

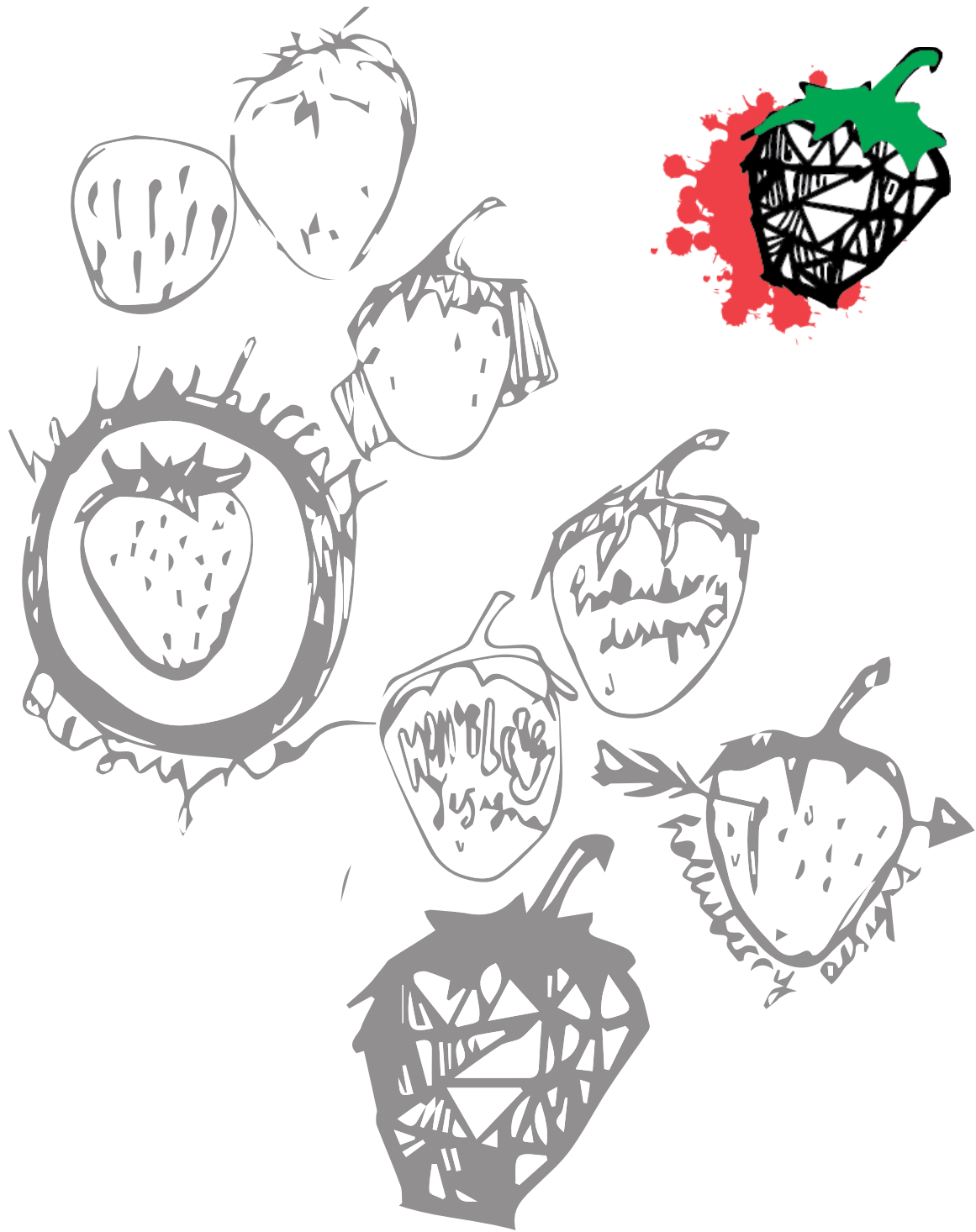
hello.  
CALL ME  
**HOLLIEMOSER**  
*nice to meet you!*

