

My Portfolio

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About

Junior Graphic Designer based in London and Barcelona.

Obtained a BA in Graphic Communication Design from **Central Saint Martins, UAL**.

International background. English Norwegian mother and Spanish German father. Speaks English, Catalan, Spanish and German.

Visual communication, **digital** design, creative computing, **culture** and **commercial** design.

Some other interests of hers include visiting museums, writing about culture and walks in the countryside.

Experience

2020. LandEscapes animation selected to exhibit in online exhibition **Home of the future**, for Samsung.

2020. Logo designs commissioned for **Masks for New York**.

June 2021. Summer Internship at Marketing agency **Bluebliss**, Barcelona.

Sept - Dec 2021. Waitress at **Hicce**, London.

Jan - June 2022. Graphic Designer at the **UAL Curation society**.

2022. Freelance work for **It Brings Art**.

June 2022. Stolen! Never Found? shown in Final BA Degree Show.

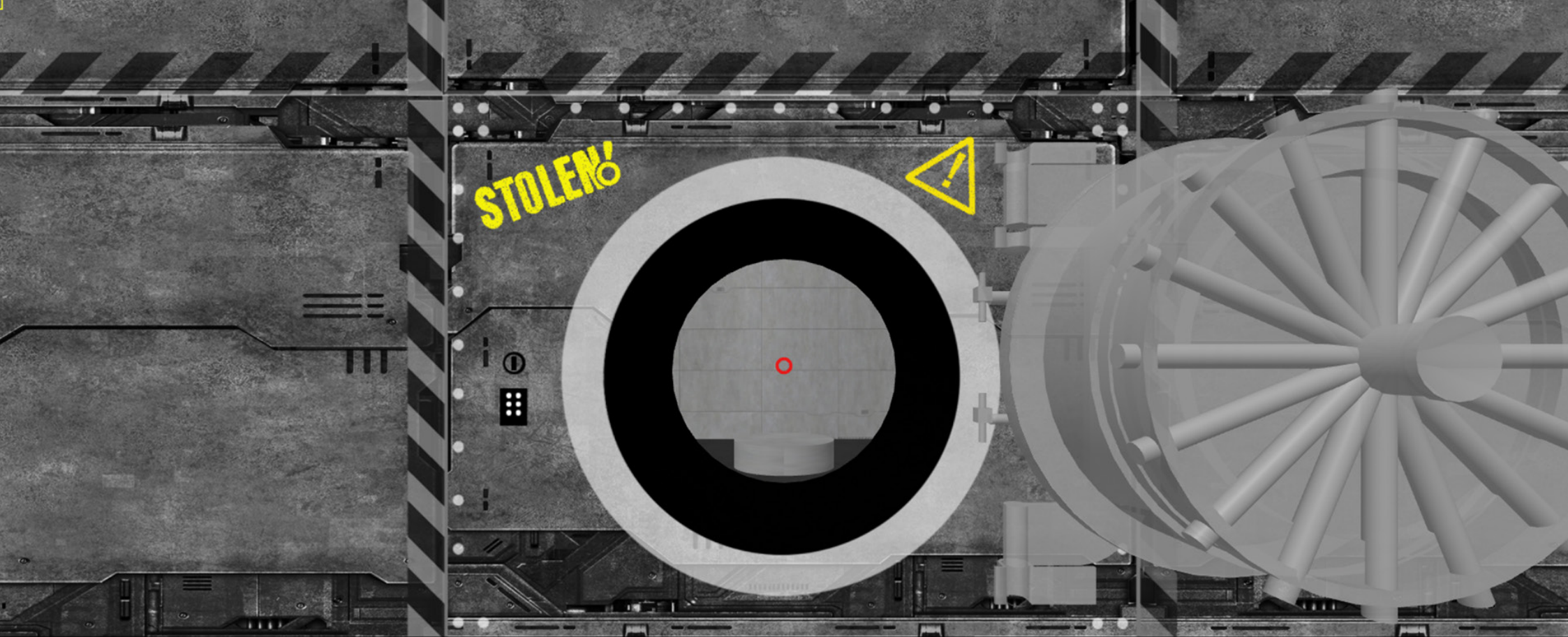
Education

2016 - 2018. Spanish Bacallaureate at Escola Súnion, Barcelona.

