

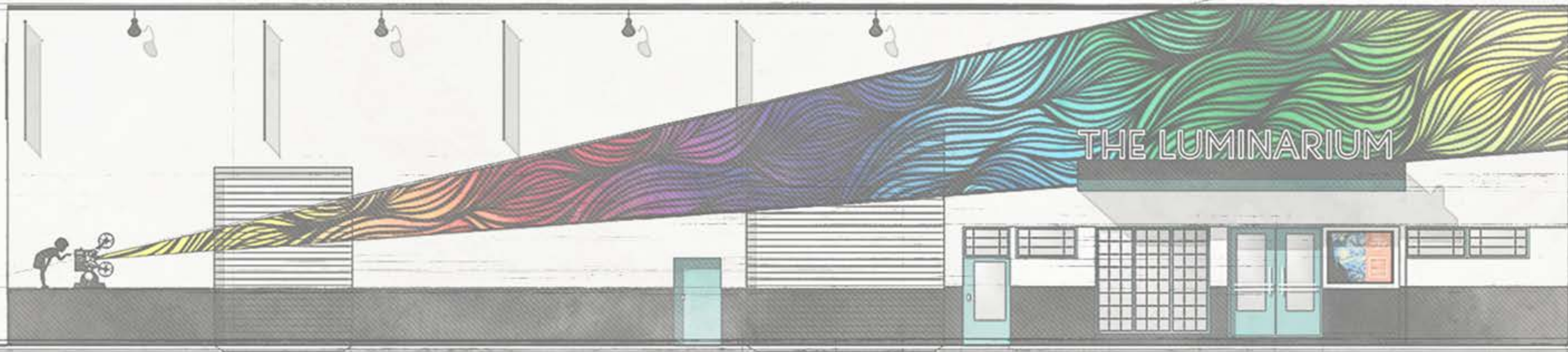


THINKING
design

www.thinkingadesign.com

GRAPHIC
DESIGN
portfolio





Client:
Project:
Design:

Interp
The Luminarium
Concept design of the building's facades.
Provided two options.





Client: **B2B Entertainment**
 Date: **2019**
 Design: **Logo re-design**
Business cards



B2B Entertainment





Client: Interp
Project: Everest The Exhibition
Date: 2019
Design: Stakeholder Presentation.
Corporate Image design.
Branding & Advertising.

ADVERTISING & MERCHANDISE

Interp have developed a range of example advertising and merchandise to illustrate the strength and adaptability of the brand across varying applications. A brand style guide and example advertising templates will be provided to host museums as a guideline for the production of all media relating to the exhibition. Example brand assets including logos and source brand assets including logos etc. will be provided to host museums under licence to enable the design and production of their own exhibition merchandise lines.

EVEREST THE LAST EARTHLY FRONTIER

One day in 1852 in British-ruled India, a young Indian mathematician by the name of Radhanath Sikdhar, burst into his bosses office in the northern Dehra Dun hill town and announced, "Sir, I have discovered the highest mountain in the world".

Since that pioneering discovery, the magnetism of the last earthly frontier has drawn adventurers from all corners of the globe to climb its mighty face. Their exploits, successes and tragedies have captured our imaginations for almost a century. Our connection to what climbing the mountain represents in us all, ensures our fascination will continue well into the next.

A GLOBAL STORY

Everest occupies a rare spot in the collective imagination – a misty mix of wonder, reverence and trepidation. Climbing the mountain and what it means to risk it all in the pursuit of a dream, resonates deeply with a far broader cross section of society than merely the adventurers who attempt the feat. The myths surrounding "The roof of the world" has cemented its place in history and popular culture, creating a timeless intrigue that transcends culture, age and race.

TIMELESS APPEAL

Our fascination with Everest will never fade. The mountain will always be there, towering over us, defiant, impersonal, implacable, uncaring, intimidating, challenging, the ultimate terrestrial objective.

