

HOURI BOUGHOSYAN PORTFOLIO

W hooboo.co.uk

CREATIVE
EXPLORER **hooboo**

LONDON 2012

Overview

Developing and delivering the Look of the Olympic and Paralympic Games across London and the UK, including kit of parts, architectural structures and spectator pieces.

Designing the look and feel of venues for broadcast, press and visitors, including interior, exterior and surrounding spaces, competition field of play and selected planting.

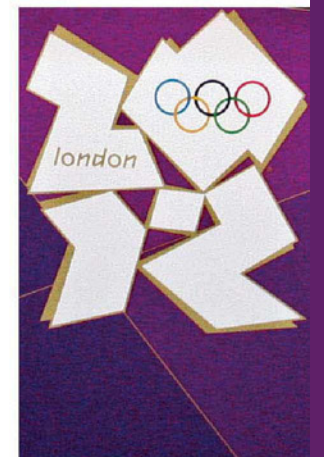
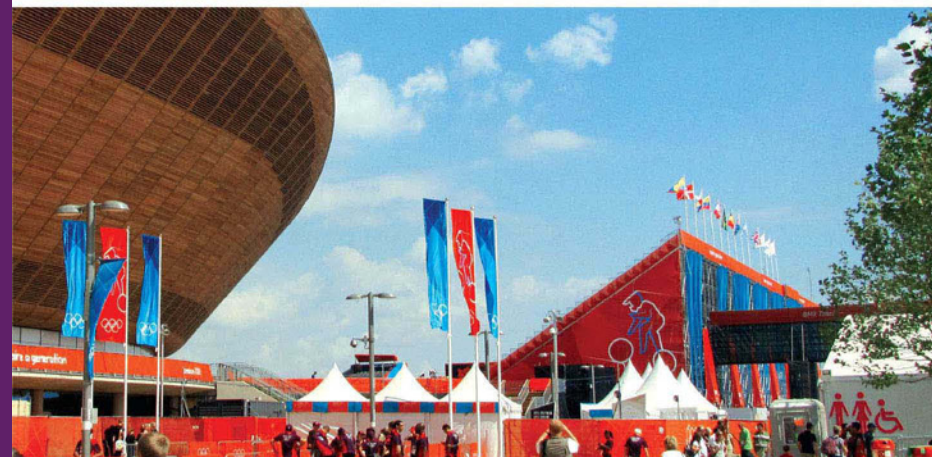
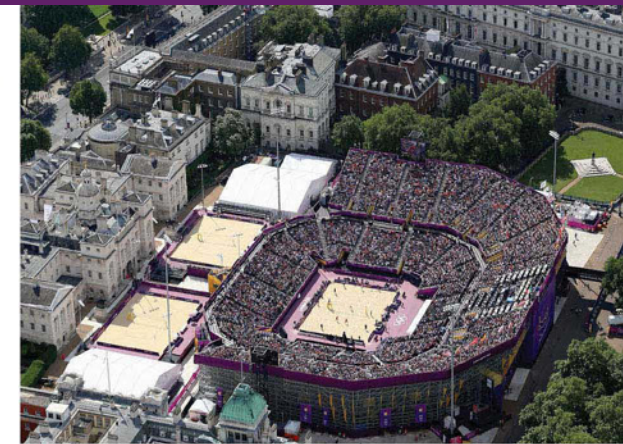
Working with International Olympic and Paralympic Committees and International Sporting Federations, as well as Greater London Authority, National Trust, English Heritage and broadcast. to ensure that the event, brand, sports, hosting city and venues were showcased coherently to a visiting and viewing audience.

Developing the look for all grandstand venues; their design, scope, kit of parts and managing the production of all artwork, finally overseeing the delivery and installation of all pieces in venue. Collaborating with venue architects and look delivery teams. Managing suppliers, inhouse studio members and onsite installation crews.

Developing the look and feel of all venue entrances for athletes, media and VIPs; their design, scope, kit of parts and overseeing the production of inhouse studio artwork.

Proposing a holistic design strategy for dressing venue exteriors to create a coherent look across all venues, and creating design proposals for select statement venues.

INDUSTRY	sport, national heritage, architecture
DEMOGRAPHIC	global visitors and viewers, including athletes, royalty, media and the public
MARKET	uk and worldwide
VISIT	www.london2012.com



LONDON 2012

Competition venues

Lead Venue Look and Feel Designer, responsible for the creative direction and overall designs and look of four venues across London, including interior, exterior and surrounding spaces, venue exteriors and entrances, competition fields of play, and sport equipment:

- Greenwich Park—an outdoor, world heritage space hosting multiple Olympic and Paralympic sports
- Wimbledon—an internationally renowned purpose built space hosting a single sport for the Olympics
- Royal Artillery Barracks—a temporary legacy space hosting multiple Olympic and Paralympic sports
- Excel South—south wing of this convention centre, hosting a single Olympic and Paralympic sport

Collaborating with key stakeholders, including International Olympic and Paralympic Committees, The National Trust, and English Heritage, sports federations, broadcast and press, venue overlay, architects and delivery teams.

INDUSTRY

sport, national heritage, architecture

DEMOGRAPHIC

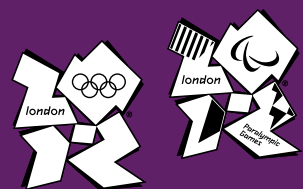
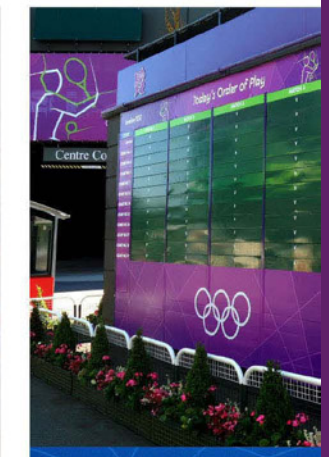
global visitors and viewers, including athletes, royalty, media and the public

MARKET

uk and worldwide

VISIT

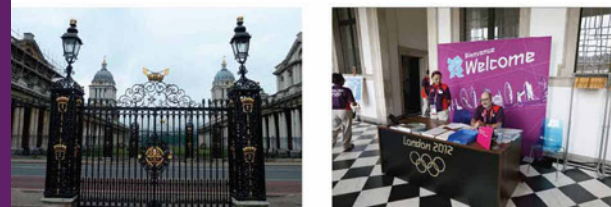
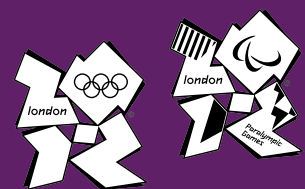
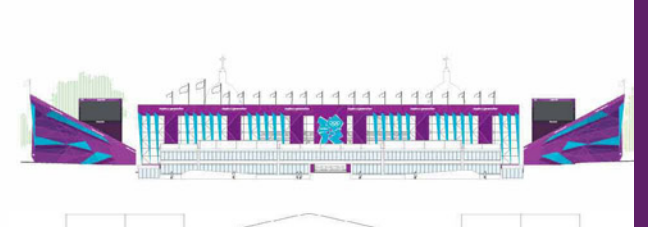
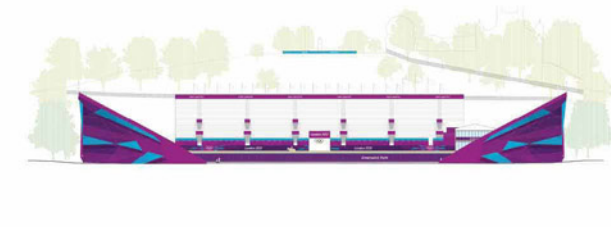
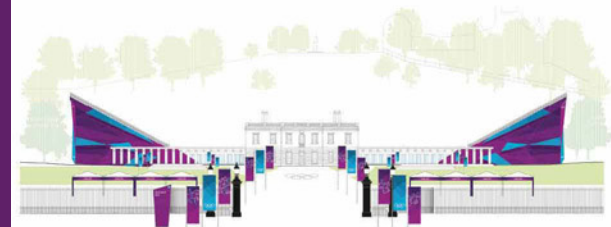
www.london2012.com



LONDON 2012

Competition venues – Greenwich Park

Lead Venue Look and Feel Designer, responsible for the creative direction and overall look and feel of this world heritage site, across all touch points. Focusing on key broadcast and press shots for each sport, fields of play, client routes in to, and throughout the venue, and spectator pieces (such as the Prime Meridian Marker totem and selected venue planting schemes). Designing the look of the main arena, judges' huts and grandstands, and of sport equipment (including branded jumps).

