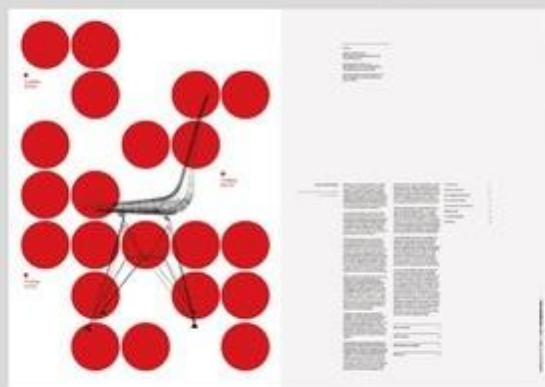
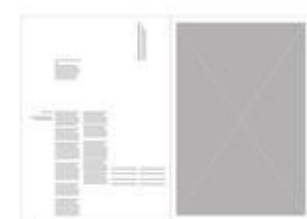
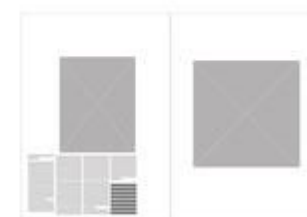




Helvetica Neue is a symbol of modernism. As a designer obsessed with typography and modernism, Mame often turns to typefaces that are clean, clear, and classic, such as Helvetica Neue, Garamond, Akzidenz, etc. The page is based on a modular grid made up of five columns and eight rows.



# Audi Magazine SS18

DESIGN AGENCY Bureau Borsche  
ART DIRECTION Mirko Borsche  
CLIENT Audi

The German content agency was delighted to commission Mirko Borsche as creative director for the fourth relaunch of the corporate Audi Magazine. Bureau Borsche oversaw the complete creative process and redesign of the new Audi Magazine. With a new focus on photography and the subtle use of white space, the publication has achieved a lavishly reduced look fit for the luxury German car maker. Bold, oversized typography and small detail images in "Audi Red" shape the modern aesthetic of the magazine.



COLOUR   
TYPEFACE Sabon  
SIZE 210 mm x 270 mm  
PAGE COUNT 174 pages

Audi made the primary typeface choice for the magazine. Bureau Borsche added the typeface Sabon to give a bit more readability to the text. The two-column grid was used for the layout.



## Biomimesis

DESIGN AGENCY Studio Fréro  
CLIENT Self-initiated  
PHOTOGRAPHY Studio Fréro

Biomimesis is an exploration of biomimicry and architecture. Biomimicry is the art of studying and taking inspiration from shapes, patterns, materials, and properties found in nature. This research takes inspiration from nature to find solutions to the social, energy, and environmental crises that we are currently facing.



COLOUR ■ ■  
TYPEFACE HK Grotesk  
SIZE 155 mm × 230 mm  
PAGE COUNT 100 pages

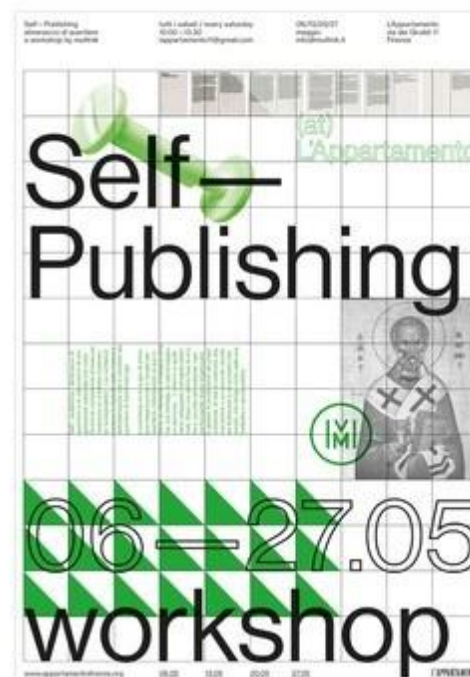
The typeface used in this project, HK Grotesk, is a modern and linear typeface with high readability. Inspired by nature, Studio Fréro used the golden ratio as the grid foundation for this project. Each page is divided into three columns: two columns for the main content and one column for secondary content like notes and captions.



## Self-publishing for Almanacco di Quartiere

DESIGN AGENCY Muttnik  
CLIENT Self-initiated

Muttnik made a series of posters for the editorial graphics class held at L'Appartamento in Florence. The project aims to explore the possibility of compositions and the positioning of text and imagery on the page.