MOUNT EVEREST IS NOW A BIGGER DRAW THAN EVER BEFORE

Everest is one of the world's deadliest mountains – yet literally thousands of people are drawn to Nepal and Tibet to climb it each year. Since it was first discovered in the mid 1800's, approximately 5,000 climbers have reached its summit. With advances in technology and the ever increasing access to professionally-guided ascents, hundreds of climbers manage to summit every year. Mountaineering and in particular climbing Mt. Everest, is more popular than ever.

AN IDEAL PLATFORM FOR LEARNING, EDUCATION & ENTERTAINMENT

The breadth and difficulty of what's required to climb Mt Everest is staggering. Just some of the challenges the would-be "Everester" must navigate in addition to simply climbing the mountain are: the desire, the training, the finance, the logistics, the culture, the language, the equipment, the nutrition, the weather, the communication, the altitude, the risks and the ethics. The range of educational topics, and learning outcomes that can be derived from the process of climbing Everest is vast, presenting the ideal basis for an exhibition.

Client: Nelson Mandela Foundation. (Interp)
Project: Mandela: My Life
Date: September, 2018
Tour opening: Melbourne Museum
Design: Art Director. Designer of the exhibition's graphic image.
In charge of the whole graphics design, development,
printing supervision & final install.



2011 to 2020

RECORDS CONTINUE TO FALL

Real Madrid have once again defined an era in world football, winning four European Cups and four Club World Cup. In 2014, they lifted La Décima, before winning the Club World Cup that same year. Zidane's first two seasons in the dugout were historic, clinching La Undécima and La Duodécima. What's more, 2017 became a record-breaking year when the team got their hands on five trophies: The European Cup, the Club World Cup, La Liga and the European and Spanish Super Cup. La Duodécima came their way in 2018, when they came out on top against Liverpool in Kiev.



Client: Real Madrid Football Club
 Project: World of Football Interactive Touring Exhibition
 Date: June, 2018
 Opening: Melbourne, Australia
 Design: Exhibition's Image creation, graphics and audiovisual assets design. Print artworks supervision and final install.



Client: Blondie DJ
Project: Corporate Image
Date: 2018
Design: Logo design and applications.





Client: Panasonic
Project: Slow Juicer - Recipes Book
Date: 2016
Design: Layout Design



Client: Nestle
Event: "Un desayuno con mucha innovación"
Date: 2016
Design: Mailings, rollers and catering truck design





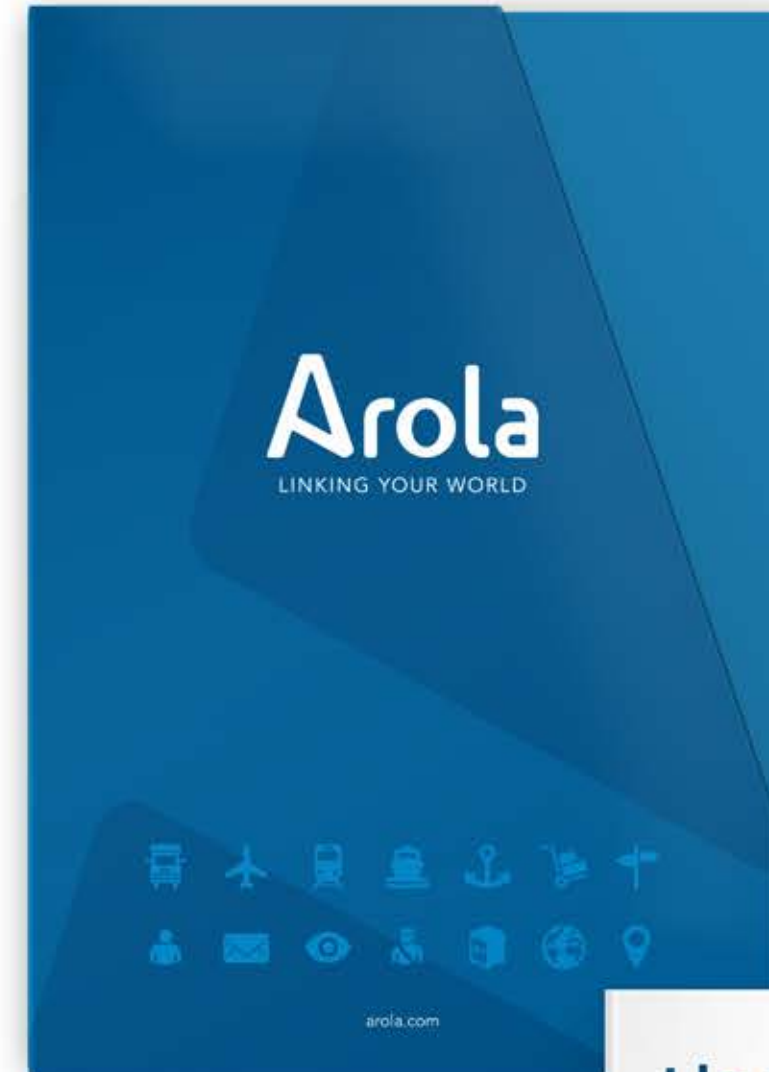
Client: **Garmin**
 Event: **Barcelona Meeting**
 Date: **2013**
 Design: **Poster image**