2018 - 2019. First Year Design Foundation BA at BAU University, Barcelona.

2019 - 2022. **BA (Hons) Graphic Communication Design** Undergraduate at Central Saint Martins, UAL. **First Class Honours**.

2012 - 2018. Violoncello Music studies at the Official Conservatory of Barcelona.



Stolen! Never Found?

January - March 2022

3D, Virtual Reality, Illustration, Curation, Digital Communication.

Glitch, A-Frame, Photoshop and Illustrator.

A digital exhibition set in a **virtual vault** that exhibits a range of stolen, and never recovered, artworks. In this digital **experience**, the user is invited to navigate through four rooms and a disappearing hall that essentially narrate, and visually present, three major art thefts and 10 individually stolen artworks.

This exhibition acquires a digital presence due to its physical absence: instead of being found, the stolen artworks are shown in a **digital vault**. Digital communication of culture.

Access this exhibition here: <https://stolen-never-found.glitch.me/>

Virtual



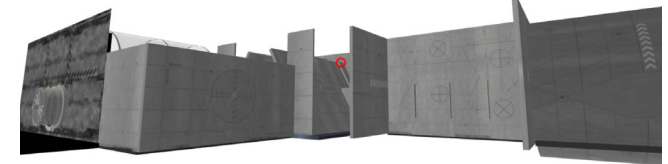
Curation

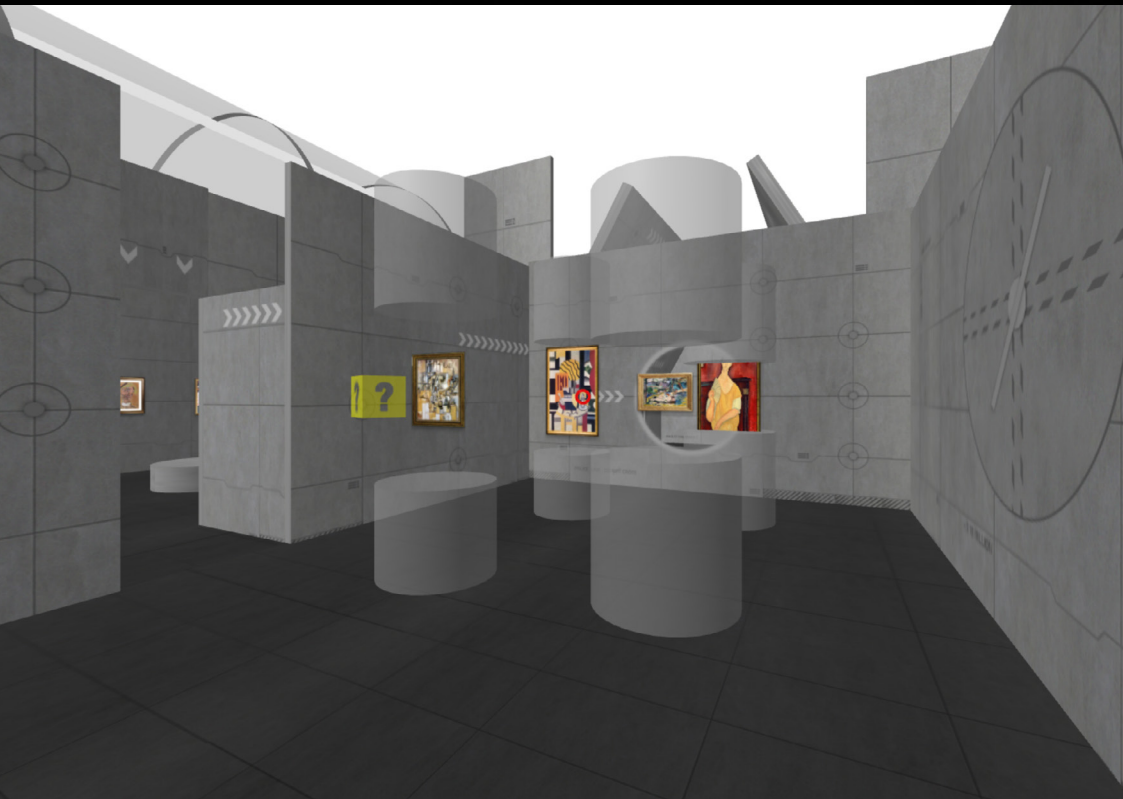


Code



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index.html
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material="side: double"></a-cylinder>
