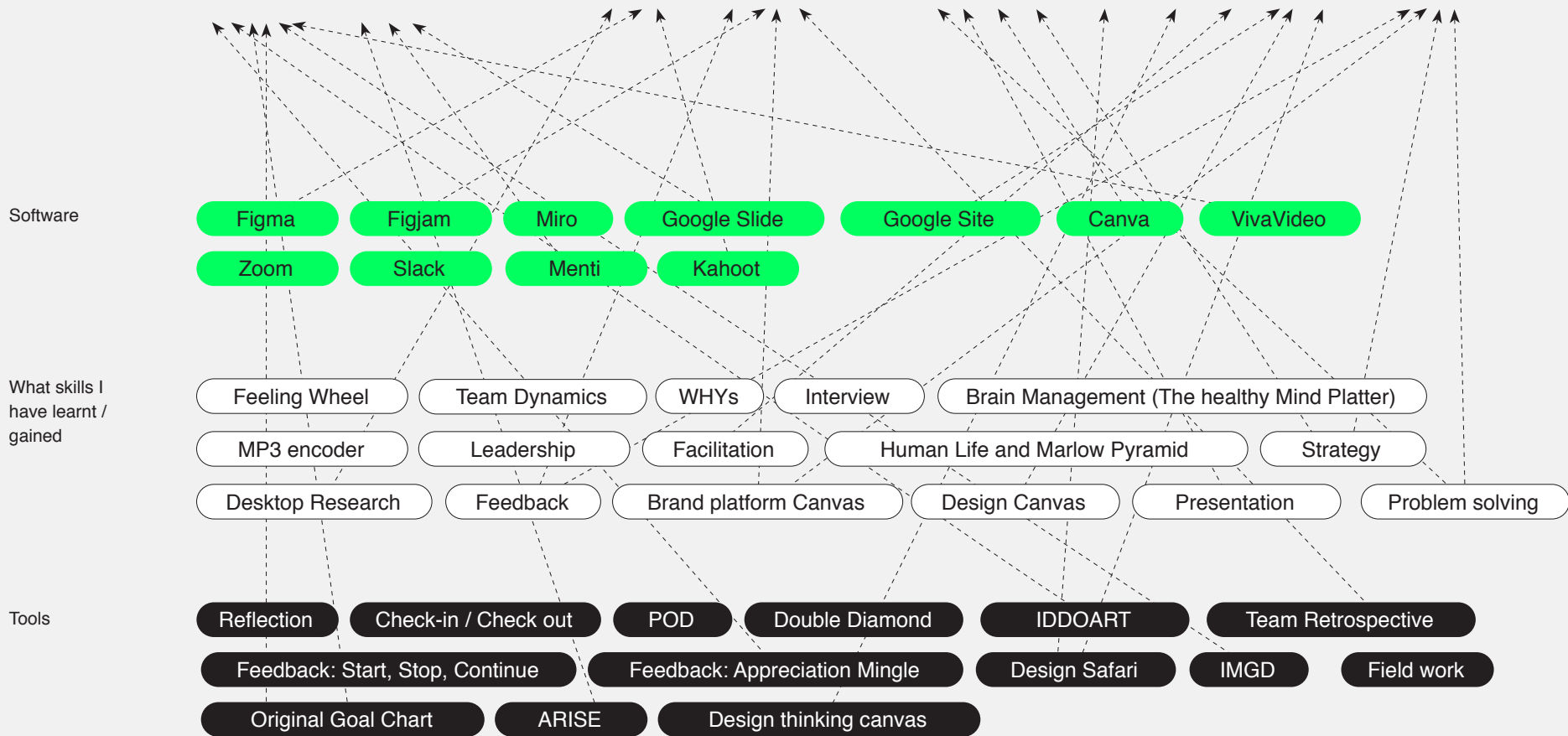
Hyper Island which helped me
a lot to develop my softskills.



At Hyper Island, the Design Lead programme taught me a lot about strategy, management, leadership and team building in the creative industry through group work.

There are eight modules in total, and I learnt in particular how to achieve this effectively through practical group work, such as actually doing projects with clients, creating agencies and through practical group work.

Modules Industry ----- Branding ----- Presentation and Communication ---- Leading ---- Product Service design ---- Industrial Placement ---- Business



Design Thinking Process

Week 1 | Week 6

How might we...

1. Create **emotional touchpoints** allowing the guest to explore Naviva prior and post stay.

2. Build a strong **personal relationship** between the guest and the Naviva community.

Brainstorming ideas

Scavenger hunt, Golden tequila phone, All night taco bar, No packing bags - Full closet available, AI technology to read guest minds, Non-seasonal fruits and veggies, One click booking, Welcome advisor, Dog walker, Hidden hotel, Invite celebrities as first guests, Follow up travel...