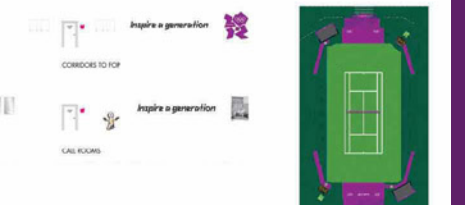
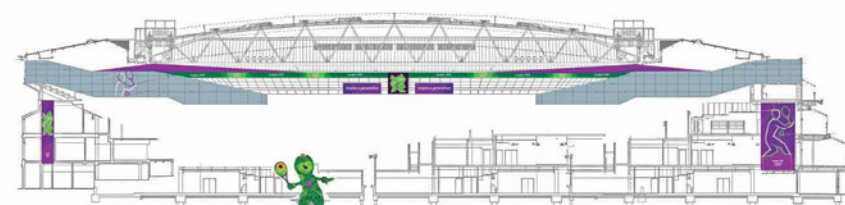
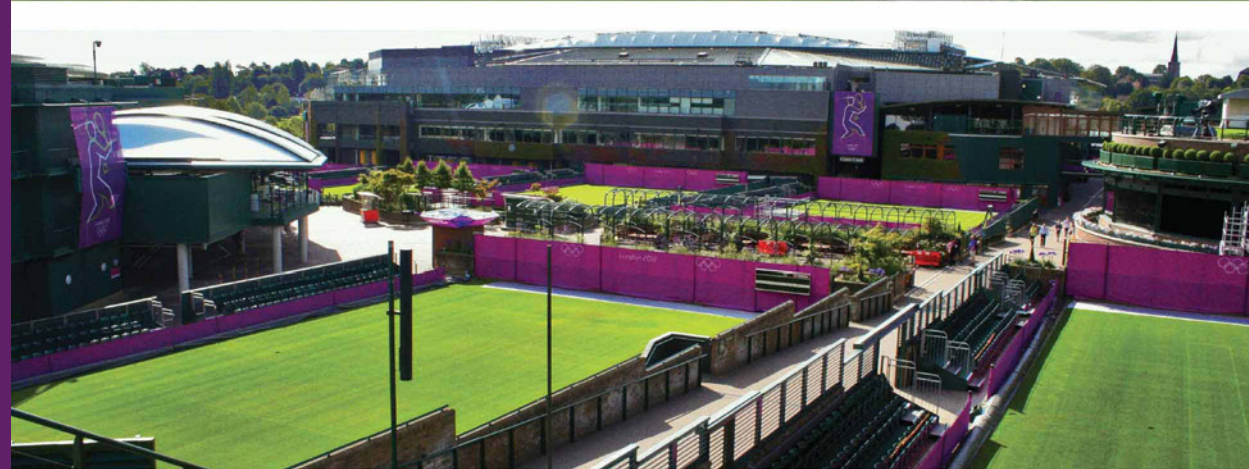


LONDON 2012

Competition venues – Wimbledon

Lead Venue Look and Feel Designer, responsible for the creative direction and overall look and feel of this historic and internationally renowned venue across all touch points. Using colour, wit and lightness of touch, designs were focused on small pockets throughout the venue that made a huge impact. Focusing on key broadcast and press shots, as well as client routes in to, and throughout the venue, and spectator experiential pieces (such as the topiary mascot sculpture and floral Olympic Rings).

Creating the purple court surrounds which transformed the venue, designing the Centre Court facade and all sport equipment including tennis balls, nets and umpire chairs.



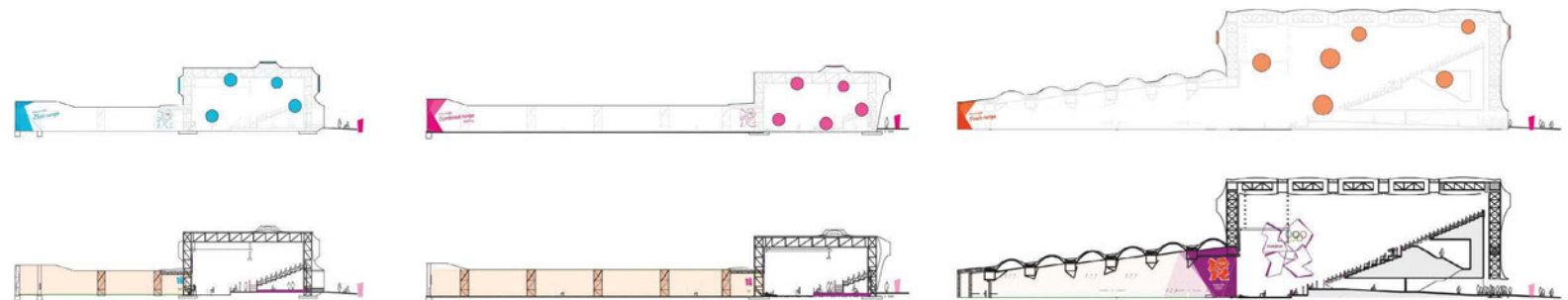
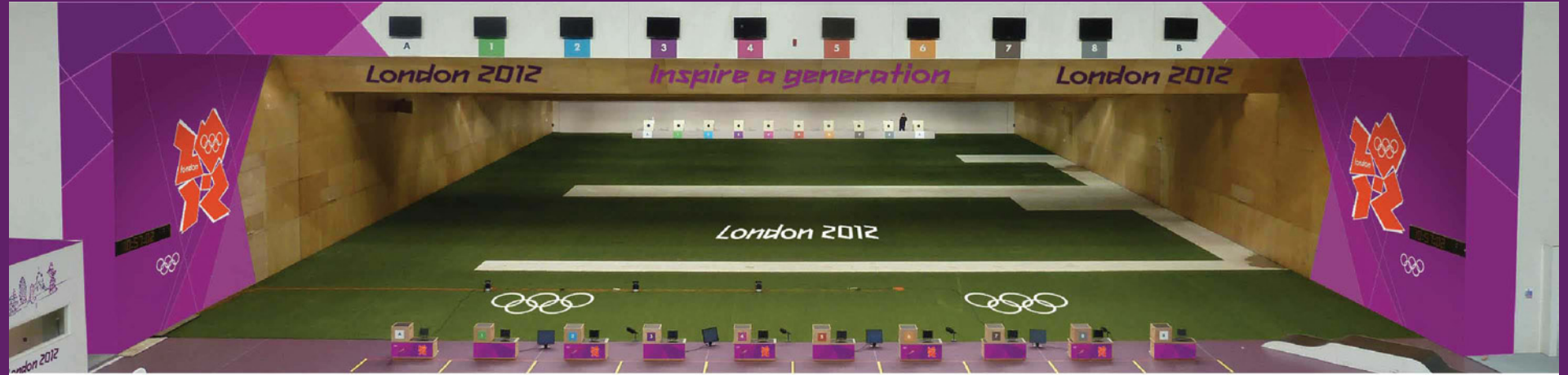
LONDON 2012

Competition venues – Royal Artillery Barracks

Lead Venue Look and Feel Designer, responsible for the creative direction and overall look and feel of this venue across all touch points. Focusing on key broadcast and press shots for each sport, fields of play, as well as client routes in to, and throughout the venue.

The look at Royal Artillery Barracks, was light but high impact to match the architecture. Focusing on key shots, client routes throughout the venue. and designing the look of the range exterior walls and hall interior walls.

With the first medals of the Olympic Games also being awarded at Royal Artillery Barracks, bespoke backdrops were designed to showcase this high profile ceremony.



LONDON 2012

Venue grandstand arenas

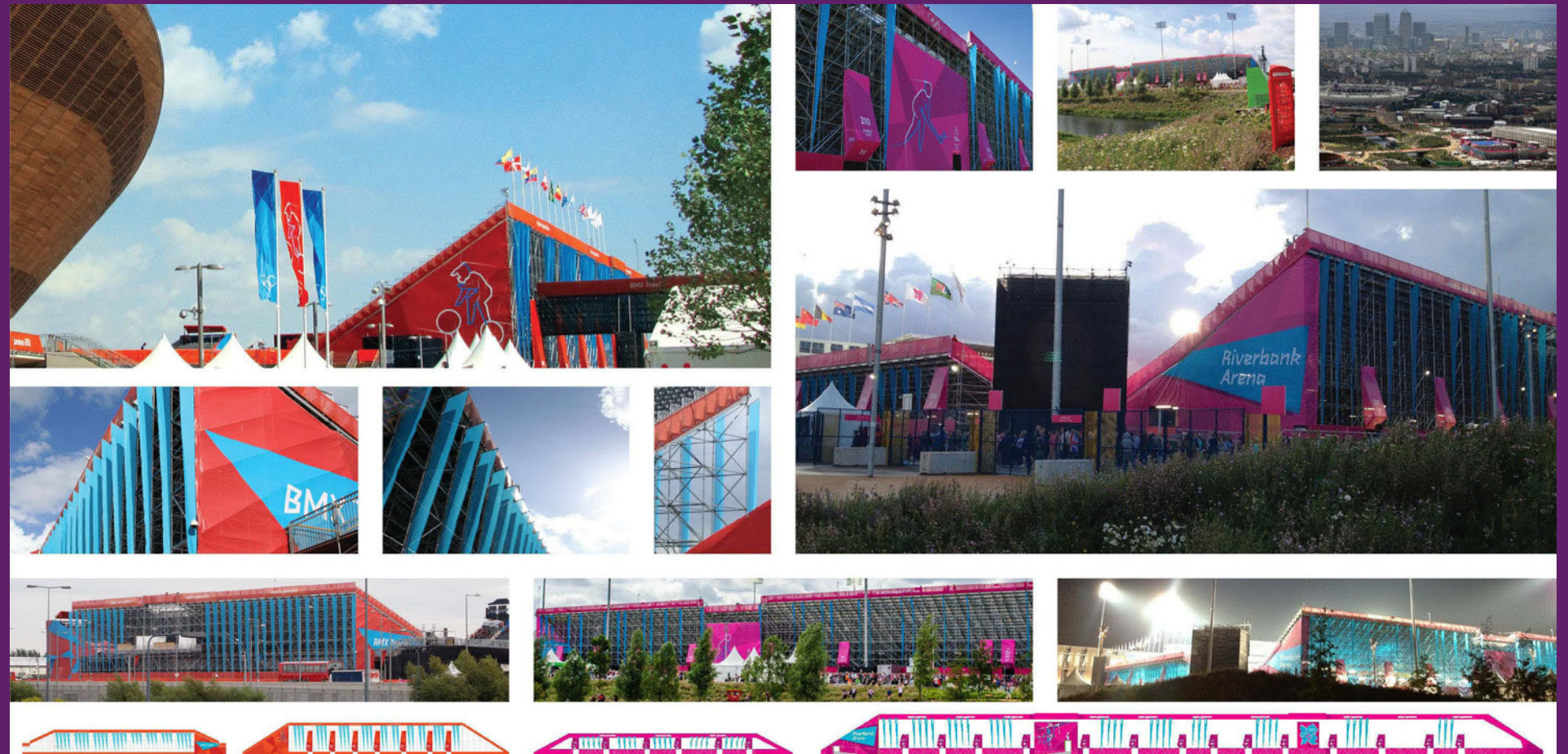
Developing the strategy and designs for all grandstand exteriors including:

