

BIOGRAPHY

.Oddity Studio

Named after a common perception of being 'absolutely different', .Oddity is a design studio in Hong Kong that rebels against templates and standard solutions ● Aiming for unique outcomes in every project, the team perceives limitations and challenges as major creative forces that push design away from being a mere aesthetic process into one based on logic and efficiency instead ●

→ PP. 024-027

*Glitterstudio

*Glitterstudio = Jana Blom + Caitlin Berner = graphic design and VJ duo based in The Hague ● Driven by an energetic, concept-driven, and playful approach, they tackle a variety of assignments and self-initiated projects ●

→ PP. 104-105

A Black Cover Design

A Black Cover Design (ABCD) is a creative studio in Beijing that specialises in branding, visual identities, packaging, UI/UX, and printed matter ● Since 2015, its work has been based on a design-driven strategy and systematic communication methodology to serve a variety of clients, winning local and international awards along the way ●

→ PP. 014-015, 130-131

Alon Baum

Alon Baum is a Toronto-based graphic designer who is passionate about creating meaningful solutions for interesting problems by connecting brands to people and vice versa ●

→ PP. 166-169

AMATEUR(DOT) ROCKS

AMATEUR(DOT)ROCKS was set up by Jose Bessega and Ivo Pallucchini, an art director-designer duo ● Understanding and utilising design as a tool to generate bold, meaningful, and vibrant content without the frills, they believe that the best ideas are often found outside the office walls amidst real lives and real situations ● Nomadic in spirit, they are currently based in Amsterdam ●

→ PP. 252-253

Anagrama

A world-class creative agency with offices across Mexico City, Monterrey, Tokyo, and the US, Anagrama offers creatively driven branding and design services for clients around the world ● Dubbing themselves as 'weapons of mass seduction', its team members believe in strategy, beauty, deadlines, and design ●

→ PP. 044-045

André Covas

André Covas is a multidisciplinary graphic designer who specialises in user interfaces, branding, editorial-, and poster design ● Based in Porto, he also teaches at Edit Design School and creates visual art with Carmo Azeredo ● He enjoys making music in his spare time ●

→ PP. 198-201

Anna Kulachëk

Anna Kulachëk is a Moscow-based designer and art director at the Strelka Institute ● She also teaches at the HSE Design School, one of the leading universities in Russia ●

→ PP. 145-160

Anonymous

Anonymous is a creative lab based in Singapore that observes, listens, investigates, and experiments ● It does not pretend to have all the answers – instead, it focuses on asking the right questions to find solutions that are real, relevant, and above all, useful ●

→ PP. 018-021

Other Collective

Founded in 2014, Another Collective is a studio based in Matosinhos that focuses on engaging work methodology. It specialises in brand strategy, visual identity, environmental- and editorial design with a focus on experimentation and the exploration of concepts.

→ PP. 254-255

Immer Hählen

Founded by Priscilla Balmer and Yvo Hählen, Balmer Hählen was established in the heart of Lausanne in 2013. Known for the special attention it pays to beautiful and high-quality printed work, the studio's award-winning work has been exhibited locally and internationally.

→ PP. 208-209

Book Design

Book Design collaborates with thinkers and creators from all over the world on projects that blend cultural awareness, design of art, and a belief in humanity to enhance society and businesses alike. It works across media and a variety of disciplines with a ferocious passion.

→ PP. 132-133

BOB Design

Founded in 2002, BOB Design is a branding and graphic design studio with work spanning across identity, print, digital, environmental, and packaging mediums. Based in London and beyond, it values research, dialogue, insight, and inspiring ideas.

→ PP. 046-047

Burrow

Burrow is a multidisciplinary design studio founded by Philipp Koller, Lukas King, and Giulia Schelm in 2015. Based in Berlin and Zurich, it offers printed and digital design work that focuses on strong typographic solutions. The team builds its skills through different creative disciplines and workshop possibilities that allow each member to experiment with new fields of expression.

→ PP. 100-101

canaria inc.

Established in 2007 by creative director Yuji Tokuda, canaria inc. is renowned for the consistency with which it brings meaningful creative concepts and executions for brand-, product-, and communication projects to life.