<a-cylinder src="#secondroomceiling" open-ended="true" theta-length="160" radius="3.5" height="
material="side: double"></a-cylinder>
<a-box src="#secondroomfloor" height="6" width="8" depth="0.2" position="26.1 -1.6 -17.5" rotati
<a-box src="#lastwall" height="6" width="8" depth="0.2" position="30.1 1.4 -17.5" rotation="0 90
<a-box color="grey" height="4" width="2" depth="0.1" position="26 0.4 -19.2" rotation="0 -45 0" t
<a-box data-title="The Theft worth 500.000.000 USD"
data-description="Often defined as the biggest theft in the World's history, this room contains
The thieves broke into the museum by pretending to be police officers, and pro
Nobody knows what happened to the stolen works, it'll remain a mystery for ve
Amongst the stolen paintings, we find the fabulous "The Storm on the Sea of G
The Isabella Stewart Gardner Museum is still today offering a 10 Million USD
class="clickable"
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width="0.2"
position="23.5 -0.1 -16.9"
```







A DIGITAL EXHIBITION ON STOLEN ART...
IN A SECRET VAULT!

STOLEN! NEVER FOUND?





Rebranding Cath Kidston

November 2020

Photo Manipulation, Branding, Identity, Symbolism

Photoshop and Illustrator

