

CCA

2022

PAS  
NORMAL  
SS

STUDIOS  
22

01

THE ESCAPISM COLLECTION IS OUR MODEL FOR EXPLORING BEYOND THE WHITE LINES ON THE ROAD AND GIVING MEANING —



TO EVERYTHING THAT EXISTS OUTSIDE THESE BOUNDARIES.  
**POSTERS FOR THE  
 ESCAPISM  
 COLLECTION**

ABCDEFGHIJKLMNOP  
 QRSTUVWXYZÆØÅ  
 abcdefghijklmn  
 opqrstuvwxyzæøå  
 01234567890  
 ?!€%&/\*:;.,—@#

DESIGNED BY  
 OPTIMO  
 TYPE FOUNDRY

"PLAIN" IS RADICALLY SIMPLE AND MODERN, AND INCREDIBLY FLUID. THE GLYPHS ARE DESIGNED OPTICALLY, CREATING A DISTINCT LOOK AND IDENTITY. ITS TRULY A MULTI-SIDED TOOL AS A TYPEFACE, AND PROVE ITS UTILITY ON THE SURFACE OF THE POSTERS.

Plain Regular  
 Hag/1893

P.N.S.

SS22

Basis

THE CONCEPT BEHIND THE DESIGN FOR THE CAMPAIGN, E. G. POSTERS, IS A VERSATILE, DYNAMIC GRID, COMPLIMENTED BY DIFFERENT "FORMATIONS" OF TEXT. THOUGH SOME ELEMENTS SEEMS "MISPLACED", THEY ALL ALIGN TO THE GRID. SOME OF THE HEADLINES ARE OVERLAPPED BY THE IMAGES, TO CREATE AN FEEL OF "DEROUTE". THE "BASIS" IS 3 INITIAL COMPOSITIONS.

03

PAS ESCAPIISM SS      NORMAL ESCAPIISM 22

THE ESCAPIISM COLLECTION IS OUR MODEL FOR EXPLORING BEYOND THE WHITE LINES ON THE ROAD AND GIVING MEANING —

STUDIOS ESCAPIISM SS




NORMAL ESCAPIISM SS



STUDIOS ESCAPIISM 22

TO EVERYTHING THAT EXISTS OUTSIDE THESE BOUNDARIES.

DESIGNED FOR USE ON AND OFF THE BIKE.

PAS ESCAPIISM SS      NORMAL ESCAPIISM 22

THE ESCAPIISM COLLECTION IS OUR MODEL FOR EXPLORING BEYOND THE WHITE LINES ON THE ROAD AND GIVING MEANING —




SUPIISM 22

SUITED TO GRAVEL RIDES

WEEKEND "GLAMPING" TRIPS, AND

TO EVERYTHING THAT EXISTS OUTSIDE THESE BOUNDARIES.

EXTENSIVE DAY BIKE TO ADVENTURES.



PAS ESCAPIISM SS      NORMAL ESCAPIISM 22

THE ESCAPIISM COLLECTION IS OUR MODEL FOR EXPLORING BEYOND THE WHITE LINES ON THE ROAD AND GIVING MEANING —




PA ESCAPIISM 22

NOR ESCA S

STUDIOS ESCAPIISM 22

TO EVERYTHING THAT EXISTS OUTSIDE THESE BOUNDARIES.

SS22 MADE FOR EVERY SEASON.

THE "LINES" ILLUSTRATE THE GRAPHIC SYTEM OF DIVIDING THE FULL FORMAT INTO NEW COMPOSITIONS, SO ONE IS ABLE TO GENERATE COUNTLESS ITERATIONS OF THE POSTERS. THE IDEA IS TO HAVE A SYSTEM THAT ESCAPES THE EXISTING BOUNDARIES OF A GIVEN FORMAT.