→ PP. 048-049, 062-063

Caterina Bianchini Studio

Founded with the ambition to create 'design as art', Caterina Bianchini Studio is a creative agency based in London that specialises in brand strategy, art direction, design, and production across all platforms. Underlined by strategic thinking and an ambitious approach, it creates living brands with a conscious tone of voice that resonates with a mindful and intelligent community.

→ PP. 028-029, 214-217

CFC

CFC is Seoul-based multidisciplinary design and photography studio that focuses on branding and packaging projects. It operates on the simple design principle that prioritises the understanding of content so that it can be transformed into its relevant form in the right context to create new value and thoughtful experiences for businesses.

→ PP. 034-037, 040-041, 161-163

Clase

Clase is a graphic design and visual communication studio in Barcelona comprising a team of international multidisciplinary professionals whose work has won several awards. It works across all areas of design, but pays particular attention to typefaces and the element of surprise.

→ PP. 016-017

Classmate Studio

Classmate is a brand design studio on a mission to create and transform brands, enabling them to achieve their goals by developing progressive designs, strategies, and campaigns. The team believes that creativity and imagination are key to improving the future and people's lives.

→ PP. 246-247, 270-275

de_form

de_form was founded by Hungarian graphic designers Eniko Deri and Nora Demeczky. The Budapest-based studio creates simple and bold visual concepts with striking design solutions in the fields of art direction, branding, typography, motion graphics, editorial design, and exhibition design.

→ PP. 194-197, 248-251, 256-259

Design Ranch

Design Ranch has been creating and reinvigorating forward-thinking brands for almost 20 years. It strives to drive results with sincere, compelling, and creative messages designed to build brand presence, awareness, and mind-share that clients can take to the bank.

→ PP. 096-097, 186-189

dn&co.

Inspired by different cultures and places, dn&co. creates meaningful spaces of all kinds ● A brand and design consultancy dedicated to defeating the seemingly inexorable rise of easy monoculture, its every project is rooted in finding a deeper purpose ●

→ PP. 184-185, 266-267

Econosys Design Inc.

Econosys Design truly believes that clients can achieve their full potential through effective design ● Based on the underlying principle that communication is the key to understanding one's purpose and vision better, the team strives to highlight the best of brands by building strong relationships with people ●

→ PP. 284-285

Elipsy

Set up by a designer duo working together on cultural and creative projects in Poland, Elipsy focuses on how a project really works and not just how it looks like ● The studio also believes that design is not just a style but a language, and takes great pleasure in crafting surprising combinations ●

→ PP. 110-113

emuni Inc.

Founded in 2012 by Takashi Murakami and Masashi Murakami, emuni Inc. is an award-winning art direction and design practice based in Tokyo ● Its works span across multiple mediums and platforms, including packaging, wayfinding, and editorial design ●

→ PP. 009-011, 138-141

Eps51

Eps51 is a Berlin-based graphic design studio with an international reach ● Founded by Ben Wittner and Sascha Thoma, it develops visual concepts with a strong focus on typography and bilingual design ● Its professional expertise ranges from developing brands, establishing visual identities, and conceptualising online presences to editing and designing books ● It also organises cultural events and workshops ●

→ PP. 108-109, 268-269

Everyday Practice

Founded in 2013, Everyday Practice started off working with non-profit organisations but has since grown its client base to include galleries, museums, and publishers ● Based in Seoul, the studio specialises in various fields of graphic design ●

→ PP. 190-191

Explicit Design Studio

Explicit Design Studio is a creative agency in Budapest that was founded by graphic designers Hunor Kátay, Sebestyén Németh, and Szilárd Kovács in 2016 ●

→ PP. 206-207, 240-243

F/Nazca Saatchi & Saatchi

F/Nazca Saatchi & Saatchi is an award-winning advertising and marketing agency in São Paulo that focuses on creativity and strategy ● Marcelo Almeida and Mica Moran are graphic designers who have worked with the agency ●

→ PP. 280-283

Folch

Folch is an editorial and branding agency based in Barcelona ● With a strong focus in designing concepts, brands, and narratives, it tackles communication challenges via trans-versal storytelling, having developed a holistic approach to concept design, strategic consulting, brand narratives, creative direction, and production in the post-advertising era ●

