

# Drawing (Attention)



CUSTOM ILLUSTRATION  
SOLUTIONS  
FOR B@ANDS TO

175 x 230mm  
113 PROJECTS FEATURED →

ISBN 9789887462996

# Drawing (Attention)

CUSTOM ILLUSTRATION  
SOLUTIONS  
FOR B@ANDS TODAY

288  
PP



175 x 230mm  
113 PROJECTS FEATURED →

ISBN 9789887462996



CUSTOM ILLUSTRATION  
SOLUTIONS  
FOR B@ANDS TODAY

288  
PP



175 x 230mm  
113 PROJECTS FEATURED →

ISBN 9789887462996



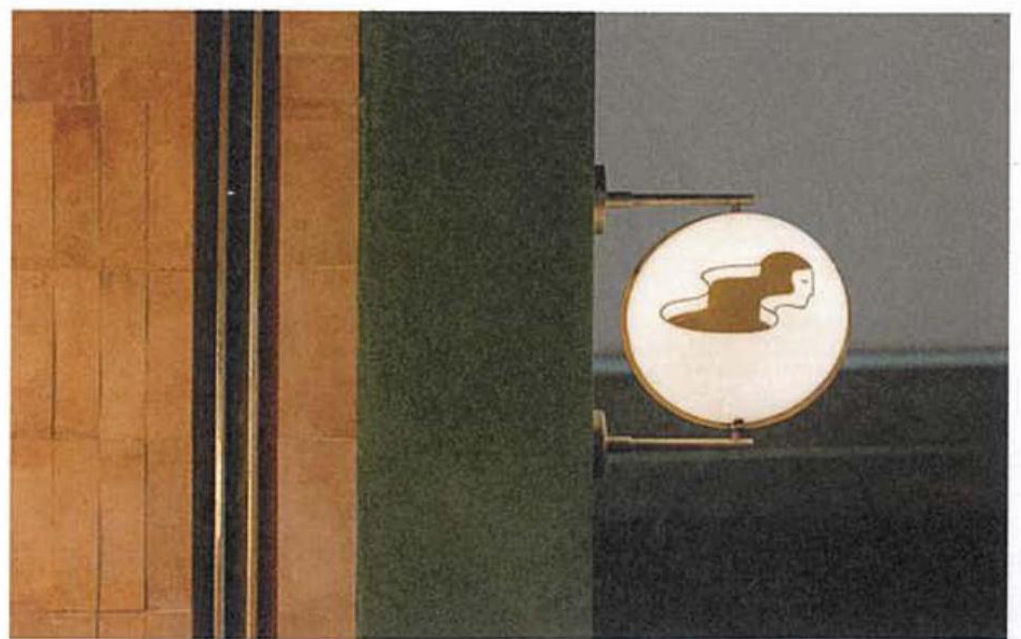
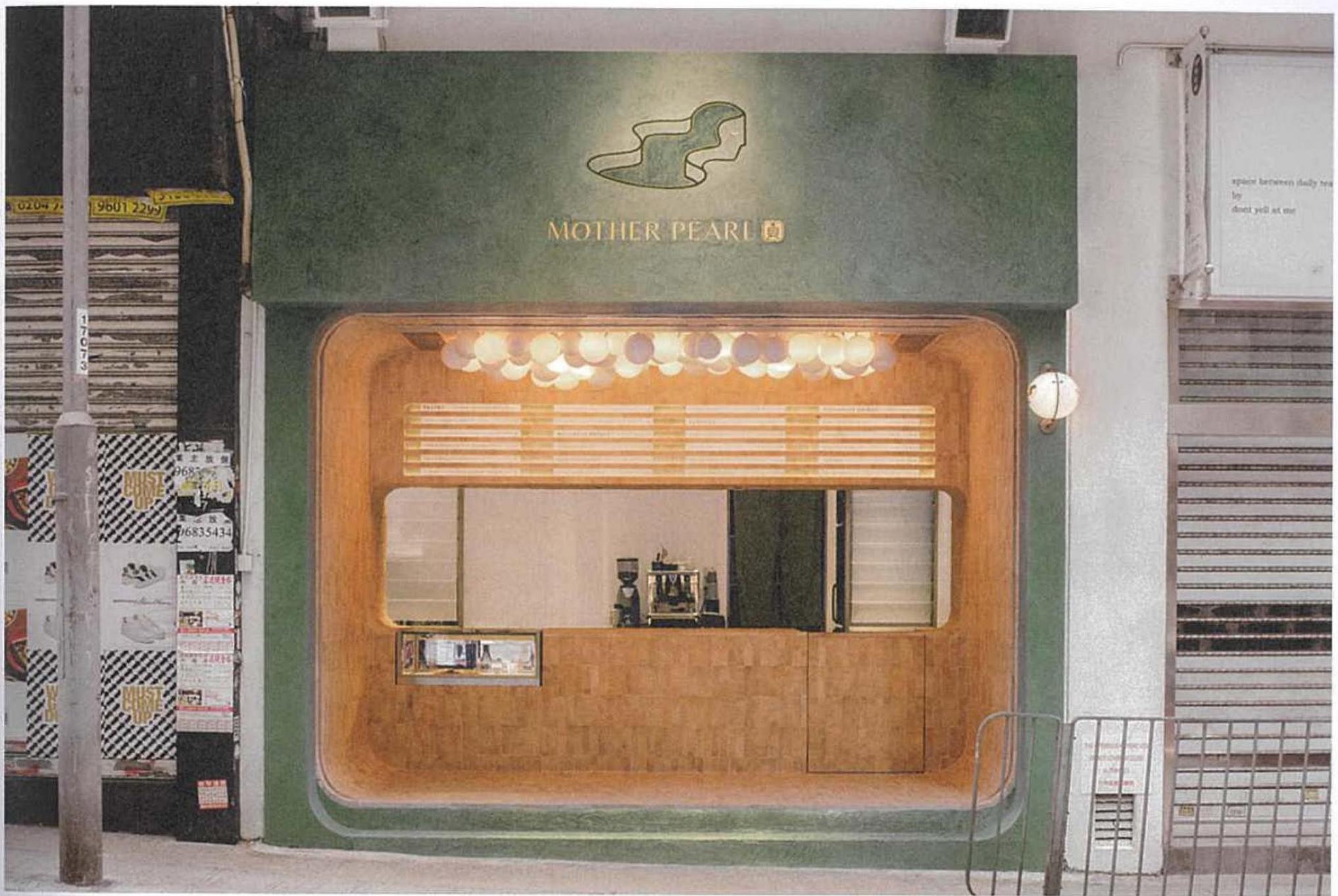
# Mother Pearl