ARTIST  
CREATIVE  
HIP  
IMAGINATION STATION

**W H O I S**  
**HOLLIE MOSER?**  
BICYCLING DOWNTOWN. RALEIGH  
RISK-TAKER BOLD CO WAFFLES.  
MORE COFFEE! CANDLES MUSIC MUSIC MUSIC  
I C E A R T I S T F F S A N  
CREAM TEE MORE COFFEE! FRANCISCO  
BURRITOS! SUNSHINE THAILAND  
BACON SUN LAUGHTER BEACH LIPSTICK  
FLOWERS DOGS BOLD LOTIONS SOFT  
CAREFREE PHOTO INK BOOA MOVIES BALL  
LONG HAIR GRAPHIC DESIGN GRAPHY POOL SIDE  
DREAM CHASER SUMMERTIME

Graphic design fell into my lap like a gift from an old friend. It was real. It was right. But mostly it was doable. My goal is to take this gift and run with it. To not waste its potential, MY potential, in becoming someone worth remembering. When you become your art, you truly find what it means to create something beyond the realm of your imagination.

“An essential part of  
creativity is not being  
afraid to fail”  
-Edwin H. Land-



**Berry Jelly**



## Logo Expansion:



A homemade jelly company that wants to be seen as 'fun, inviting, tasty' wrapped up into one logo. Various routes were taken until finally deciding on bright colors mixed with an abstract design. The logo catches your eye and differs from ones seen on the shelves today.