→ PP. 060-061

Fundamental

Founded in 2012, Fundamental is a Hong Kong-based visual communication design studio offering services that span advertising, branding, illustration, print-, and infographic design for clients in a variety of fields ● Besides its soft spot for printed media, it is also driven by the philosophy that good design is derived from good communication ●

→ PP. 174-175

Garbett

Garbett is a Sydney-based design and branding studio that works collaboratively with clients to create and nurture outstanding and desirable brands ● Although the team's expertise lies in branding and identity design for the arts, cultural, and design sectors, it has also leveraged its unique approach in the entertainment, finance, technology, and real estate industries ●

→ PP. 069-084

Hansen/2

Hansen/2 is a full-service design studio in Hamburg that develops visual identities through clear design solutions ● Its focus lies in the reorientation of brands, strategy, and design ●

→ PP. 052-055

Sung Hwan

Sung Hwan is an award-winning graphic designer based in Seoul who constantly considers the balance between newness and familiarity through various projects across print and digital mediums ●

042-043

Frid Picanyol Studio

Frid Picanyol is an award-winning creative director and graphic designer based in Barcelona ● Together with her husband, she works closely with emerging and established companies to help their brands resonate with viewers ● Although her aesthetic approach is diverse, an inclusive, feminist, and environmentally conscious perspective underlines her projects, inspiration, and strategy ●

286-287

Ivanova

Ivanova is a Berlin-based graphic designer who specialises in identity and digital design ● A graduate of the Higher Academic School of Graphic Design, she has worked on various cultural projects for the Strelka Institute, sports institutions, and music festivals ●

292-296

Iradié

Iradié is a multidisciplinary creative studio founded in 2016 by partners Alain and Laurent Vonck ● It specialises in visual and conceptual communications through graphic design, art direction, and digital design for a variety of clients ● Whether it works with established brands or start-ups, the studio is always driven by the same level of intellectual curiosity and passion ●

142-144

KR8

KR8 is a Vienna-based design studio that bases its approach on a strong analytical and sociological-infused strategy ● It focuses on building identities as a construct, bringing systems into a dialogue between consumers and partners ● Working mostly with disruptive elements and structures, many of its projects do not even feature a logo, erring on the side of minimalism instead ●

→ PP. 180-181

La Chambre Graphique

Camille Vignaud is an artist and art director who founded La Chambre Graphique, a creative bureau in Paris with art and culture as the essence of its creations ● Light, texture, and movement play key roles in its creative process ●

→ PP. 098-099

Luminous Design Group

Luminous Design Group is an Athens-based storytelling studio offering solutions that span across creative direction, branding, identity-, packaging-, print-, and digital design ● It focuses on designing with a purpose, approaching every project with passion to produce expressive, bold, and innovative work to empower brands ●

→ PP. 038-039, 094-095

M35

M35 is an international design consultancy based in Sydney ● It partners with ambitious clients to launch new brands, reimagine established ones, and accelerate growth through origination, identities, products, packaging, publishing, physical environments, and beyond ● Using a research-driven, human-centric, and holistic approach, the studio operates globally on a wide range of assignments ●

→ PP. 088-091

Marc Thomasset

Marc Thomasset is an award-winning art director and graphic designer in Brussels who works on a variety of projects that involve creation, art direction, branding, graphic-, and web design ● He also enjoys spending time on meaningful, out-of-the-box personal projects ●

→ PP. 164-165

Mark Brooks

Mark Brooks is a New York-based, Barcelona-born graphic designer and art director who develops visual concepts, identities, and branding solutions for international clients ● He works across graphic design, art direction, illustration, typography, and branding to generate clear and compelling visual communication ●

→ PP. 278-279

Masha Knop

Masha Knop is a web- and graphic designer from Saint Petersburg who is currently based in the US ● Through her simple yet structural and geometric aesthetic, she hopes to intrigue viewers by leaving them with a strong impression as well as a desire to further understand the subject at hand ●

→ PP. 192-193

Mina Tabei

Mina Tabei is an award-winning graphic designer and art director based in Tokyo ● A graduate of Musashino Art University, her work has been exhibited both locally and internationally ●

→ PP. 221-236

North

North is a London-based design studio that builds identities and brands to help clients achieve business success and holistically transform organisations ●

→ PP. 085-087

O.OO Design & Risograph ROOM

Taipei-based O.OO Design and Risograph ROOM is an award-winning design studio that specialises in experimental patterns and vivid colours ● In addition to graphic design and lithography, it produces publications that create new influences in culture for the future ●

→ PP. 114-115

Paprika Communication Inc.