Client: **Más Visión**
 Event: **National Meeting Conference**
 Date: **2012**
 Design: **Corporate Rollups**

Client: Arola
Date: 2012
Design: New Image Design.
Logo and applications.
New style guidelines.

Arola
LINKING YOUR WORLD





Client: Apple
 Event: Team building Activity
 Date: 2013
 Design: Roadmap book design & layout



Client: Golf La Roca
 Project: Branding. Communications
 Date: 2017 & 2018
 Design: Corporate designs, flyers, banners & newsletters

Client: **Laigym Leotards**
Date: **2019**
Design: **Logo Design &
Business cards**



Client: **East 2**
Date: **2016**
Design: **Logo Design**

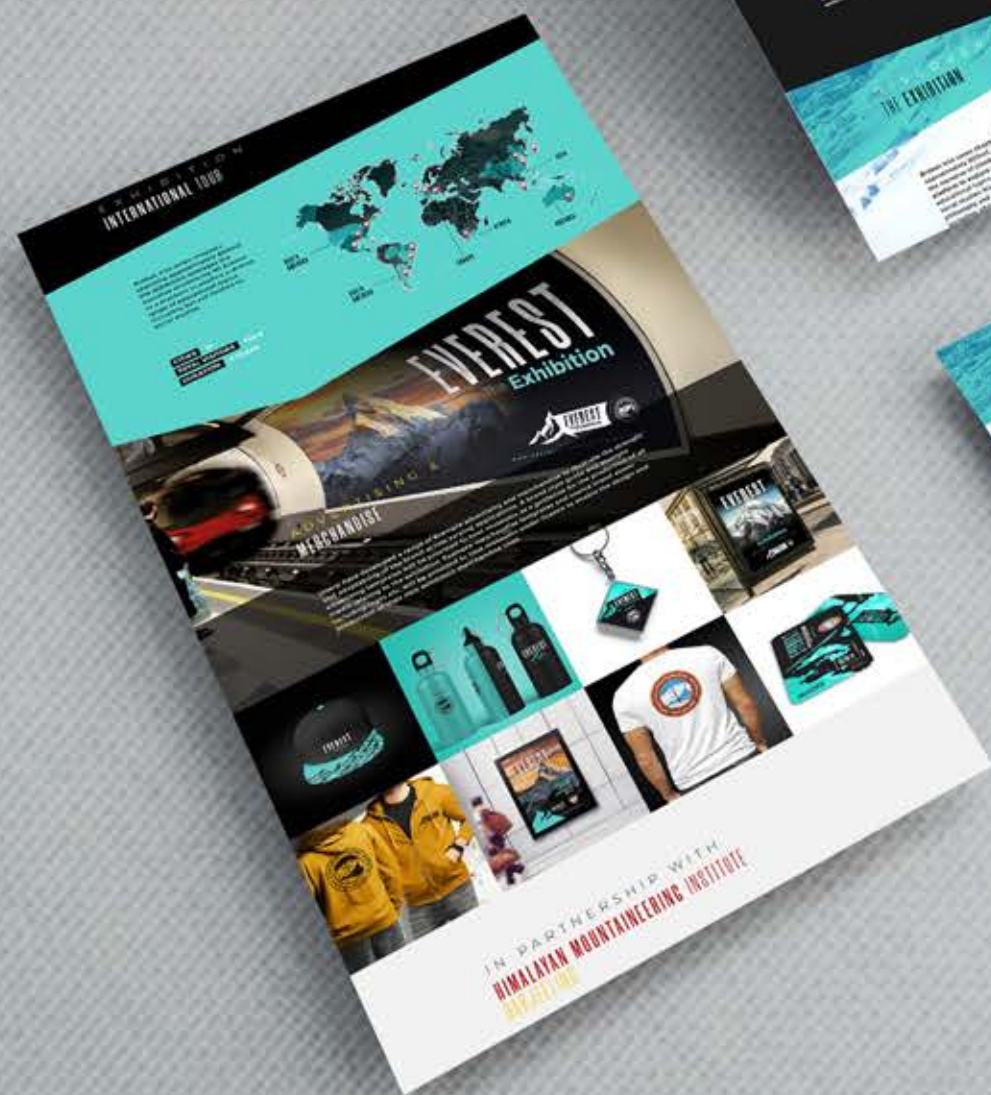


Client: **Global Therapy.**
Physiotherapy & Acupuncture
Date: **2012**
Design: **Logo Design. Branding. Website Design.**



WEB DESIGN
& PROGRAMMING
portfolio





Client: Interp Everest. The Exhibition
Date: 2019. Australia
Design: Website design & programming

