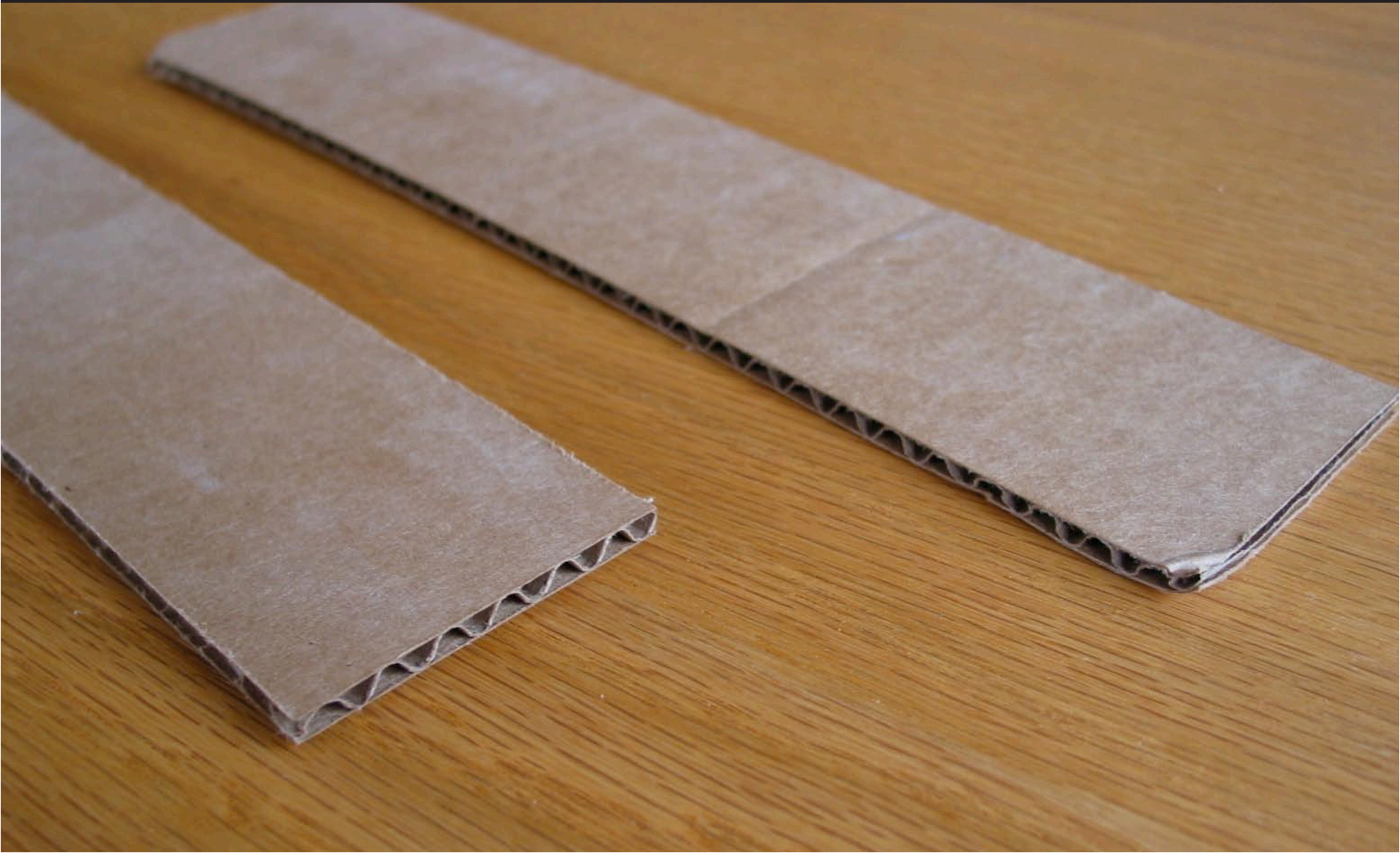


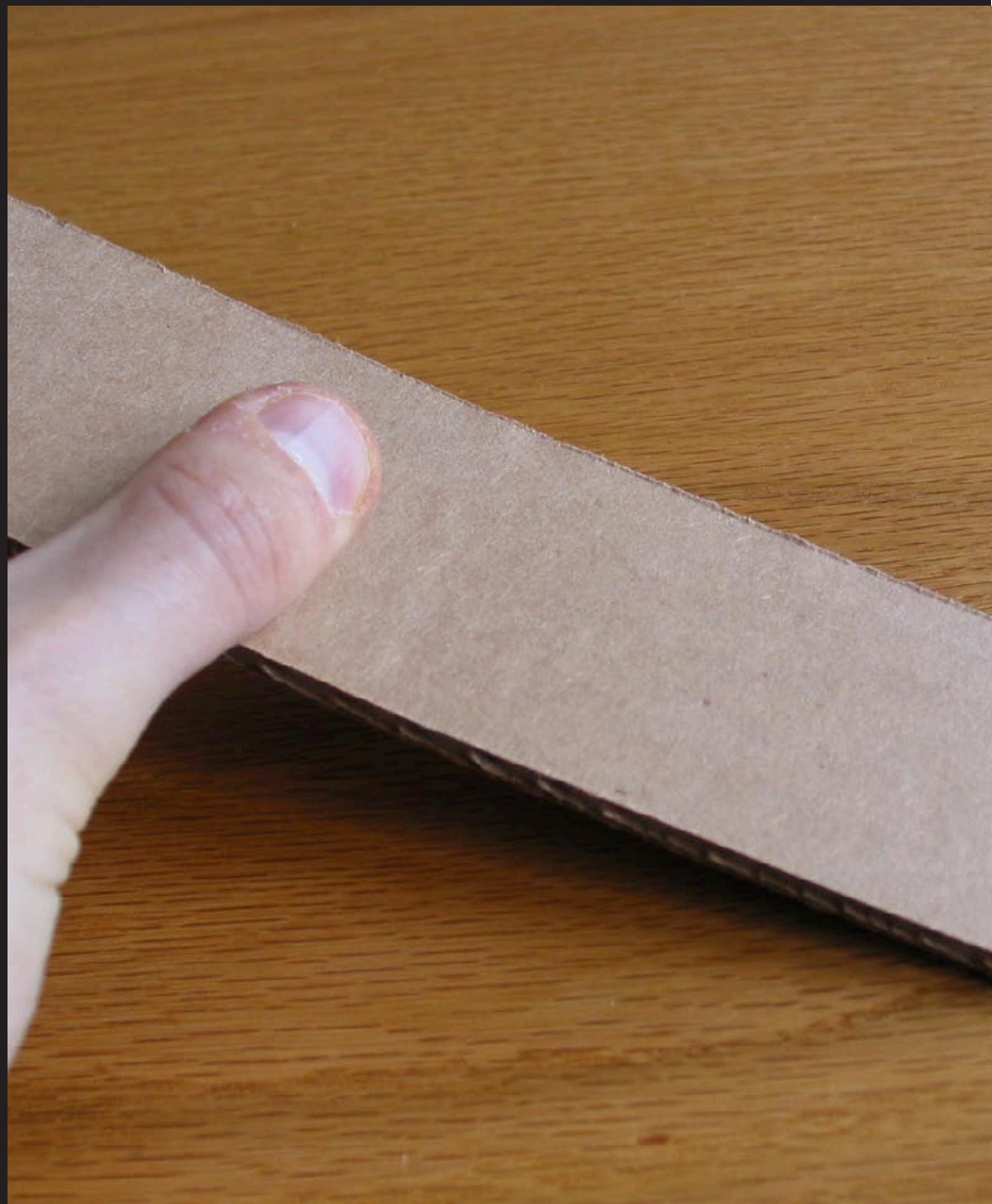
Building with Cardboard

Basics:

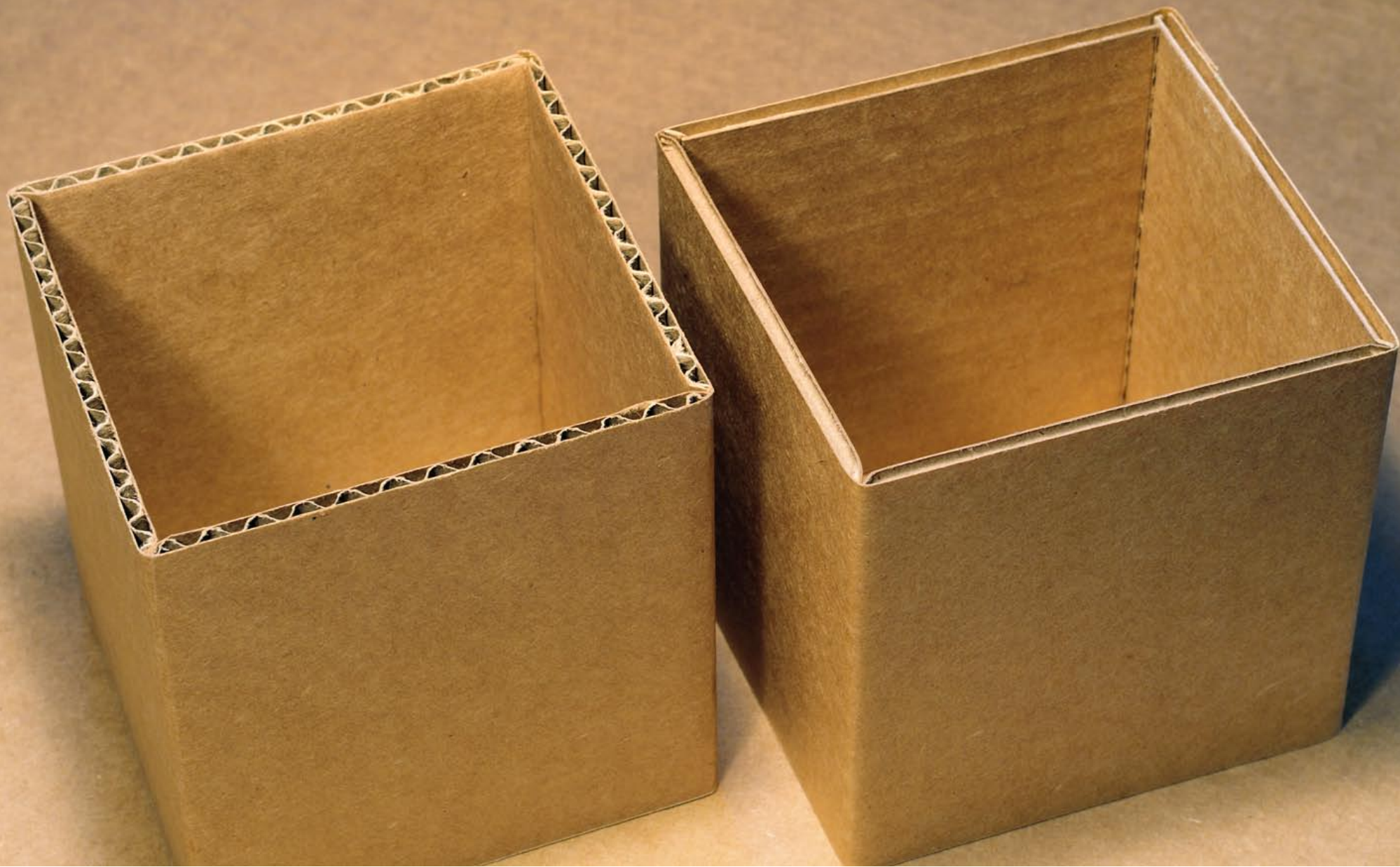
Basics: Grain



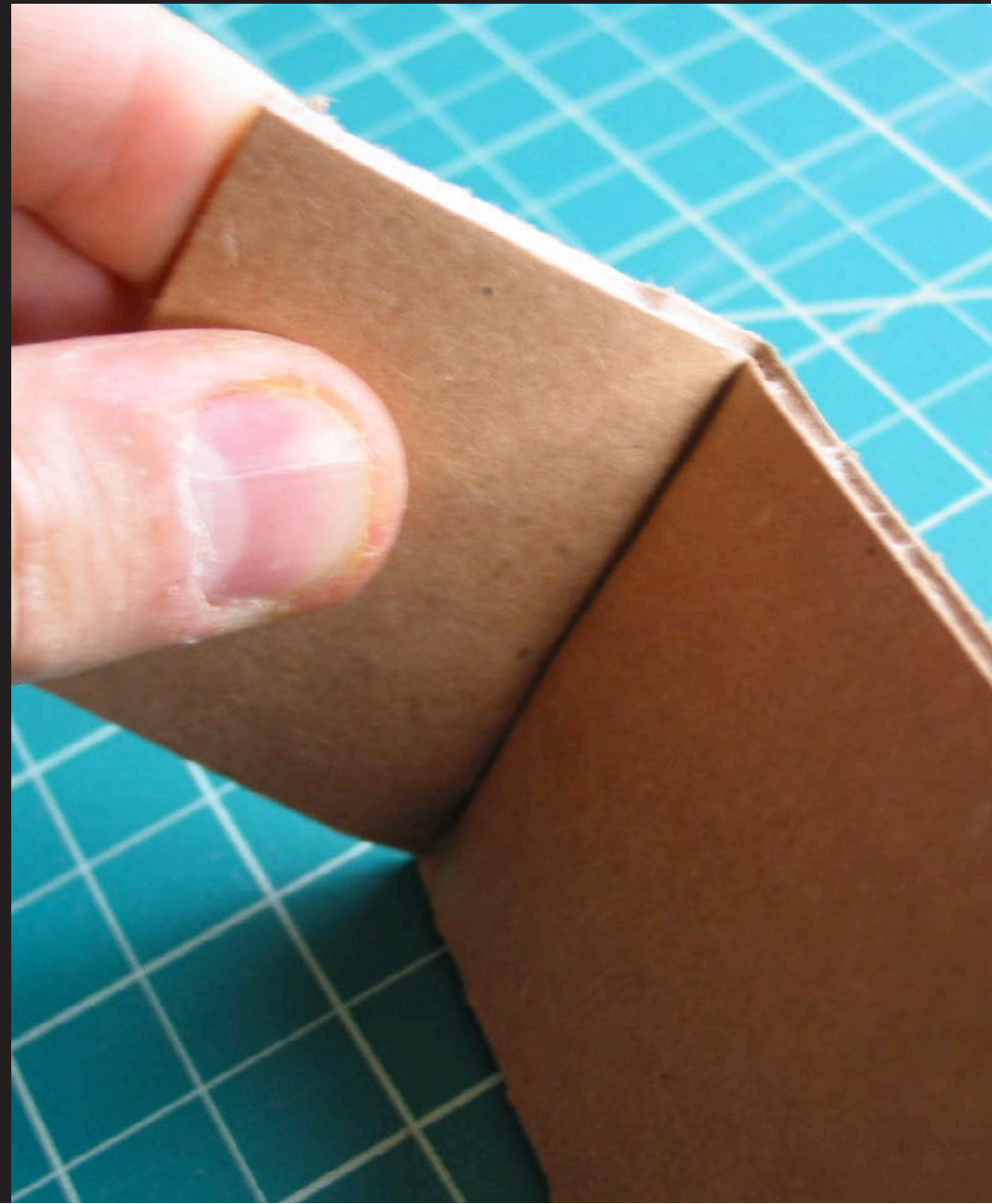
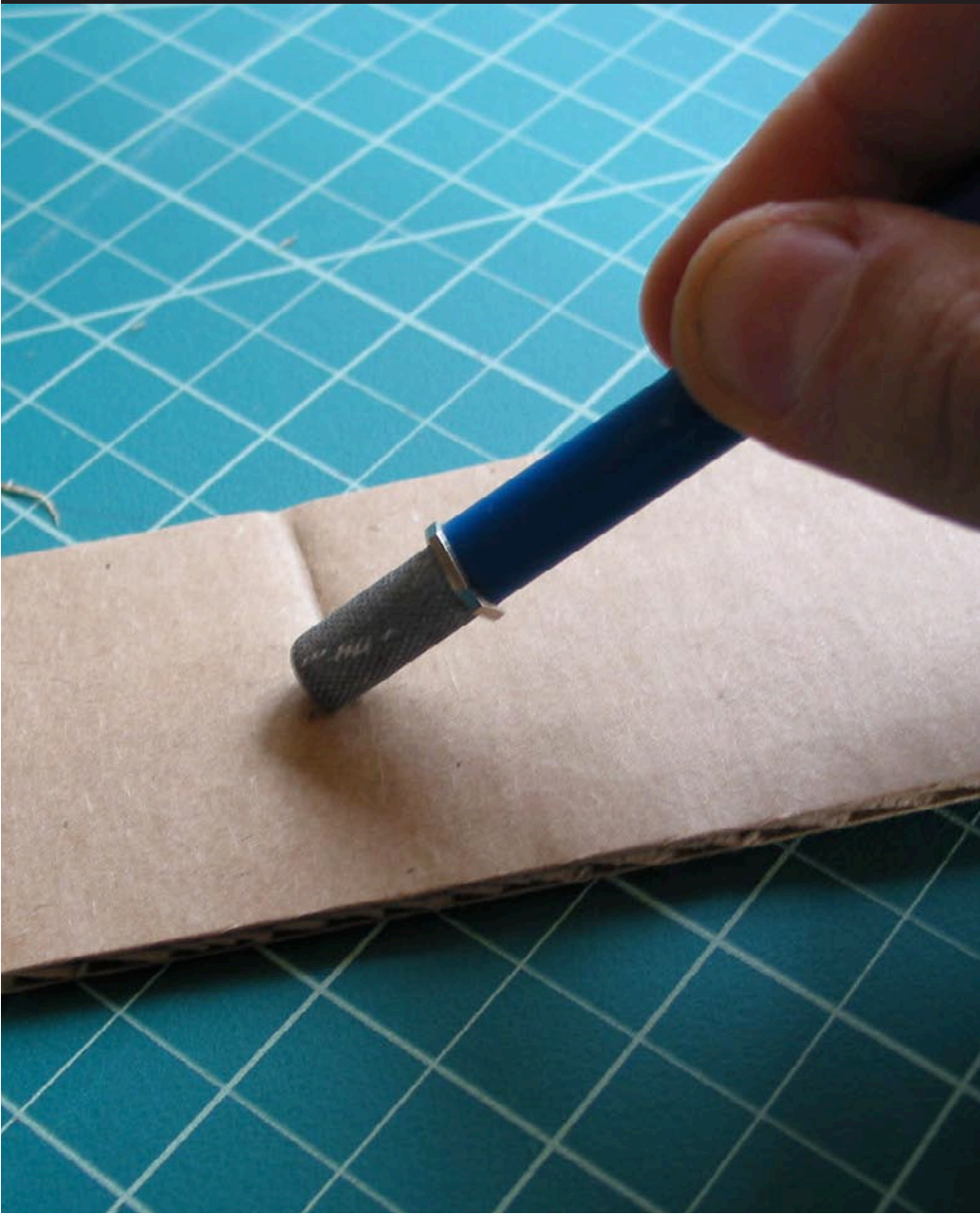
Basics: Grain



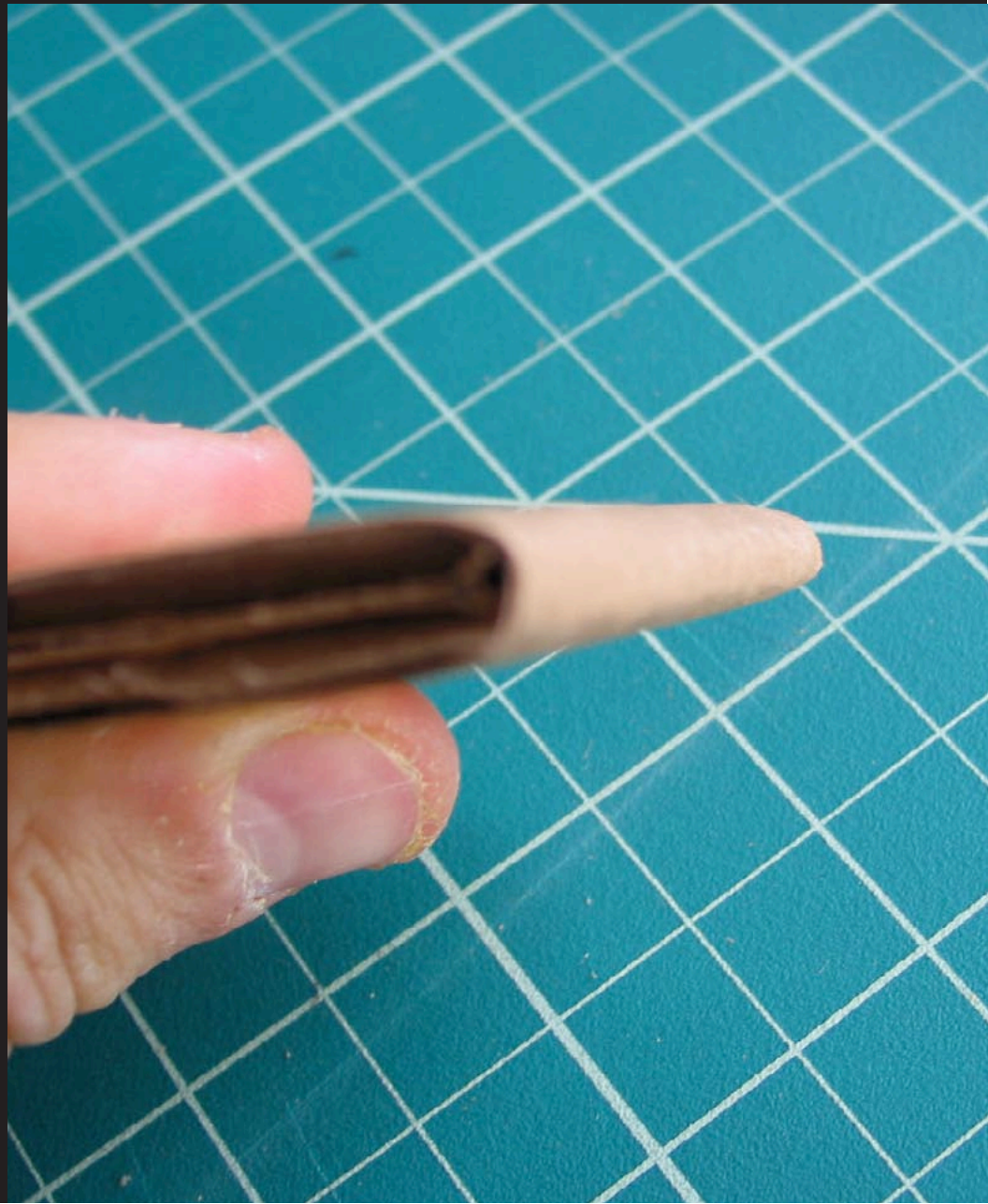
Basics: Grain



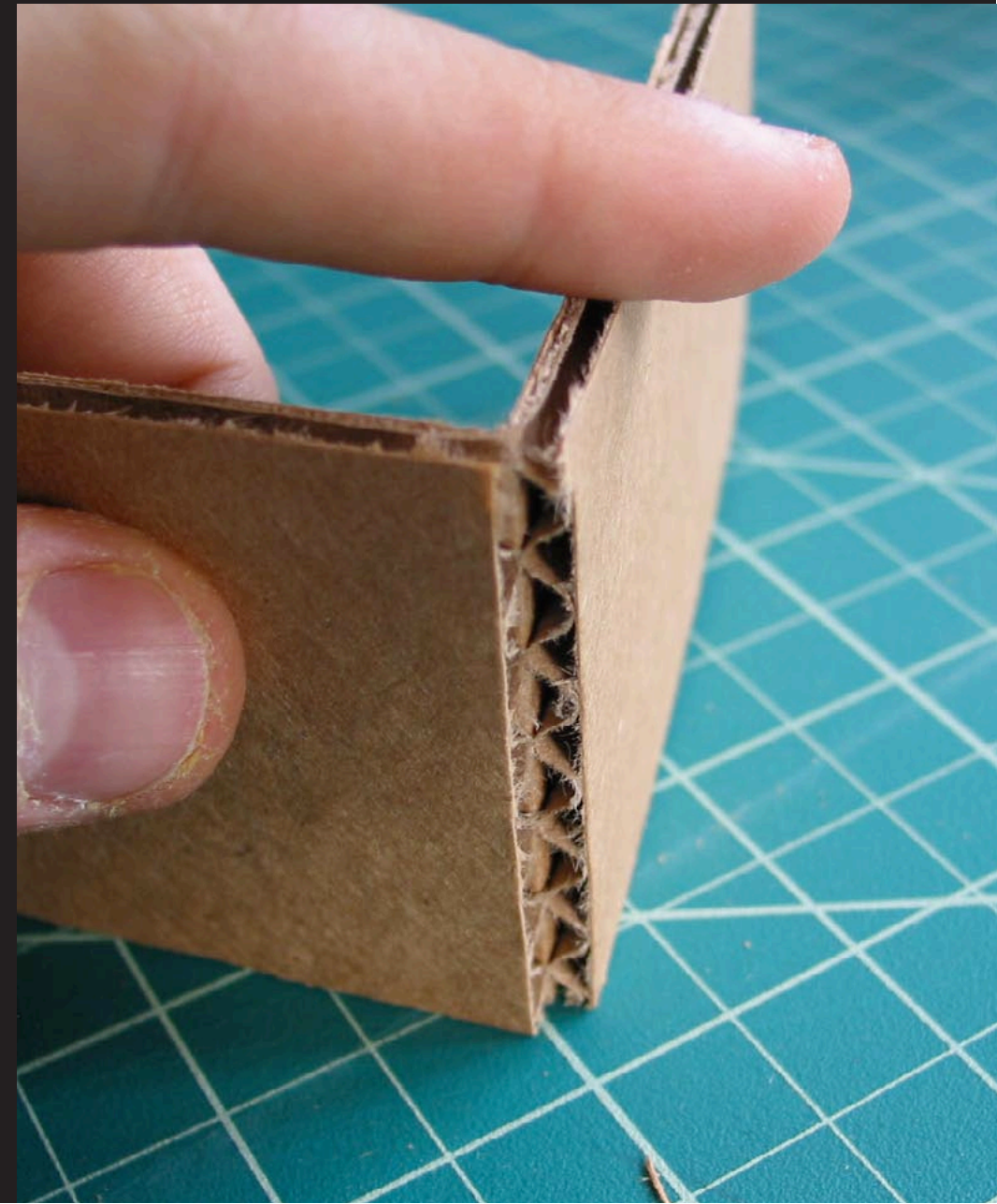
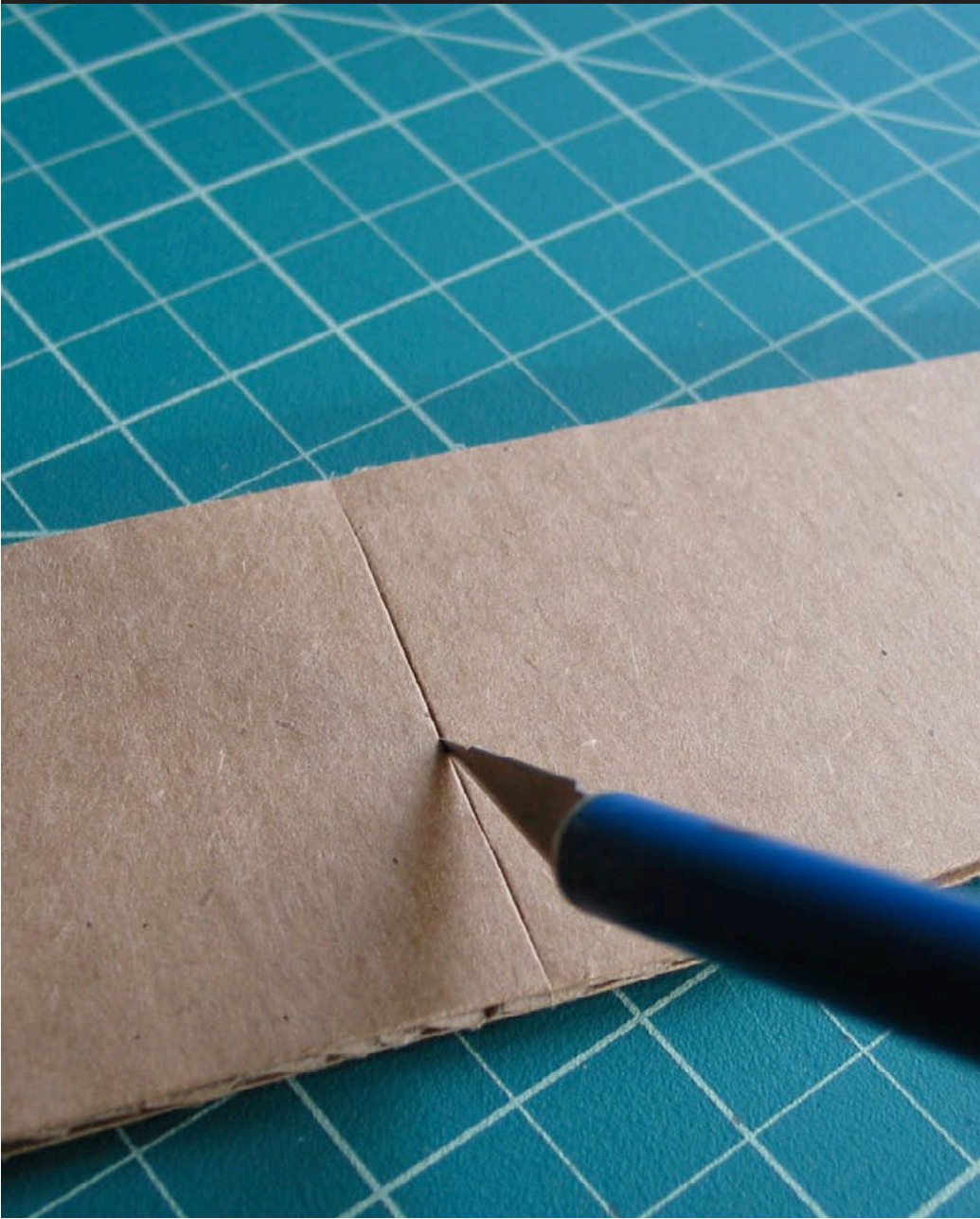
Basics: Bend / Score