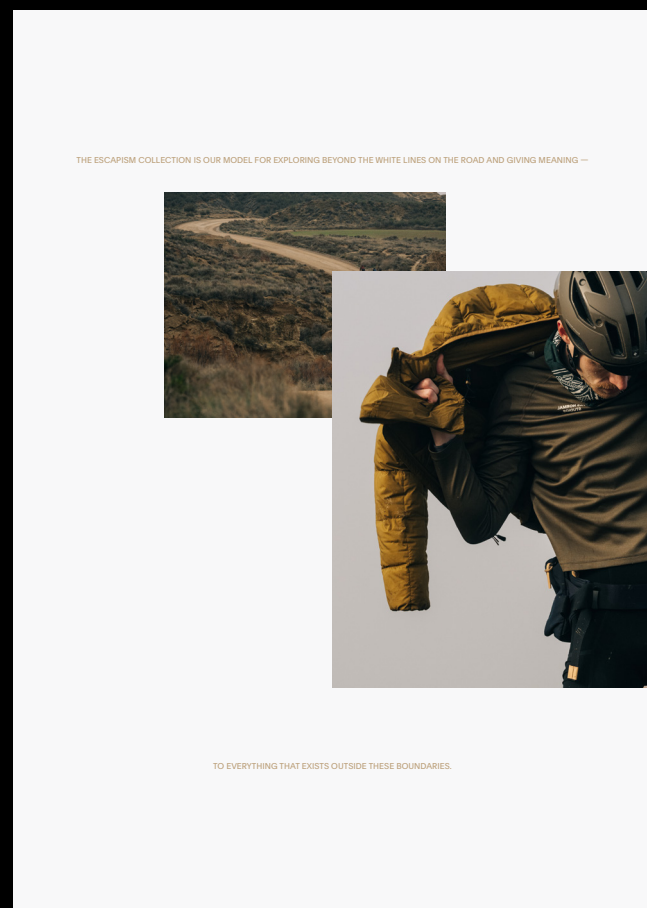
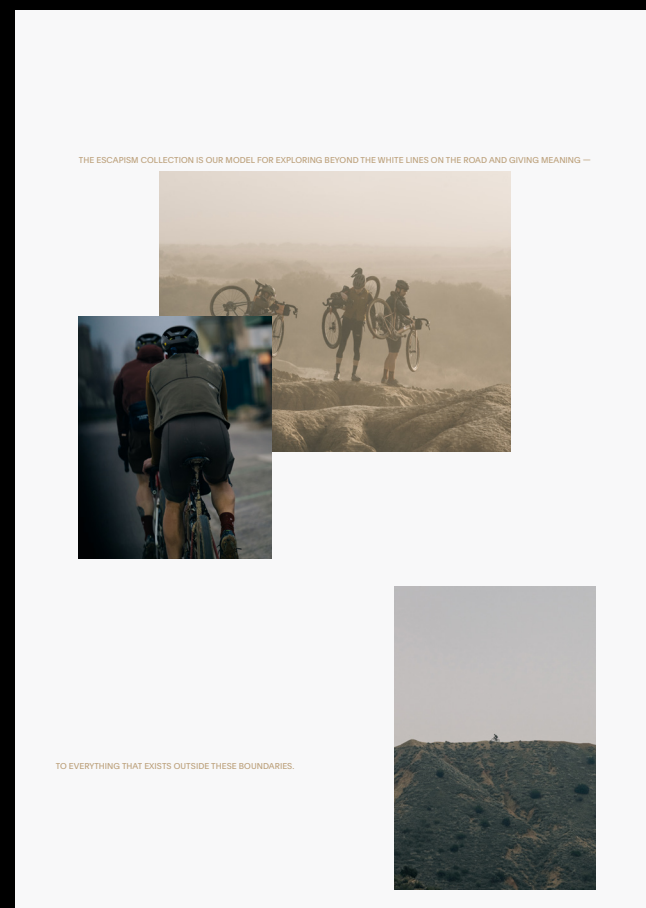
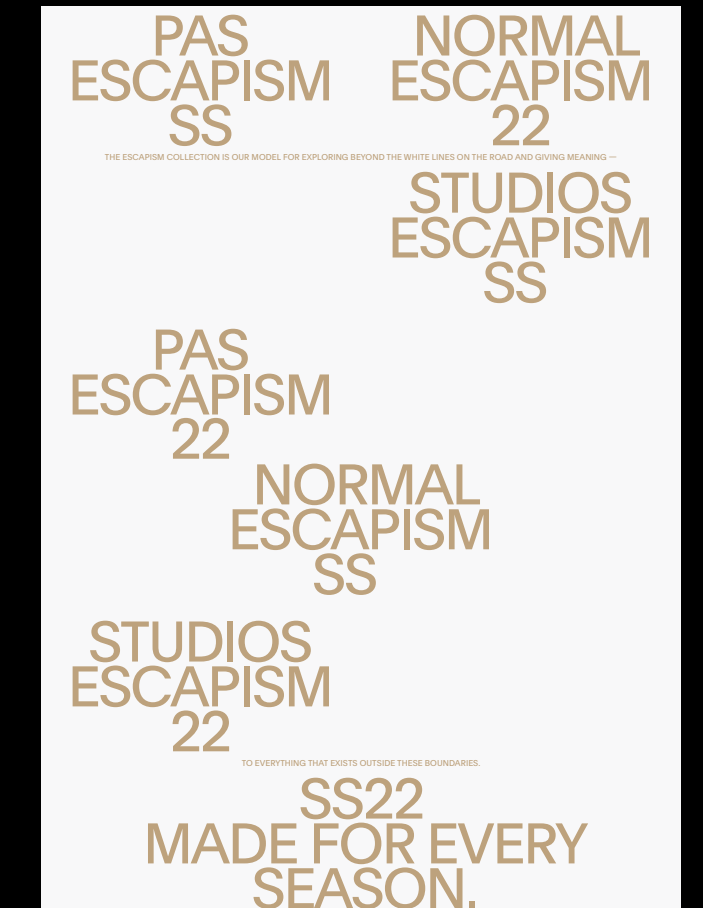
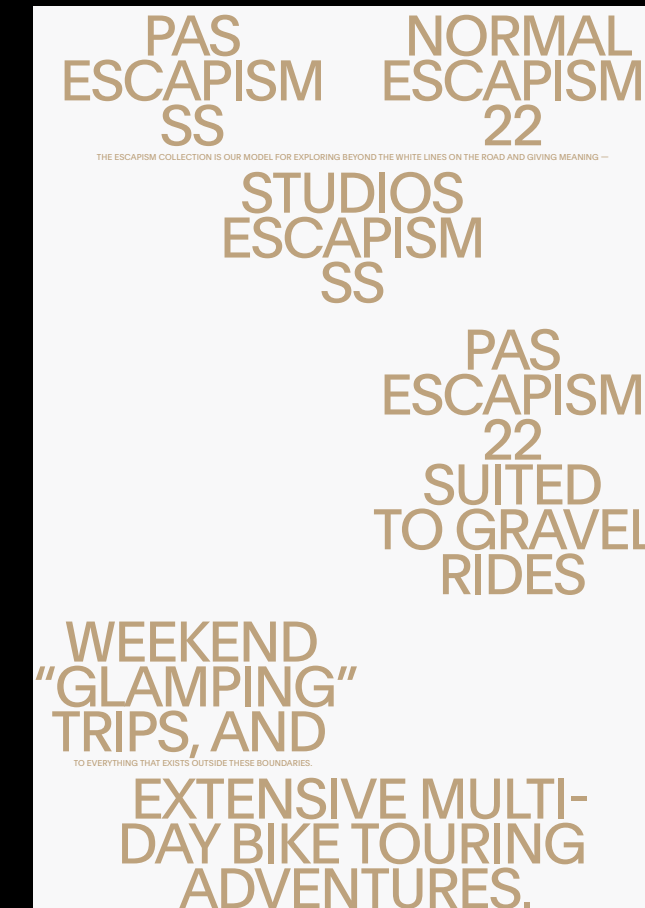
# P.N.S.