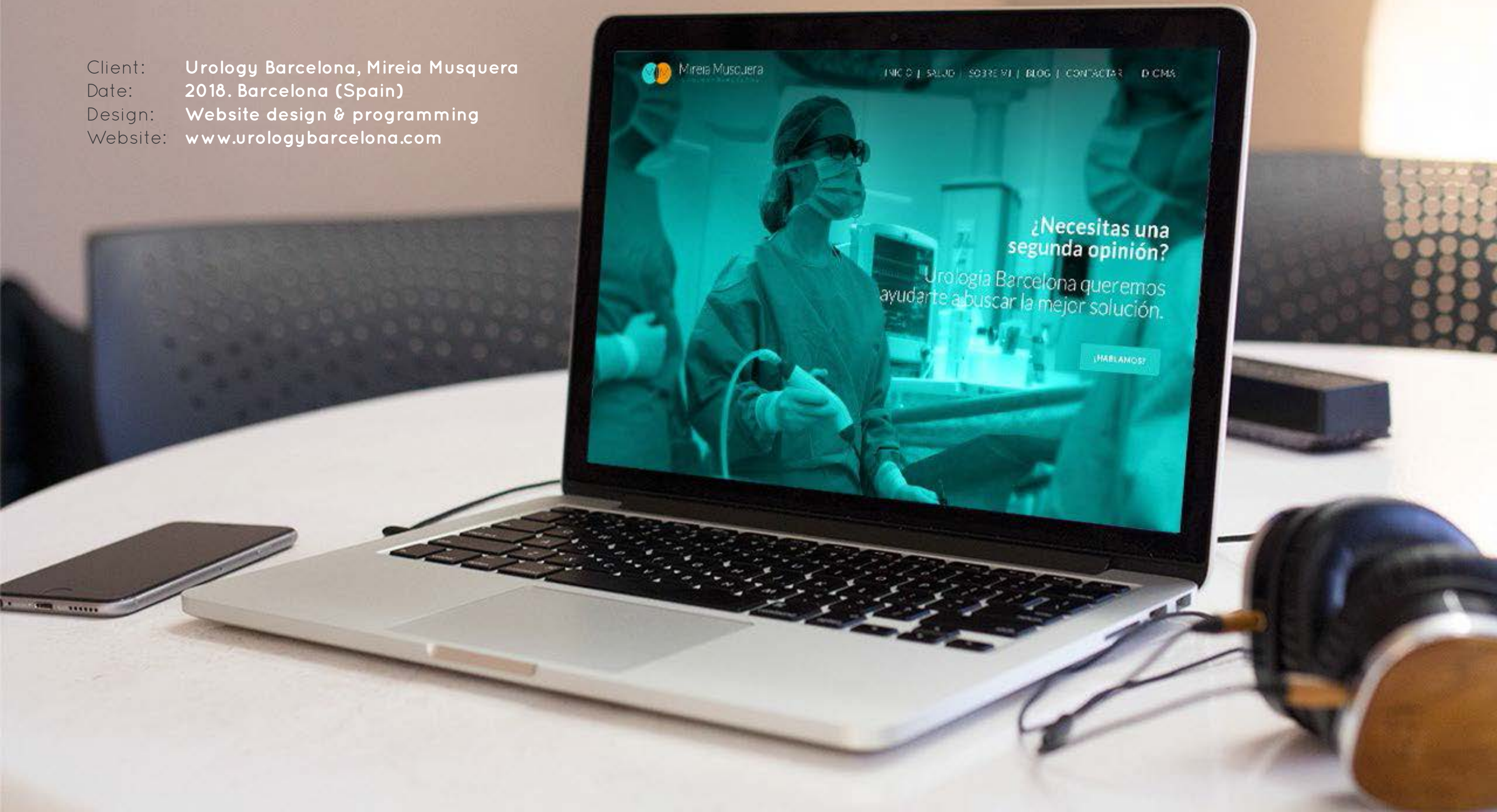




Client: Creative Infinity
Texas, USA
Date: 2017
Design: Website design &
programming

Website:
creativeinfinity.us

Client: Urology Barcelona, Mireia Musquera
Date: 2018. Barcelona (Spain)
Design: Website design & programming
Website: www.urologybarcelona.com



Client: Fun Addicts
Date: 2016. Australia