Visual Concept

All visuals related to NAVIVA will be based on the service concept and the dignity and exclusivity that FOUR SEASONS already possesses, and we propose the tone and manner as shown in the sample images below. Luxury, exclusivity, nature, nature, and modern are the main keywords that will form the core of the visual development.

Annual coffee table book

After check-out, we give an Annual coffee table book

Objective of this campaign: How key insights connects to solutions

Human Interaction, Personalized Services, Meaningful deep relationships, Difficult booking process

HYPER ISLAND

How technology is changing in Retail Industry
Team 89

Disadvantages of Digital Marketing

- Real time customer complaints and feedback
- Security issue
- Time consumption

Interrupts the user experience

Sustainable Digital Marketing

No ads popping up every time a web page is opened. No money-making promotions of the influencers.

Challenge and Future

- Rising threats of financial crimes
- Expansive for small retailers
- Do not even it
- one-size-fit-all approach
- Poor user adaptation
- Too few players in the market
- Imprisonal

Thank you for taking your time!

Discuss the legal aspects related to the digital industry.

Team 8 - 2/9/2022

Our Focus "Copyright Laws in the digital industry"

QUIZ TIME

10 Qs

Q1. Which of the following words did creators majorly associate copyright with?

A. Ownership B. Complex C. Unaware D. Protected

Thank you!

Team 8
Jessica Stephens, Johnny Bennett, Nozomi Akutsu, Sadad Sayad, Shruti Thakkar

Branding Proposal for MAGNETALES

30.09.2022 Team 8

Table of Contents

Outline
Strategy
Product ideas
Visual Identity
Marketing

Niche marketing

There is a HUGE potential

Structure w/ target audiences

Big companies, Weddings, Family gathering, Private events, Photographers, Designers, Hyper Island

Let's make it look more fun and sexy.

Blank w/ Designers Lenticular Printing

- Personalisation
- Monochrome frames
- Aesthetically pleasing frames designed by designers
- People can CHOOSE
- Enjoyable
- Post it after the event

Thank you for taking a look!

Magnetales is a Creator and Explorer

HI Backdrop Competition

1. New shape design

Recognisable? Familiar? shape looks More casual, and fun.

Creator

MAGNET = Attract, Draws, Connects (PEOPLE)

Branding Proposal for MAGNETALES

30.09.2022 Team 8

Table of Contents

Outline
Strategy / insight
Product ideas
Visual identity

Insights

During our research, we discovered that Magnetales visibility is what will give the brand access to a larger audience and create a market from a grassroots perspective.

The vacancy that the market is currently holding, and that's also where Magnetales will secure its placement and build bridges with future stakeholders, that will eventually have an investing hand in the expansion of the product and its services.

MAGNA Big Brandbook V1.0

VIEW Brandbook

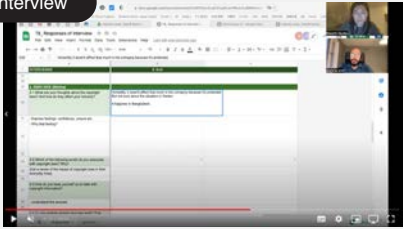
New service name MAGNA

Tagline: Share the moment (with magnets?)

Description: Why MAGNA? We'd like to refresh the name and focus on the importance and catcher part of it, since Magna means great in Latin, why not put extra emphasis on it and shortened by giving it a name that will stick around.

Catchphrase: MAGNA MAGNA!

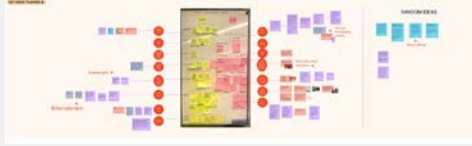
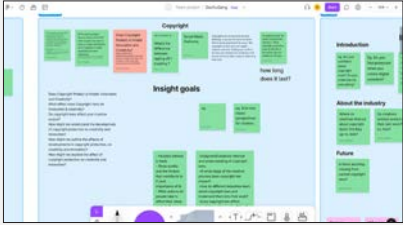
Interview