# SS22

# Structure

WITHIN THE GRAPHIC SYSTEM THERE'S LAYERS OF INFORMATION - FROM BYLINES, HEADLINES, IMAGES TO FINAL COMPOSITION. THESE LAYERS WORK TOGETHER COLLECTIVELY, BUT CAN ALSO BE USED INDEPENDENTLY.

# 04



THE CONCEPTUAL OUTPUT IS TO EITHER "BREAK" DOWN OR "SCALE" UP THE COMPOSITIONS—WHEREIN THE DIFFERENT GRAHIC ELEMENTS "ESCAPE" THE RESTRICTIVE BOUNDARIES OF THE GIVEN FORMAT—HERE SHOWN AS SERIES OF POSTERS.



THE "ESCAPISM"-COLLECTIONS IS ABOUT "EVERYTHING THAT EXISTS OUTSIDE THESE BOUNDARIES" AND ABOUT "EXPLORING BEYOND THE WHITE LINES"—WE WANTED TO CAPTURE THE ESSENCE OF THESE STATEMENTS CONCEPTUALLY, WITH OUR DESIGN-SYSTEM.

P.N.S.

SS22

Posters

THESE ARE OUR FINAL POSTERS, THAT FORMS THE "BASIS" FOR OUR POSTER-SYSTEM, WHERE YOU'RE ABLE TO BREAK DOWN AND/OR SCALE UP THE COMPOSITION, TO "ESCAPE" THE LINES OF THE FORMAT. WE ALSO DID SOME BANNERS, WHERE WE FURTHER EXPLORED HOW TO CROSS THE "BOUNDARIES" OF THE FORMAT, TO CREATE DIFFERENT COMPOSITIONS, FROM THE EXACT SAME GRID/SYSTEM.

06