- Olympic Park – Riverbank Arena, BMX, Eton Manor
- Central London – Horse Guards, Hyde Park, Lords
- River Thames – Greenwich Park, Royal Artillery Barracks
- Outer London – Eton Dorney, Lee Valley

Involved in every stage of the project from scope and feasibility to concept development, artwork management, print production, and final installation.

- Creating and establishing an innovative and versatile look, that was coherent across all venues
- Developing the aesthetic and technical design of all 2D and 3D elements (including integrated wayfinding)
- Designing the kit of parts library and guidelines for use
- Co-ordinating and overseeing the artworking, print production and installation of these pieces in venue.

- CORE KIT OF PARTS** Vomitories (flat or extruding) ideal for all round wayfinding, and aesthetics
Side treatments dress stands with high impact graphics or venue name
Hero banners add impact and colour
Fins create aesthetics with movement
- BASIC** Minimal dressing for low profile stands, for safety and accessible needs only
- HEROIC** Aesthetic dressing for stands to create a venue feel and spectator experience
- SPECTACULAR** For the highest profile grandstands, for media and spectators incorporating the full array of grandstand design assets

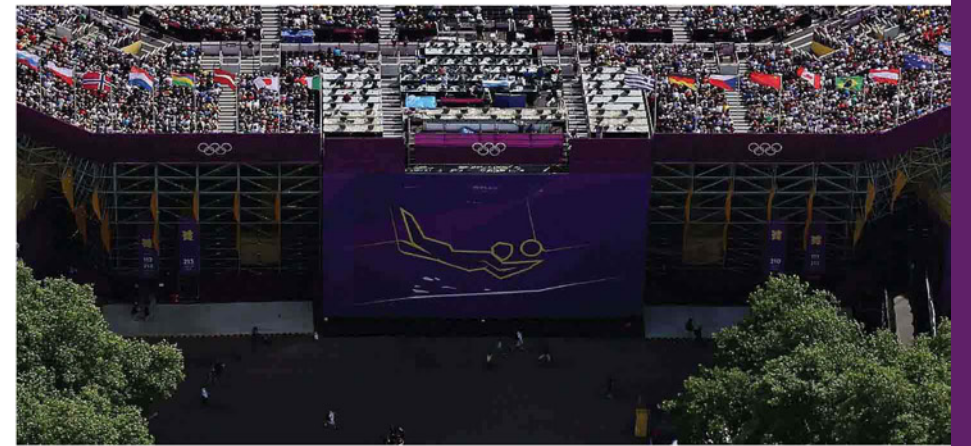
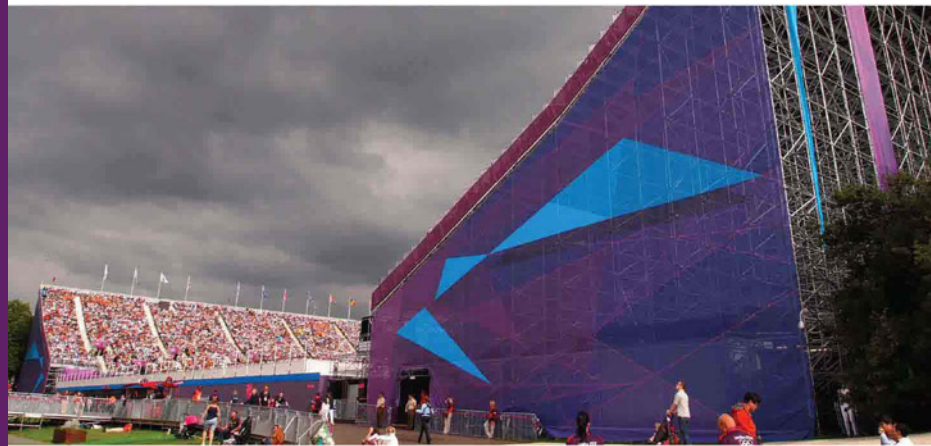


LONDON 2012

Venue grandstand arenas

GREENWICH PARK: creating stunning aerial views and sport broadcast shots, the final grandstands were designed to frame Queen's House beautifully from outside the venue as well as from Wolfe Statue – a preserved London sight line.

HORSE GUARDS PARADE: the outcome complimented the unique structural aspects of this crescent grandstand creating dynamic views for aerial shots, as well as for spectators walking within the grounds.



LONDON 2012

Venue entrances

Creating the entrances designs and strategy for all listed, heritage, temporary, legacy and outdoor venues. Involved from project scope and feasibility to concept and prototype development, and artwork management.

- Creating a versatile strategy and coherent look to work across all venue entrances for athletes, media, VIPs and spectators
- Developing the graphic designs (including wayfinding)
- Designing the kit of parts and guidelines for use
- Overseeing artwork and production of all pieces.

The final design strategy consisted of entrance elements to work across tented structures, glass, automated and swing doors, heritage surfaces and warehouse entrances.

- 2D headers, side shards or frame surrounds available in vinyl or akyprint
- 3D shard totems or frame surrounds are available where fixing is not possible
- Dual language wayfinding with branding, integrated with existed navigational systems.

INDUSTRY

architecture, events

DEMOGRAPHIC

global visitors, including athletes, media, VIPs and spectators

MARKET

uk and worldwide



LONDON 2012

Venue exteriors

Developing the initial creative strategy and design proposals for dressing venue exteriors to give a sense of occasion for visitors and broadcast.

With indoor and outdoor venues spanning the country, from historic heritage to modern iconic and temporary builds, it was important to develop a look that could be adopted across a wide range of constraints, that still felt part of the London 2012 experience.

In particular for venues outside of the Olympic Park, it was important the look created statement opportunities for spectators to experience the Olympic Park feel wherever they were in the UK.

With such a variety in venue types and constraints the final ethos for dressing venue exteriors was to ensure look worked in sympathy with a venue's architecture and surroundings rather than overpowering it.

Using venue specific colours and key Games-time look assets, each venue created a statement piece using the London 2012 emblem or heroic Olympic Rings in combination with either the core burst graphic, superscale pictograms or elegant colourful flag formations.

The exposed burst graphic, seen most prominently on Wembley Stadium, was created especially for this venue, and later adopted by Olympic Family Hotels.

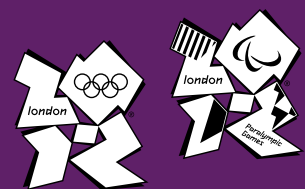
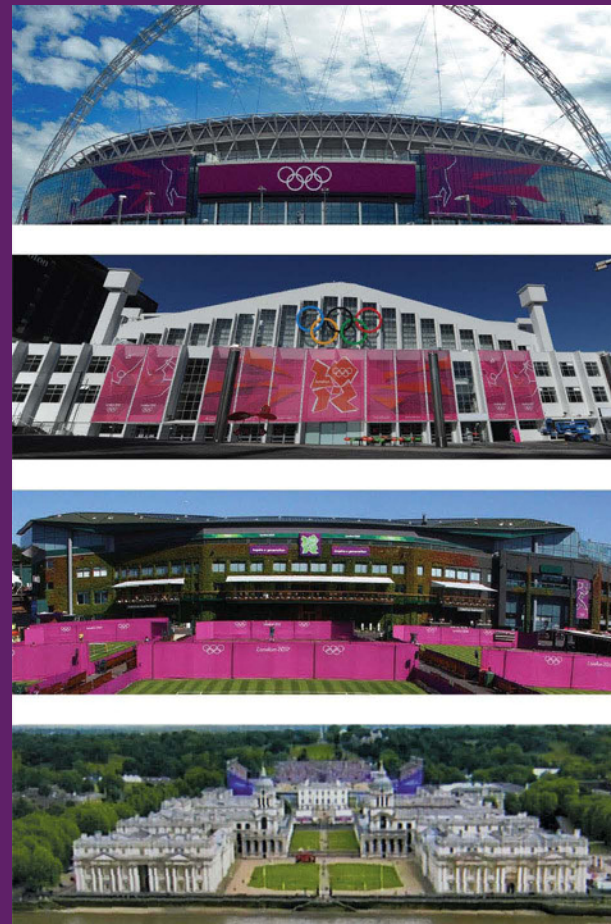
INDUSTRY

architecture, events

DEMOGRAPHIC

global visitors and viewers, including athletes, royalty, media and the public uk and worldwide

MARKET



LONDON 2012

Commemorative

Commemorative book jacket designs and thank you cards for sponsors and national services.