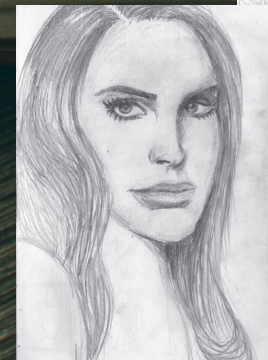
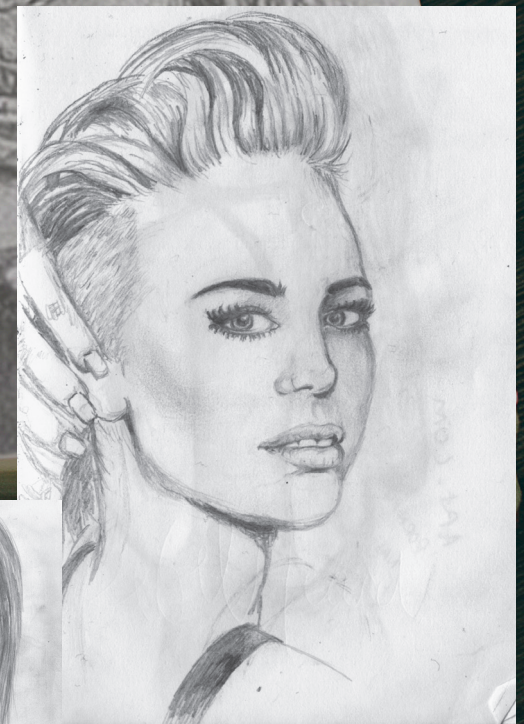
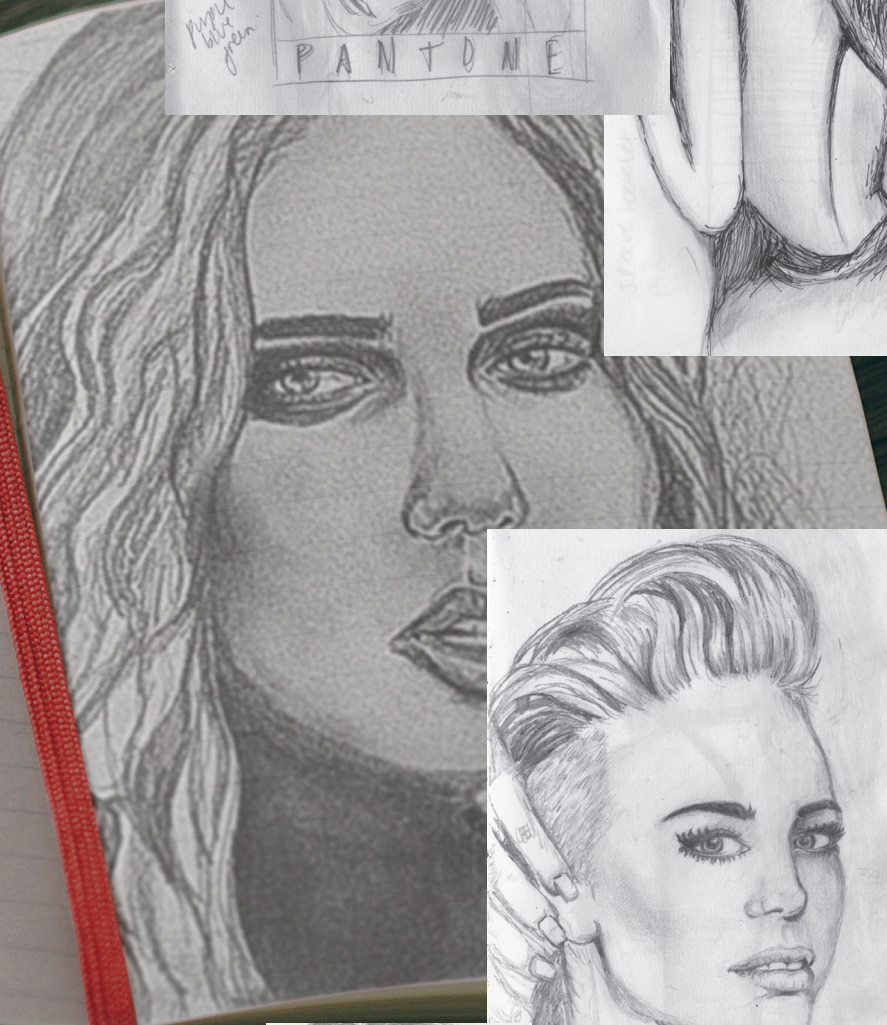
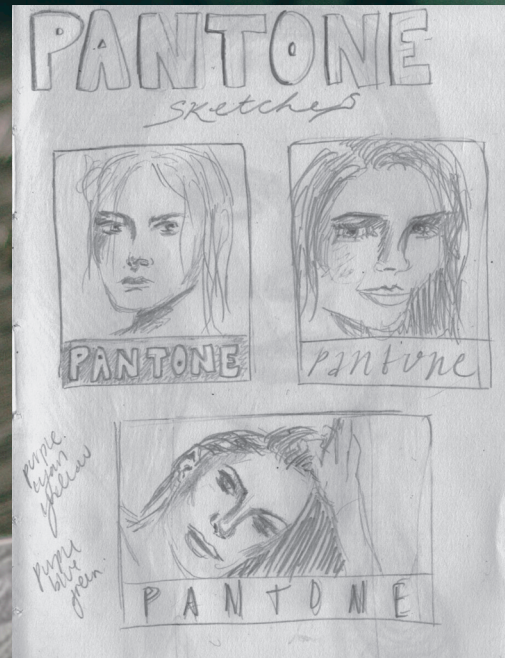
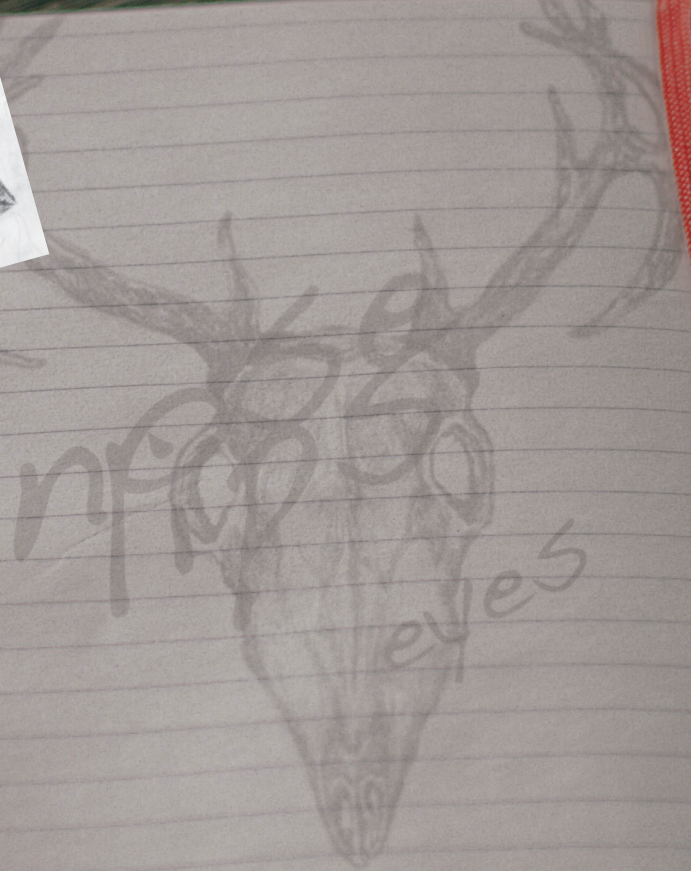
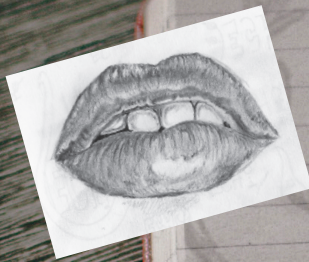