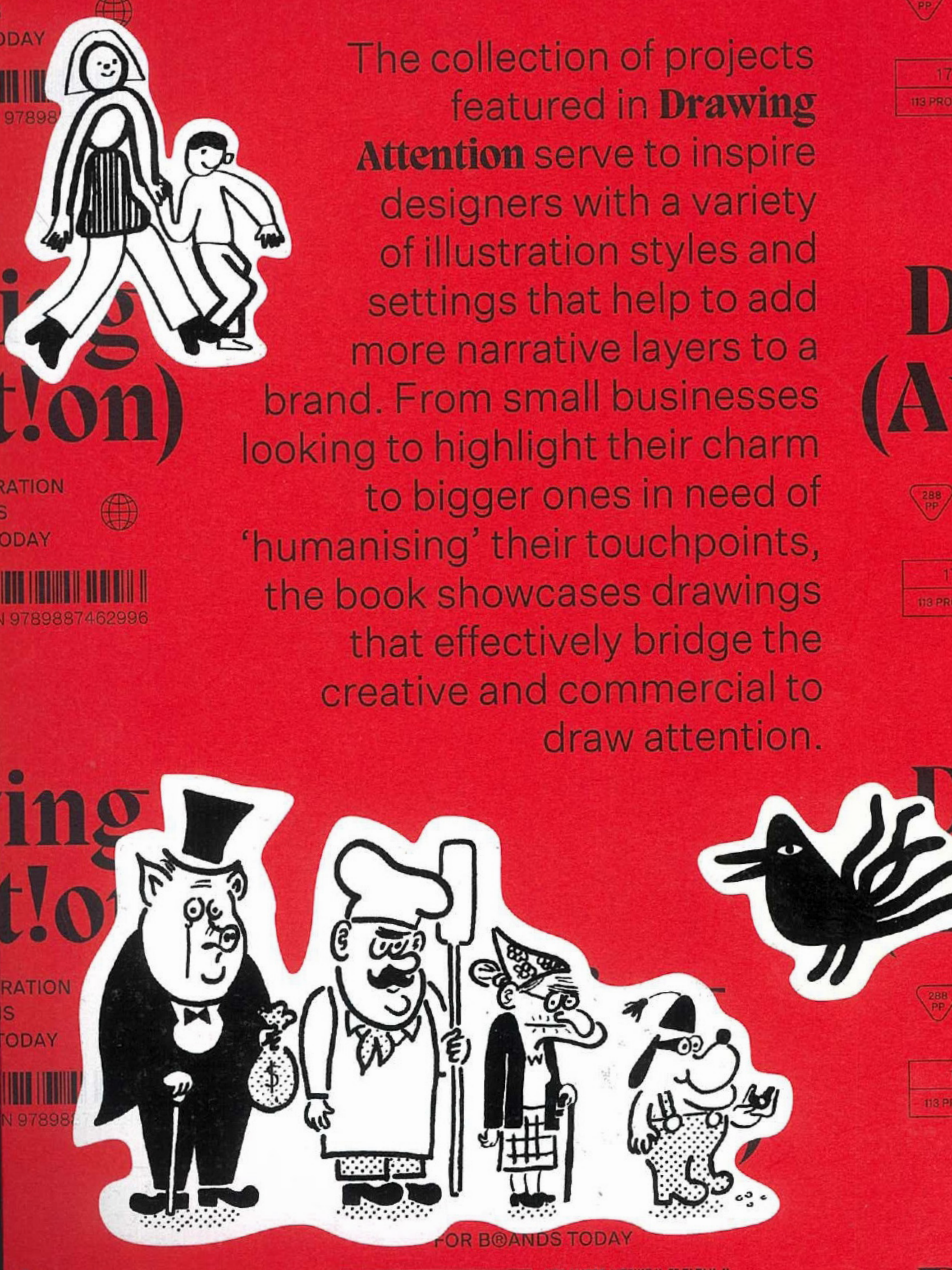
DESIGN & ILLUSTRATION A Work of Substance

PHOTOGRAPHY Amanda Kho

From the cloud of pearl-shaped lights floating above, to the dark olive green facade, Mother Pearl is a teahouse that resembles a portal into a mystic universe. The shop exterior and visual identity express dimension through their organic materiality, with a dreamy atmosphere that serves as a vessel for sensations of sipping bubble tea. The negative space in its icon evolves with seasonal and flavour changes, encapsulating the deeply immersive bubble tea drinking experience through its magical concoctions.

CLIENT Po House





The collection of projects featured in **Drawing Attention** serve to inspire designers with a variety of illustration styles and settings that help to add more narrative layers to a brand. From small businesses looking to highlight their charm to bigger ones in need of 'humanising' their touchpoints, the book showcases drawings that effectively bridge the creative and commercial to draw attention.

ODAY



97898

ing  
t!on)

RATION  
S  
ODAY



9789887462996

ing  
t!o

RATION  
S  
ODAY



97898

FOR B@ANDS TODAY

17  
113 PRO

D  
(A

288  
PP

1  
113 PR

288  
PP

113 PR