Look and feel was similar to the look developed for prestige markets, adding a touch of British achievement for UK and TeamGB sponsors

INDUSTRY

DEMOGRAPHIC

MARKET

sport, commemorative, publishing

public, army, sponsors

uk



LONDON PREPARES SERIES

Sports and public events design

Part of the creative team responsible for delivering the Look of the Series across all London Prepares test event venues in preparation for London 2012.

Working with International Sport Federations, sponsors, and media to ensure an effective representation of the event, sport sponsors and London Prepares brand in the venue and competition field of play.

Testing key look elements (colour, position, scale) and methods of application and delivery, in these venues ahead of London 2012 Olympic and Paralympic Games – later adapting and adjusting items as necessary.

- Lead Look designer for Greenwich Park, Excel, and Royal Artillery Barracks Finals Hall, creating the look and feel of the competition field of play.
- Sport equipment designer for equestrian disciplines, modern pentathlon, weightlifting, and shooting.
- Developing the artwork production and delivery system, and the layout of application and installation plans for venues

INDUSTRY

sport, events

DEMOGRAPHIC

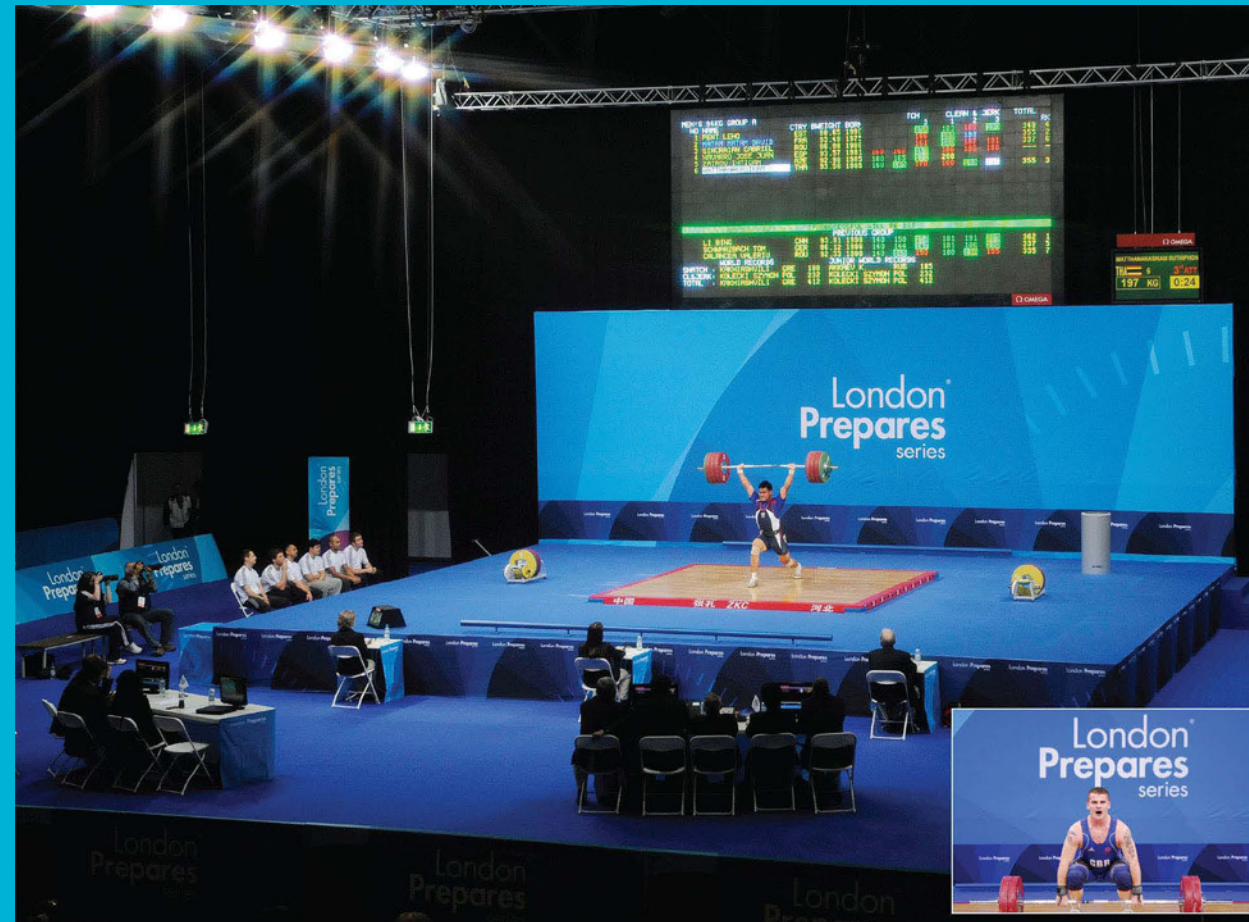
visitors, athletes, media and sporting federations

MARKET

uk and worldwide

VISIT

www.londonprepares.com



AKASA SUPERB DESIGN ENGINEERING

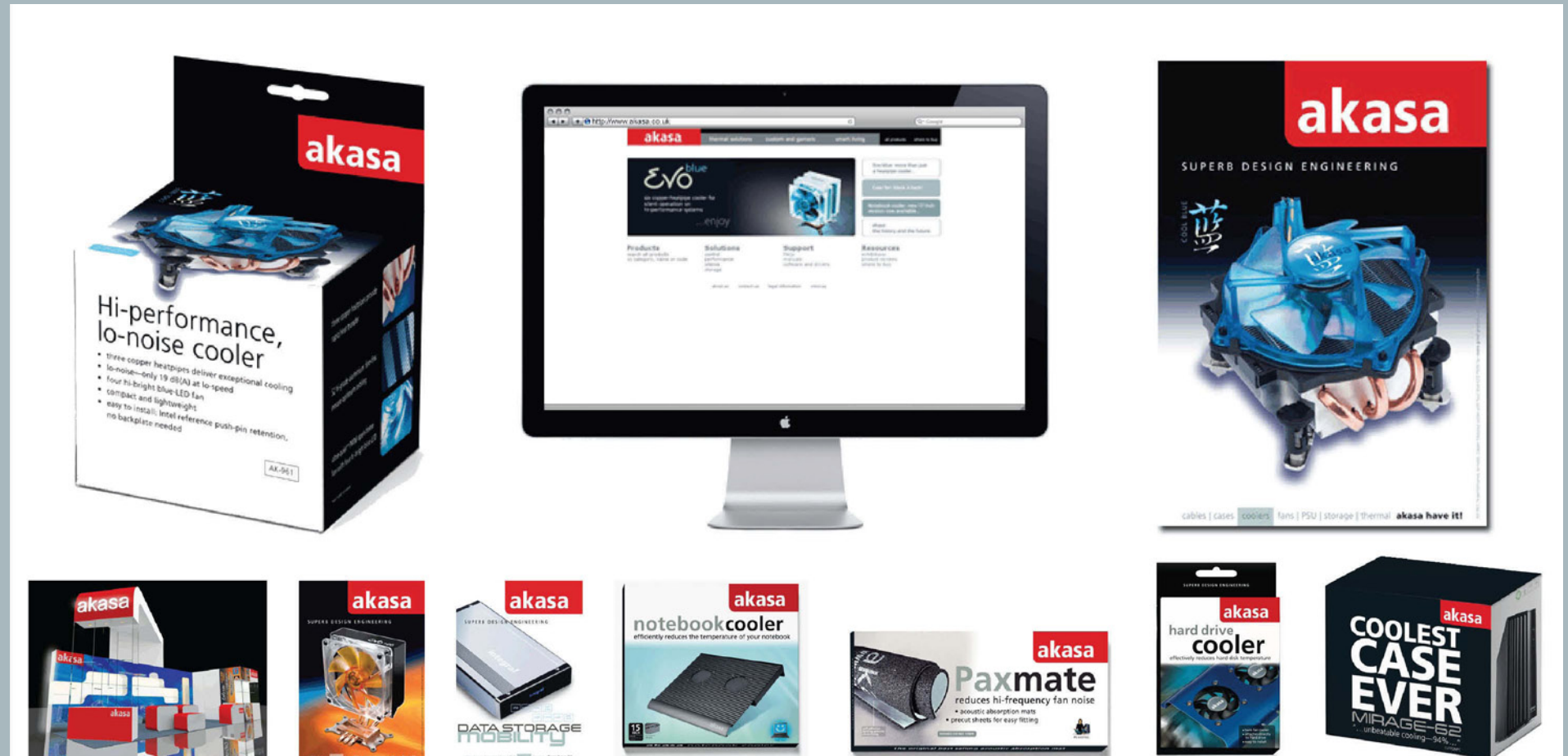
Computer and gaming retail identity rebrand

Rebranding a computer component manufacturer, for markets overseas in Europe, America and Middle-East. Establishing an identity that could easily be translated and adopted in these international markets and expanded to appeal to non-technical consumers, with minimal impact on their existing gaming and gamer base.

