

Prelude

Contents

Hello I'm Marius and I'm a designer with a love for **play**, it is how I learn and ideate. The projects you will see in this portfolio are of a wide variety – never settling on the obvious I aim for the **essence** of a brief. My second love is **craft** as it allows for legibility, immersion and meaning. Combined they create original, yet pragmatic solutions.

_01 The O2 - Being is Together
_02 Acnm - Lead the Future
_03 Ravensbourne University - I AM
_04 Marques and Symbols
_05 Personal studies

Brief

Create a communication strategy that **celebrates the experiences** of the O2 arena in a **post lockdown** Covid-19 world

Obstacles

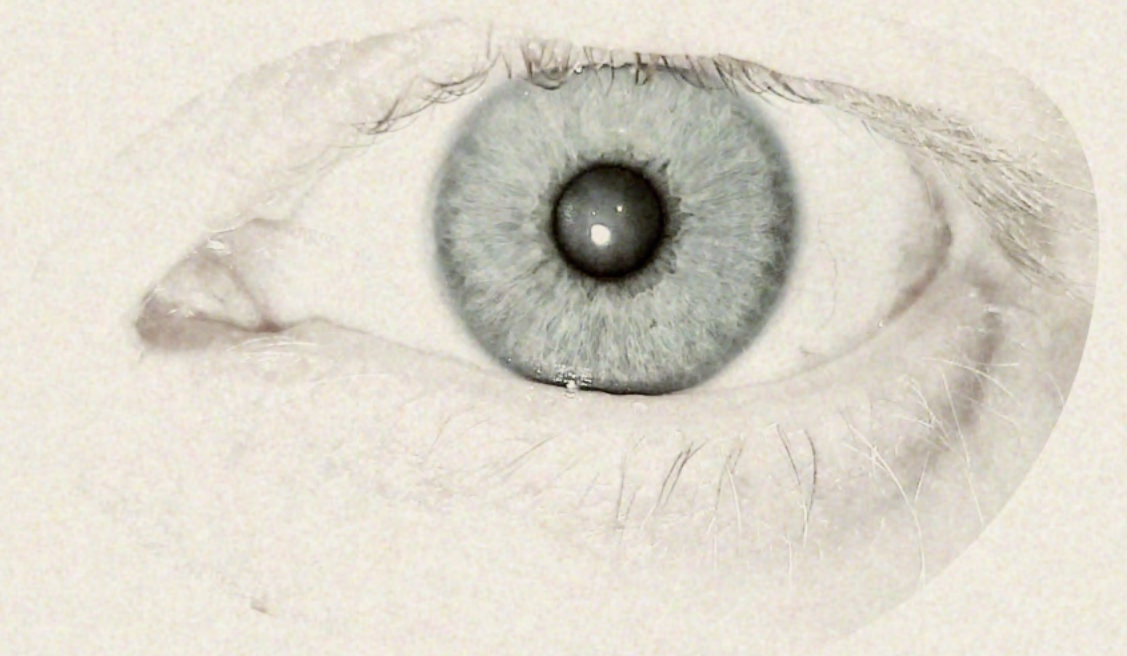
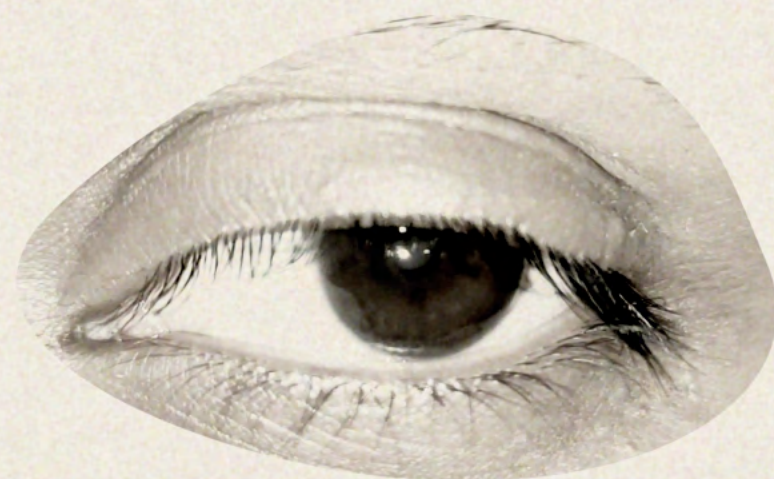
Linking The O2 to something that bares deep meaning and real importance. Helping people realize the O2's reason for being - Creating human experiences.

Insights

Our **'being in the world'** has changed due to the lockdown, we aren't a part of the same society as we used to. The definition of us has changed, we have changed.


Solution

An abstract reproduction of what the O2 represents.





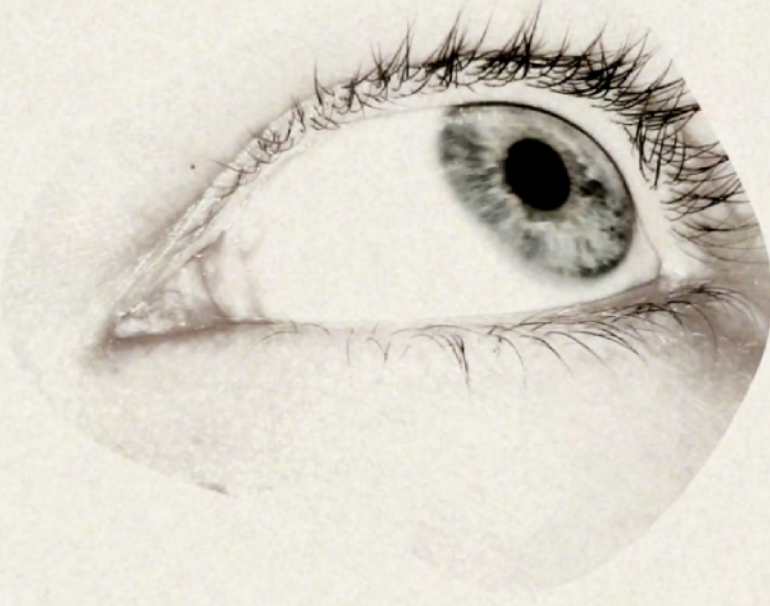
WHAT ARE WE?



HUMANS?
ANIMALS?
KINGS?
OR QUEENS?
REPTILES?
PARASITES?
THINKERS?
OR DOERS?
INDIVIDUALS?
CREATORS?
OR CREATIONS?
SUBJECTS?
OR OBJECTS?