Since 1991, Paprika has been creating smart and functional visual identities that propel brands to new heights ● The studio's philosophy is also driven by emotion in making its solutions more appealing and effective to audiences ● Its work is always designed to influence its era and stand the test of time ●

→ PP. 182-183, 262-265

Pràctica

Pràctica is a full-service design studio based in Barcelona and New York ● It strives to produce meaningful and distinctive outcomes by working closely with a select network of collaborators ● In addition to commissioned projects, the team also explores personal ones to fulfil and challenge the creative practice ●

→ PP. 118-121

Remco van Dun

Remco van Dun is a Dutch designer and eponymous studio based in Tilburg ● Specialising in visual communication, he focuses on thoughtful and conceptually driven work underlined by the importance, clarity, and effectiveness of timeless design for a variety of clients ● Whether it is through visual identities, print- or web design, he sets out to start dialogues between the commissioning party and the viewer ●

→ PP. 178-179

Söderhavet

Söderhavet is an independent multidisciplinary design agency that was founded in 2005 ● It creates designs that resonate on an emotional level by combining creativity, knowledge, and an understanding of human behaviour as well as relevant data ● Its agile creative processes result in fresh and intuitive solutions that work across analogue, digital, and physical platforms ●

→ PP. 022-023

Studio Born

Studio Born is an independent design studio specialising in branding, packaging, and graphic design ● Set up in early 2017, its passion lies in transforming good ideas into good design ● Through its work, the team strives to make brands into natural-born storytellers ●

→ PP. 170-171

studio fnt

studio fnt is a Seoul-based graphic design studio that was founded in 2006 ● The team collects fragmented and straying thoughts to organise and transform into relevant forms ● Partners Heesun Kim, Jaemin Lee, and Woogyung Geel enjoy collaborating with other creatives to bring various projects to life across different mediums and platforms ●

→ PP. 064-068, 106-107, 237-239, 244-245, 276-277

Studio Kimgarden

Kimgarden is a Seoul-based graphic design studio run by Kangin Kim and Yunho Lee ● It was set up by Kangin upon graduating from Konkuk University in 2013 ● He also currently teaches typography and design at PaTI as well as his alma mater ● Yunho graduated from Hongik University in graphic design and worked with various design teams before joining the studio ●

→ PP. 260-261

Studio Makgill

Studio Makgill is a design and branding studio that has a particular talent for stripping away the unnecessary and drawing out the essential, resulting in wonderfully clean and memorable design work for a wide-ranging but select clientele ●

→ PP. 012-013

StudioPros

StudioPros is an award-winning branding and design agency in Taipei that provides a variety of solutions for its clients ● The studio is dedicated to utilising unique, fascinating, and precise visual languages to narrate stories and promote brands, creating greater value and diverse possibilities as a result ●

→ PP. 032-033

Studios Zurich Basel

in Zurich and Basel, Studios
ise in corporate-, editorial-, and
sign ● The team works in close
eration with its clients to develop
s across the entire spectrum
l communication with a strong
n concept, typography, materi-
nd substance ●

092-093, 212-213

diowmw

ymw is a Hong Kong-based
disciplinary design studio that
nded in 2013 ● Its services re-
ound branding, print, products,
ing, exhibitions, installations,
bsites for the community, cul-
and commerce ● The 'w.m.w.' in
e stands for 'we do what is most
, and collaborate to achieve

76-177

a&Friends

riends is a collaborative design
that likens itself to a 'design
' for positive brands ● Run by
Fernández and Monika Mayr,
ven by curiosity, observation,
g, testing, failing, improving,
laborating to tackle all kinds of
ges ● It cares for brands that
be different ●