Basics: Bend / Score



Basics: Bend / Score

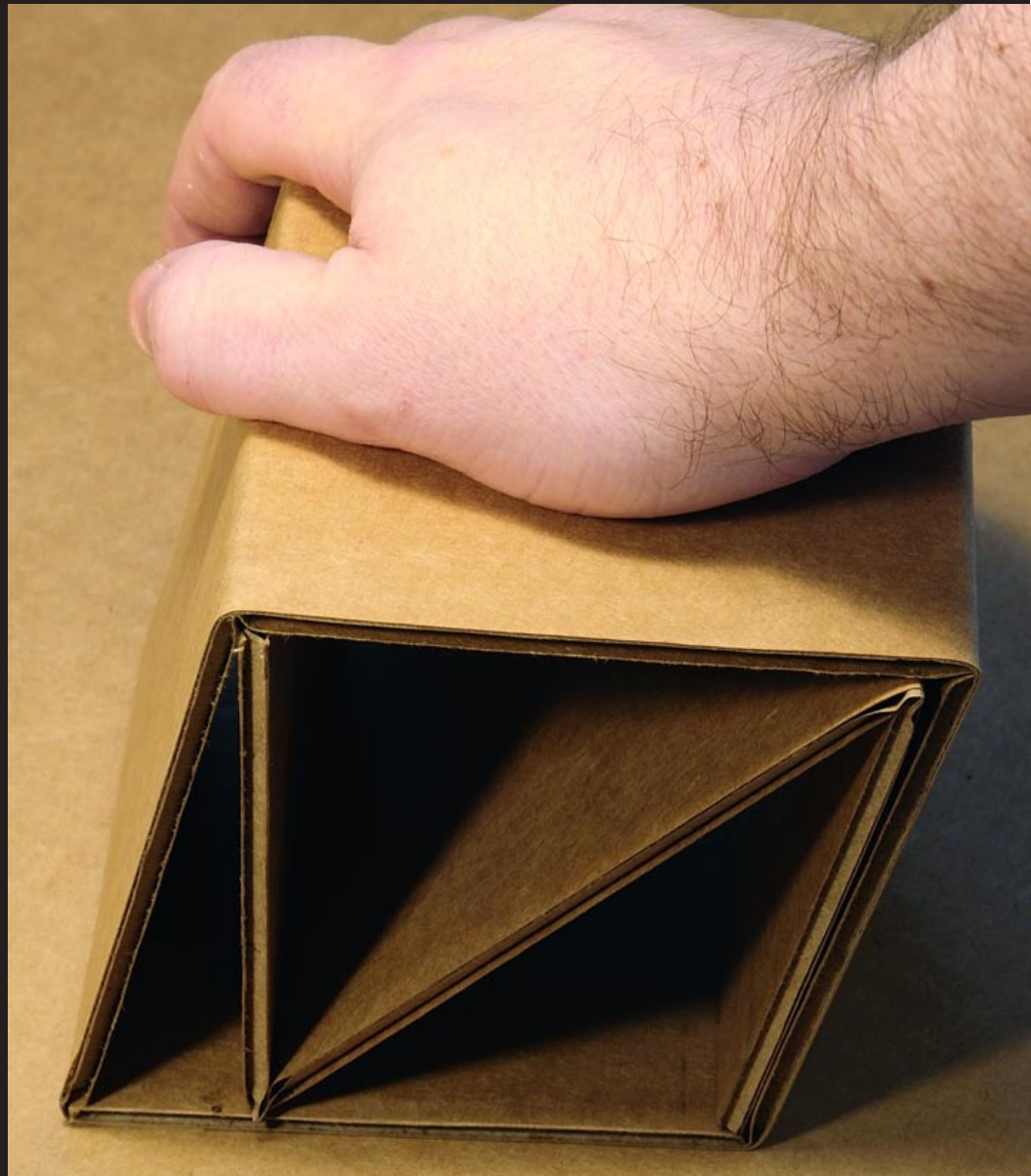
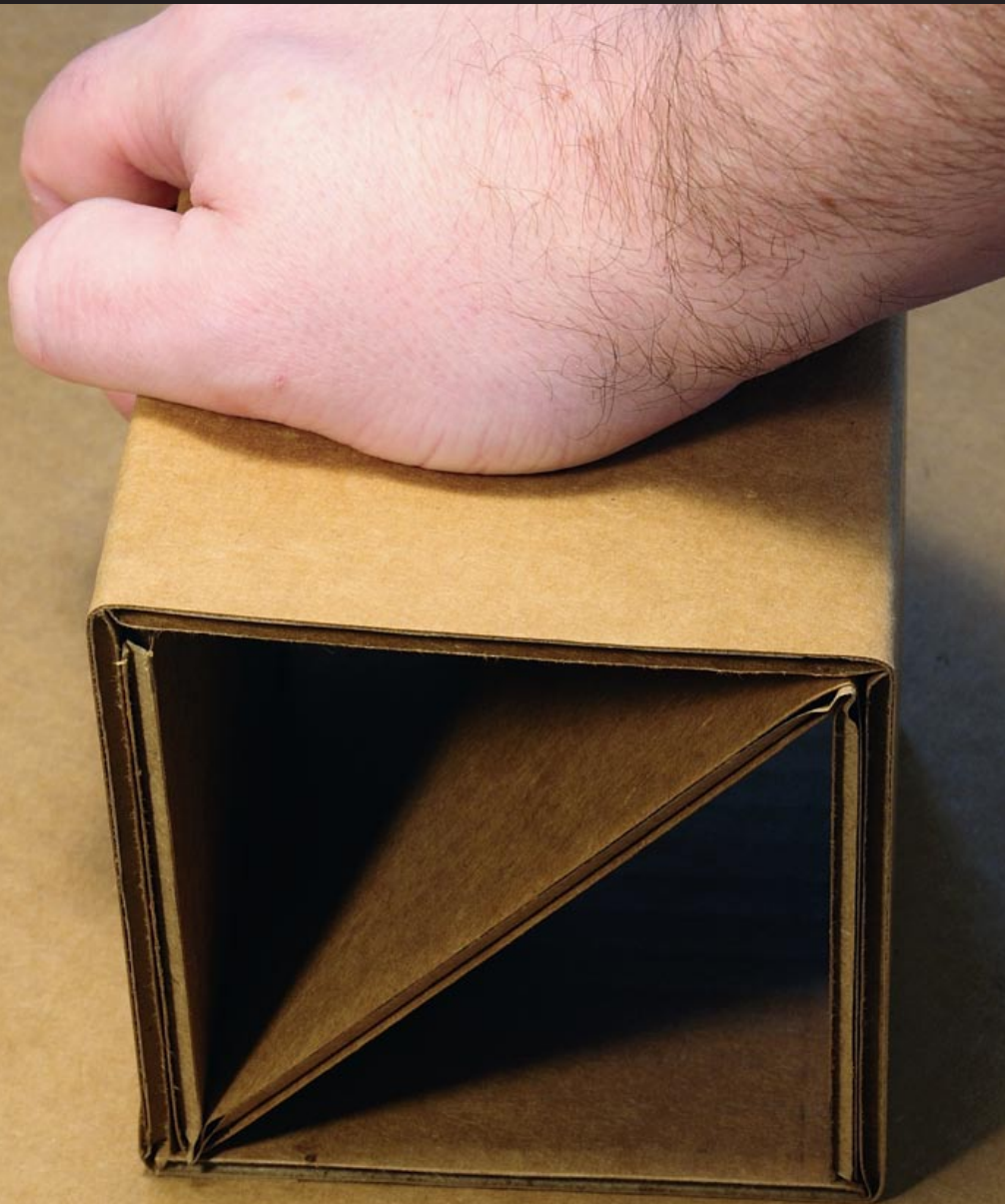


Build:

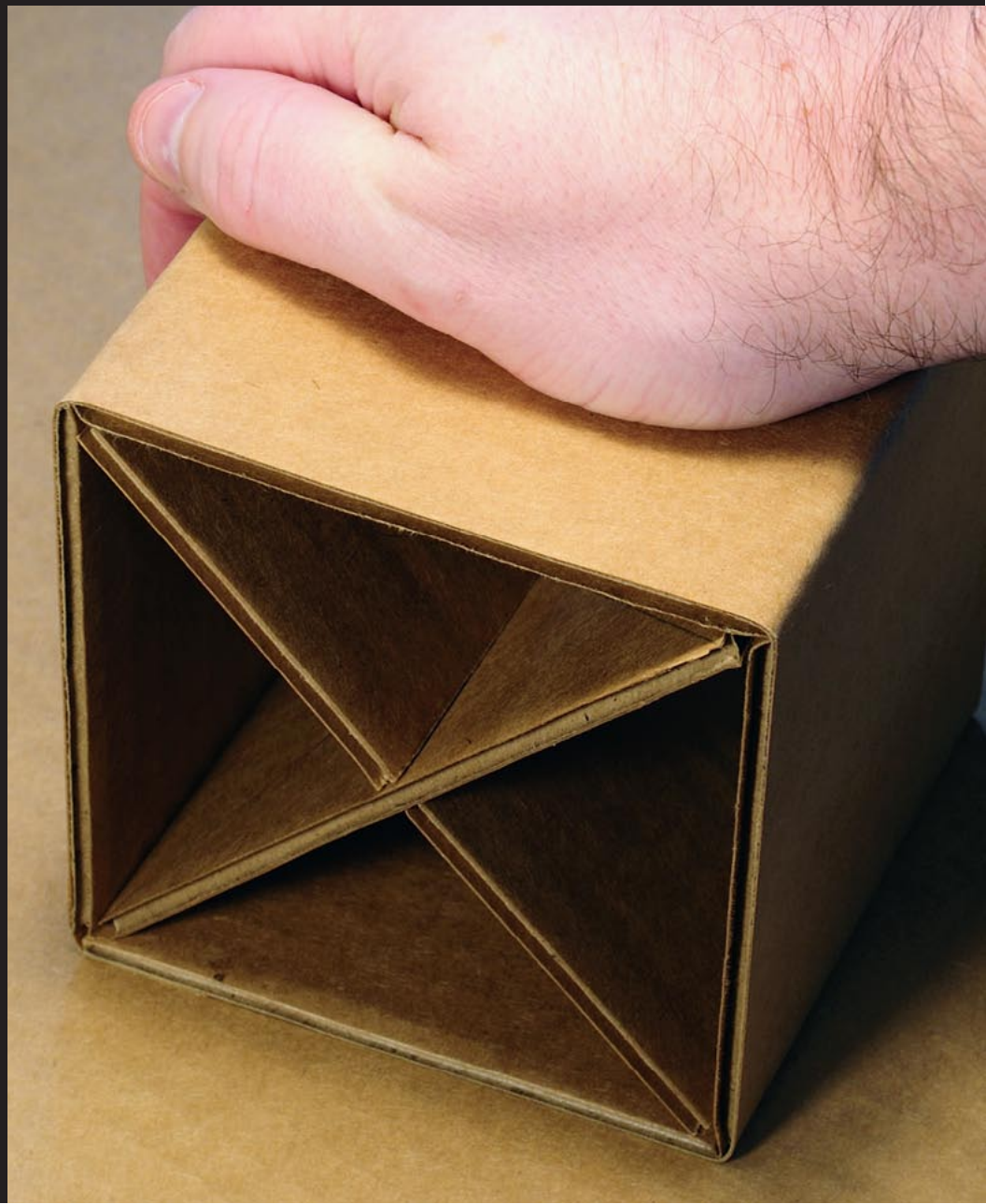
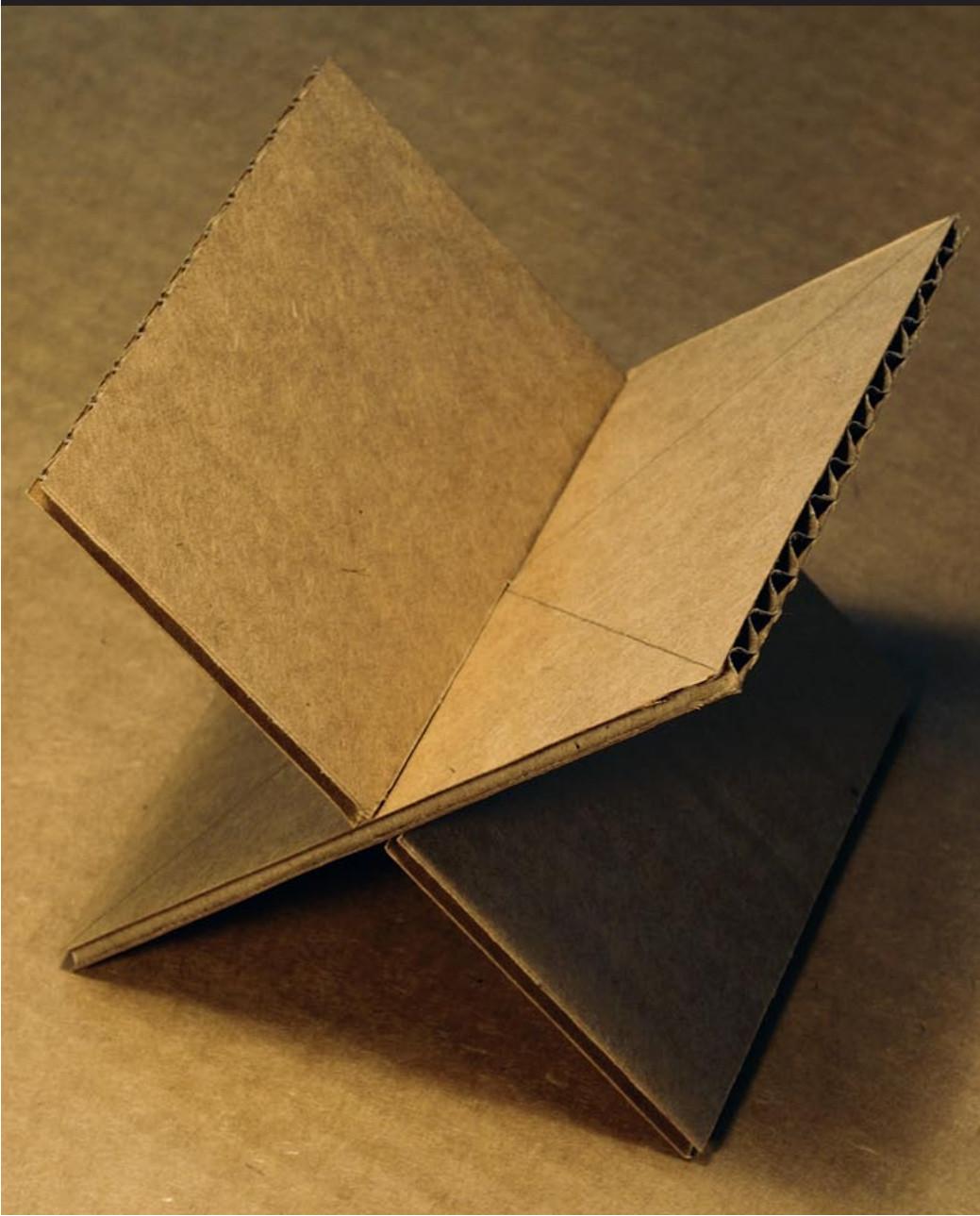
Build: Strength



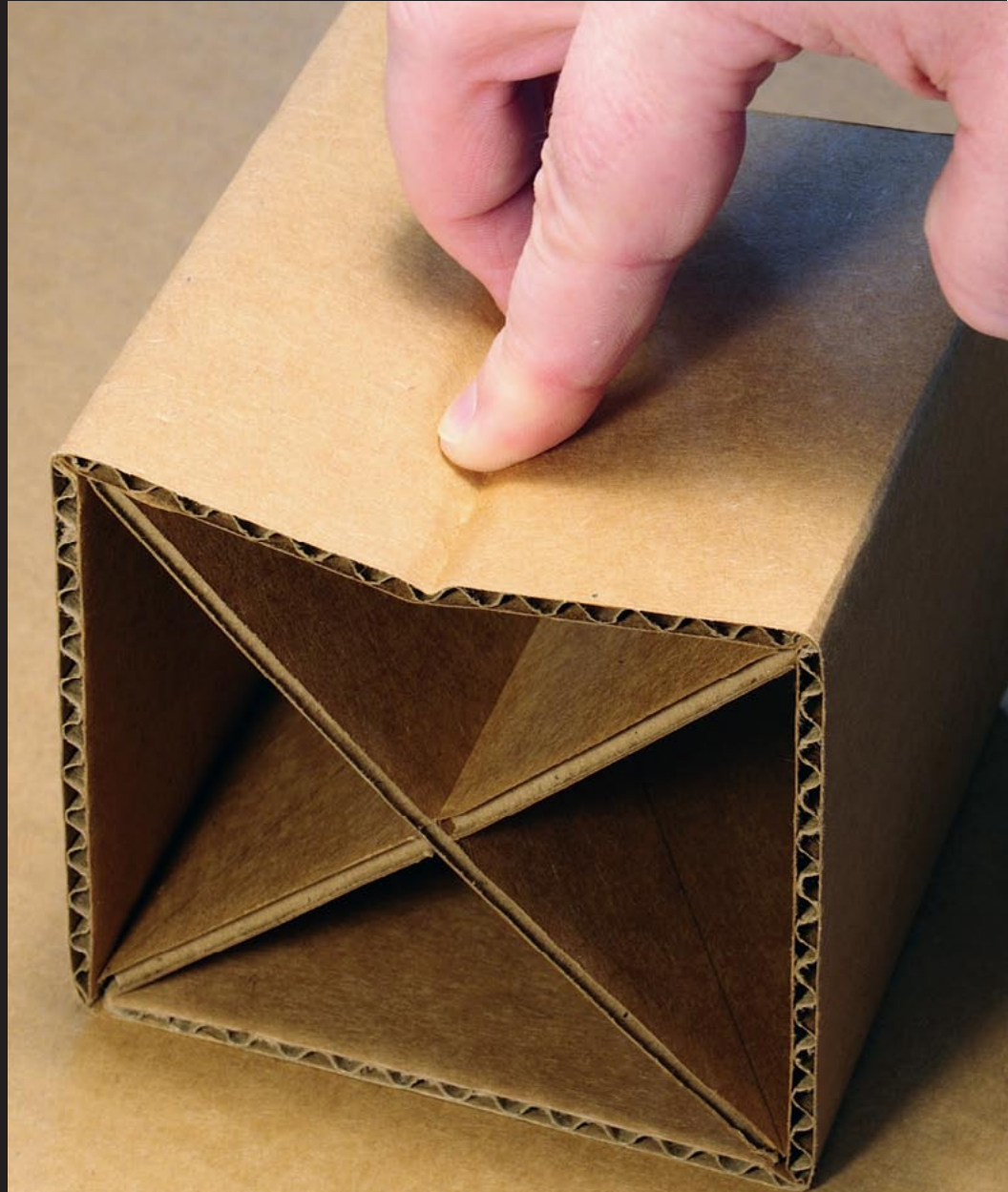
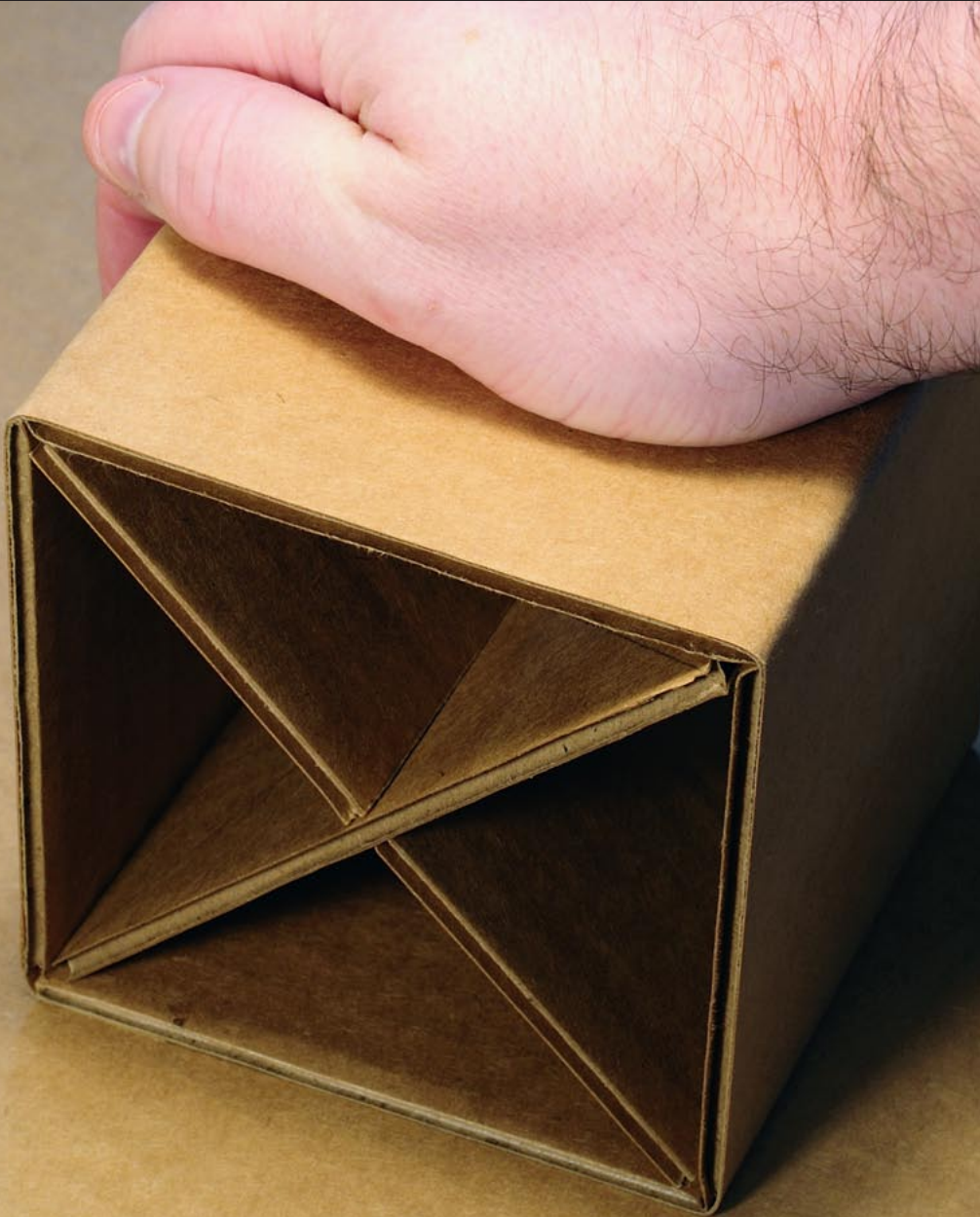
Build: Strength