STOP THINKING, BE



BEING IS TOGETHER
21.08.2020

THE O2 IS BACK

Brief

Create the brand for Ravensbourne University's advertising & brand design employability conference

Obstacles

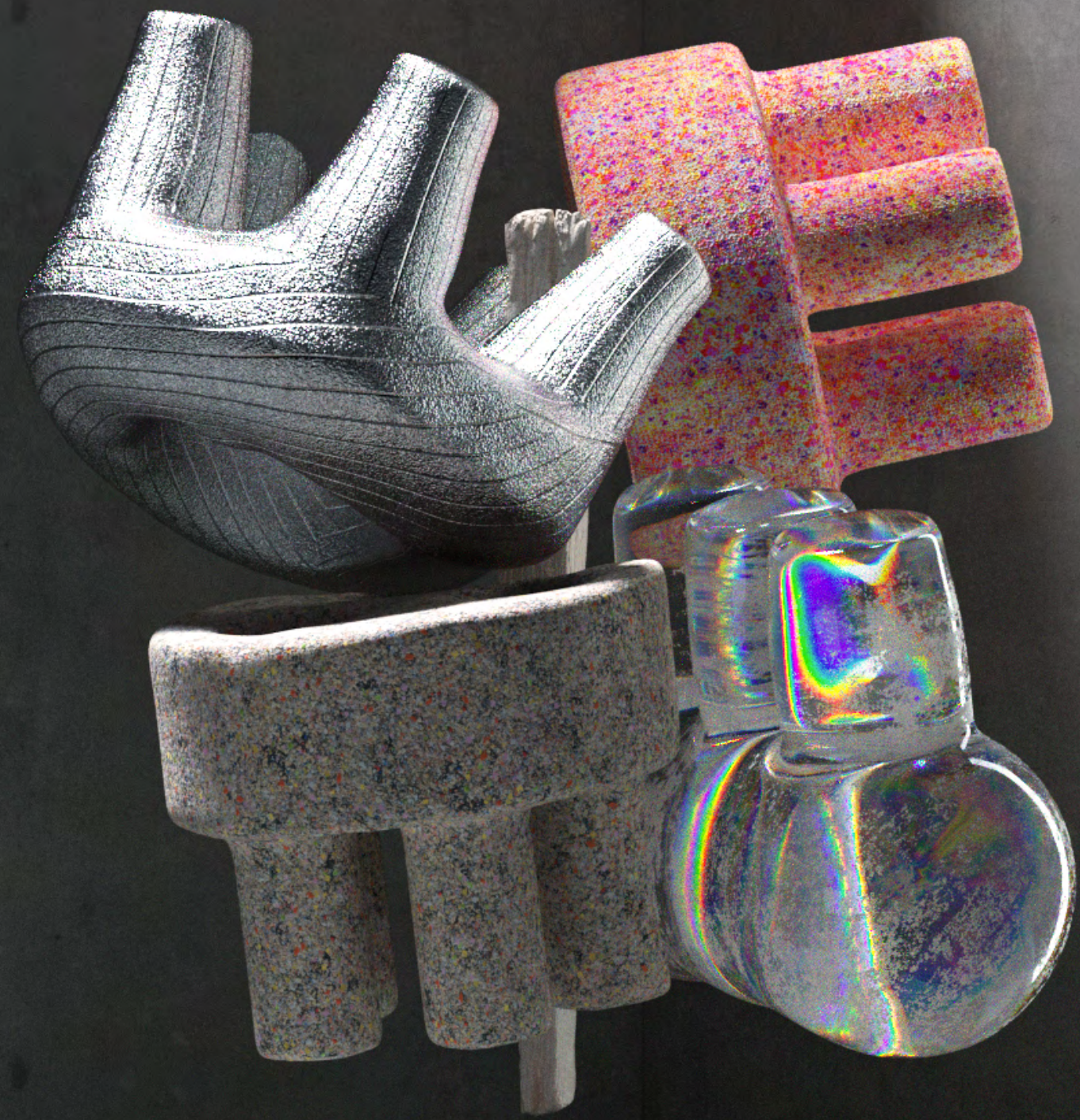
A conference about employability sounds boring so we went for something that truly interests us as a species, the person behind their story