10-211

Branding People

anding People is a design studio
n Mexico City that specialises in
nstruction and the development
l communication systems ● It
n active role in partnering with cli-
create coherent design solutions
ly connect with their audiences ●

056-059, 202-205

Thirst Craft

Thirst Craft is a strategic packaging
design agency that builds creatively
rare and commercially right brands ●
An agency born from a love of drink
and design, its specialist team works
across all aspects of strategy, design,
and execution to produce powerful
positionings, flawless finishes, and
everything in between ●

→ PP. 126-129

TINGANHO.INFO

Ting-An Ho is an award-winning
graphic designer and art director
based in Taipei ● Besides being one of
the most influential designers in Asia,
he has also received international re-
cognition and awards ● He spends most
of his time dealing with cats ●

→ PP. 030-031

Transform Design

Founded in 2011, Transform Design
is a comprehensive brand planning
company in Taipei that focuses on
brand identity design, packaging
design, web design, art direction, and
advertising ● In recent years, it has
been more actively involved in lectures
and teaching activities to make a
bigger impact in society ● The studio is
driven to enhance brand value through
creation and renewal ●

→ PP. 050-051

Triangler Co., Ltd.

Triangler comprises a group of design
lovers based in Taipei ● The studio
offers various design services, with
the goal of creating and delivering the
most suitable solution for every brand ●
Believing that good design is the result
of collaborations based on mutual trust
and positive knowledge sharing, Trian-
gler's work revolves around branding,
visual identities, graphic design, pack-
aging design, web design, and events ●

→ PP. 122-123

Underline Studio

Underline Studio is a Toronto-based
graphic design studio that develops in-
telligent and engaging design solutions
for clients across a broad range of sec-
tors ● Global in outlook and tastes, the
team creates everything from branding
and promotional campaigns to visual
identities, publications, digital - and
motion design ●

→ PP. 134-137

Universal Favourite

Universal Favourite is a Sydney-based
brand and digital design consultancy
with refreshingly insightful people and
beautiful award-winning solutions ●

→ PP. 172-173

UVMW

UVMW is a team of designers that
specialises in creating unusual brand-
ing and visual communication ● In
crafting creative solutions for clients
in the cultural and business sectors,
it tackles projects of all shapes and
sizes, producing complex identification
systems and multichannel advertising
campaigns ●

→ PP. 288-291

Vrints-Kolsteren

Vrints-Kolsteren is an Antwerp-based
design studio founded by Vincent
Vrints and Naomi Kolsteren ● It works
locally and internationally in offering
creative direction, photography, and
graphic design services ● The team
also engages in ongoing partnerships
and creates a network of talent by
working in a collaborative way ●

→ PP. 124-125

W/H Design Studio

W/H Design Studio in Taipei sets out to help clients make distinctive, innovative, and substantial growth in their industries ● It provides integrated design solutions that include graphic design, web design and management, e-commerce, and exhibition planning ●

→ PP. 102-103

Wang Zhi-Hong Studio

Wang Zhi-Hong is a leading graphic designer and AGI member based in Taiwan ● Over the years, he has been recognised and awarded by numerous international design organisations, winning Kasai Kaoru's Choice Award from the HKDA Asia Design Awards, the Best in Book Design from South Korea's Paju Book Awards, as well as at the Tokyo Type Directors Club Annual Awards, among others ●

→ PP. 116-117

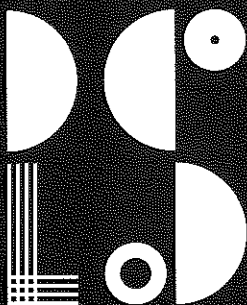
Werklig

Werklig is an independent brand design agency in Helsinki that builds brand strategies and visual identities ● Its mission lies in designing with purpose and helping clients to conquer the world, underlined by the belief that brands must be built on truth, not fake stories ●

→ PP. 218-220

DOT LINE SHAPE

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and Illustration



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Just as words are formed by combinations of A to Z, every piece of design work begins with a fundamental element that can be enhanced or expanded into meaningfully informative and aesthetically pleasing results. DOT LINE SHAPE is a comprehensive collection of projects that manifest the three elements in inspiring ways, whether they are used as conceptual focal points, building blocks for complex patterns, or visual expressions of infinite possibilities.

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