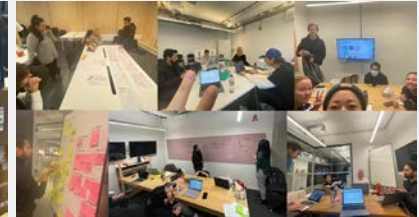
Cluster / Mapping



Presentation / meetings



Project management / Facilitation



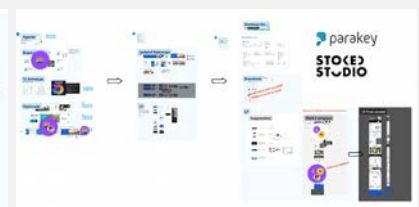
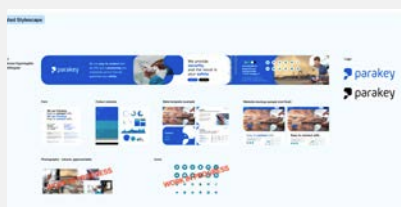
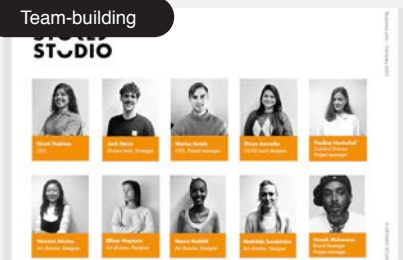
Strategy



