

brandeis/mars/cielie

//INDEX//

00_preface

posters & flyers:

- 01_transforme
- 02_mai-au-parc
- 03_pipas
- 04_invitation-cfc

logos:

- 05_skatepark-geneva
- 06_FIFDH

editorial/layout:

- 07_A_rouge-noir-mag
- 07_B_rouge-noir-zine
- 08_ferocious41-booklet
- 09_fulminate-vinyl

illustration:

- 10_mind-cartography
- 11_mini-zines
- 12_experimentations

video:

- 13_tancia

archives:

- 14_fragments
- 15_graphic-shit
- 16_inspiration_board

others:

- 17_about-me
- 18_email
- 19_instagram

00_preface

the vast majority of the work presented here is "fictitious", either school-based or self-produced. this doesn't mean that I disavow them; on the contrary, I think they have greater relevance this way.

By the way, should they be of interest to you as a visual experience or ornamental object, please note that they are available at open price, just contact me here or here.

next>>

brandeis/mars/cielie

//INDEX//

00_preface

posters & flyers:

- 01_transforme
- 02_mai-au-parc
- 03_pipas
- 04_invitation-cfc

logos:

- 05_skatepark-geneva
- 06_FIFDH

editorial/layout:

- 07_A_rouge-noir-mag
- 07_B_rouge-noir-zine
- 08_ferocious41-booklet
- 09_fulminate-vinyl

illustration:

- 10_mind-cartography
- 11_mini-zines
- 12_experimentations

video:

- 13_tancia

02_mai-au-parc

in 2024, I took part in a competition to produce the 2024 poster for the "Mai au Parc" (May in the Park) festival. It's all in the name: a summer music festival in a park. so I decided to combine the three elements in an illustration that I wanted to be light, but also very recognizable.



the character was supposed to act as a kind of mascot, representing a physical fusion between the human (musician, instrument, dancer) and nature (grass, wild, living). as for hand lettering, it's almost a constant in my work, and I'd always defend it as "pure", but also as a great line of demarcation and individualization in the face of the mess of fonts invading the world.



I would have liked to push this project even further, perhaps with signage and variations or a multiplication of characters (other colors of flowers, other instruments), but unfortunately I wasn't selected.



<<last next>>

brandeis/mars/cielie

//INDEX//

00_preface

posters & flyers:

- 01_transforme
- 02_mai-au-parc
- 03_pipas
- 04_invitation-cfc

logos:

- 05_skatepark-geneva
- 06_FIFDH

editorial/layout:

- 07_A_rouge-noir-mag
- 07_B_rouge-noir-zine
- 08_ferocious41-booklet
- 09_fulminate-vinyl

illustration:

- 10_mind-cartography
- 11_mini-zines
- 12_experimentations

video:

- 13_tancia

04_invitation-cfc

in may 22, my school needed an invitation card/poster for its graduation ceremony. they asked us to make it, the idea being to represent all the school's areas of expertise (digital design, ceramics, architecture, jewelry, etc...) and therefore a mix between manual and virtual.



so I decided to work on 2 levels, a symbolic separation into two poles (with typographic work on one side and visual work on the other) and a literal fusion in the illustration, where mouse and brush blend together. for the colors, I wanted to go a little against the grain of the purely festive aspect and offer a moment of serenity, something along the lines of "you've been chasing grades for 4 years, in a few months you'll be chasing work, so now breathe. you've made it".

my project was ultimately not retained because of its 'brutality', but I think it would have been fire tho.



<<last next>>

brandeis/mars/cielie

//INDEX//

00_preface

posters & flyers:

- 01_transforme
- 02_mai-au-parc
- 03_pipas
- 04_invitation-cfc

logos:

- 05_skatepark-geneva
- 06_FIFDH

editorial/layout:

- 07_A_rouge-noir-mag
- 07_B_rouge-noir-zine
- 08_ferocious41-booklet
- 09_fulminate-vinyl

illustration:

- 10_mind-cartography
- 11_mini-zines
- 12_experimentations

video:

- 13_tancia

01_transforme

in 2022, I produced a poster for the Transforme Festival, a young hip-hop festival in Geneva that was putting its visual identity out to tender. the aim of the festival was really to promote what makes it different and strong, i.e. its independence, its promotion of young artists and independent, local rappers.



my aim was to mix the trashy, handmade, punk feel of underground posters found in alternative circles, with a certain gentleness and freshness brought by the character. I used black and white to reinforce the "pure" power of the illustration, but also to be able to print my poster in silkscreen or riso.

turns out I did not win the contest, but I still consider this visual to be one of my greatest achievements.