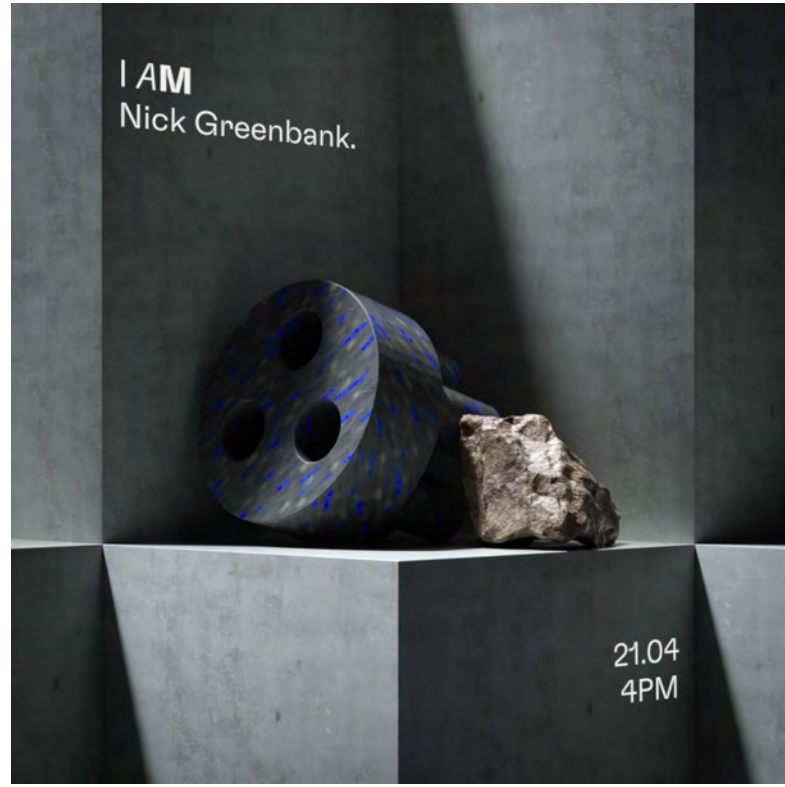
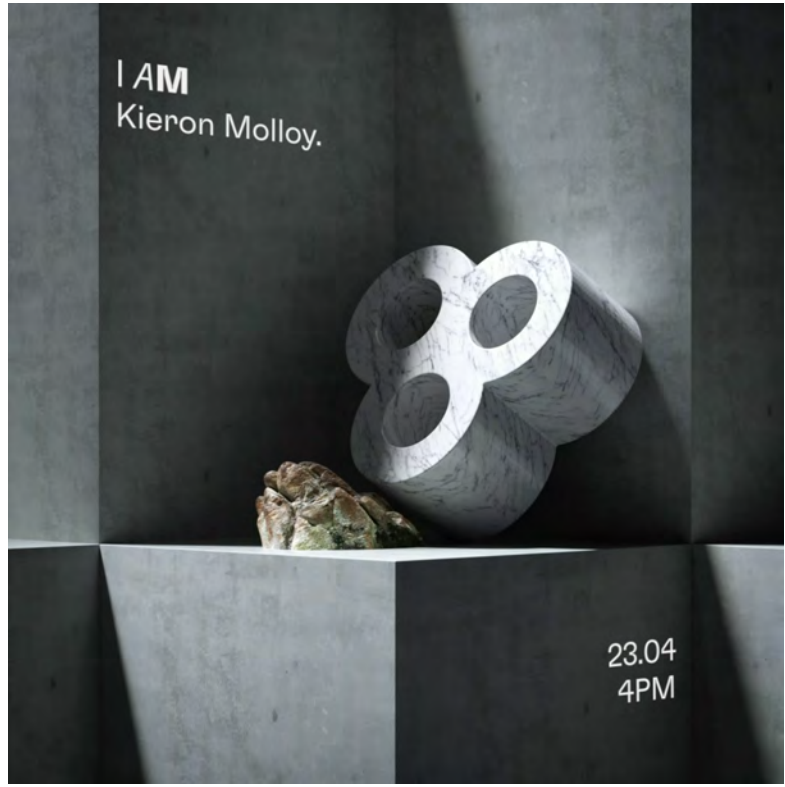
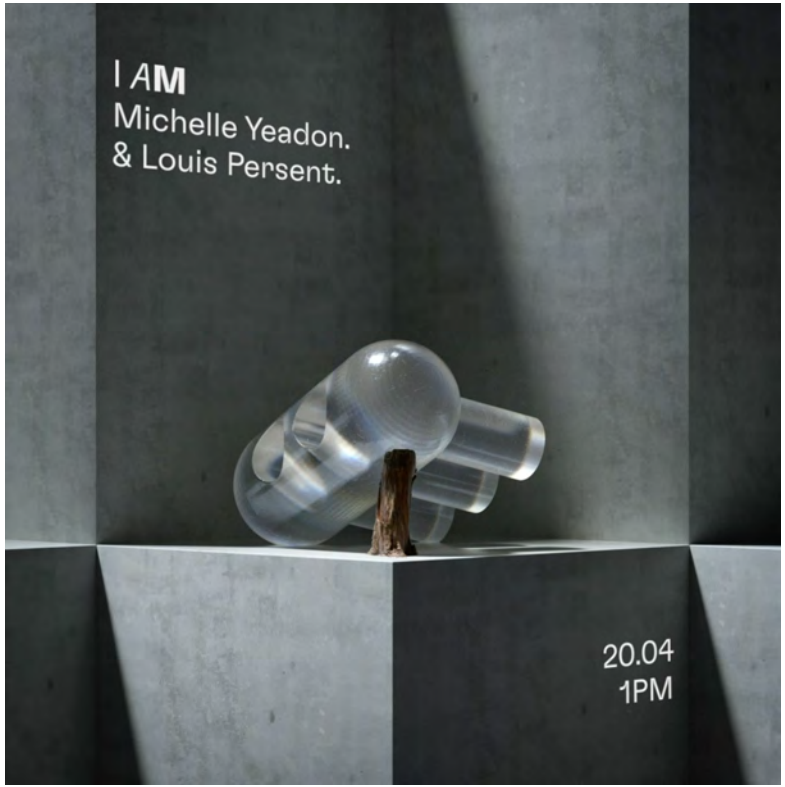
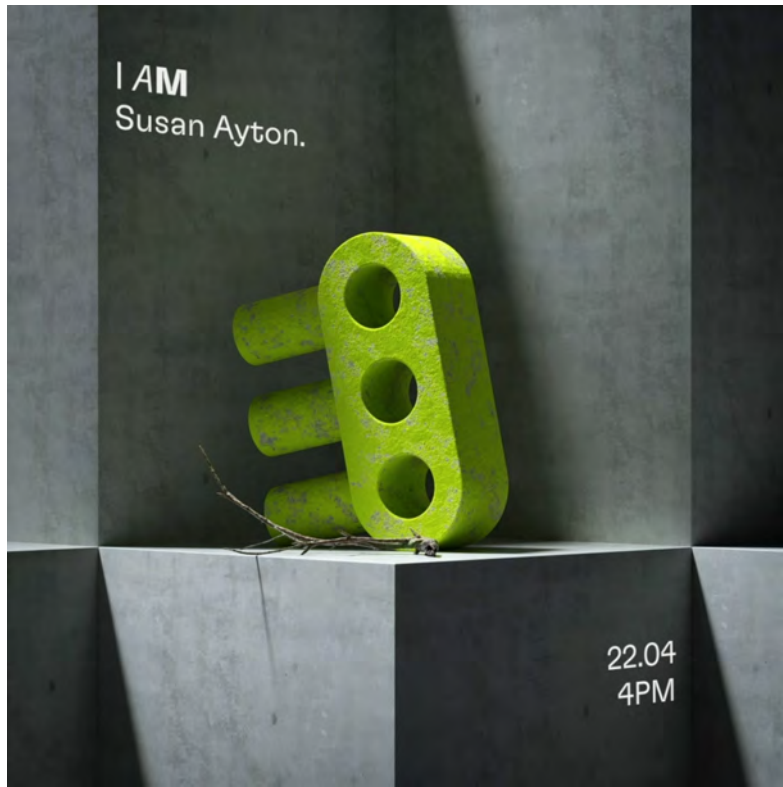
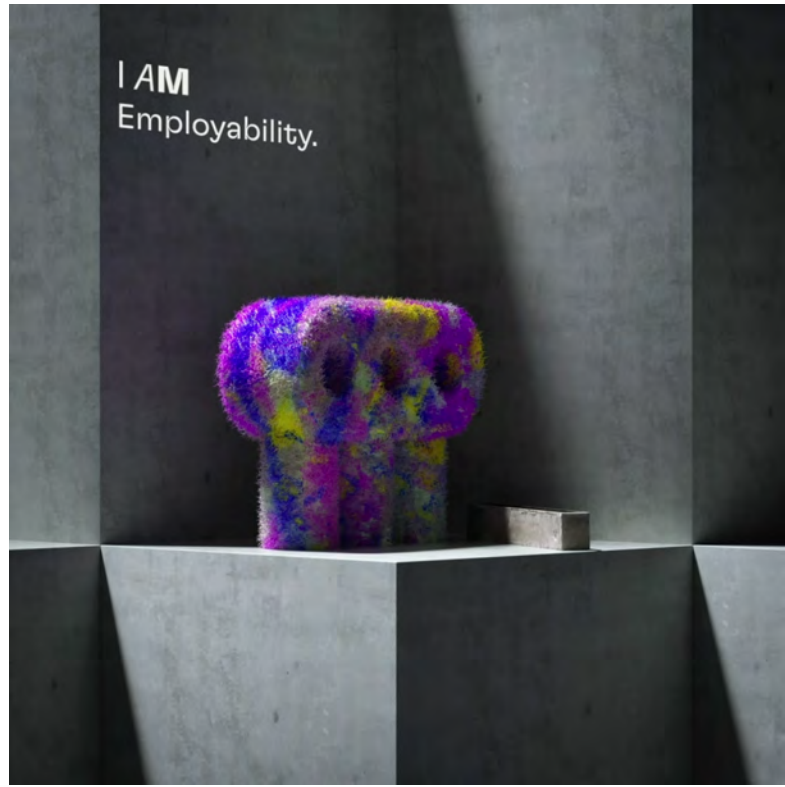
Insights

Everyone has a hard time to clearly define themselves, IAM is empowering & plays on that insight.

Solution

A brutalist and almost dystopian atmosphere with abstract shapes representing what more there is beyond "IAM ..."



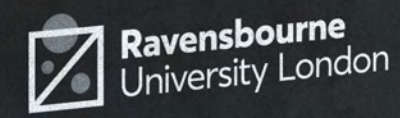


We created one post per speaker with animated typography. <https://vimeo.com/556291631>

I AM

Employability.
Entrepreneurship.