Design: Website redesign & programming

Website:
thefunaddicts.com.au



Client: Unit Elements
Date: 2016. Barcelona (Spain)
Design: Website redesign
& programming
website: unitelements.com



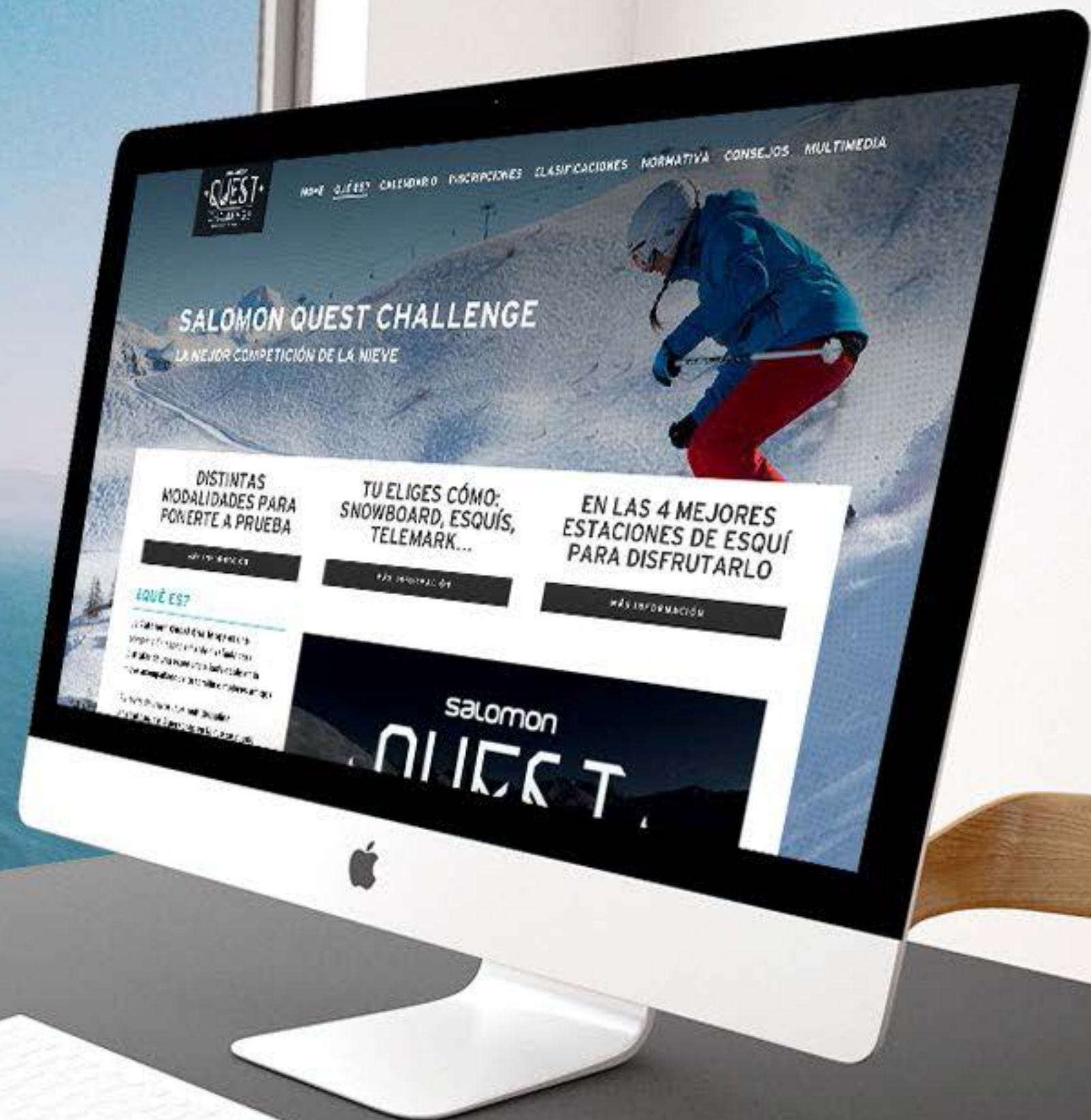
Client: Alpargata Uris
Date: 2016. Dubai
Design: Website design & programming
Website: alpargatauris.com