<<last next>>

brandeis/mars/cielle

//INDEX//

00_preface

posters & flyers:

01_transforme

02_mai-au-parc

03_pipas

04_invitation-cfc

logos:

05_skatepark-geneva

06_FIFDH

editorial/layout:

07_A.rouge-noir-mag

07_B.rouge-noir-zine

08_ferocious41-booklet

09_fulminate-vinyl

illustration:

10_mind-cartography

11_mini-zines

12_experimentations

video:

05_skatepark-geneva

this project is an exercise i carried out as part of my studies, the idea being to refresh the visual identity of our town's skatepark, which was becoming seriously dated.

skatepark *geneva*

we had (for once) a great deal of creative freedom in designing the project, so i decided to focus my project on the living, human aspect of the place, and to build a welcoming identity that would propel it forward as a living space within the city.



so i designed this modular logo, half-typo, half-drawing, with a very simple base that accommodates various elements as needed, the two stars support the skatepark and perhaps even symbolize the skateboard wheels.



finally, i built a poster and a few mock-ups to demonstrate the project's functionality.



<<last

next>>

brandeis/mars/cielle

//INDEX//

00_preface

posters & flyers:

01_transforme

02_mai-au-parc

03_pipas

04_invitation-cfc

logos:

05_skatepark-geneva

06_FIFDH

editorial/layout:

07_A.rouge-noir-mag

07_B.rouge-noir-zine

08_ferocious41-booklet

09_fulminate-vinyl

illustration:

10_mind-cartography

11_mini-zines

12_experimentations

video:

06_FIFDH

the FIFDH is a major human rights film festival based in Geneva, which I had the chance to work with during an internship at studio BAD. At the end of our collaboration on the 2023 festival, the team asked us to redesign the festival logo.



The logo I came up with follows a reflection on how to build a bridge between the social, political and committed voices that the festival welcomes into its midst, and the images/films that nourish and respond to these voices. So, quite literally, I put a camera (strict, vectorial, rectangular) in a hand (sketchy, free, alive).



the idea would also have been to take advantage of the following year's poster to announce the change of logo, unfortunately, my logo wasn't selected, so i didn't get the chance to make it, however, i think these are avenues to explore.



<<last

next>>

brandeis/mars/cielle

//INDEX//

00_preface

posters & flyers:

01_transforme

02_mai-au-parc

03_pipas

04_invitation-cfc

logos:

05_skatepark-geneva

06_FIFDH

editorial/layout:

07_A.rouge-noir-mag

07_B.rouge-noir-zine

08_ferocious41-booklet

09_fulminate-vinyl

illustration:

10_mind-cartography

11_mini-zines

12_experimentations

video:

07_A.rouge-noir-mag

that was a titanic task, that was my diploma work.

i wanted to link my political work with my graphic design practice, so i created the magazine "rouge et noir" a magazine exploring the mazes of libertarian symbolism, i had to translate most of the text, find images and texts, a coherence and themes, an editorial line, and of course, design the beast graphically



However, looking at this well-ordered image gallery, carefully laid-out texts and polished print (alas, too large for me to show you), I thought I'd been quite pretentious, and thought back to an image I'd seen recently.



I didn't and still don't really agree with this message, but it was obvious to me then that I had nothing to do (politically I mean) with this huge piece of multicolored paper in my hands, so I burned it, and between its ashes was born my real project :

07_B.rouge-noir-zine

I'm still holding on to the mag, because it interests me and because I've put my guts into it, but the truth lies elsewhere.