Studio Moross
Blup
ITV Creative
Conran
Squint Opera
AKQA
BBC Creative
Kiosk
Faber Books
Off White
Kate Dawkins Studio
BBC Studios
Weirdo
Bulletproof



Curated by BA (Hons) ABd
20.04 > 23.04 2021

I AM

Employability.
Entrepreneurship.

Tuesday			
10AM	20.04		
1PM	AKQA	James Hilton	
4PM	Weirdo	Michelle Yeadon & Louis Persent	
	Kate Dawkins Studio	Kate Dawkins	
Wednesday	21.04		
10AM	ITV Creative	Tony Pipes	
1PM	Faber Books	Donna Payne	
2PM	Bulletproof	Fahud Ahmed	
4PM	Off White	Domenico Romeo	
Thursday	22.04		
10AM	BBC Studios	Sarah Gerona	
1PM	Blup	Dines	
4PM	BBC Creative	Susan Ayton	
Friday	23.04		
10AM	Ladies Wine & Design	Emelie Chen & Natalie Maher	
1PM	Squint Opera	Rebecca Watson	
2PM		Kieron Lewis	
4PM	Conran Design	Kieron Molloy	



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Brief

Create **eyecatching** social media content (instagram) for an Acrn jacket.

Obstacles

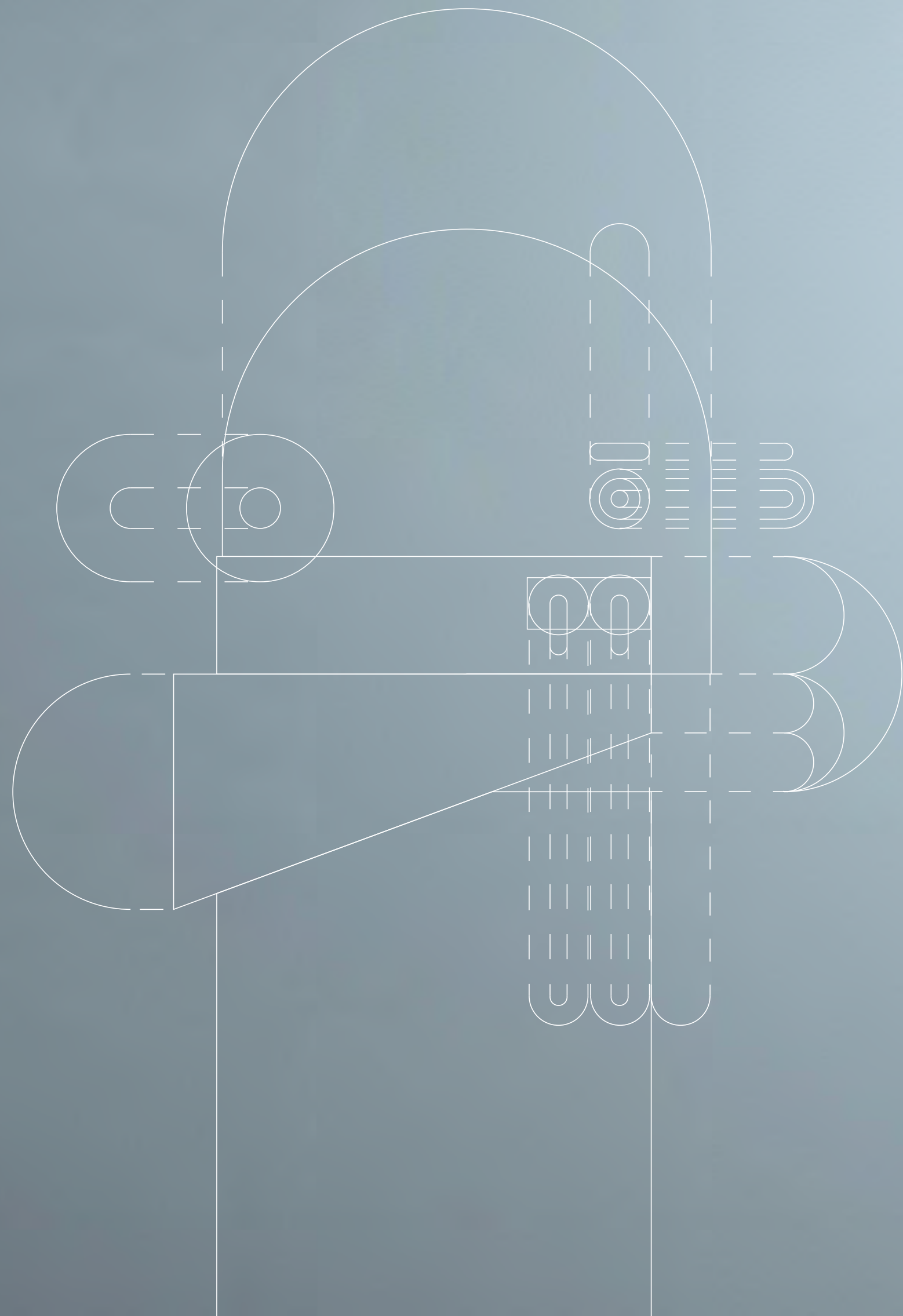
Capture attention.
Many don't know of the brand.
Help them realize why a jacket from Acrn might be for them.