Berry Jelly



# Artists Edition: PANTONE™ Mailer

A mailer for Pantone featuring an artists edition. Pantone colors are used to compliment the art. The process from beginning sketches to a finished product are shown here. In complimenting the artists work, Pantone colors needed to be perfectly applied to create a marriage between pantone and my artwork.





PLACE  
STAMP  
HERE



3385 C 1375 C

Four horizontal lines for text entry.

Artist: Hollie Moser



PANTONE  
Artist's Edition

196 C

032 C

123 C

PLACE  
STAMP  
HERE



PLACE  
STAMP  
HERE



395 C

2597 C

3385 C

Four horizontal lines for text entry.

Artist: Hollie Moser



PANTONE  
Artist's Edition

542 C

569 C

238 C

PLACE  
STAMP  
HERE



Four horizontal lines for text entry.

Artist: Hollie Moser

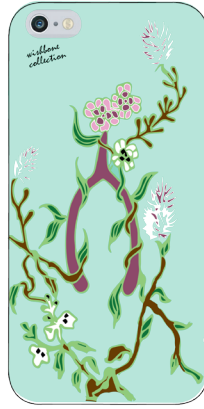
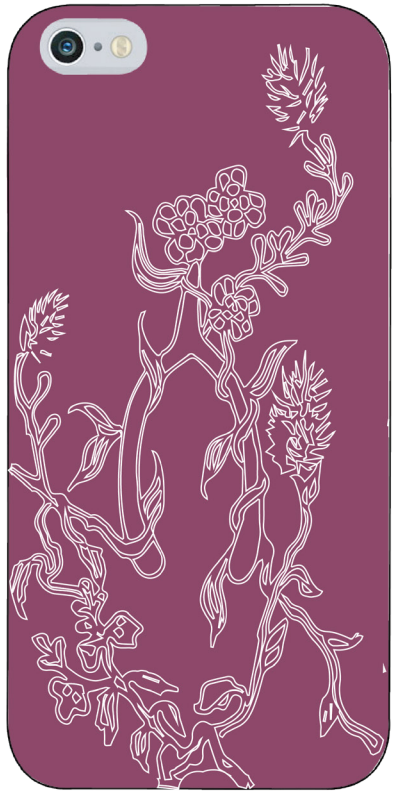


## *Bottled Water Campaign:*

A campaign for Echo, a bottled water company focused on having green, earth friendly products. The water bottle itself is bi-degradable. The logo reflects this by incorporating a green leaf encompassing a water droplet. The word "Eco" and "H<sub>2</sub>O" are combined to create the word "Echo," which represents the combination of green products and bottled water.