The new identity remained true to its cultural and historical heritage of superbly engineered products, simply communicated through beautiful photography, design and illustrations and simple language, enabling the brand to be easily translated and extended in many new online and high-street stores attracting this technologically shy market.

- Redesigning a brand including identity, packaging, exhibition stand, retail displays, and website
- Restructuring the brand architecture and orchestrating the phasing out of existing products in the market and launching of the new look at a computer tradeshow
- Photographing all products to create a new library
- Demonstrating value in their provenance where there already were preconceived notions
- Simplifying technology without alienating a preexisting technologically savvy client base
- Translating brand values in a global market

INDUSTRY	computer hardware and gaming
DEMOGRAPHIC	OEM manufacturers, retail, gamers, and professionals
MARKET	europa, america, asia, middle-east
IDENTITY	logo, guidelines, photo library and packaging, adverts, catalogues
PRINT EXHIBITION	stand and display for Cebit, CES and Computex Taipei
WEBSITE DESIGN	www.akasa.co.uk



CITY AND ISLINGTON COLLEGE

Education identity rejuvenation

London's leading college, City and Islington College is the only college in London found to be outstanding in every measure by Ofsted and has built its reputation on this. The challenge would be to maintain this edge during recession, rather than just resting on its reputation.

The brand would be reinvigorated to reinforce its position and to differentiate itself from any other college that may in future match its standard:

- The intangible aspects of its identity which created the outstanding achievements needed to be pinned down
- Focusing on user-centred design, its identity would be tweaked to reinforce its excellence – a well made design is far more rewarding than a purely beautiful design.

- Making great greater - refreshing an established identity
- Less is more - creating an editorial photographic library, establishing a photographic language and pose
- Power of white - offsetting this key colour against accent colours adds vibrancy, whilst establishing a grid created strength and consistency to minimalist layouts
- User-centred design - by understanding media, white was eventually dropped from event presentations, allowing the speaker and visuals to be enhanced.
- Adding value in recession - focusing on longterm investments and opening up events that made the college exclusive - the college could make itself inclusive, inviting and relevant within its community.

INDUSTRY

education

DEMOGRAPHIC

school leavers, higher education, mature, international, professional students, parents and stakeholders

MARKET

uk, europe, asia

IDENTITY

guidelines, grid, image, layout and typographic styles, photo library and colour palette

PRINT

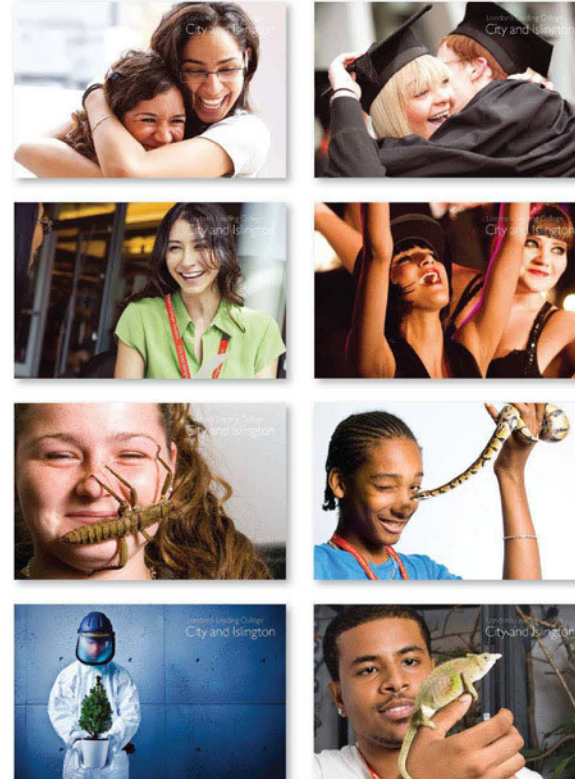
adverts, brochures, course guides, stationery, banners, leaflets, reports

EXHIBITION

stands, displays, presentations

VISIT

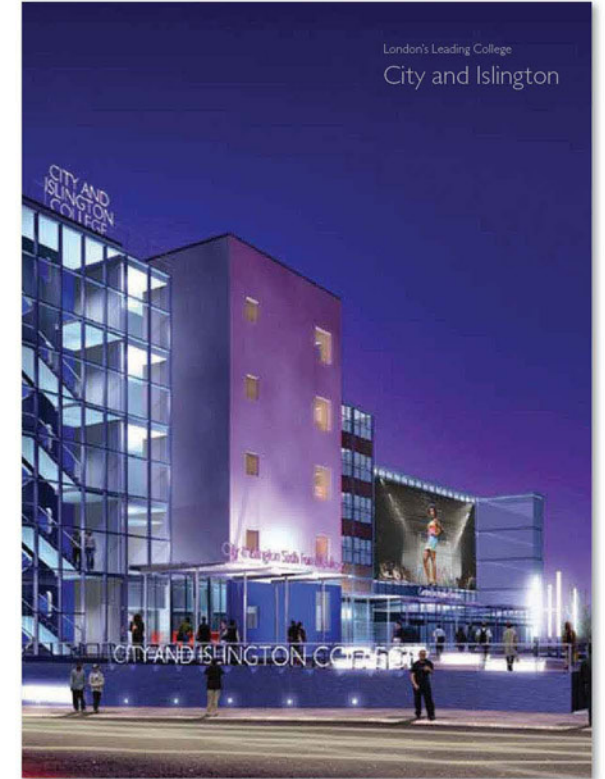
www.candi.ac.uk



Behind every student is a College



Behind you every step of the way



Follow our lead

London's Leading College
City and Islington

CITY AND ISLINGTON COLLEGE

Prized revamped publications and newsletters

Revamped publications and new newsletter were not only rated outstanding by Ofsted for another year, but dramatically increased its readership, receiving praise from universities as well as colleges

Coherency as opposed to consistency allows for a design family to evolve, rather than stagnate



London's Leading College
City and Islington

CITY AND ISLINGTON COLLEGE

Events and exhibition proposals

Understanding colour and media allows for white to be used to its strengths, adding impact to event literature and tickets, but being dropped from event presentations to enhance visuals and speakers in front

Investing in existing equipment and capitalising on college exclusives such as key speaker lectures, arts, fashion or theatrical productions, or sports events the college can integrate itself into the community by using its open spaces for outdoor screenings of these events.

Such screenings could showcase talent to local businesses and parents, and could invite sponsorship or enquiry into the use of college facilities for future publicity events



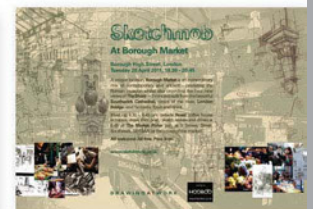
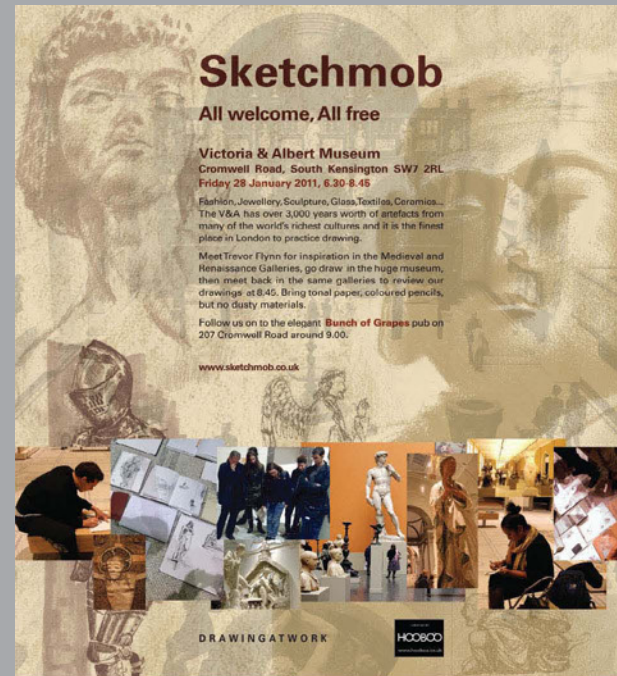
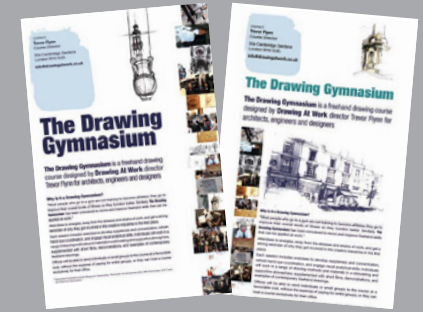
London's Leading College
City and Islington

SKETCHMOB

Social arts enterprise and events

Sketchmob is an innovative art social enterprise from Drawing at Work, providing after-hours art classes for creative and non-creative professionals with an interest in drawing and cultural pursuits. Providing free tuition in a social, cultural setting, members explore their creative potential and meet like-minded professionals. Designing a series of flyers for upcoming Sketchmob events and promoting these online.