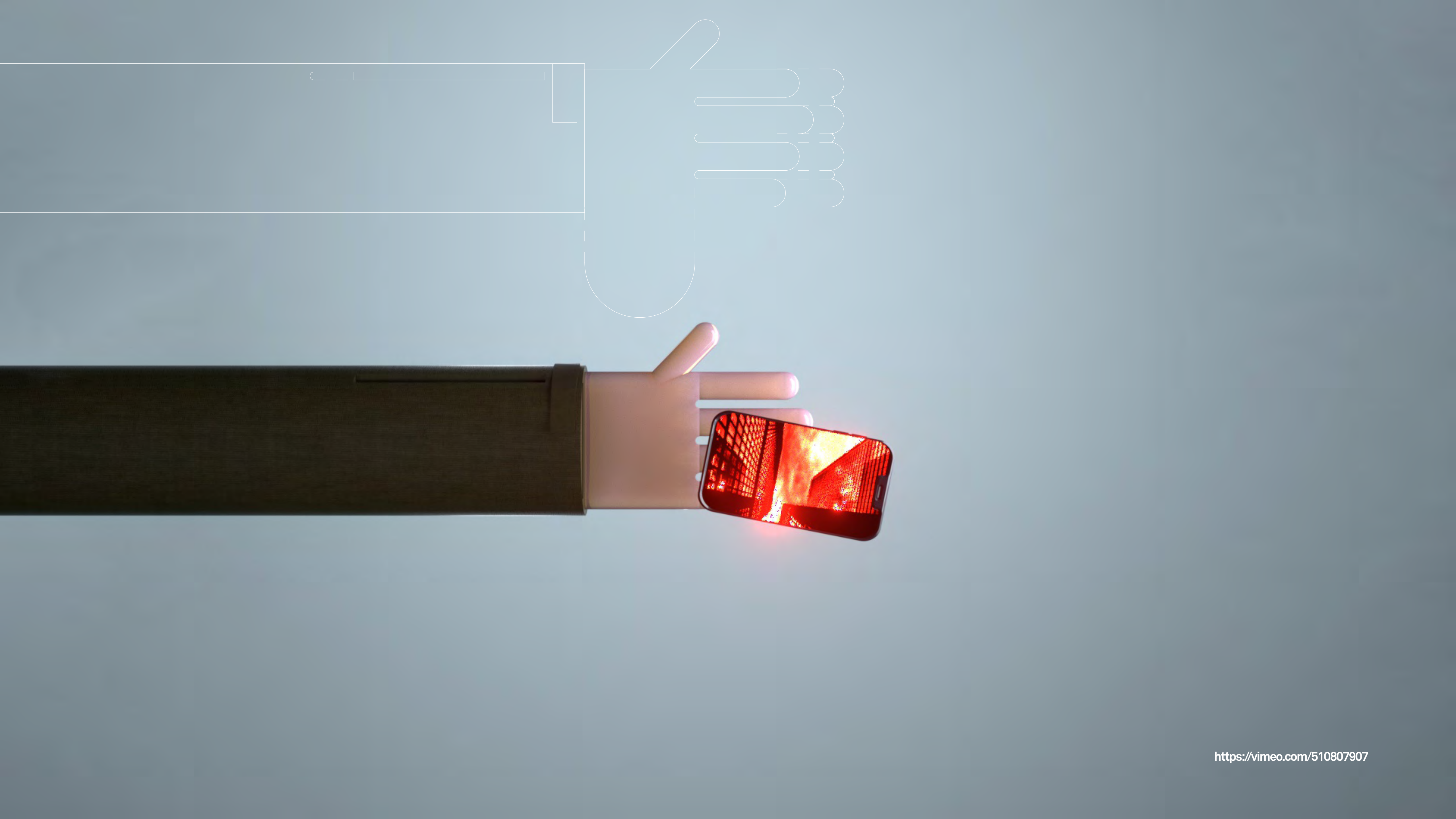
Insights

On ephemeral media, it is important to capture someone's attention within a couple of seconds.
Simplicity is the key for showing something new.

Solution

A constructivist 3d illustration highlighting the two features that set the jacket apart from the competition.

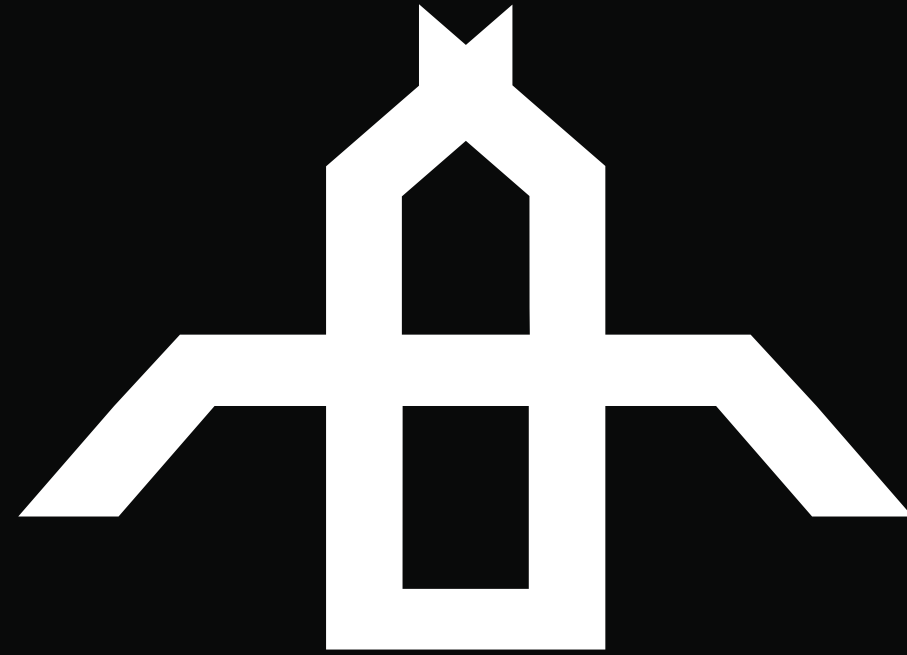




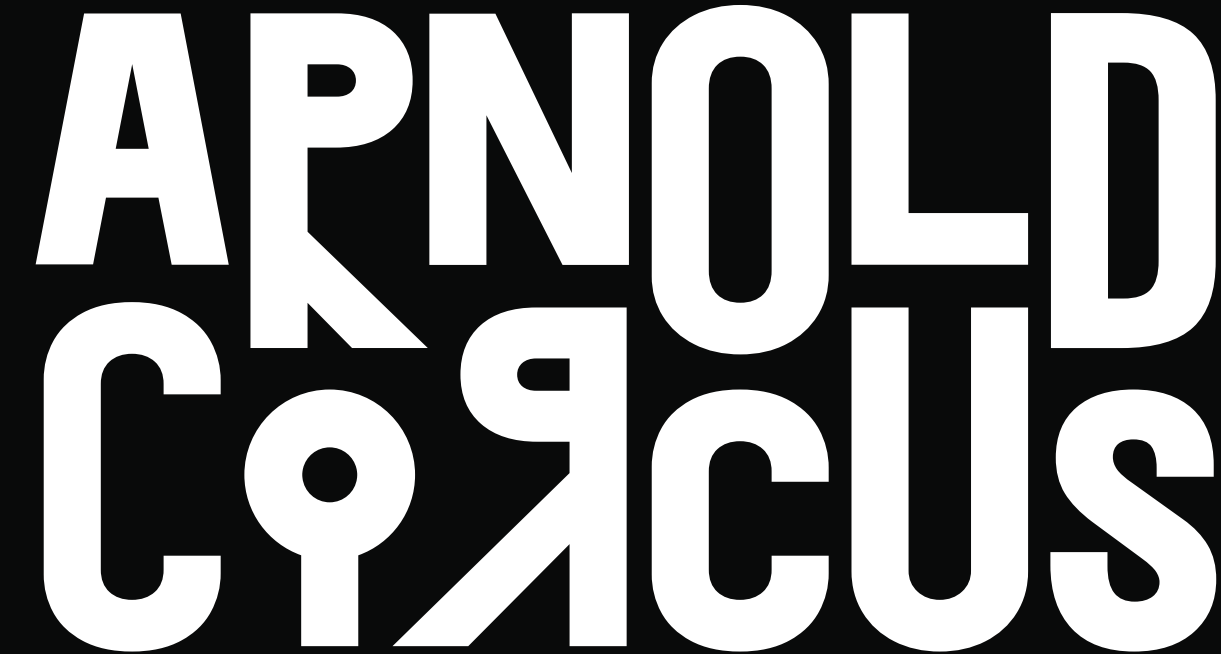
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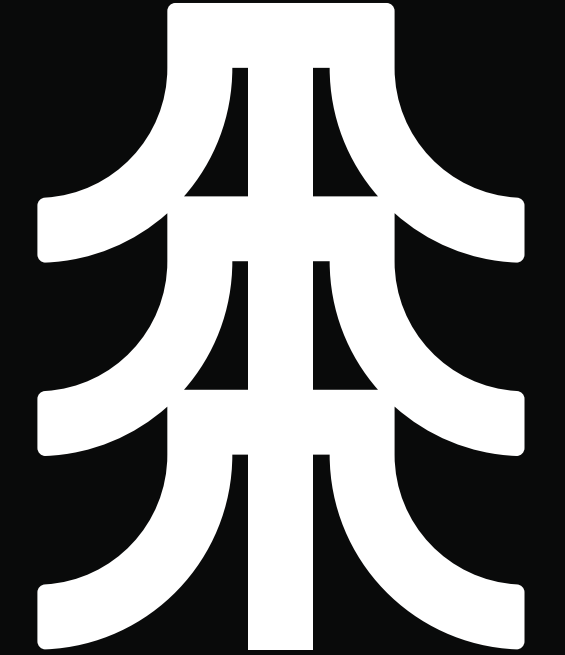
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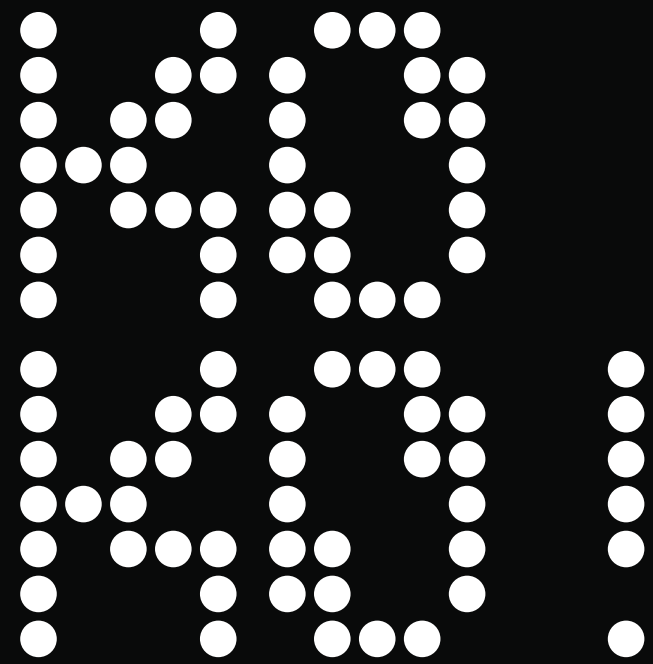
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4