Rebranded identity proposal for the very British - all time favourite - company Cath Kidston. The challenge: **make Cath Kidston cool again!** Logo, posters, ck icon made by me.

Project done for University in response to the brief: Rebrand a failing and existing brand.

The new Cath Kidston is about **expansion** and **creativity**, it's about letting yourself go through the exploration of patterns and colours. The New Cath Kidston explores its **potential** in **patterns** and **colours** with the aim to reach a creative audience that is ready to embrace its new change.

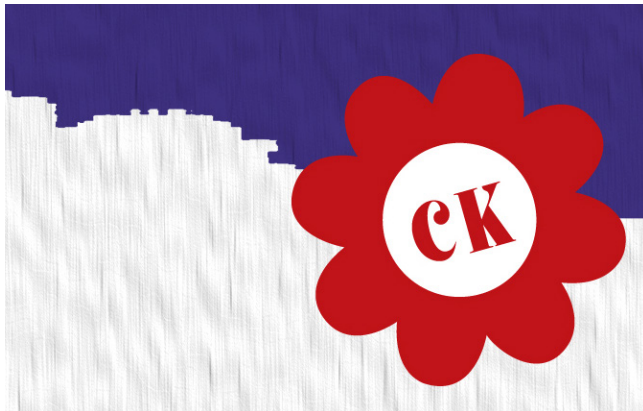
Pattern



Manipulation



Colour



GOD SAVE
CATH
KIDSTON!



The new **CATH KIDSTON**



EXPLORE



PATTERNS



The new **CATH KIDSTON**



UNGUARD!



The new **CATH KIDSTON**



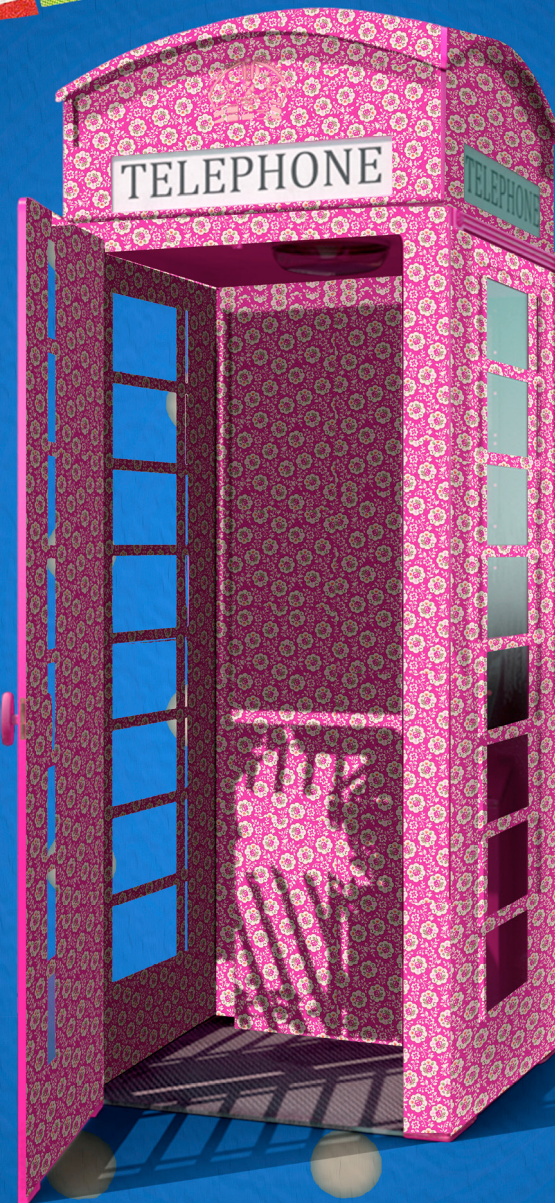
The new **CATH KIDSTON**



ROCKING

it!

RING RING!



The new **CATH KIDSTON**



The new **CATH KIDSTON**





Stay! Posters

March 2020

Typography, Image, Cause

Illustrator

Two versions of a poster encouraging people to stay at home during the Covid Pandemic. Made for a collective design project that had the intention of **helping** others through the **challenging** covid times.

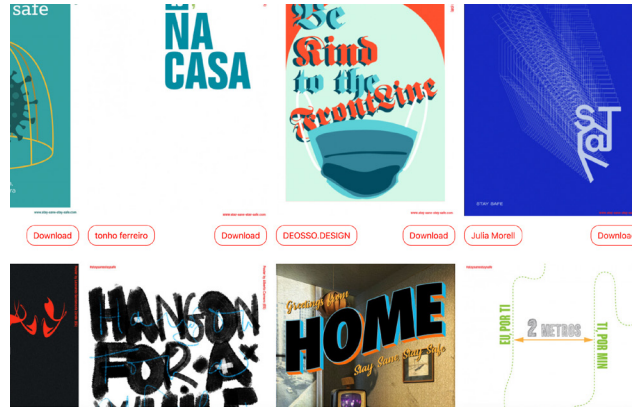