<<last

next>>

```
brandeis/mars/cielie
//INDEX//
00_preface
posters & flyers:
01_transforme
02_mai-au-parc
03_pipas
04_invitation-cfc
logos:
05_skatopark-geneva
06_FIFDH
editorial/layout:
07_A_rouge-noir-mag
07_B_rouge-noir-zine
08_ferocious41-booklet
09_fulminate-vinyl
illustration:
10_mind-cartography
11_mini-zines
12_experimentations
video:
..
```

07_A_rouge-noir-zine
cendres.

this zine is the culmination of months of relentless work on 07_A_rouge-noir-mag, and all this work for such a small, "simple" object has really taught me. I've realized that it's very important to put a lot of effort into doing very small things. I'd never have made so much effort if I hadn't started with a massive project.



a zine, in this context, makes sense. I could print a hundred of them for a pittance and drop them all over town. I could modify it, reproduce it, customize it.

the zine is alive, the color is dead. It was born in the ashes.



<<last next>>

```
brandeis/mars/cielie
//INDEX//
00_preface
posters & flyers:
01_transforme
02_mai-au-parc
03_pipas
04_invitation-cfc
logos:
05_skatopark-geneva
06_FIFDH
editorial/layout:
07_A_rouge-noir-mag
07_B_rouge-noir-zine
08_ferocious41-booklet
09_fulminate-vinyl
illustration:
10_mind-cartography
11_mini-zines
12_experimentations
video:
..
```

08_ferocious41-booklet

another school assignment. this time, my photography teacher asked us to photograph someone from our surroundings at their workplace. since my father is a musician, I took the opportunity to explore the corridors and cable ducts of his studio. then, with this material, I decided to create a micro-edition in the form of a poster book.



the idea was to have a b&w side and a colored one, to experiment with what each one would render for the impression of pictures that were taken in a very dark environment.



the poster book is truly one of the best invention of mankind. I really love the idea that with a cutter and an A3 page you can build a fanzine. just like that.



I also thought of this booklet as a supplement, that you could insert in a cd or a vinyl box.



<<last next>>

```
brandeis/mars/cielie
//INDEX//
00_preface
posters & flyers:
01_transforme
02_mai-au-parc
03_pipas
04_invitation-cfc
logos:
05_skatopark-geneva
06_FIFDH
editorial/layout:
07_A_rouge-noir-mag
07_B_rouge-noir-zine
08_ferocious41-booklet
09_fulminate-vinyl
illustration:
10_mind-cartography
11_mini-zines
12_experimentations
video:
..
```

09_fulminate-vinyl

In 2023, some friends of mine were working on the mastering of their last album and needed a design for the vinyl sleeve. I was super excited since this is probably one of the coolest support for our work, and I brutalized myself into work to produce this thing.



as you can hear just below, FULMINATE produces a music that is half brutal and half careful manufactured. this mix of sample, french hip-hop, instrumental and experimental music inspired me to work on a mega raw visual, with the Pillowlava font and the grain to sublime it.

the black and white is an homage to the Khan.



<<last next>>

brandel/ther/calia

//INDEX//
06_zoo/zero

posters & flyers:
01_rose/rose
02_mor/surpass
03_piper
04_invitation-cfr

signs:
05_skatepark-geneva
06_FIFDH

editorial/layout:
07_A_rouge-noir-mag
08_ferocious41-booklet
09_fulminate-vinyl

illustration:
10_mind-cartography
11_mini-zines
12_experimentations

video:
13_tancia

archives:
14_fragments
15_graphic-shit
16_inspiration-board

others:
17_about-me
18_email
19_instagram
20_nobunna

14_fragments

I had a dream with very long close tonight. I remember encountering those weird matching tags.
they managed to kill everyone in the city but me, and then they left. except me, why?

I think I got you in my skin.

I've thought about it, it's special. I think it's special, being able to see each other, not missing each other, just changing rooms to see you.

those letters for those lovers and then I forget.

I want to learn the names of the stars and go on a trip so I could see the same stars again.
and when I come back, I'll have already forgotten, and I'll sit in the area I remember.
and I'll remind you of that drunken night when you asked me if I knew those names.
rememberably.
brandel/calia

LA BONGERIE EST UN TOME EN PAPIER

<<last

next>>

05_skatepark-geneva
06_FIFDH

15_graphic-shit

editorial/layout:
07_A_rouge-noir-mag
07_B_rouge-noir-zine
08_ferocious41-booklet
09_fulminate-vinyl

illustration:
10_mind-cartography
11_mini-zines
12_experimentations

video:
13_tancia

archives:
14_fragments
15_graphic-shit
16_inspiration-board

others:
17_about-me
18_email
19_instagram
20_nobunna

there goes everything i couldn't or wouldn't give a whole page to, but that i still consider to be showable.