5

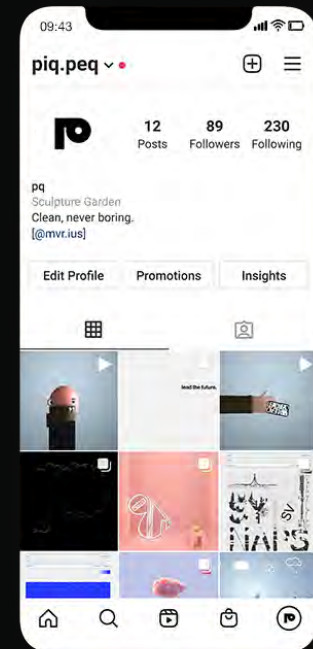


1. Piq.peq - my social media account relating to my design practice.
2. Köpmanholms Honung - a small batch honey from the swedish archipelago.
3. Arnold Circus - an undiscovered area of Shoreditch.
4. A christmas tree which was then stenciled and painted on to christmas letters for f&f.
5. KOKO! or Keep On Keeping On is a hypothetical music label

04 Marques and Symbols

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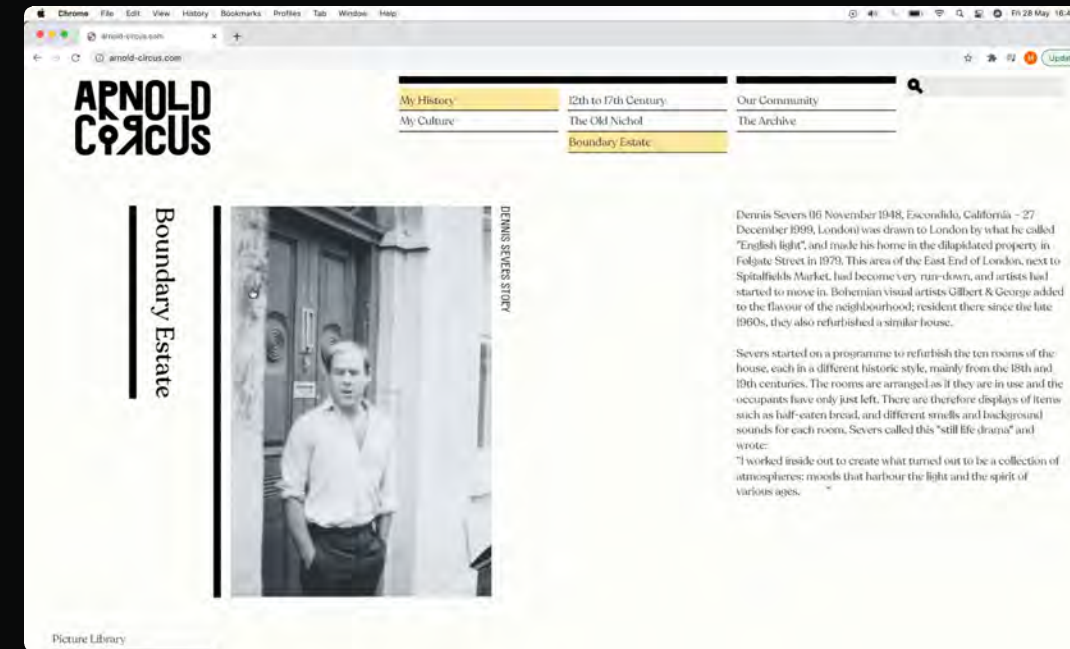
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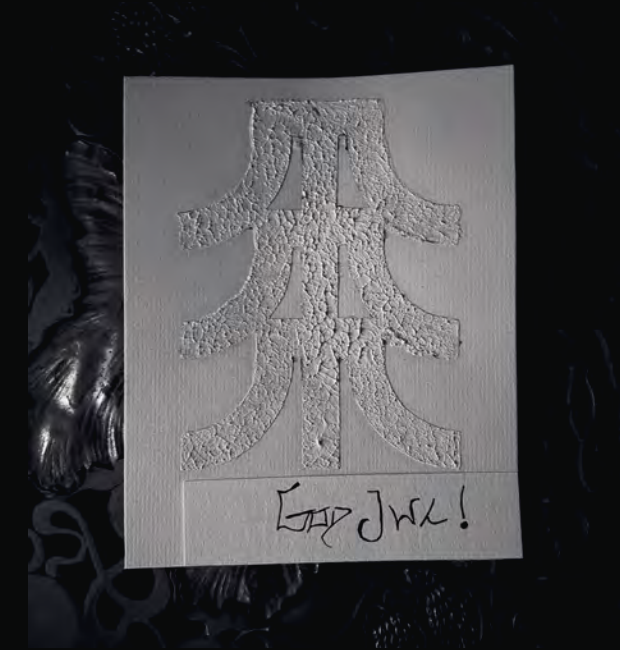
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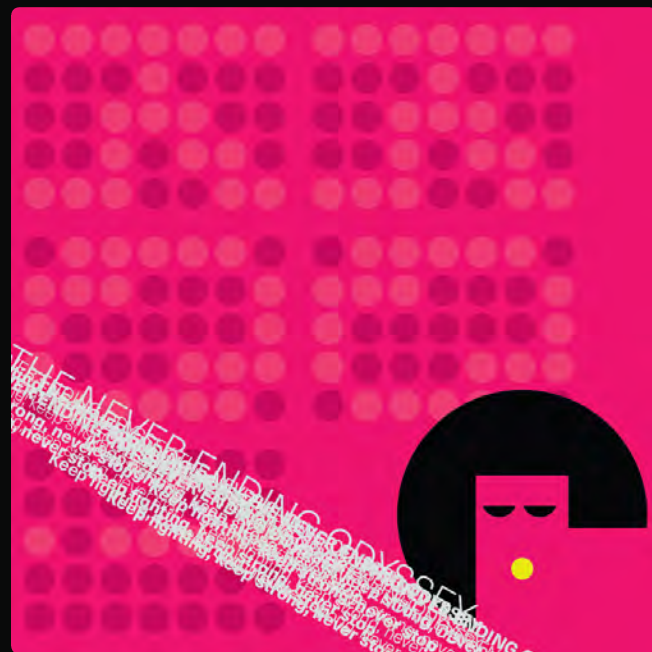
3