INDUSTRY arts, culture, architecture, design
DEMOGRAPHIC architects, designers and technical professionals from all backgrounds
MARKET uk
DESIGN flyers and mob member galleries
EVENTS Clerkenwell Design Week, V&A Late, The Big Draw, Campaign for Drawing, and Wellcome Collection
VISIT www.sketchmob.co.uk



Sketchmob

Simple fun for resourceful people

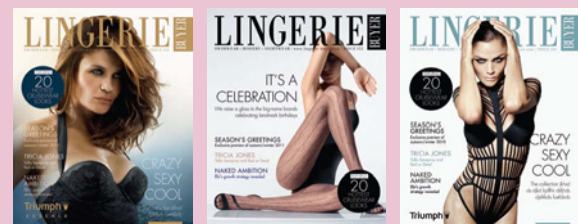


LINGERIE BUYER

Fashion magazine design

Creating the design layouts and cover for the launch edition of Lingerie Buyer—a fashion magazine aimed at fashion buyers. The sophisticated layouts and type treatments of the revamped designs added value to the garments, and allows it to one day transfer from its B2B market to a B2C market in future.

INDUSTRY publishing, retail fashion, lingerie
DEMOGRAPHIC fashion buyers, fashion designers, retailers, women
MARKET uk
IDENTITY logo, type and colour palettes, layout templates and visual language
PRINT fashion magazine and adverts



REGULAR FEATURES

09 EDITORS COMMENTS	11 NEWS	13 OPEN QUESTIONS	15 RETAIL NEWS	17 PRODUCT NEWS	19 ONE TO WATCH
---------------------	---------	-------------------	----------------	-----------------	-----------------

RETAIL STORE

STORE DETAILS

COLLEGE CHIC

RETAIL STORE

THE TALENT OF EMERY

BLACK MAGIC

MIDNIGHT SENSUAL

Learning new tricks

ON THE CATWALK

HIGH FASHION

EALING, HAMMERSMITH & WEST LONDON COLLEGE

Education identity rejuvenation

The largest college in west London, with a collective of five campuses and a demographic ranging from school leavers to adults, and international students, EHWLC was expanding beyond the limits of its original brand design architecture, diluting and confusing its identity.

Cohesion and consistency was reintroduced, allowing each campus and course to communicate clearly to specific audiences through a single, collective voice of EHWLC.

Designs were created that would reinvigorate the brand in a competitive and changing market, positioning the college as a centre of excellence, and placing students at its heart. Using vibrant, accessible and friendly graphic devices a clearer brand architecture was established.

- A simple visual brand architecture and guidelines were created to incrementally restructure and unite the brand that could be easily maintained.
- Developing brand family sets in printed and online materials, through campus and demographic-specific photography, colour and typography.
- Through clear art direction, vibrant photography would highlight the unique architecture, cutting-edge facilities and pioneering courses of each campus.
- Creating a showcase device students were placed at the heart of the college offer, giving them a voice by allowing them to positively choose and showcase their talents.

INDUSTRY	education
DEMOGRAPHIC	school leavers, higher education, international, mature, professional students, parents and stakeholders
MARKET	uk, europe, asia
IDENTITY	brand architecture and guidelines, colour, layout and typographic styles, and photographic library
PRINT	adverts, brochures, course guides, stationery, banners, leaflets, reports
EXHIBITION	stands, displays, banners
WEBSITE DESIGN	www.wlc.ac.uk

We're all different
We're all the same



Each of us is unique and yet we are all human beings. We celebrate diversity at our College and welcome students from a range of different backgrounds and beliefs. We value respect for individuals, so if you think anyone is being discriminated against, contact your tutor in confidence for help.

EHWLC Helping to SHAPE our students' lives <http://students.wlc.ac.uk>

Ealing,
Hammersmith
& West London College



Full-time Course Guide

For School Leavers and Students Returning to Full-time Study



Freephone: 08000 344 144 Visit: www.wlc.ac.uk



2008-09
Executive Summary
Strategic Plan
Ealing, Hammersmith & West London College



Freephone: 0800 344 144 Visit: www.wlc.ac.uk



RESPONSE

INDUSTRY SKILLS AND TRAINING

Employer training identity design and launch

Creating a brand identity for RESPONSE, an employer training facility. Part of the EHWLC family, the identity needed to link in with the college, yet stand alone in its B2B market.

A photographic library and visual treatment of colour, layout, and typographic styles were created alongside brand guidelines, portraying a warm, accessible and professional training facility for employers to develop skills for their respective industries.

The identity was implemented across a range of media including website, print and exhibition materials and was launched at an employer training show.

INDUSTRY: professional training
DEMOGRAPHIC: employers, employees, professionals
MARKET: uk
IDENTITY: guidelines, photo library, typography, colour palette and layout styles
PRINT: adverts, brochures, stationery
EXHIBITION: stands, banners, merchandise
WEBSITE DESIGN: www.response.wlc.ac.uk



BRAND SENTIENCE

An evolutionary approach to brand strategy

AUTHOR, DESIGNER

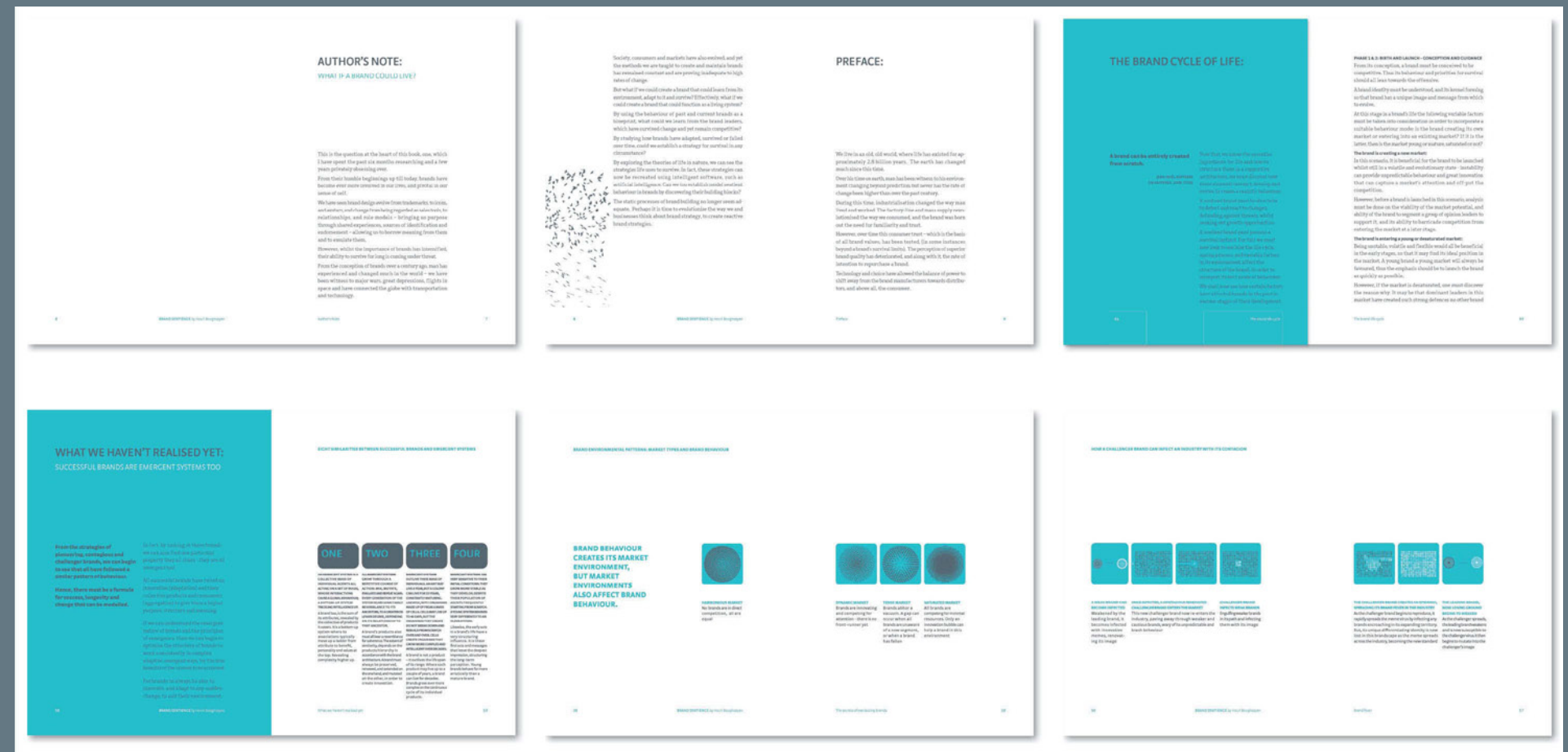
From their humble beginnings until today, brands have become ever more involving in our lives, and pivotal in our sense of self. We have seen brand design evolve from trademark, to icon, and avatar, and brand business evolve from being regarded as sales tools, to relationships, and role models.

Brands are becoming more real. However, their ability to survive longer-term is under threat in this world. But what if we took that extra step and created a living brand?

To build a brand as a sentient system with a survival instinct to preserve itself from threat and opportunistic need for growth. A brand able to think, learn, and adapt to any future change.

BRAND SENTIENCE describes how such a sentient system could act as a long-term survival strategy for brands today, by mimicking the oldest survival system on our planet, evolution.