Client: Salomon (Amer Sports)

Date: 2014. Spain

Design: Website

website: www.salomonquestchallenge.com



Client: Arola
Date: 2012
Design: Website



Client: Garmin
Event: International Meeting
Date: 2013
Design: Event website



Client: Eada Business School
Event: Executive Meeting
Date: 2013
Design: The annual meeting of Eada alumni
Event website



Client: Novartis
Event: Incentive Trip
Date: 2014
Design: Istanbul
Event website



Client: Panasonic
Event: New product launch
Date: 2014
Design: Website



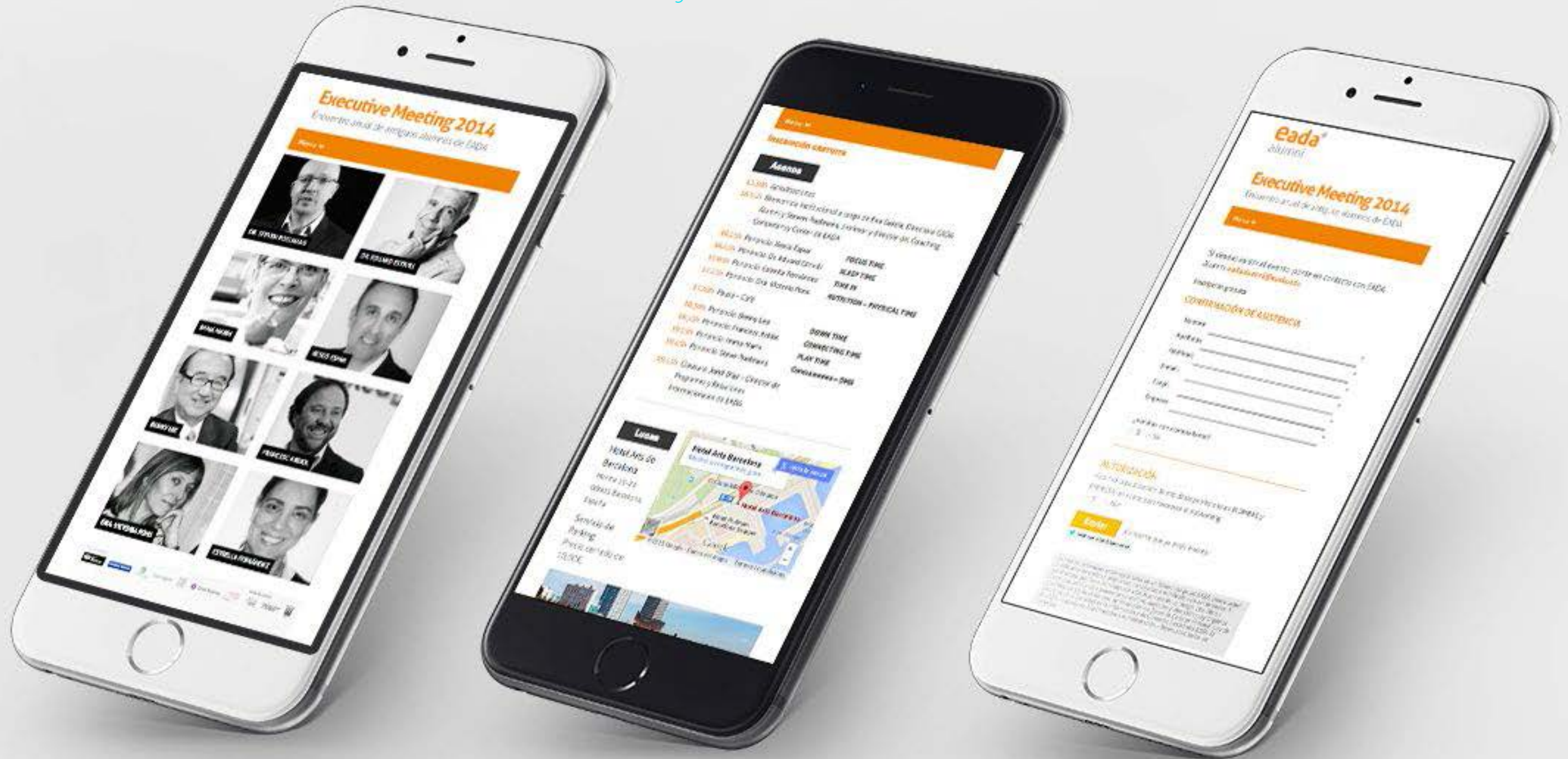


Client: Holmes Place
Event: Live well conference
National Annual meeting
Date: 2013
Design: Event website



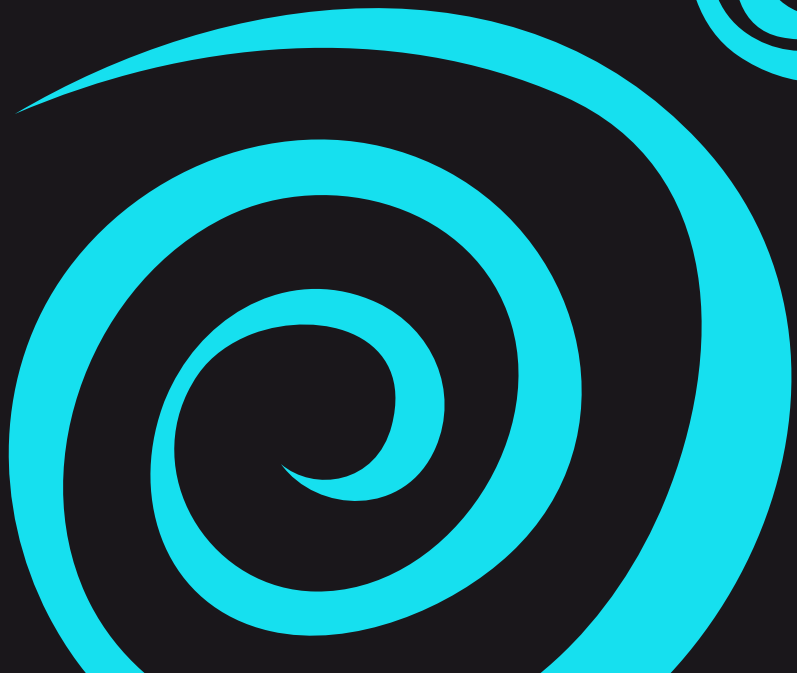
Client: Bayer
Event: Annual Meeting (AH Iberia)
Date: 2015
Design: Event website