Stay Sane, Stay Safe: <https://stay-sane-stay-safe.com/>

The poster presents a typographical game. The **font** becomes the **human**, who is remaining whilst also trying to leave. The type acquires a sense of movement: it **jumps** and it **lands**.

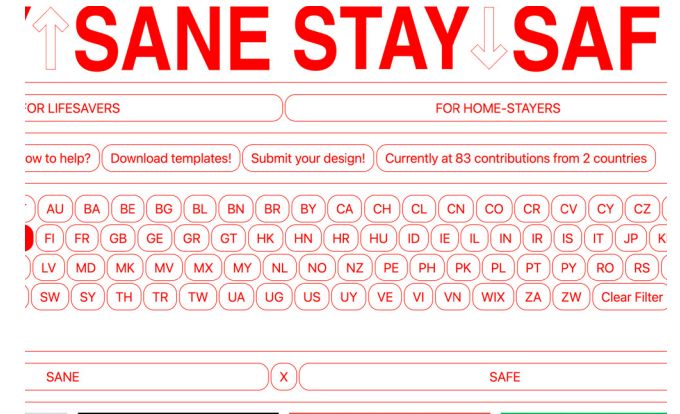
Posters



Activism

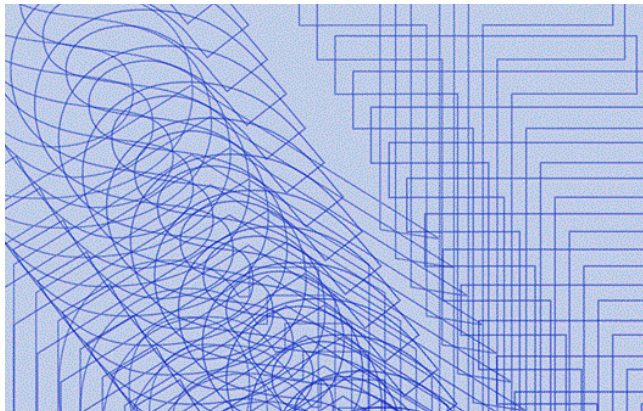


Covid



Website where Poster was featured alongside other designers.

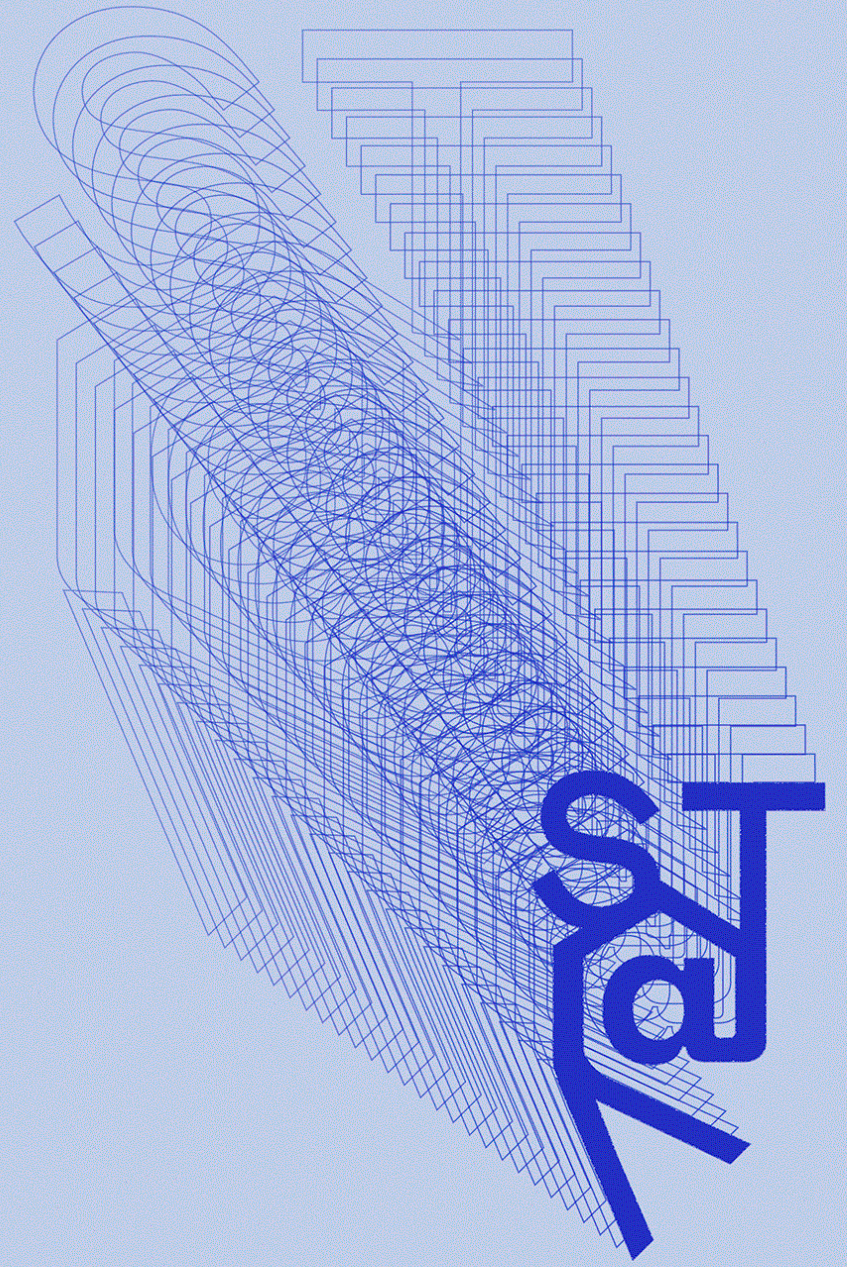
<https://stay-sane-stay-safe.com/country:ES>





STAY SANE

STAY SAFE



STAY SANE

STAY SAFE



Postcards from the future

June 2021

Photo Manipulation, Realistic Collage, Utopia Design

Photoshop, inDesign.

Six Postcards, both visually and in writing, portraying utopian worlds of tomorrow.

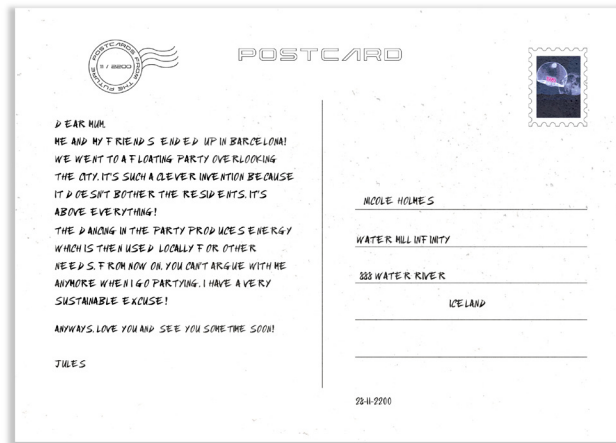
This set of 6 postcards create a **dialogue** between invented people and locations in the future. One could define them as **canvasses** of the future and **contemporary oracles**.

Through this **fantastical narrative** set in a utopian future, and based on the love between each future sender and their recipient, the user can **envision** a better tomorrow, where technology, nature and humans interact to live in a higher quality world.

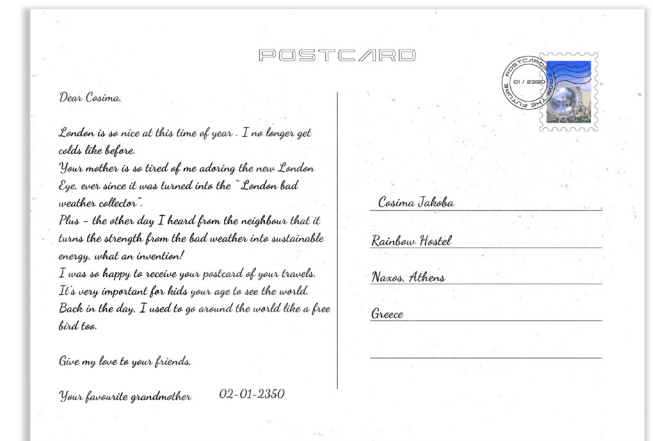