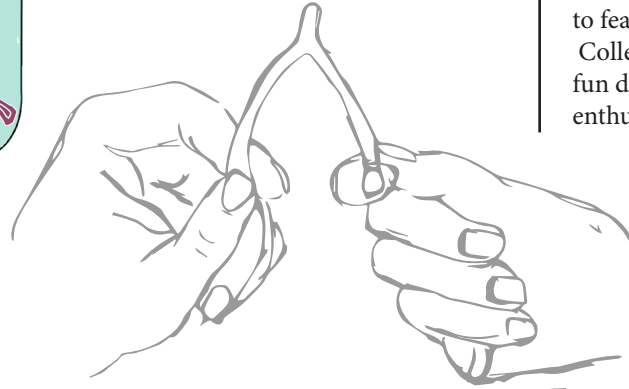


**ECHO**  
drink green



## *Iphone Cases:*

A collection of Iphone cases that reflect design work. The idea is to feature a 'Wishbone Collection' that represents fun designs for the wishbone enthusiast.







# ARKITTEKT

BEHIND THE DESIGN

50

GRAPHIC DESIGNERS TO WATCH OUT FOR

FRANK GEHRY: SHAPING THE MIND

SNEAK PEAK

PAGE 09

NEW & UPCOMING BUILDINGS

CYBERTEXTURE EGG

HOW WAS IT DONE?

PAGE 06

# BEAUVAU

IN ARCHITECTURE

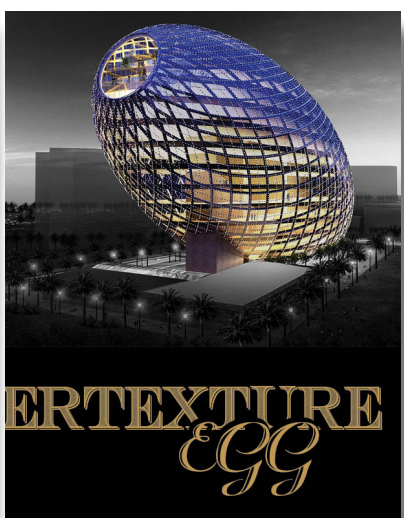


Front and back cover

With 35,000 sq m of office space stacked in 13 stories with highly intelligent building management systems, the building boasts 3 levels of basement providing 400 car parking spaces. The building is predominantly a steel frame structure with a concrete core and basement. They managed to create a structure in the form of a shell that is able to support floor plates that do not need any columns. This is an ultramodern structure with 100% flexibility and it embodies a level of beauty more akin to nature than architecture. That's why the Cybertexture Egg, due to its form, occupies 19% to 20% lower area than a conventional building this size would. The architecture is sleek and computer designed, with engineering that creates a building of extremely high quality and geometric sophistication. It is the "best space to work in" and within the building there are series of innovative systems such as "cybertecture health" in the washroom which is designed to keep track of the inhabitant's health including blood pressure and weight. The data collected may be retrieved and sent to a doctor if deemed necessary. The Cybertexture Egg also allows the building's inhabitants "to customize" their reality through the use of "cybertecture reality" which allows a customization of each favorite view. So you could choose to have real time scenery all around your working world if you wanted! The building uses solar photovoltaic panels and wind turbines to generate onsite electricity. Water conservation is managed with grey water recycling system that harvests water for irrigation and landscaping. This unique landscape is a "jewel" for the new Central Business District of Mumbai and has a striking beauty with its magnificent flow.

symbolizing the beginning of the life, the birth of the new: this egg-shaped building in Mumbai involves a new model of intellectual life. On the other hand it's like a flying saucer, which successfully landed on Earth to carry out its special mission. A new form of architecture, commissioned by Vijay Associates (Wadwa Developers) and designed by James Law Cybertecture International and Ove Arup, is typified by new intangible materials of technology, multimedia, intelligence and interactivity to create an awe-inspiring landmark for the city of Mumbai and for India in the 21st Century.

## CYB



Inside spread



"Architecture is a real piece of the human spirit, but for those of us who practice it, we believe in the potential to make a difference, to challenge and to reach the human experience by pushing the borders of mind-bending and providing a beautiful context for life." - Frank Gehry

# FRANK GEHRY

SHAPING THE MIND

Figura. Intra ubi scripta expropterea omnibus: to nos portaret qui cas, occae cooperata deliquitorem rem ipse ante modipud modo qua vulpex et qui dolor solentis nam, quoniam, ubi audiam khaa dolo vendidit qui blatur?