COLOR

TYPEFACE Neue Haas Grotesk

SIZE 210 mm • 297 mm (A4)

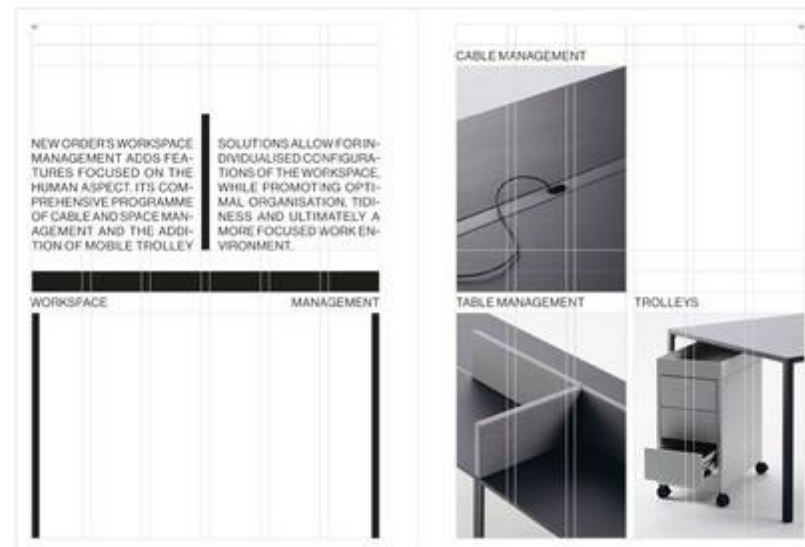
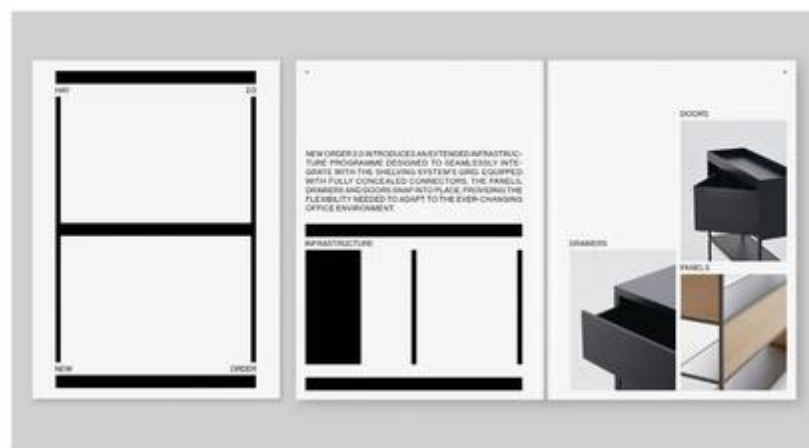
For each project, Muttnik pay attention to the choice of typeface and try to see how different fonts are applied in various contexts. They also keep a list of their favourite typeface foundries and keep an eye on new typefaces. The posters are all based on a grid of ten columns and fourteen rows.



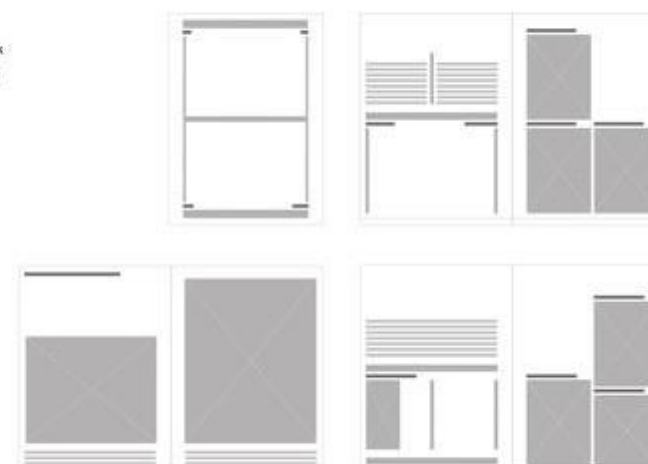
## New Order Catalogue

DESIGN AGENCY Bureau Borsche  
 ART DIRECTION Bureau Borsche, Diez Office  
 CLIENT HAY  
 PHOTOGRAPHY Gerhardt Kellermann,  
 Jonathan Mauloubier

New Order is an open-ended system comprising interconnecting aluminium parts and focused on versatility. All elements are modular, enabling infinite combinations and applications, while achieving a sustainable balance between functional variety and price. For New Order 2.0, developed in collaboration with the HAY team, Diez Office has elevated the functionality and quality of the system by extending its infrastructure to include tables, panels, drawers, and doors, as well as workspace management solutions. Like the original design, New Order 2.0 can be installed using a single Allen key, enabling people to engage more effectively with their workspace. The grid of the catalogue was based on six columns with six squares in two different sizes.



COLOUR ■  
 TYPEFACE Haas Grotesk  
 SIZE 210 mm × 285 mm  
 PAGE COUNT 148 pages



## Energy Natural Systems

DESIGN AGENCY creanet

CREATIVE DIRECTION Jose Moreno

Energy Natural Systems (ENS) is a renewable energy company specialising in clean and natural energies. The company needed to establish an image that would position it well and fit the culture of the segment for global operations. The goal of ENS calls for the production of renewable energy to create a healthier future with less damage to natural resources. Creanet has developed the complete visual identity for the brand, including posters and brochures.



COLOUR  TYPEFACE Helvetica SIZE 297 mm • 420 mm (A3)