4



5



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Description

The next images are a series of **experiments**, I began creating these as I felt that **my technical abilities often exceeded my understanding** in what I was creating.

PP GEOS [alpha]
Ca Sans serif Ke Modular, geometric
Te Digital Da 2021
De Marius Nordström Fo piqpeq



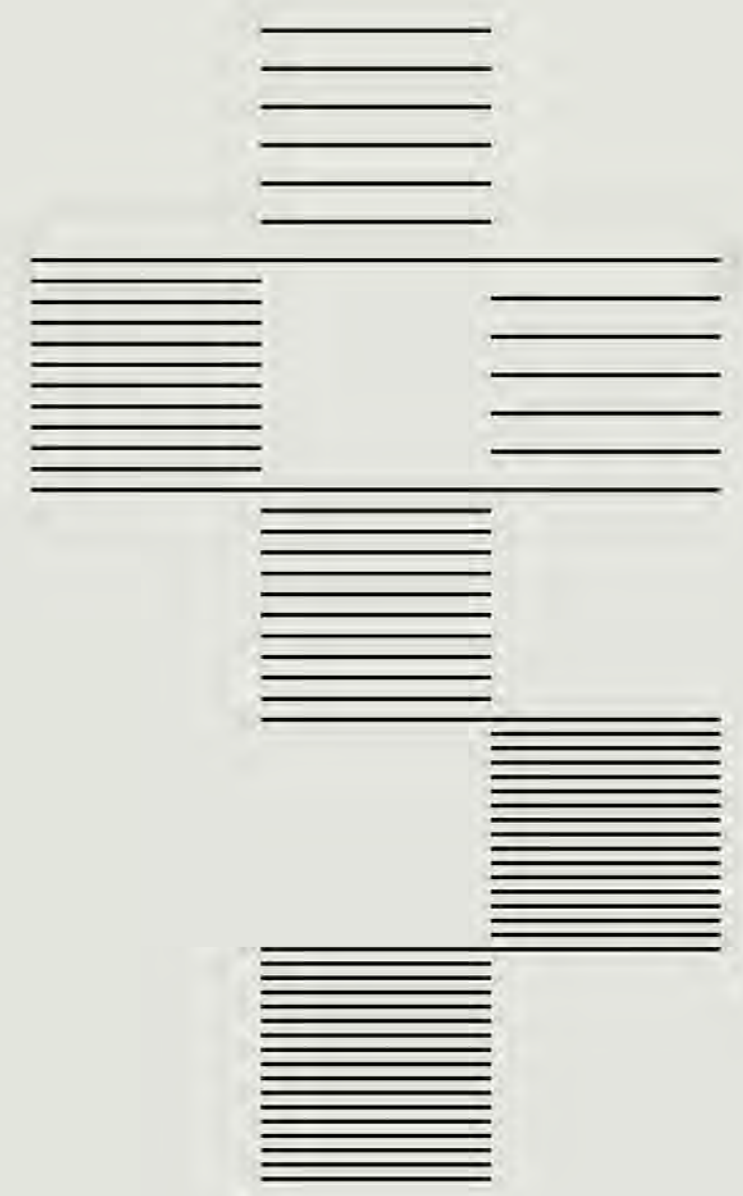
This is a typeface, primarily inspired by nature — it is based on the hexagonal shape giving it the same ability as snowflakes, tessellation at a high level. It isn't a part of nature but it could be.

One might call it a *futuristic* typeface, it can be used as such. It can also be used as a *sports* or a *fashion* typeface. Heck, why not use it for a *waste management* brand.

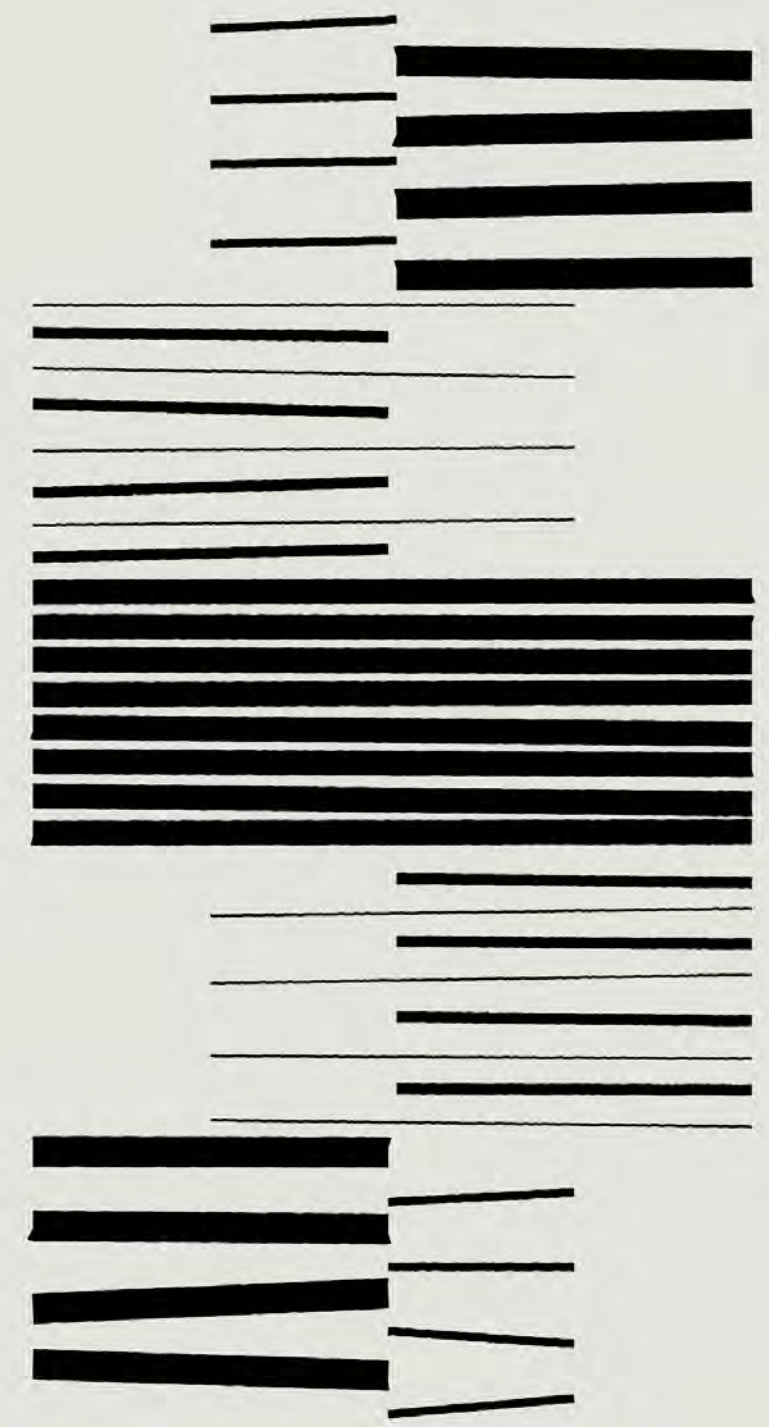
The high contrast in line width creates a tingly feeling, the sixty degree angles create dimension. GEOS fits select purposes, it would be a lousy Helvetica.