INDUSTRY branding, technology, business
DEMOGRAPHIC brand practitioners and strategists, programmers, conceptualists
MARKET academic
PRINT 124pp, paperback, 157x210mm
EXHIBITION poster, 594x841mm



BRAND VIRUS and BRAND FEVER

Visualising the infectious nature of brands

AUTHOR, DESIGNER

The concept that ideas are contagious is not new. Memetics describes how units of information in culture, can survive by being selected by someone and then passed on to another, also called memes.

BRAND VIRUS revolves around the premise that memes are not the selected but the selectors - picking 'carriers' to pass their message on.

Like a virus, a meme lies dormant in its environment, until it finds a suitable host in which to replicate itself, and spread from one carrier to the next. If the world were a petri dish, would we be able to see these meme viruses in action? Using the viral model, **BRAND VIRUS** sets out to visualise how brand image and trends can become epidemics infecting whole industries.

BRAND FEVER is a visual argument focusing on the Apple brand, depicting the infectious behaviour, spread and effect of the Apple meme throughout an industry.

A photographic diagram, in a fold-out concertina format eloquently charts the spread of this meme. Photographs depict how each Apple product not only infects its competitors with its own image, but also brands in other industries, such as Nintendo, which in turn infected Xbox and Playstation, continually spreading the virus.

INDUSTRY

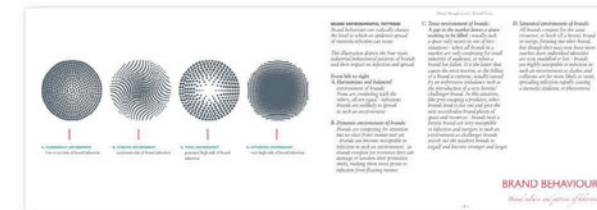
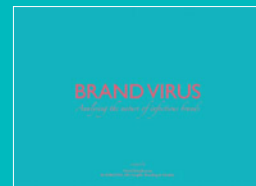
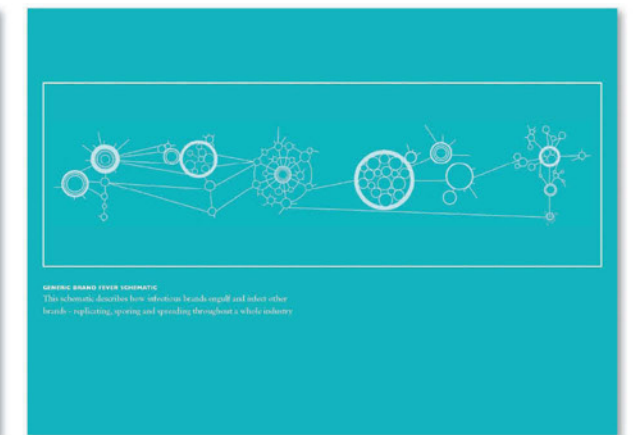
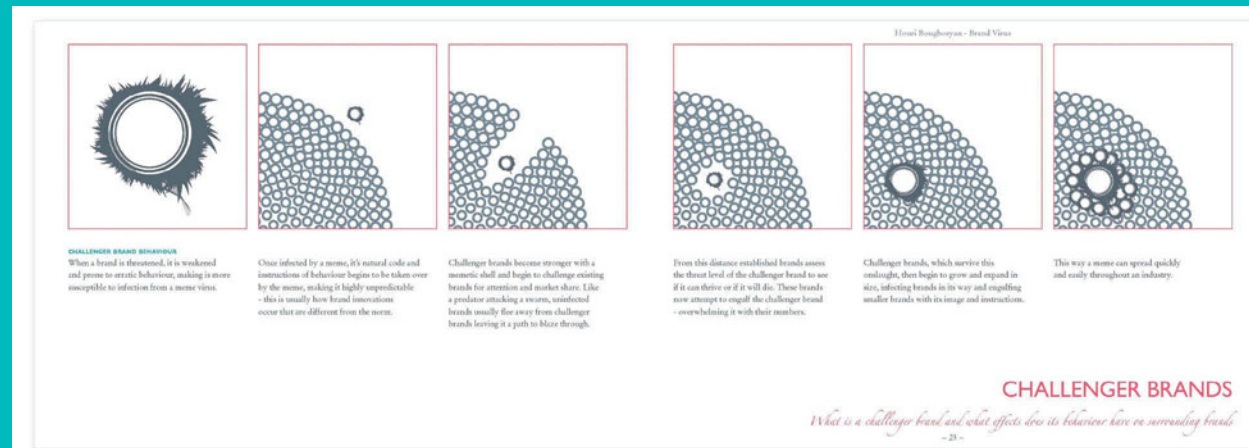
business, branding, technology

DEMOGRAPHIC

brand practitioners, memetic scientists, conceptualists

PRINT

40pp, and 68pp paperbacks, perfect-bound, A5 landscape, and three-fold concertina fold-out chart, 841x297mm



KANDINSKY'S TRIANGLE

The form of the universal triangle

AUTHOR, DESIGNER

A brief had been set to explore the form of the triangle, inspired by artist Wassily Kandinsky's manifesto **POINT AND LINE TO PLANE**, in which he outlines a universal visual language to describe all graphic elements in abstract art. Searching for a correlation between colour and form, he describes how each shape has an inherent colour. His final universal equation for graphic elements is: ● ■ ▲

However, in this equation the definition of the triangle, is incomplete, for unlike a circle or square, the triangle is unique. It is the only geometric shape able to change its proportion and yet remain a triangle. So what was the precise form of this universal yellow triangle?

Was it equilateral, isosceles or scalene?

Examining his paintings of the time sheds no further light, triangles appeared in all proportions and colours, none specifically yellow. Consequently, by devising a rationally-based method, a search had now begun to verify the existence of this universal yellow triangle, to define its true form and proportion. And in the process a definition for the inherent colour of all triangular forms.

Creating a lexicon of all these triangles, I discovered that each triangle family actually shared specific colour traits: equilaterals were always a shade of grey, isosceles a tint of process colour, and scalene all the colours in between. However, the exact form of Kandinsky's yellow triangle remains elusive.

INDUSTRY

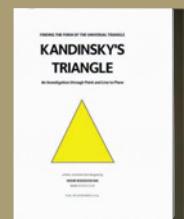
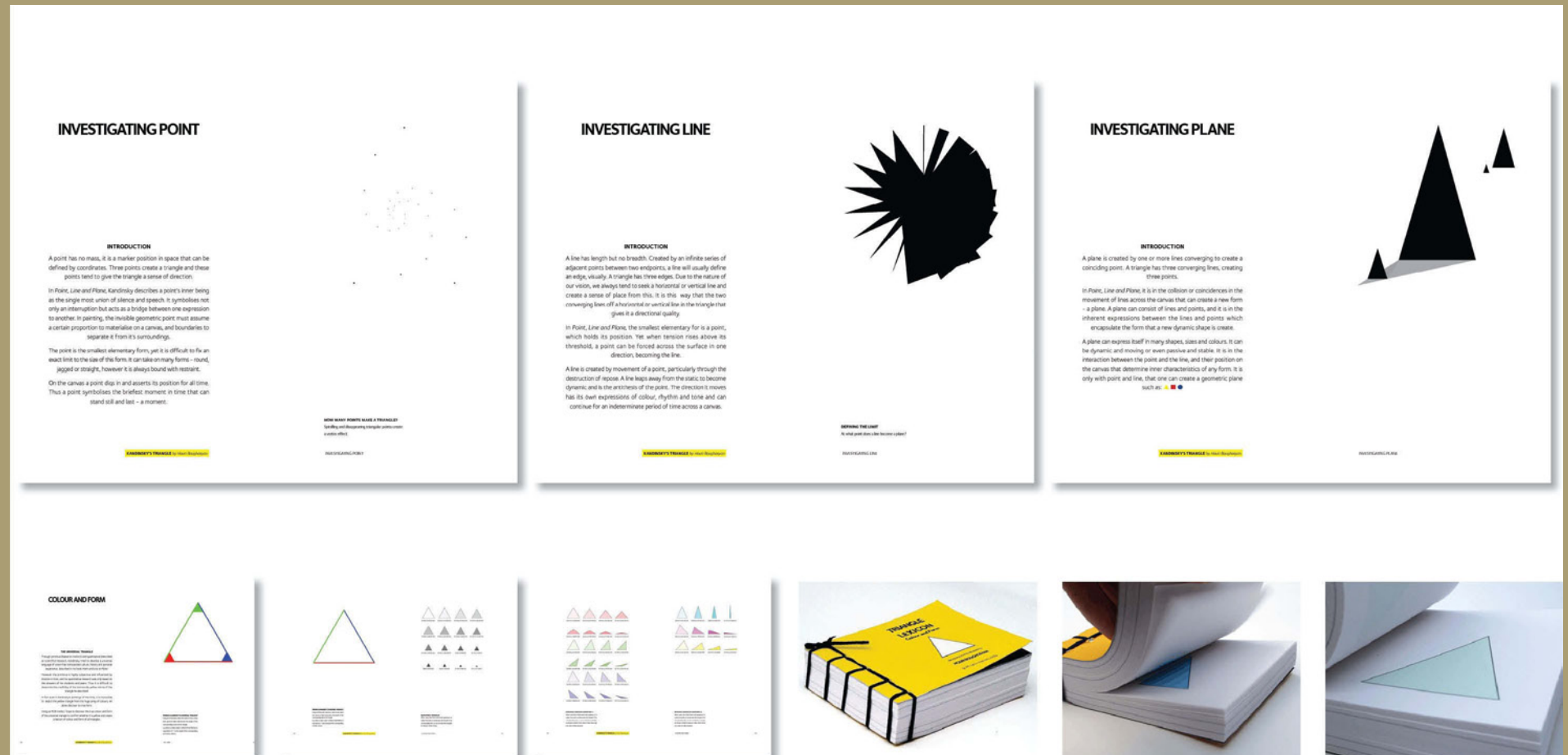
art and design history

DEMOGRAPHIC

design historians and design theorists, academicians and philosophers

PRINT

52pp, paperback, casebound book, A5
156pp, paperback lexicon, japanese stab-binding, 100x80mm



TRIANGULI UNIVERSUS

Evolution and nature of the triangle species

AUTHOR, DESIGNER

Following on from **KANDINSKY'S TRIANGLE**, if triangular families shared common formal and colour traits, then could they share other traits as well, an inherent nature, behaviour or habitat, just as living organisms do?

