



B@ANDLife

Health & Beauty

Integrated brand systems in graphics and space

In recent years, the definition of "wellness" has evolved from a passive state of being into an active pursuit of choices and activities that encompass a holistic concept of well-being beyond the physical dimension. Although it can be construed as a meaningful journey that one should embark on to lead a fulfilling life, this pursuit has also given rise to the modern obsession with health and beauty that is building a multibillion-dollar industry.

The role of graphic identities and interior spaces in the business of wellness cannot be overstated, and will continue to grow in significance with the introduction of new ideas and inventions in the not-too-distant future. In demonstrating how design can be utilised to create engaging customer experiences for health and beauty brands today, this book features projects and insights from around the world for your creative inspiration.



Scents of Dao

ID & IN A Work of Substance PH Vita Mak, Dennis Lo

Over the last 5,000 years, the teachings of Shen Nong—the father of Eastern restorative herbal medicine—have been crafted into a precise methodical philosophy centred around the body’s balance and free-flowing energy systems. In helping Hong

Kong-based apothecary Scents of Dao translate these learnings for the modern-day consumer in an appealing way. A Work of Substance created a visual identity revolving around the sun and the moon; characterised through the merging of the two Chinese symbols to anchor the day-to-night rituals that create natural harmony. With sustainability at its core, the brand also features recyclable packaging materials and a refill system.



Biography

(shame-on-you) office

(shame-on-you) office is—in the founders’ own words—'not your ordinary dull design service provider'. Founded by London College Communication graduates Ray and Rose, it seeks to resolve visual, mental, or physical awkwardness via its design methodologies and multi-disciplinary solutions. After spending years living and working in London, Shanghai, and Taiwan, the duo currently reside on Xiamen island.

pp 064-067

A Work of Substance

At the very epicentre of Hong Kong’s design revolution, A Work of Substance uses design as a tool to rejuvenate culture and local neighbourhoods, creating works of substance that make the city a source of inspiration. Ever daring and ever curious, the studio constantly ventures into new projects and industries while working on client commissions that span the globe.

pp 110-113

Addition Studio

Formed in 2010, Addition Studio in Australia creates furniture, lighting, and objects for the home and studio by envisioning a life where refined design, a healthy lifestyle, and a clear mind come together seamlessly. It synthesises popular culture, ancient rituals, sculptural aesthetics, modern art, as well as health and well-being through the prism of utility.

pp 036-039

AIM Architecture

Founded by Wendy Saunders and Vincent de Graaf in 2005, AIM is a Shanghai-based studio with projects throughout China and South East Asia. Its work is inspired by context as well as the fine line between vision and practicality. With process as part of the purpose, the team devote themselves to quality and seeing the smaller details within the bigger picture.

pp 244-247

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 084-087

arithmetic

arithmetic was founded 16 years ago from a vision for living a cultured, healthy, and happy life. Led by creative director Margherita Porrá, its passion for wellness, fashion, and sustainability is woven into the fabric of everything that the creates. From its base in Vancouver, it forecasts change and envisions an improved tomorrow – building brands that connect on a human level, rich with emotion.

pp 030-035, 050-051, 258-261

Atelier Caracas

Founded in 2015 by Julio Kowalenko and Rodrigo Armas, Atelier Caracas is a precociously productive studio. Operating as a platform for formal, cultural and aesthetic investigation spanning architecture, furniture and fashion, the team draws strong influences from pop culture, the everyday and sometimes kitsch aesthetics to create alluring spaces and objects at once humorous, thought-provoking and symbolically charged.

pp 188-191

ater.architects

ater.architects is a Kyiv-based interior design studio that was founded by Alexander Ivasiv and Yuliya Tkachenko. The studio specialises in designing private- and public interiors for cafés, bars, restaurants, and medical institutions, as well as furniture and lighting pieces to realise their concepts.

pp 168-171

AURG Design

Founded in 2017, AURG is a design studio based in Seoul that works to breathe new life into various brands. In order to create new experiences instead of purely visual outcomes, it constantly thinks about the potential of the brand and pushes it by presenting rational directions as well as creative solutions.

pp 028-029, 056-057, 096-099

Badal Patel

Badal Patel is a multi-disciplinary graphic designer whose diverse portfolio ranges from visual identity systems for mass consumer brands to niche new-to-world brands. Growing up as a first-generation Indian-American, Badal was immersed in two cultures at once, which she credits for her perspectives and constant need for chutney. Her aim is to add cultural relevance to the work she creates.

pp 094-095

balbek bureau

balbek bureau is an award-winning architecture and interior design studio in Kyiv, focusing on bespoke commercial, corporate, and residential facilities. In building a community of socially-sustainable spaces, comfort, innovation, and functionality are its driving forces. Starting with a deep analysis of business demands, ergonomics, and the basics, the team then plunges into the details to transform aspirations into ground-breaking environments.

pp 212-217

Blürbstudio

Blürb is a design studio that specialises in creating and implementing intricate branding strategies that help clients reach their target audiences effectively while building relationships. The team think and work in a multitude of disciplines, believing that a well-designed brand should not only exist as a series of pleasant images, but also create meaningful experiences and strong bonds.

pp 060-063

BY SEOG BE SEOG

BY SEOG BE SEOG was founded by spatial designer Junwoong Seog in Seoul, and seeks to express the essence of space in a concise way. It starts by finding the fundamental purpose of space through the client's abstract thoughts to deliver visible results and happiness.

pp 200-203, 208-211

CFC

CFC is a Seoul-based multi-disciplinary 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, creating new value and thoughtful experiences for businesses.

pp 068-071, 078-079, 088-089, 102-105, 144-147, 262-265

CO-LAB Design Office

Founded by Joana Gomes and Joshua Beck in 2010, CO-LAB is a full service architecture studio located in Tulum. Inspired by the natural beauty of the Yucatan, its projects encourage a greater connection to the natural world through design. Embracing sustainable principles, each project carefully weaves the architectural programme with the beauty of each site to create unique contextual designs.

pp 240-243

Commission Studio

Commission is a London-based design and branding consultancy led by creative directors David McFarlane and Christopher Moorby. Founded with an ambition to create beautiful and intelligent design by unearthing and communicating the intangible essence of a brand that people fall in love with, its work is realised across print, packaging, editorial, advertising, and digital media.

pp 048-049, 072-073

COORDINATION ASIA

Founded and managed by Tilman Thürmer, Coordination Asia is an international agency specialising in the design of curated experiences and bold environments for museums, exhibitions and brands. As a broad-spectrum design consultancy, the agency provides a range of services from the inception of a project to its completion, including brand consultation, curation, design conceptualisation, realisation, and supervision.

pp 234-239

DA. Design & Architecture

DA. Design & Architecture is a St. Petersburg-based architecture bureau that has won prestigious awards in the fields of design and architecture, such as the Grand Prix of the ADD Awards. Their modern minimalist style and creative approach to space regularly land their projects in local and international publications and media.

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