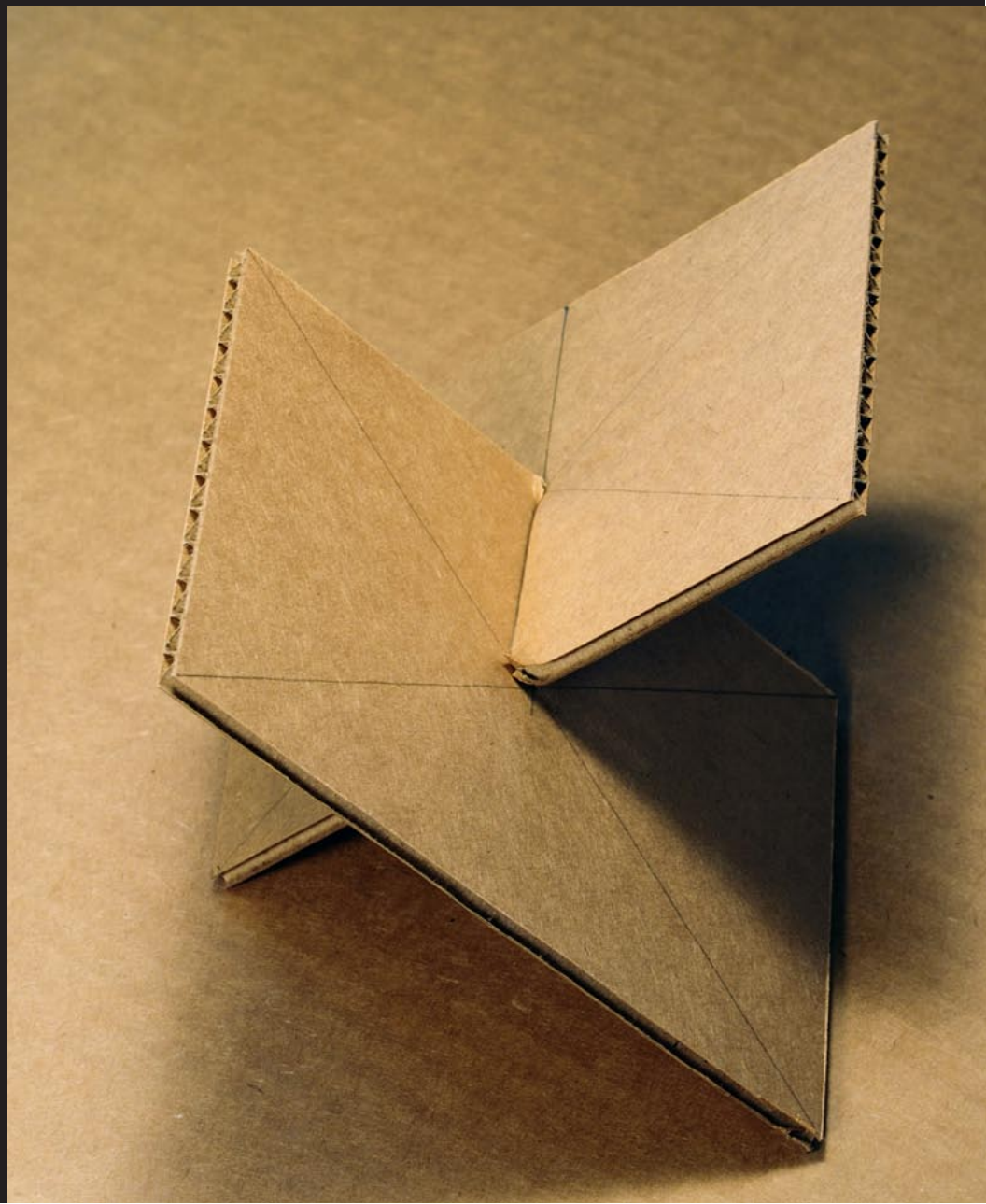
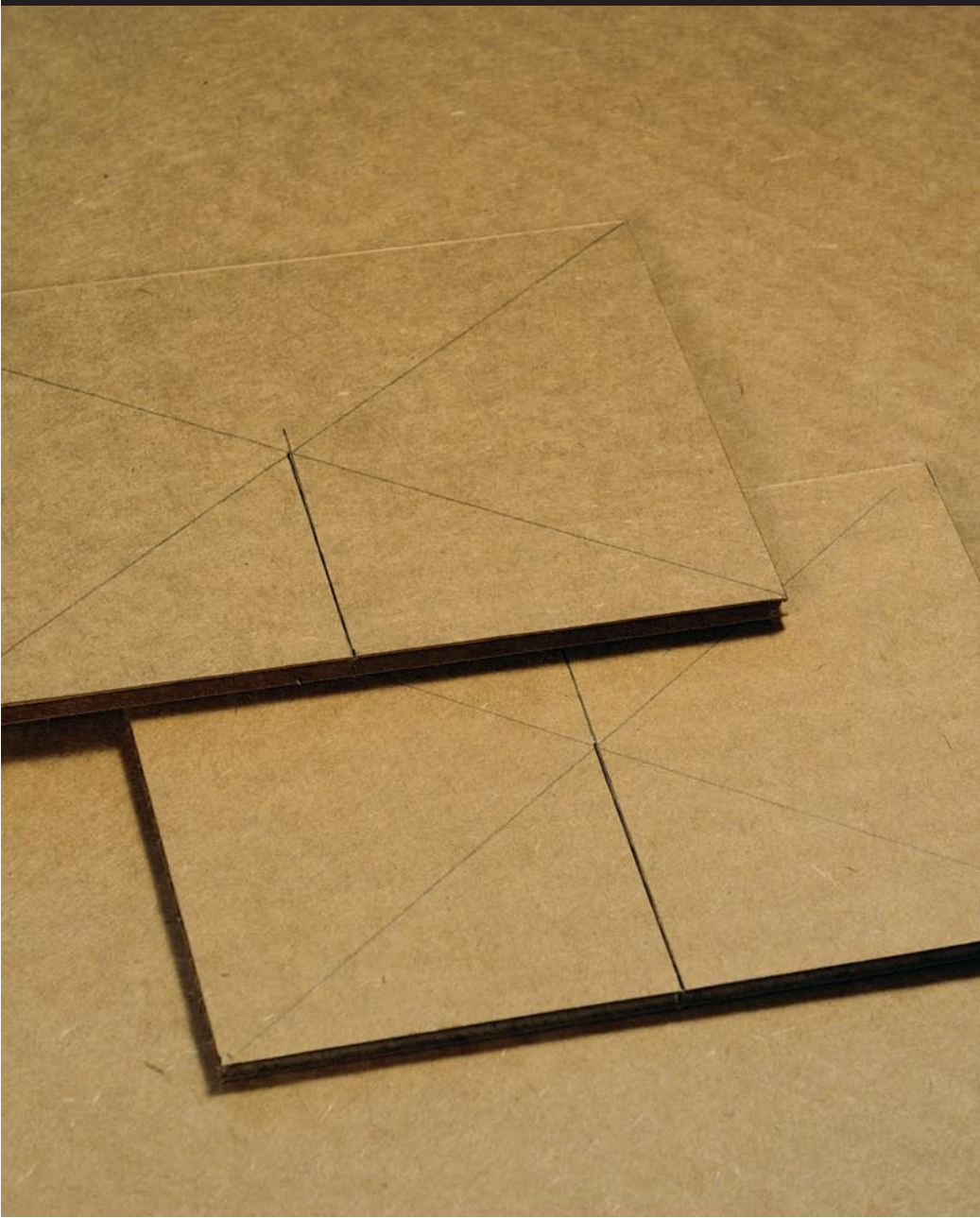
Build: Strength

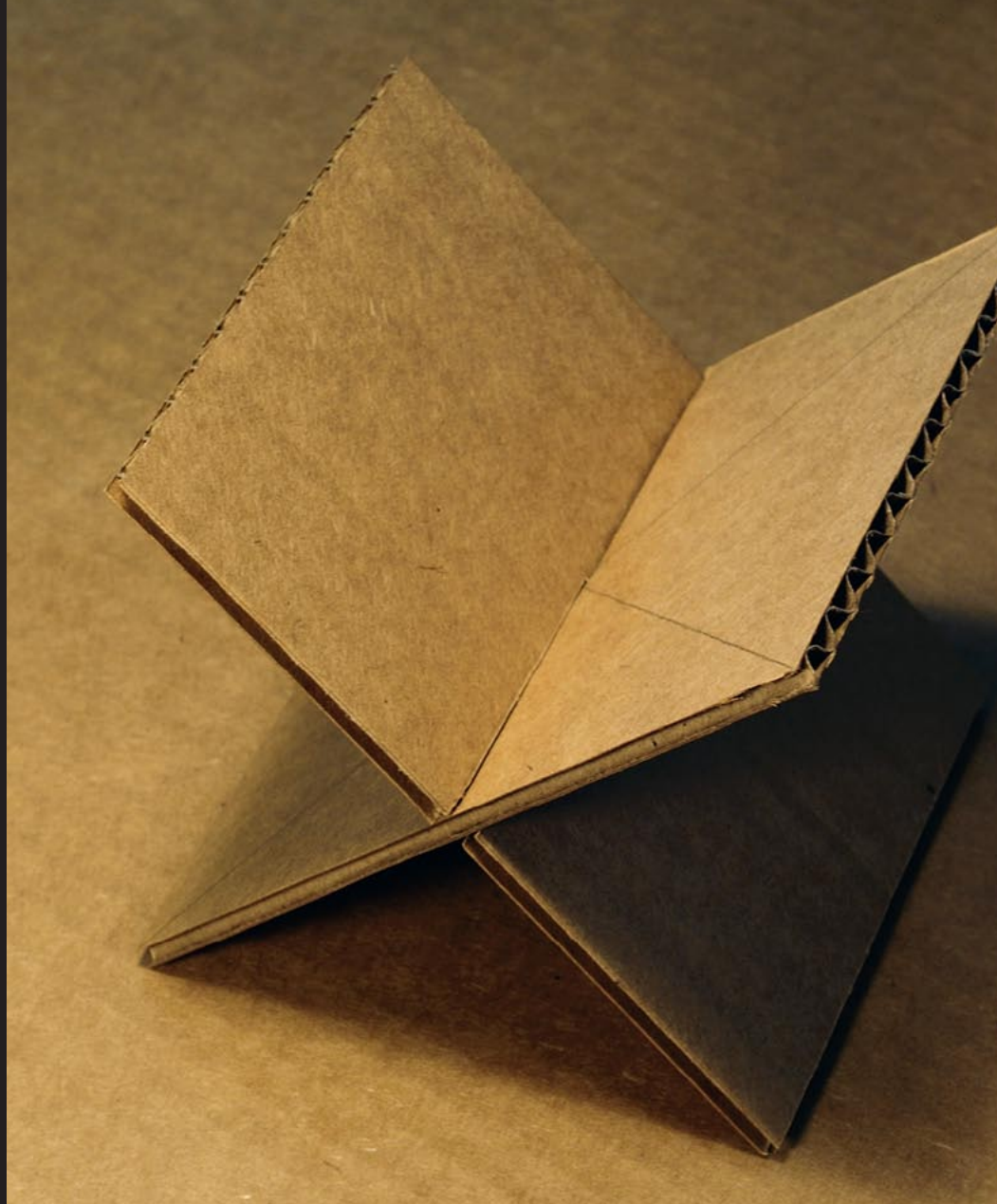
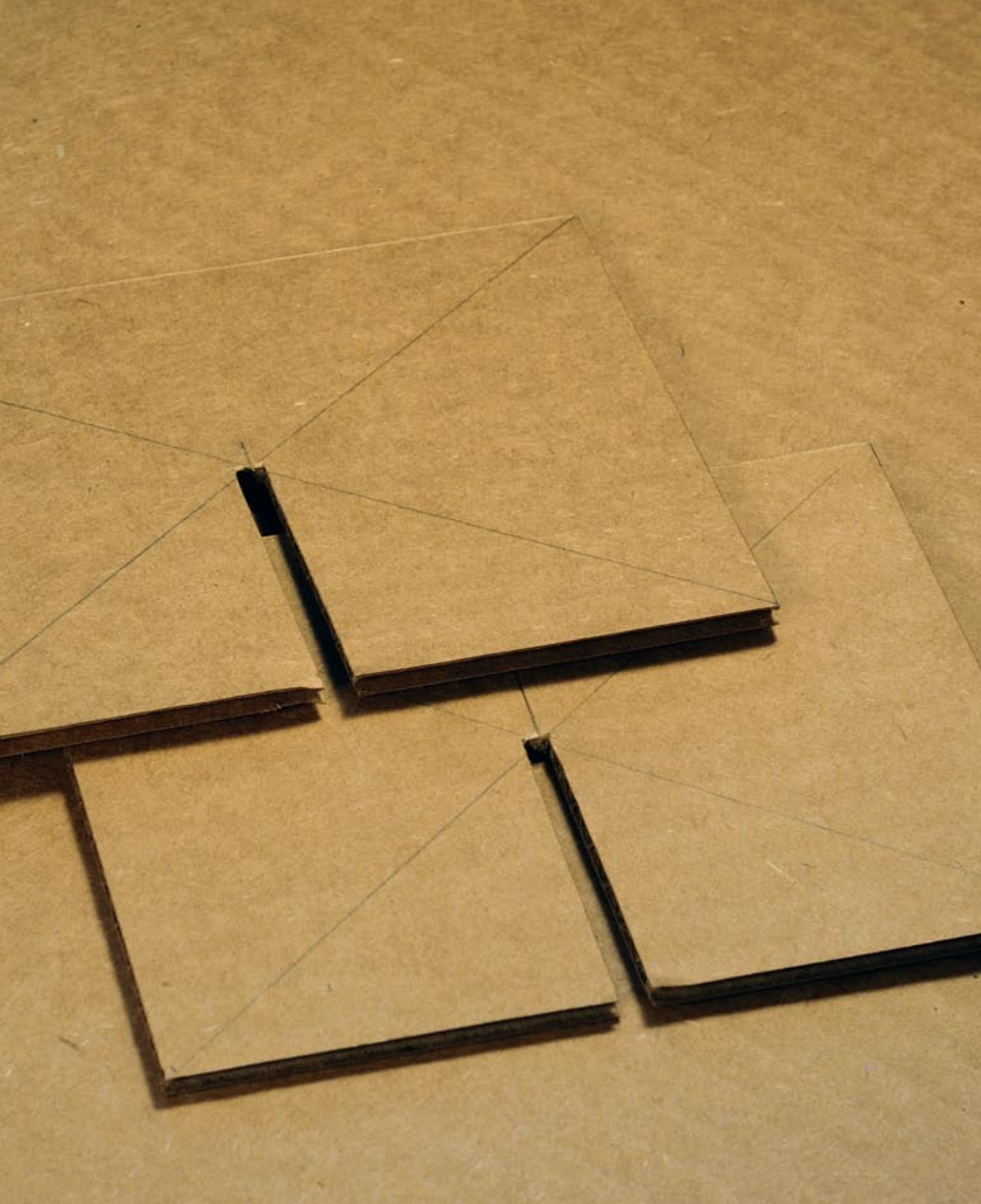