[This is only an alpha version, further optimization and lowercase letters will come]

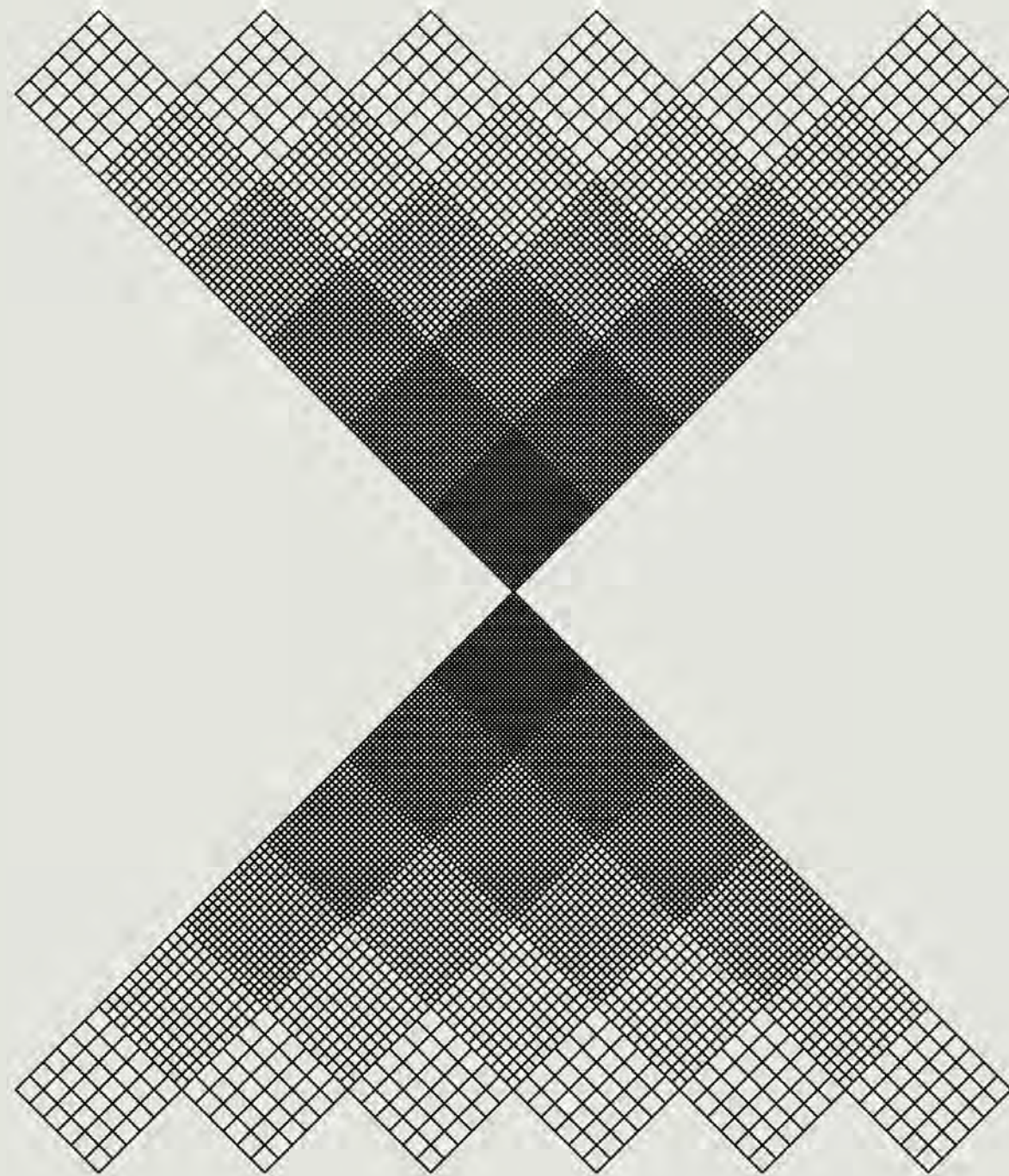




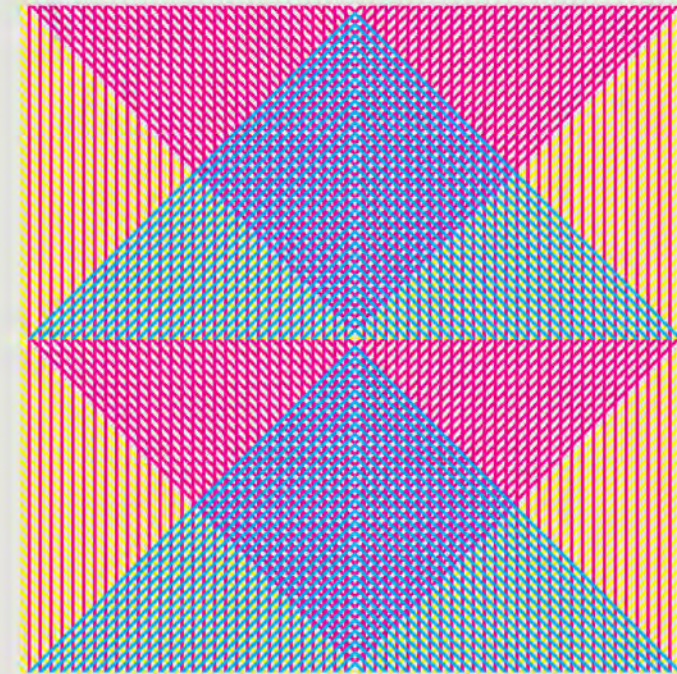
A flower created by horizontal lines



A disfigured arrangement of lines, varying in length and width



A gradient effect sourced from grids, creating an image that immitates a forcefield



A study of intersecting lines and colours

Thank You