Illustration



Realistic Collage



Utopia







You'd look looking at all the birds in air
I wish I could send you one
I love you forever
Aora
♥
1-08-2221

08004 Barcelona
Catalunya Space





Mona Lisa Theft

January 2021

Illustration, Story telling, Historical.

Photoshop, Illustrator.

Top: Speculative Mockup of design placed in The New Yorker.

A series of six illustrations that explain, in a film - noir and retro theft style, the story of the 1917 Mona Lisa theft.

These illustrations were made in response to a University brief that encouraged us to create a project around an existing crime.

My interest in art and the concept of aura led me to explore this topic, alongside its accompanying visual aesthetic.

The story is presented through a **circle** that visually refers itself to a **flashlight**, making the experience even more **eery**.



The Louvre, on the morning of the 21st of August, 1911



Vincenzo Peruggia spends the night in the closet.



Italian Louvre worker
steals the Mona Lisa.



The robber walks
through the Louvre.



The empty frame sits quietly,
awaiting discovery.



The crime shocks the world,
“Where’s the Mona Lisa?!”



De / Re Construct

January - June 2022

Culture, Digital and Physical, Social Media, Communication.

Photoshop, Indesign.

Between January and June 2022, Katya Kabaktchieva and I were the Graphic Designers for the **UAL Curation Society**.

During our time, we designed instagram posts and created the identity for the exhibition organised by the society, titled De / Re Construct.

As a part of the identity, we created a series of dynamic physical posters that varied in colour and in shape.

The movement of the slash / in each poster creates a **visual narrative** that **de** and **re constructs** the **type**, following the concept of the exhibition.

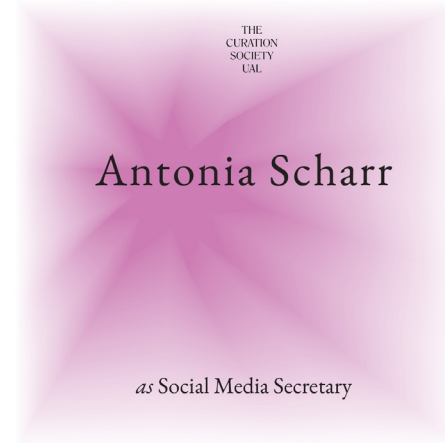
Arts



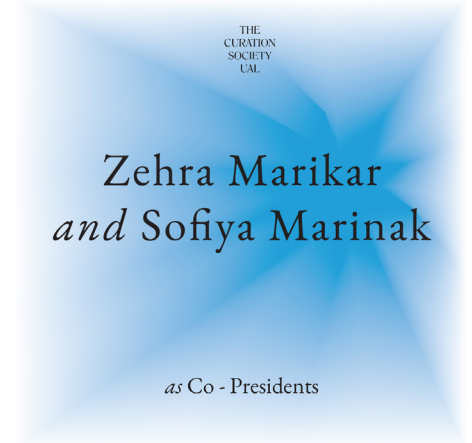
Communication



Instagram



Identity



Top: Instagram Posts

Bottom right: Exhibition and catalogues

DEF / RE

Safe House 1
01 / 06 - 2 / 06
12 - 7 pm

CONS

A Collective exhibition
by The Curation
Society UAL

Private View:
Thursday 2nd of June
6 - 9 pm

139 Copeland Road
London
SE15 3SN

\TRUCT

DEF / RE

Safe House 1
01 / 06 - 2 / 06
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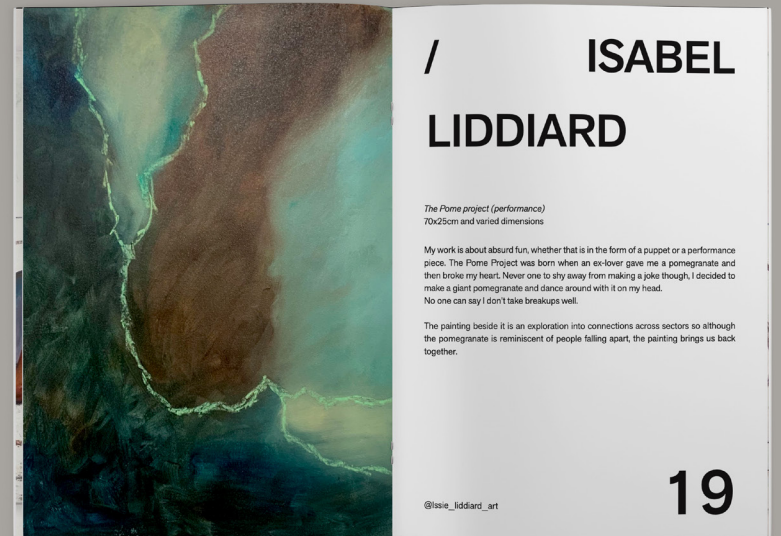
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\TRUCT



Thank you

Farewell
Bye bye
Adiós

The End

View more projects at

:

juliaenamorell.com