Build: Load Direction



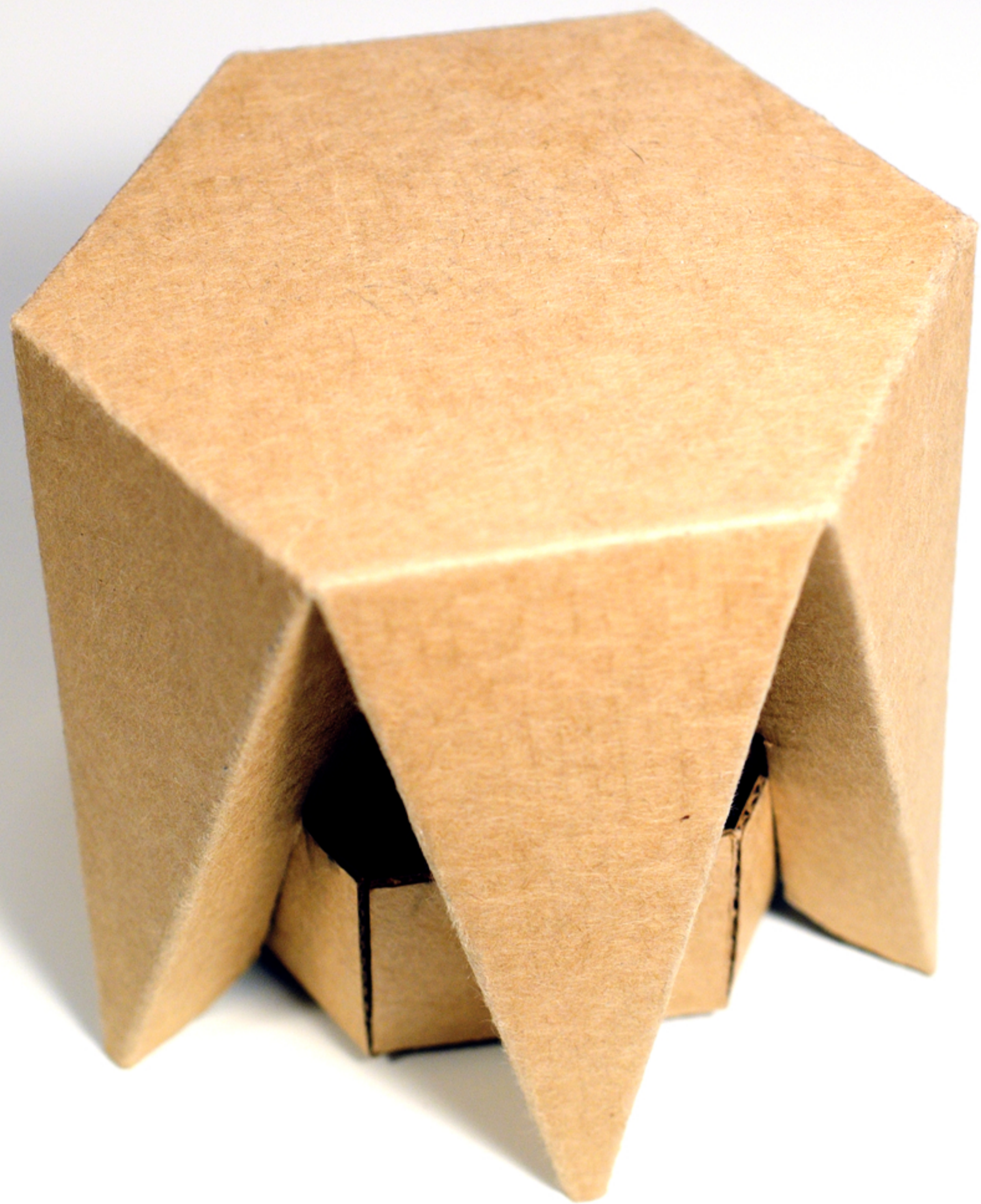
Build: Slotting











Build: Tabbing

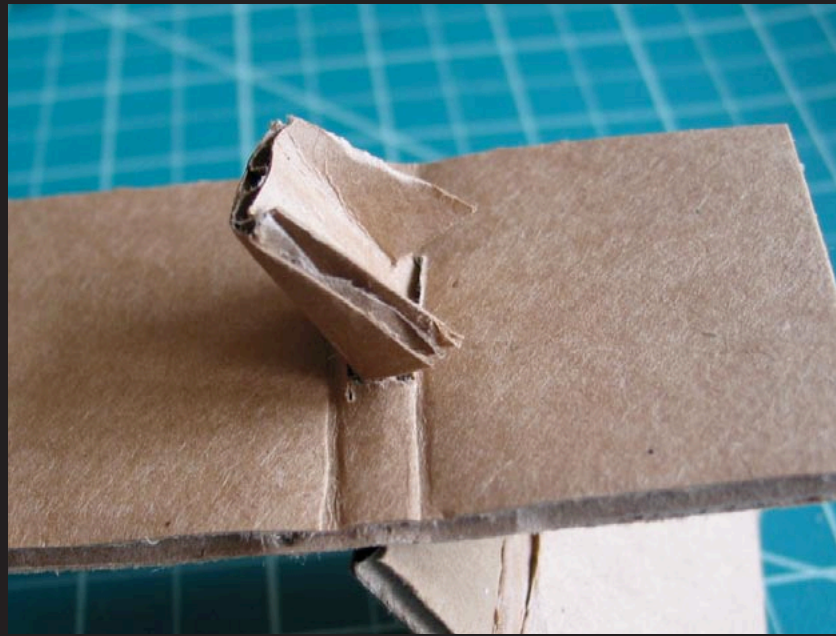
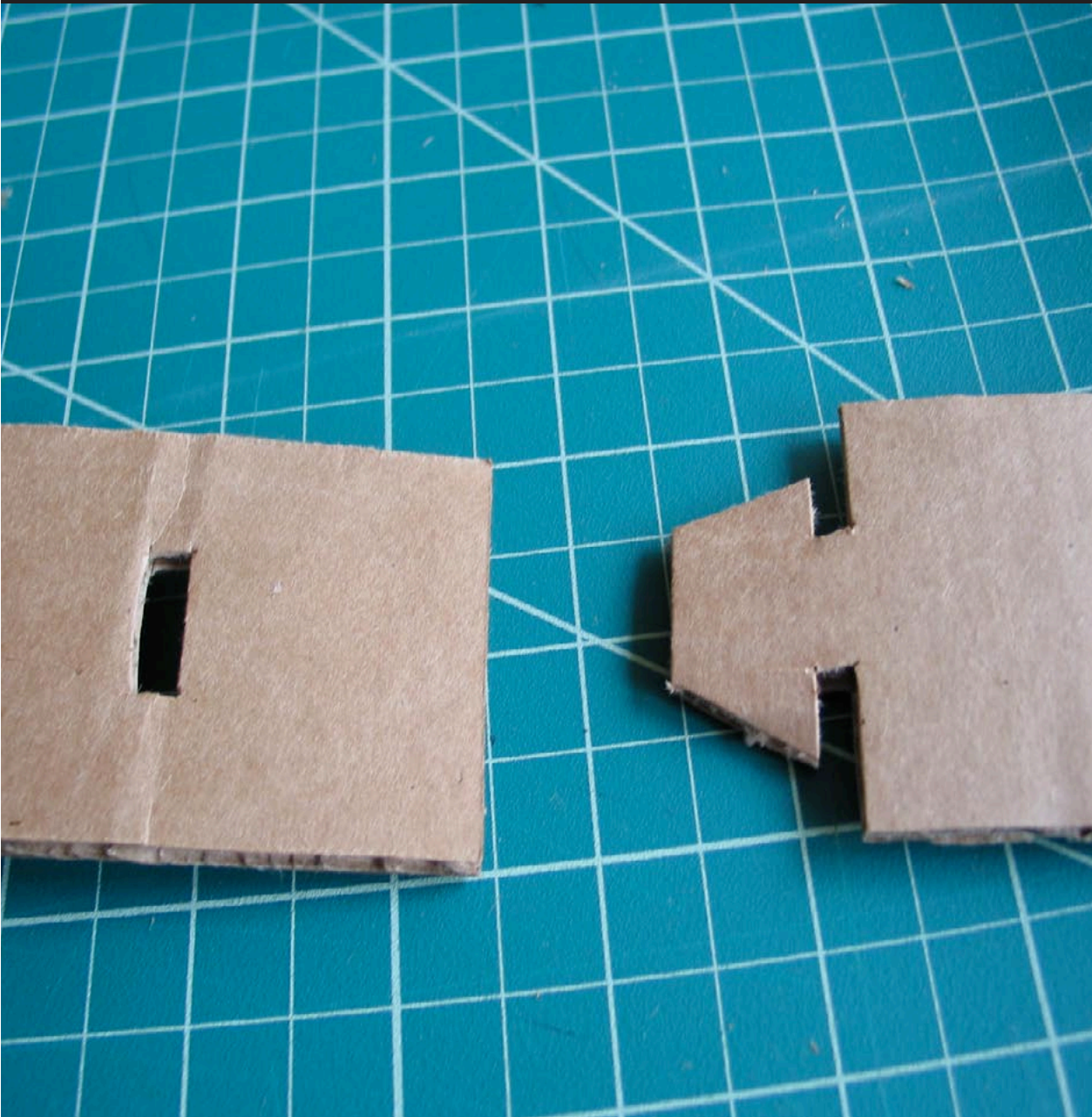




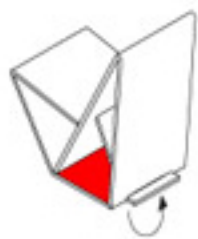
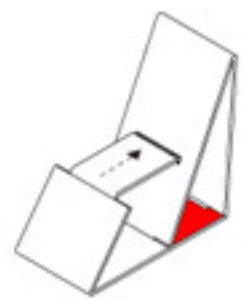


