

Create your own tradition



1/4 Prickles & Goo

Squares transform into faerie creatures.



Solution

As humorously described the world is separated into two types of people: the first are strict and precise and "prickly", the second are people who like it vague "goo" but they cannot exist without each other. You only find yourself to be a "goo-person" if there's somebody else advocating "prickles" and vice versa. Tradition has its roots in a "prickly" (hard shapes- squares) mindset and its rules are tested by time. New initiatives, that change the "prickles" into "goo", spring from tradition.

Status: 15.06.2018

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2/4 Prickles & Goo

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More Perspectives or Details

Closer visual of squares (roots, tradition, rules, habits) transform into faerie like creatures representing change or a new way of interpreting the "old". Birth, and metamorphosis.

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3/4 Prickles & Goo

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Colour or Design Variations

Variations

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Creative's profile



DariusDD PRO

Architect, Concept designer and Illustrator

Third party materials used

<https://www.futurafree.com>

Creative's top 5 skills

Architecture, Illustration, Product Design, Communication Concept, Service Design