Borrowing from natural history, Trianguli Universus sets out to document and classify triangles using taxonomy to create a Triangle Tree of Life, shedding fresh insight on this widely known but misunderstood geometric form.

By collecting triangle specimens, documenting the origin, their distribution and common purpose then classifying these according to their shape, texture, size and location, one can see how specific triangles are more dominant in certain parts of the world or for certain uses.

Displaying the information in charts, taxonomic displays, and field journals, correlations begin to be seen between their form, colour and behaviour that reveal how each triangle is inherently meaningful for specific purposes, and provides a new perspective on some triangles.

Equilaterals are stable, paternal and healing in nature. Often found and used in divine causes.

Isosceles are socially, frivolous and dynamic. Bold, curious and guiding in their nature, they are found in navigation, weaponry and transportation.

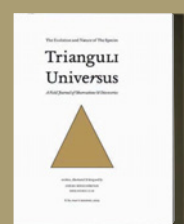
Scalenes are most unstable, they are the creatives that are artistic, unpredictable and reclusive in nature.

INDUSTRY art and design, natural history
DEMOGRAPHIC art historians, design theorists, natural historians, academicians, philosophers
MARKET europe, america, asia, middle-east
PRINT 52pp, paperback, casebound field book of observations, A5
EXHIBITION 3x specimen displays, 500x500mm
 3x exhibition guides, 105x297mm

The image displays a series of pages from the 'Trianguli Universus' field book. The top row features three main sections:

- TRIANGLE FORMS (TRIANGULI FORMA):** A taxonomic tree diagram showing the classification of triangles. The domain is POLYGONUM (KINGDOM: GEOMETRIA), the kingdom is GEOMETRIA, and the class is TRIANGULI FORMA. It branches into three orders: EQUILARIS, ISOSCELES, and SCALENE. Each order is further divided into families (OBLIQUE and RIGHT), and then into specific types (ACUTE, OBTUSE, RIGHT-ANGLE). Common names like EQUILATERAL, ISOSCELES, and SCALENE are listed.
- RIGHT-ANGLE TRIANGLE (TRIANGULI FORMA PARES):** Includes a diagram of a right-angled triangle, a 'FAMILY GROUPS' section with colorful triangles, 'INDIVIDUAL TYPES' with various right-angled triangles, and a 'COLOUR PALETTE'. It also features a world map titled 'DISTRIBUTION AND HABITAT' and a 'MATHS BEHAVIOUR' section.
- ISOSCELES TRIANGLE (TRIANGULI FORMA ISOSCELUS):** Titled 'The Daredevil & The Guide', it contains specimen cards for 'Tetrum barba SPEARHEAD', 'Tetrum sagitta ARROWHEAD', 'Avis machina A. AIRCRAFT', and 'Avis omnia CONCORDE'. Each card includes details like origin, purpose, nature, and variations.

The bottom row shows smaller pages, including 'Trianguli Forma Scalene' with a colorful triangle diagram and various charts and diagrams.



URBAN FOSSILS: THINGS THAT ARE LEFT BEHIND

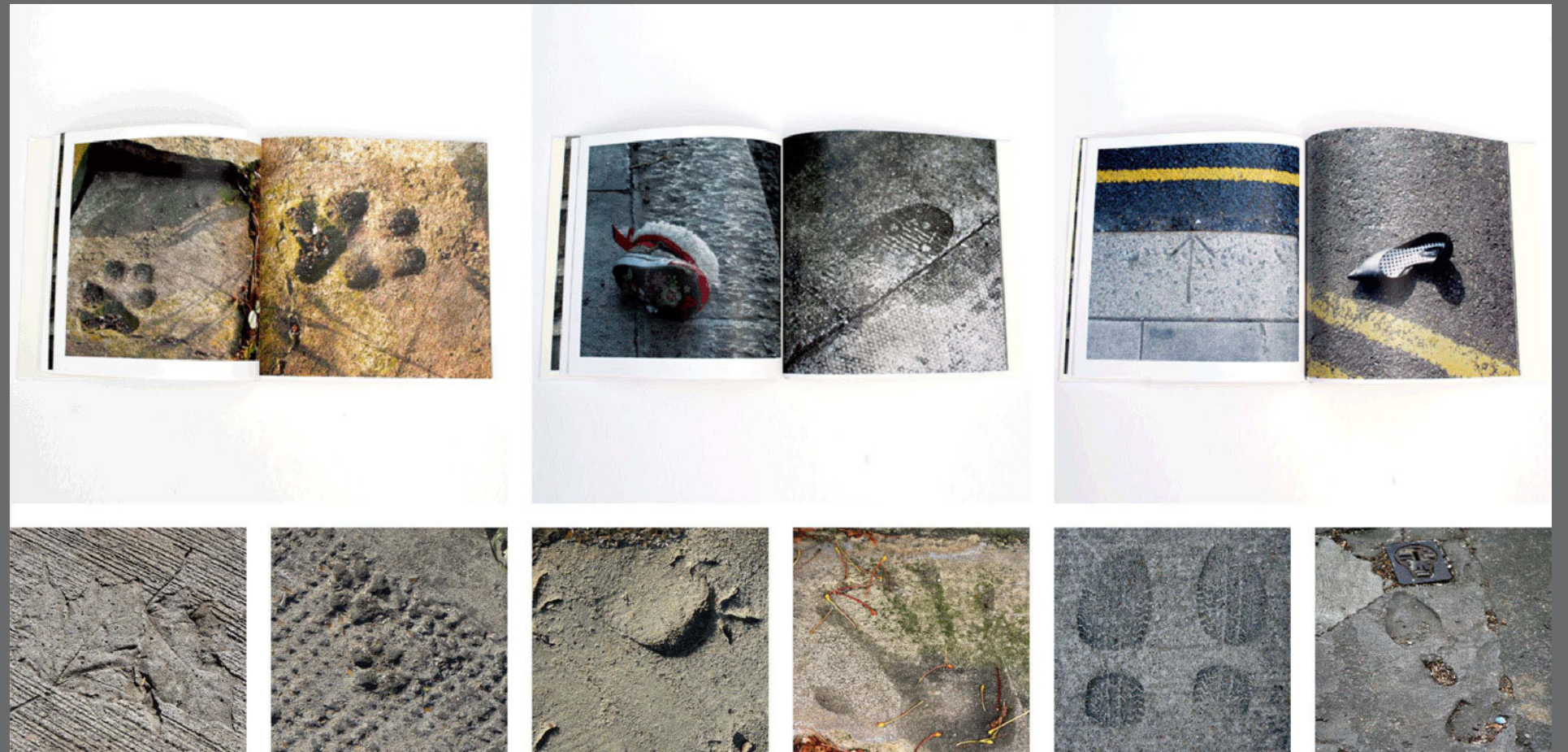
Project overview

AUTHOR, DESIGNER

Photographic project exploring traces of natural life in an urban setting. Like an urban tracker or archeologist, imprints of our past can be found around every corner acting as markers and memories of our movements. Footprints in mud, freshly-laid tar or cement, leaving fossil-like impressions.

A photographic book dedicated to these unnoticed yet touching things we left behind.

INDUSTRY art, design, photography
DEMOGRAPHIC artists, social and natural historians, photographers
PRINT 72pp, hardback, 210x210mm



MOTIVES & MOTIFS

DISCERNING THE NATURE OF HALAS AND BATCHELOR'S ANIMAL FARM 1954

Investigative writing

AUTHOR, DESIGNER

When Halas and Batchelor released the film adaptation of **ANIMAL FARM** in 1954, there was much speculation behind the true motivations behind the film.

Halas and Batchelor always declared their ideological innocence, that they had never made a politically motivated film, but a fairytale about freedom. Producing anti-communist propaganda in the UK was forbidden. But in light of the recent revelations that the British animation studio, had been funded by the CIA, at the height of the Cold War to produce the film, by analysing signature motifs and controversial deviations in the film –this book attempts to unearth the true motives behind the motifs of Animal Farm (1954), to discern their innocence.

INDUSTRY
DEMOGRAPHIC
MARKET
PRINT

animation, history, politics, film
animation historians, investigative
journalists and academicians
worldwide
52pp, paperback, casebound,
investigative writing, 157x210mm



CREATIVE
EXPLORER **hooboo**

HOURI BOUGHOSYAN PORTFOLIO

W hooboo.co.uk