Client: Eada Business School
Event: Executive Meeting
The annual meeting of Eadaalumni
Date: 2014
Design: Event website



INTEGRAL
DEVELOPMENT
OF **EVENTS**

portfolio





Client: Volkswagen
Event: New Touran Launch & Training
Date: October, 2015
Features: Sevilla (Spain)
 750 people
 5 Days

*Concept design and graphic image design.
 Website design and bookings management.
 Training & Test Drives workshops concept design, graphics creation and management.
 On-site management.
 Travel agency and catering provided.*





Client: Mondelez International
Event: Annual Meeting IC
Date: January, 2014
Features: Alicante (Spain)
180 people
2 days

Concept design and graphic image design. Flow creation. Workshops and Team building activity designed and management. On-site management. Travel agency and catering provided.



Client: Opel
Event: New Opel Insignia launch
Date: September, 2014
Features: Madrid (Spain)
 800 people
 1 week

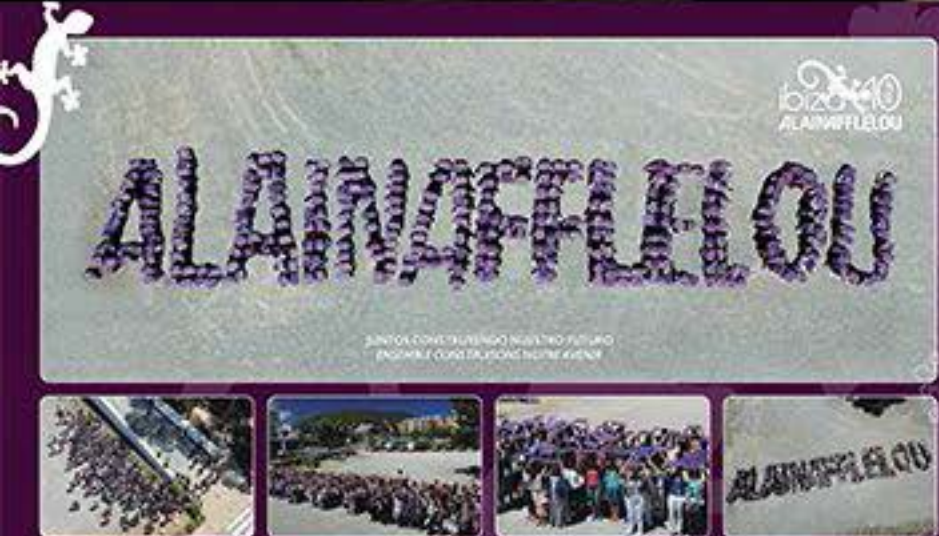
Concept design and graphics design for the whole event. Meetings and workshops coordination. On-site management. Travel agency and catering provided.





Client: Alain Afflelou
Event: Incentive Trip
Date: September, 2013
Features: Ibiza (Spain)
 310 people
 3 days

*Concept design and graphics design.
 Comic and special meetings with celebrities.
 Travel agency and catering provided.
 Organisation and management of different activities for the attendants (sailing, segway, 4WD, mountainbike tour, photography, etc.)*



Client: Salomon (Amer Sports)
Event: Salomon Quest Challenge
Date: 2014-2015 season
Features: 4 Ski resorts:
Baqueira, Masella, Sierra Nevada (Spain) & Grandvalira (Andorra)
+ 2000 participants

*Graphic Image design.
Website design & bookings.
Creative Director.
Communications and social media pre, during and post event. On-site management*

Examples: Baqueira Salomon Quest Challenge
<https://youtu.be/oBrb85PdpCI>
Sierra Nevada Salomon Quest Challenge
<https://youtu.be/22KJ33XUdSg>





Annual Meeting 2013
Wrigley
"Oscars Show"



Annual Meeting 2013
Mondelez International
Staging: Everything inside a cave



Annual Meeting 2014
Verisure - Securitas Direct
Percussion performance



Social Responsibility Action, 2012
Danone
1000 people to renew and build a new village



THINKING
design

THANK YOU!

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