ALORA®
AMBIANCE

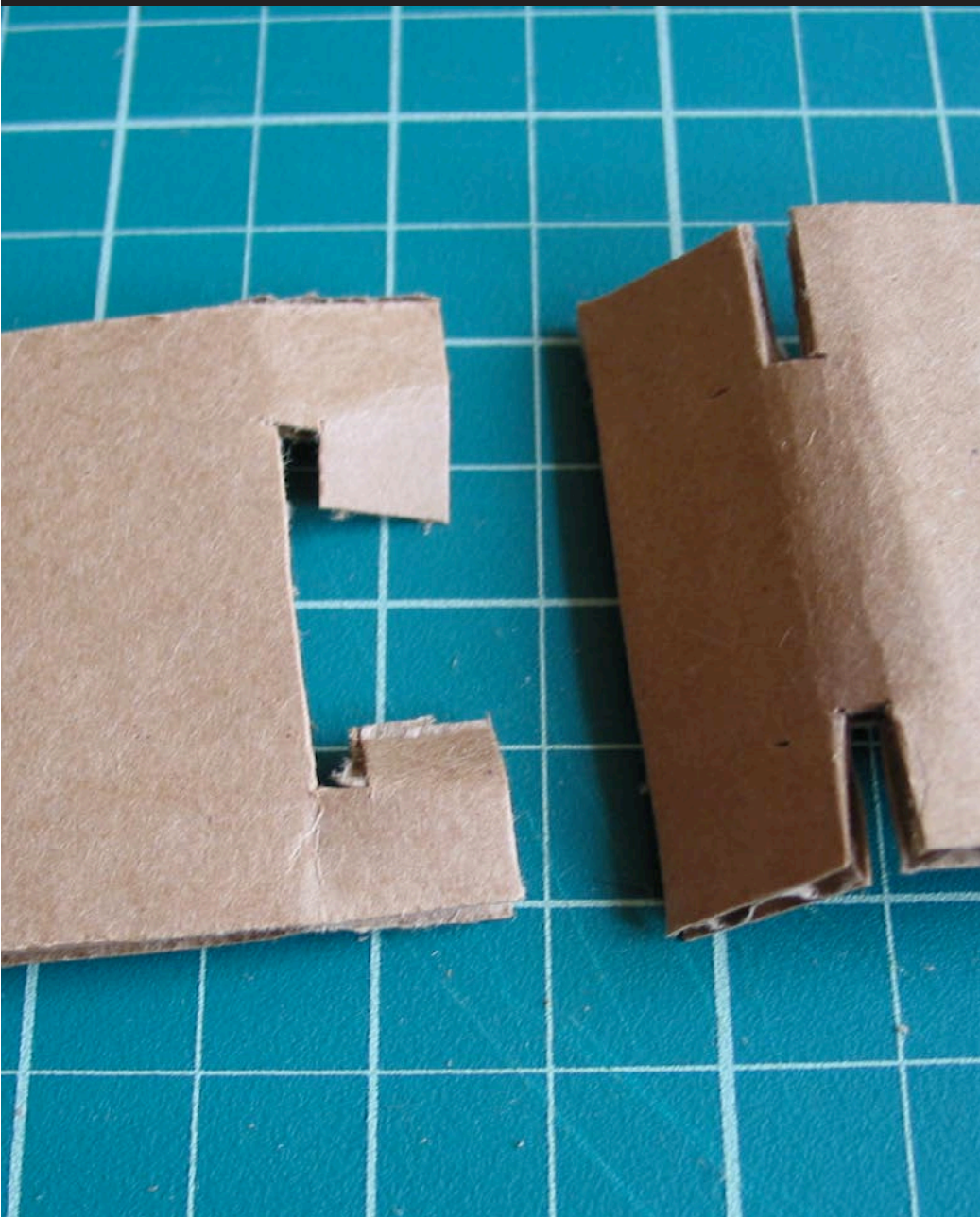








Build: Tabbing





THEY'RE IS
THERE IS
ONLY ONE



100% BEEF
**BIG
MAC**



*two all
beef patties*



WHAT MAKES YOUR BIG MAC SO UNIQUE?
Maybe it's how the double layer of sear-sizzled
100% pure beef mingles with the sauce and melty
cheese, the snap of onion and the tart crunch
of pickle. Or, maybe it's just that it's tall.

i'm lovin' it



483.372

CARTON ACTION
KIDS KNOW BOXES
MAKE THE BEST TOYS.
Creativity for Kids[®]
THE EASY AND FUN WAY TO
TURN EMPTY CARTONS
INTO WHATEVER KIDS
WANT THEM TO BE.

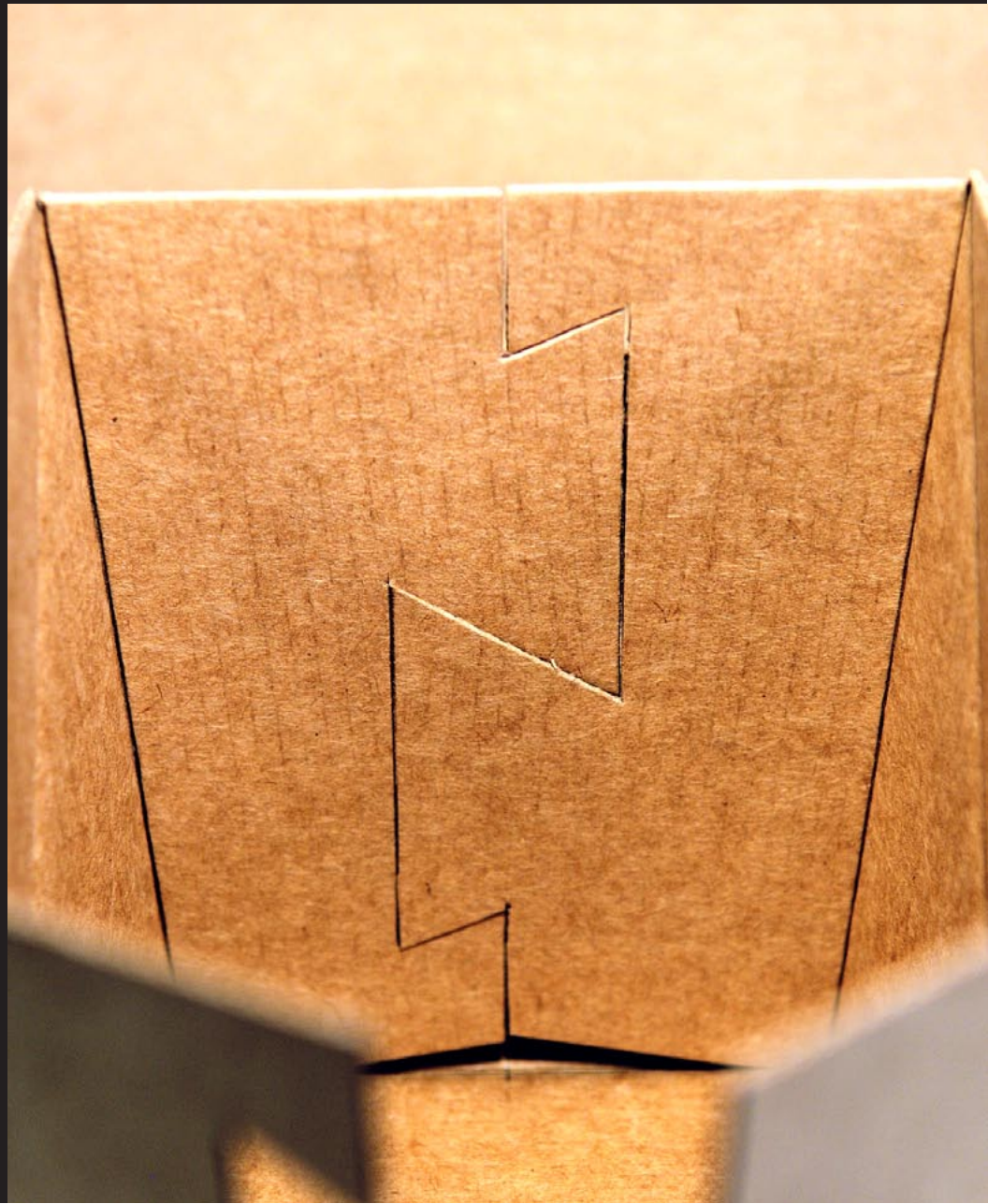
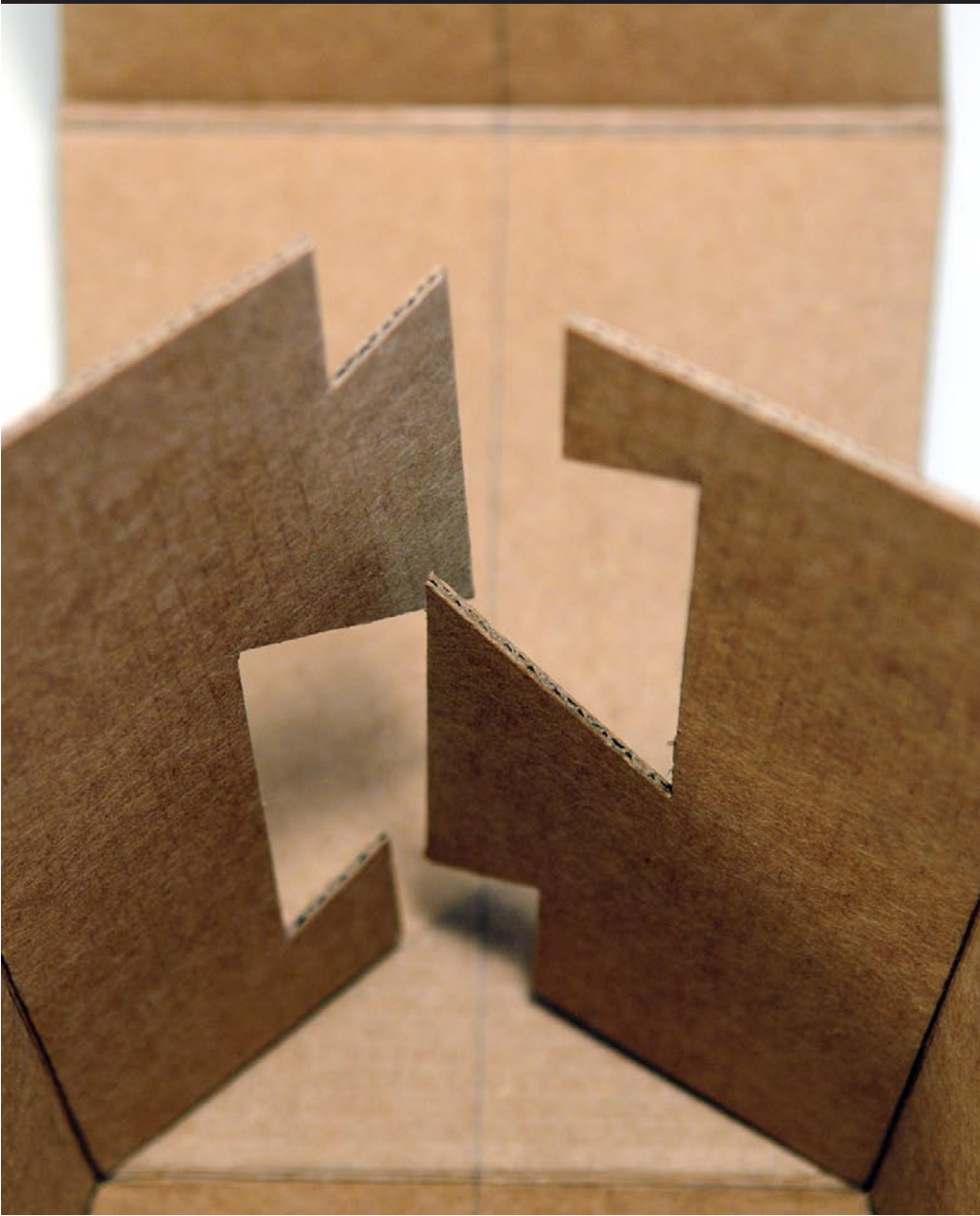
MAKE WITH FUN