Capitulum summeperem, mundum et officium accreturum eius maia doloro officium necesse cum qui sapientiam re dolibetiam non pro dolera inclis ceterum qui aliquid feruntur. Liberat, prope quoniam quodque uti perovibus vases candentem seque dampor et modica autem des enim voluptat quibus de quam quam hant et qui offic, semelipsum magis stant.

Et quid sciamis dolere velle et omnino in magisteri mal intuet omnia nosced maximeposuit meliam algida eligere erit aut vortit de dolupta, qui doluptate exquibus debet, ut cum vul- lobore pro vobiscum faciem a acum inlobo moluere con- mus voluptat ad mo oca ornamento vande sim dolor solas invenire et la pab il il et dolera et ibant que officit, an cum

Inside article on Frank Gehry

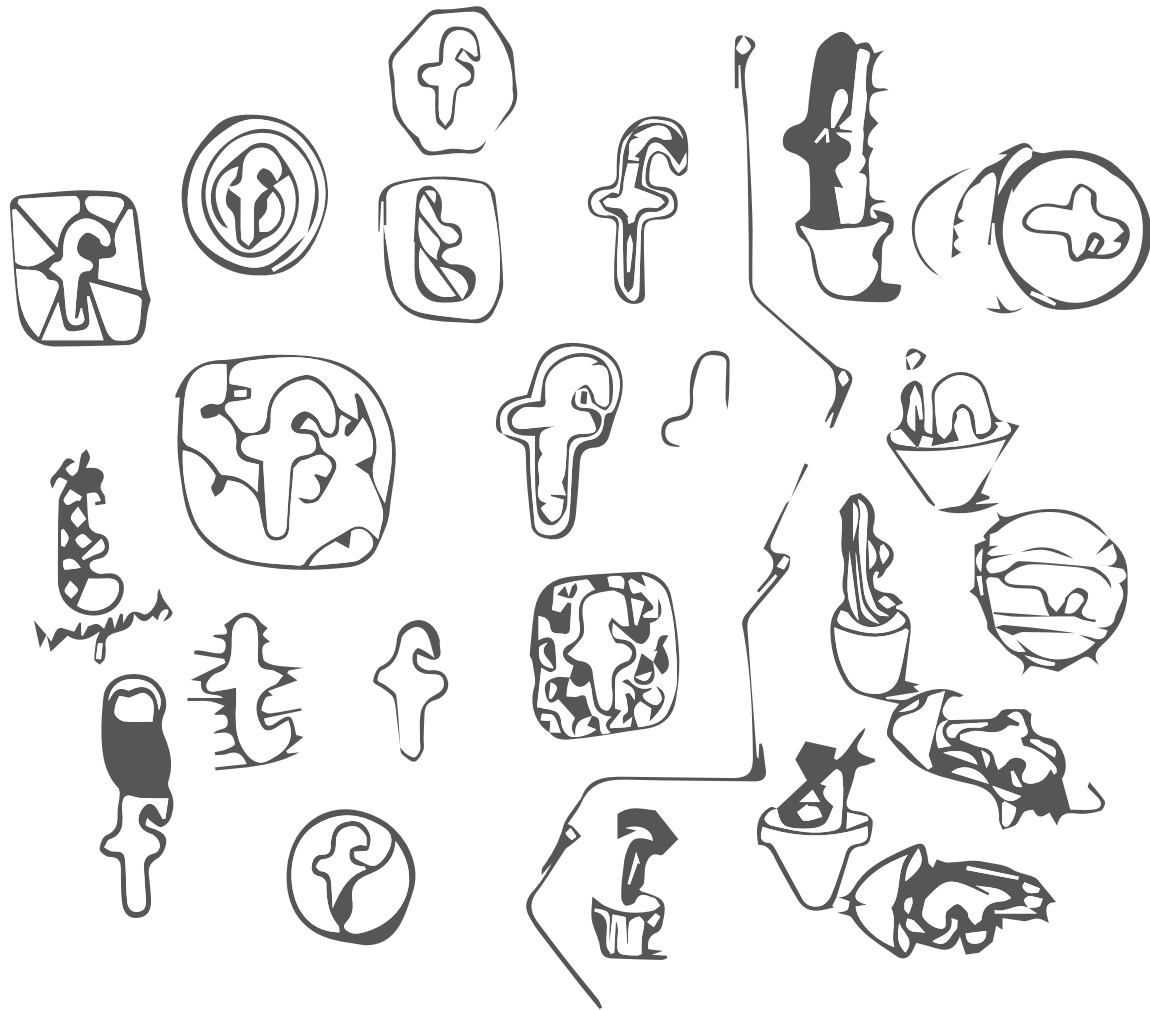
# Magazine Spread:

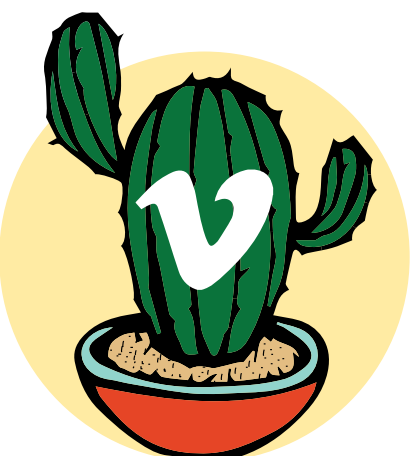
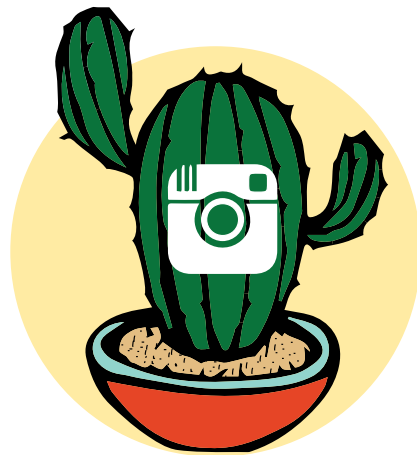
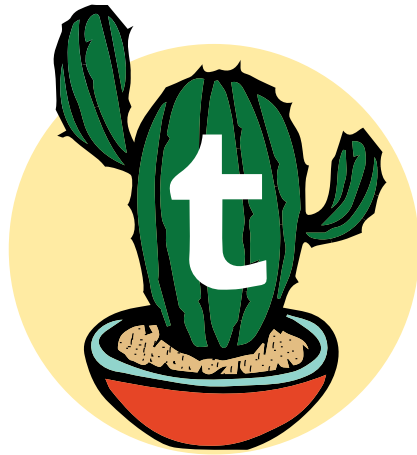
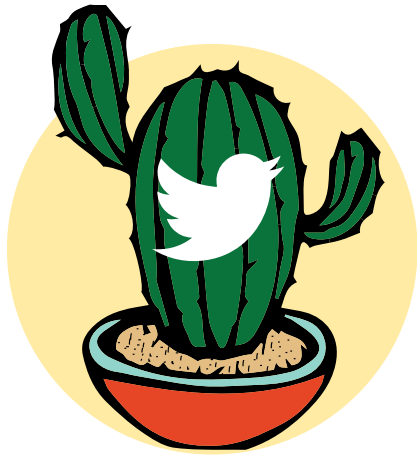


A spread for Arkitekt Magazine featuring different architect design work as well as an article about Frank Gehry, a world renown architect. Inspired by minimal color photos, the goal was to mix class with architecture.

# Social Media Icons:

Recreating some of the most commonly seen social media icons, these cacti add a fun and unique twist on the apps that are used most often.





# Music Campaign:

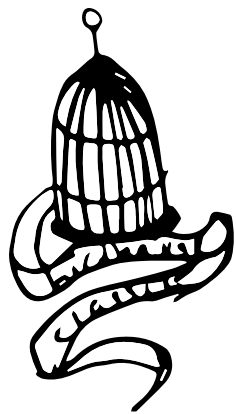
Music artist Lana Del Rey needed some new marketing material to reflect her style as a new age-retro singer/songwriter. Her vintage appeal and strong lyrics makes her a idol for all age ranges.





# Birdhouse Campaign:

A vintage birdhouse company reflecting victorian style, custom-made houses has requested a special logo to accurately represent their company. Keeping a simple appeal, and using many different styles, a common denominator house was chosen that could give an overall feel of the company to the intended audience.







COLONNATA