<<last

next>>

05_skatepark-geneva
06_FIFDH

16_inspiration-board

editorial/layout:
07_A_rouge-noir-mag
07_B_rouge-noir-zine
08_ferocious41-booklet
09_fulminate-vinyl

illustration:
10_mind-cartography
11_mini-zines
12_experimentations

video:
13_tancia

archives:
14_fragments
15_graphic-shit
16_inspiration-board

others:
17_about-me
18_email
19_instagram
20_nobunna

images :

some visual artists/graphic designer :

Felicité Landrion - Basquiat - Thomas Perrodin - Arnold Böcklin - Folivelli - David B. - Hugo Pratt - Vasmonth - Moebius - Funseck - raegular - Soviet Union (Imao) - Paul Rand - Mike Mignola - Louisa Lesage - Camille Leto - Tadanori Yokoo

...and a few movies :

- Twelve Angry Men, 1957 (Sidney Lumet) - La Jetée, 1962 (Chris Marker) - Pierrot le Fou, 1965 (Jean-Luc Godard) - Throw Away Your Books, Rally in The Streets, 1971 (Shuji Terayama) - Serpico, 1973 (Sidney Lumet) - Stalker, 1979 (Andrei Tarkovsky) - Apocalypse Now (Francis Ford Coppola) - Blade Runner, 1982 (Ridley Scott) - Akira, 1988 (Katsuhiro Otomo) - Fallen Angels, 1995 (Wong Kar-wai) - Ghost In The Shell, 1995 (Mamoru Oshii) - Gummo, 1997 (Harmony Korine) - Duvidha, 1999 (Mani Kaul) - Karisuma, 1999 (Kiyoshi Kurosawa) - In The Mood For Love (Wong Kar-wai), 2000 - Lost In Translation (Sofia Coppola), 2003 - Collateral, 2004 (Michael Mann) - The Limits of Control, 2009 (Jim Jarmusch) - Detachment, 2011 (Tony Kaye) - Tales from the Loop, 2020 (Nathaniel Halpern) - The Green Knight, 2021 (David Lowery) - Lobo e Cão, 2022 (Cláudia Varejão)

<<last

next>>

images seules à droite + certaines exceptions = slider

le menu bug sur les captures des longues pages

“<<last” et “next>>” sont auto-explicatifs

“phone” = pop-up num. de téléphone

index contient slider coin bas/droit

```
brandeis/mars/cielle
//INDEX//
00_preface

posters & flyers:
01_transforme
02_mai-au-parc
03_pipas
04_invitation-cfc

logos:
05_skatepark-geneva
06_FIFDH

editorial/layout:
07_A_rouge-noir-mag
07_B_rouge-noir-zine
08_ferocious41-booklet
09_fulminate-vinyl

illustration:
10_mind-cartography
11_mini-zines
12_experimentations

video:
13_tancia

archives:
14_fragments
15_graphic-shit
16_inspiration-board

others:
17_about-me
18_email
19_instagram
20_phone
```

```
17_about-me
hi,
my name is marcel, mars/cielle or brandeis and i'm a 19 year old swiss graphic
designer.

I believe that graphic design can and must be art, and even that it has the
capacity (along with video games) to produce works that are more total than
anything that literature or music can achieve.

unfortunately, I'm also a commie, which makes it impossible to submit to such a
bizarrely distorted version of the "graphic design" I dream of as advertising.

this site has therefore been created not as a business card but as an archive,
a digital space where my modest production can be installed (and where I can
submit to my school's requirements).

I hope you enjoyed your stay here !

PS : if you want to overthrow capitalism, get organized !

<<last
```

```
others:
  17_about-me
  18_email
  19_instagram
  20_phone
```

```
PS : if you want to overthrow capi
<<last
+41 78 614 87 03
```

<https://3923-portfolio2024.cargo.site/>