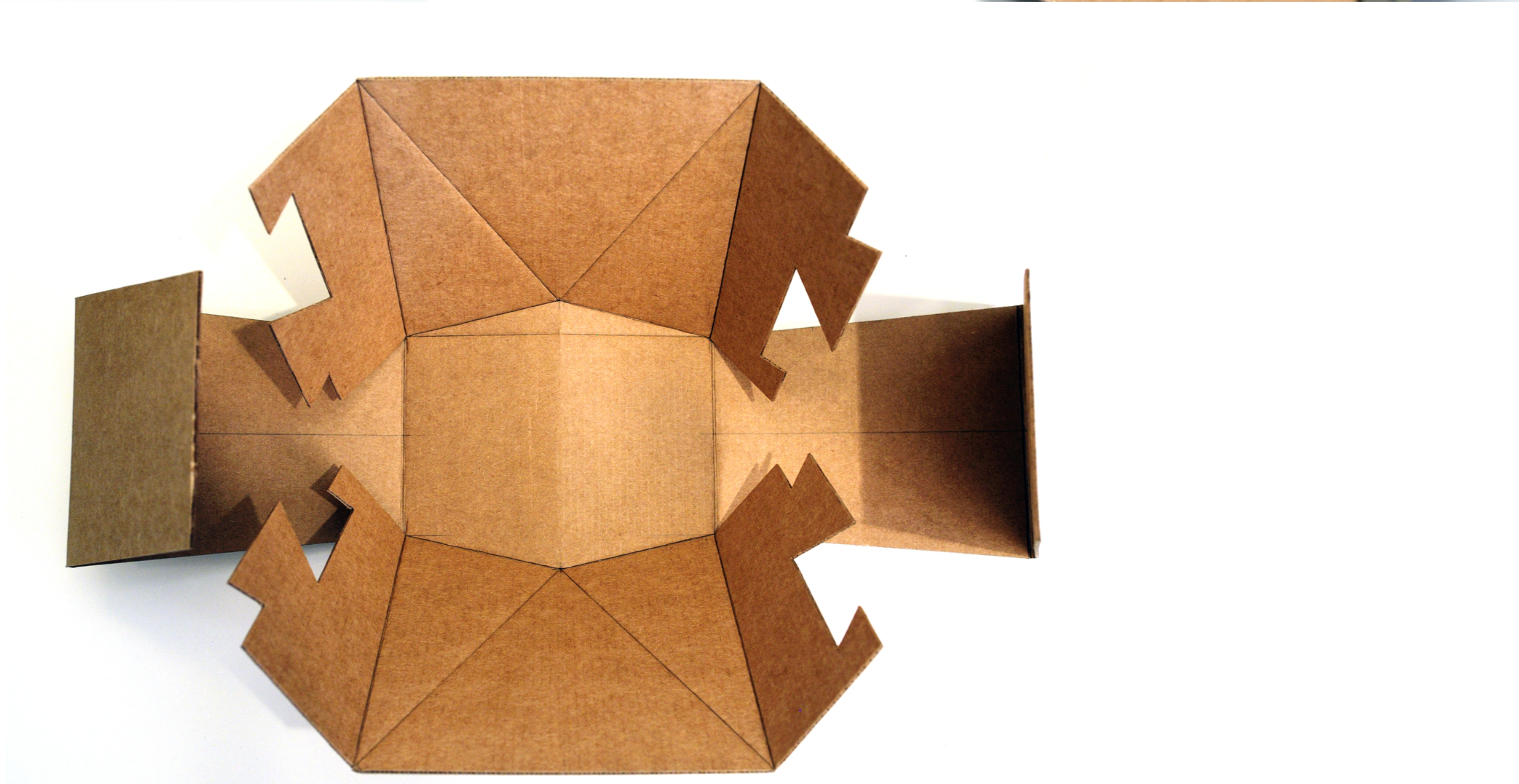
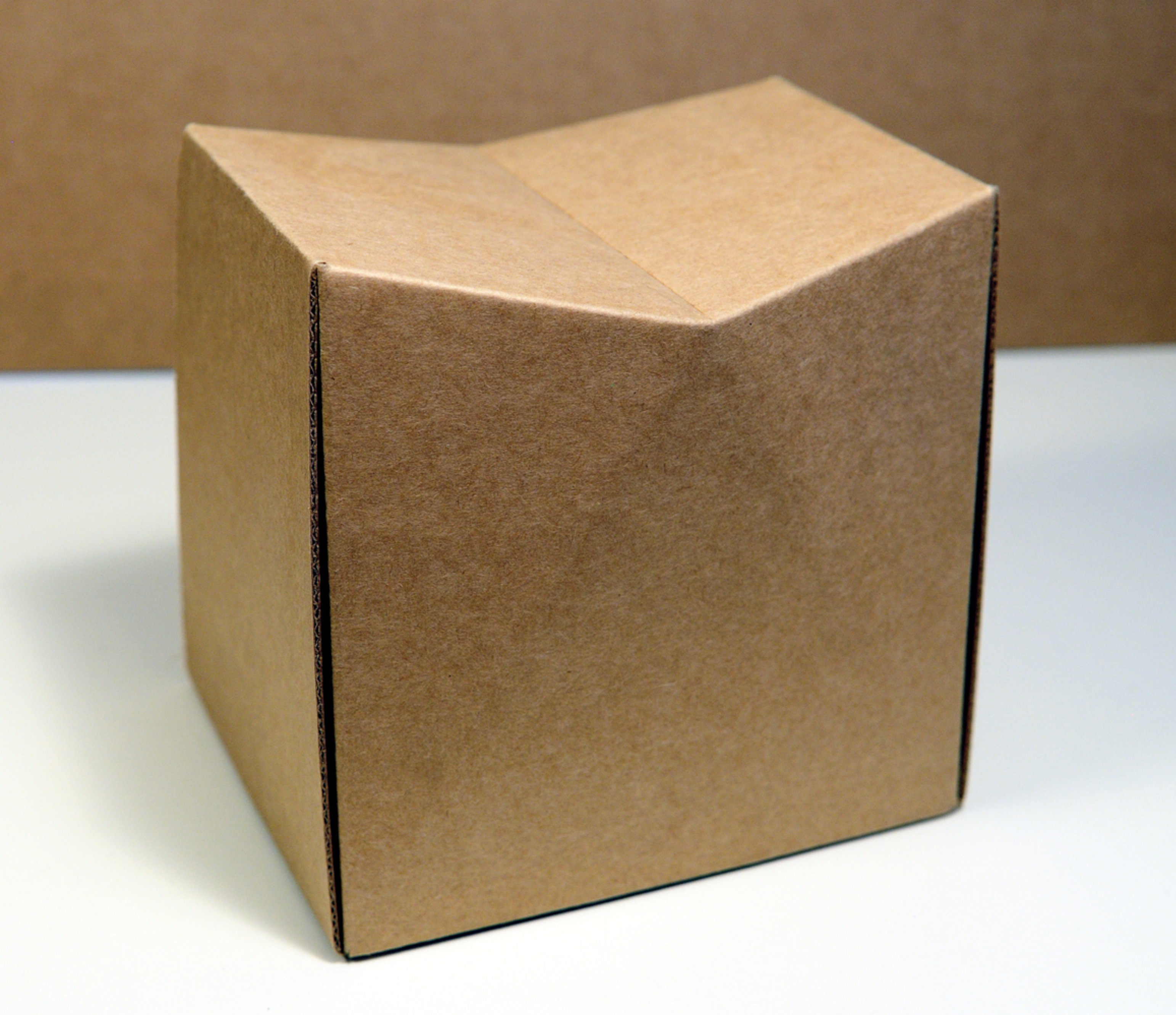


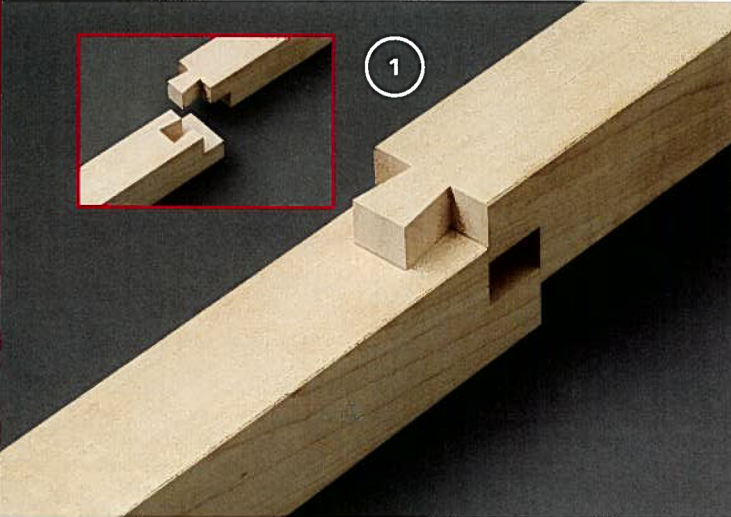
Creative Fun for boys and girls ages 3 and up.



Build: Tabbing

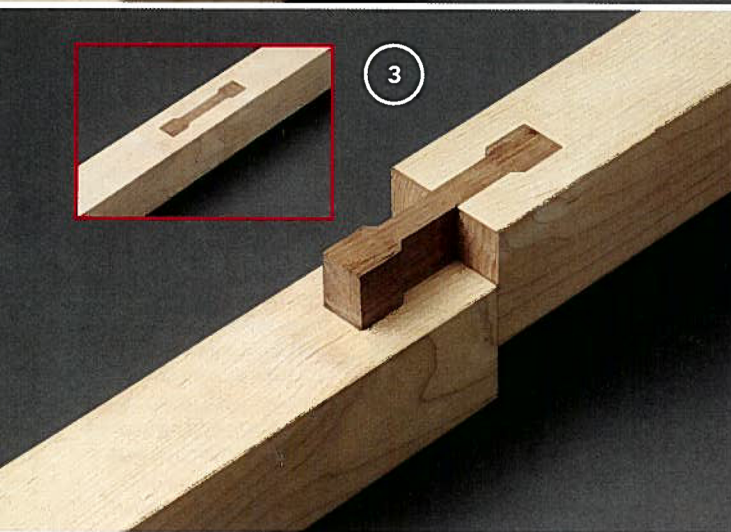






1. Seated Dovetail *Koshikake-ari-tsugi*

This dovetail lap joint combines the self-locking quality of the dovetail with the strength of a lap joint. It is commonly used to splice groundsills to buildings.



3. Inserted Tenon Joint *Chigiri-tsugi*

Both halves of this joint are identical, enabling easier repetitive making for multiple components. The floating tenon locks both halves together. Used for splicing, it has good tensile strength.



5

5. Cross Stub Tenon Joint *Juji-mechigai-tsugi*

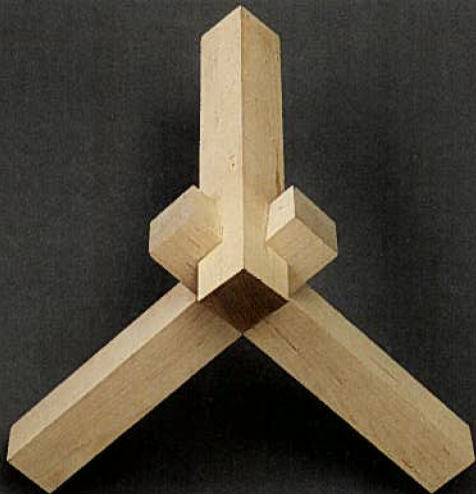
This joint is used to locate posts together. It has good rotational and shear resistance but no tensile or bending strength, so it's used where timbers meet in compression.



8

8. Azumi Joint

"We wanted to have angled table legs and we couldn't find a joint that worked with one coming in at an odd angle. So we decided to try to design one," says Azumi, who developed this joint with Benchmark for a new table. "The complexity of the joint we ended up with wasn't initially intentional, but it needed to be this way to stabilize the structure." The finished table—utilizing four of these joints—was unveiled at Rocket Gallery during the 2010 London Design Festival. ▮



Build: Weaving



Build: Closure



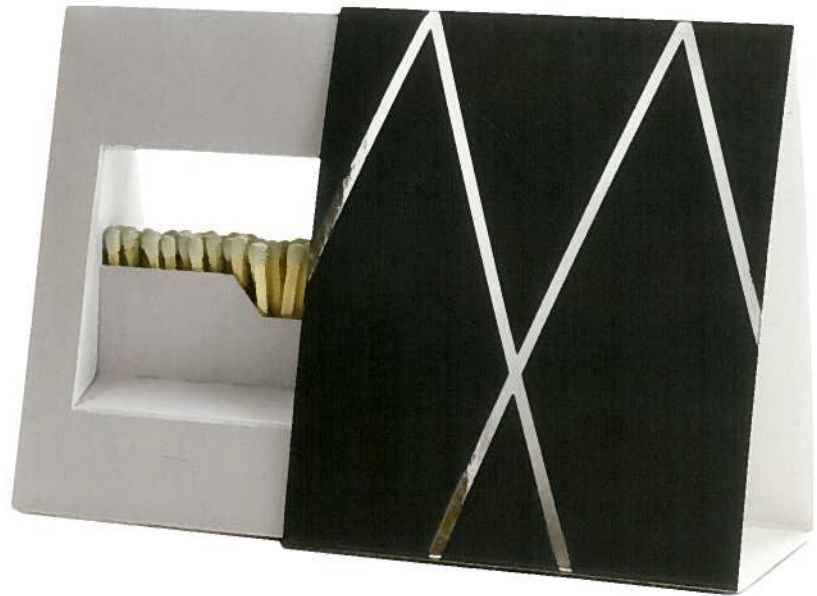
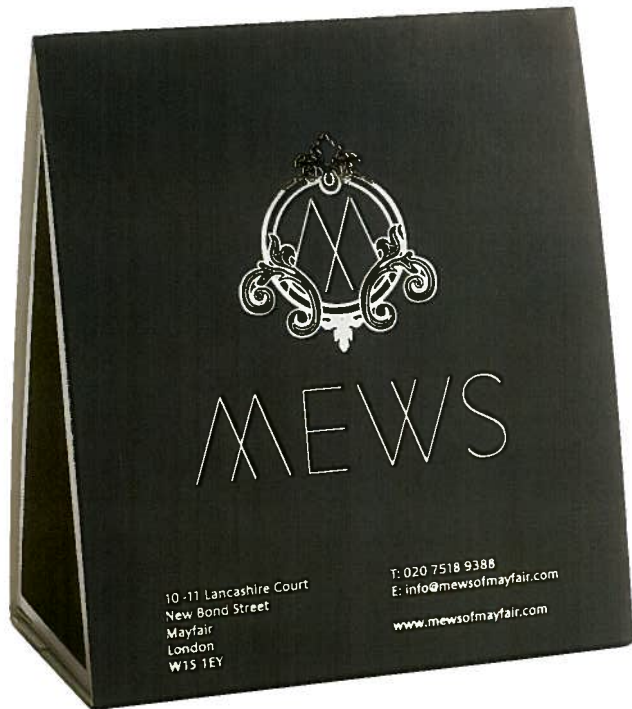


Stadium

Challenge – The brief was aimed at inspiring football-crazy kids to pursue their dreams of playing professionally. Nike took the opportunity to ride on their latest soccer boots, which were developed together with professional players for enhanced performance.

Implementation – A limited number of Nike shoeboxes were transformed to house a stadium within by inserting a printed sheet of the stadium interior with embedded sound chips. So you could hear the crowd go wild when the box was opened.

Result – Great interest was generated for the soccer boots, which led to word of mouth among the football-crazy kids. Nike's position as the number one supporter was reinforced with their unrelenting belief in talent.



Lisa Tse Ltd applied their creative flair to create a new identity for Mews of Mayfair, an exclusive restaurant in London. The branding scheme combines classic English style with a modern twist. An emblem was created to reinforce the identity; its typographic application references the meaning of "mews" as the letter "M" reflects the silhouette of a row of rooftops. A special matchbox was designed as a perfect medium for this logo, with a tent-shaped case that echoes the emblem and further hints at the meaning of the word







DESIGNER: Michael Johnson and Luke Gifford at Johnson Banks

PROJECT: Inform Project V&A Box

DESCRIPTION: Promotional, three-dimensional brochure for the proposed V&A building extension designed by the German architect, Daniel Libeskind.