Art direction, Creative direction

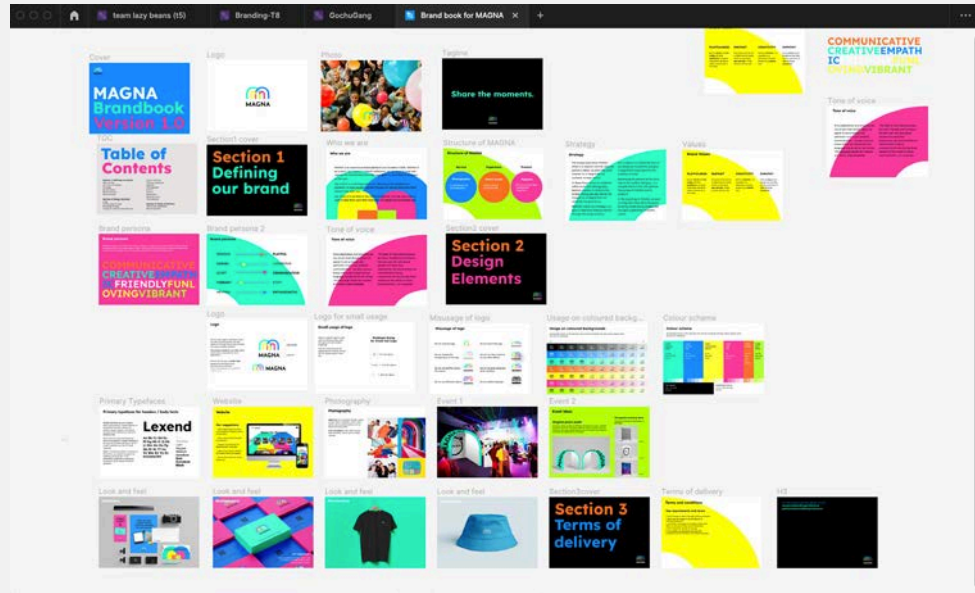


Team-building

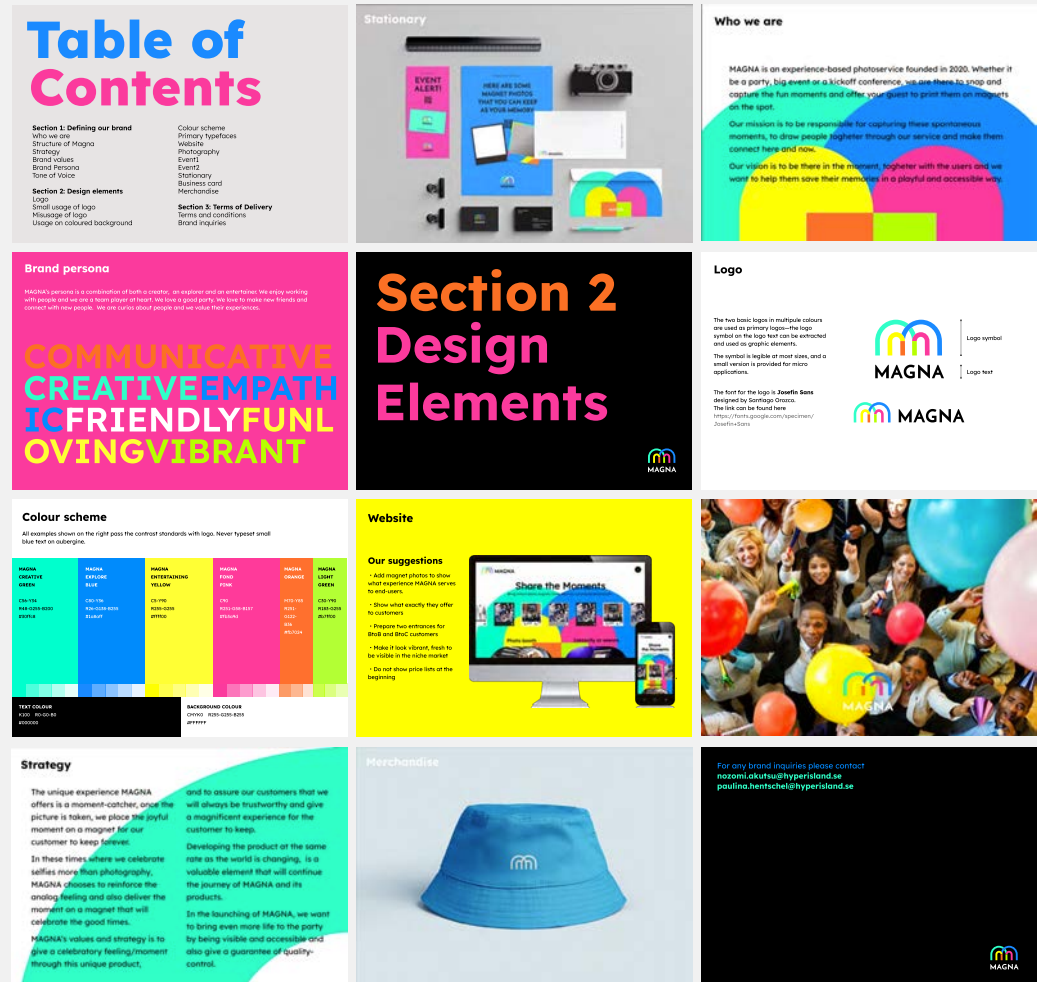


NEW VISUAL IDENTITY AND GUIDELINES WE DELIVERED.

At Hyper Island, there were many opportunities to actually work with clients. Many of these projects involved branding, and my team worked on Four Seasons (NAVIVA), Parakey and Magnetale.



In the process of brand book that I made during the Branding module in Figma that I had. Never used before.



NOZOMI AKUTSU

Nozomi was born and raised in Tokyo. She joined Ideasketch in 2011 after working for another design studio for 4 years. There, she was responsible for designing websites, logos, pamphlets, cross-media projects, visual identity, and posters. After working in Japan for over 10 years as a designer, she moved to Melbourne in 2016 to expand her design skills. She worked for a construction company in Melbourne as an in-house graphic designer. She was in charge of the company's re-branding and marketing collateral. In 2018, she returned to Japan to start her own business as a designer. On the side, she was also involved in launching the Tokyo version of an Israel-based travel startup company called Cool Cousin. Her specialty is conveying information in a concise and minimalistic manner utilising pop and iconic graphics. In 2020, she started a new design brand called 'MU' in order to enrich people's surroundings through graphic design. In the summer of 2022, she relocated to Sweden (Stockholm) with the aim of making a further leap forward. She went to a business school called HYPER ISLAND and working as a freelancer.

OTHER ACTIVITIES

2012 - ELVINE TOKYO CITY JACKET

Nozomi participated as a local creator in a Tokyo City Jacket project produced by a Swedish clothing brand ELVINE in Tokyo.

2018 - COOL COUSIN TOKYO

An Israel-based tourism web platform. Nozomi participated in the Tokyo version as an ambassador. She was also involved in launching the Tokyo version in 2018, headhunting for candidates, setting-up, scheduling, and location scouting for photo-shoots with her friend Yurie.

2021 - DAIKANYAMA T-SITE BOOKBOX NO.82

A pop-up exhibition of MU was held at Daikanyama Tsutaya Books for a limited period of one month in October 2021. A wide range of works, from old to new, was launched at the exhibition, and products were sold as well.

2022 - JUROR FOR A DESIGN AWARD AT OCHABI

Participated as a special judge of the judging committee of "OCHABI Creative Solution Awards -2022 2nd Presentation-" held on July 24, 2022.

2023 - GRAPHIC DESIGN LECTURER AT JOSHI ART UNIVERSITY

In April 2023, she will teach graphic design classes at the Department of Co-Creation Design, a new department established at Joshibi University of Art and Design. As an instructional leader, she taught 62 students.



Website



Linkedin



Instagram



Contact details

+31 6274775281 / +81 5058068728

info@nozomiakutsu.com

Thank you for taking a look!
Please do not hesitate to
contact me if you have any
questions.