



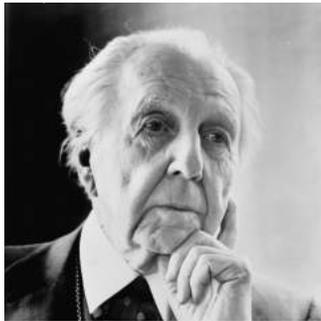
ARCH



# About

## Theme of Architecture

Architects like Frank Lloyd Wright, Charles Eames, Le Corbusier, Louis Kahn, Ludwig Mies Van der Rohe and movement like Bauhaus sets a standard for great measurements using mathematics, geometry and golden section. This type will be the definition of what modern 21<sup>st</sup> century architecture is.



**Frank Lloyd Wright**  
Architect / Interior Designer



**Charles Eames**  
Architect / Designer / Film Maker



**Le Corbusier**  
Architect / Designer



**Louis Kahn**  
Architect



**Ludwig Mies Van der Rohe**  
Architect

## Inspiration

### Quotes for the Theme

“The good, of course, is always beautiful, and the beautiful never lacks proportion.”

“Without mathematics there is no art.”

“Simplicity is the ultimate sophistication.”

“Space is the breath of art.”

“Less is more.”

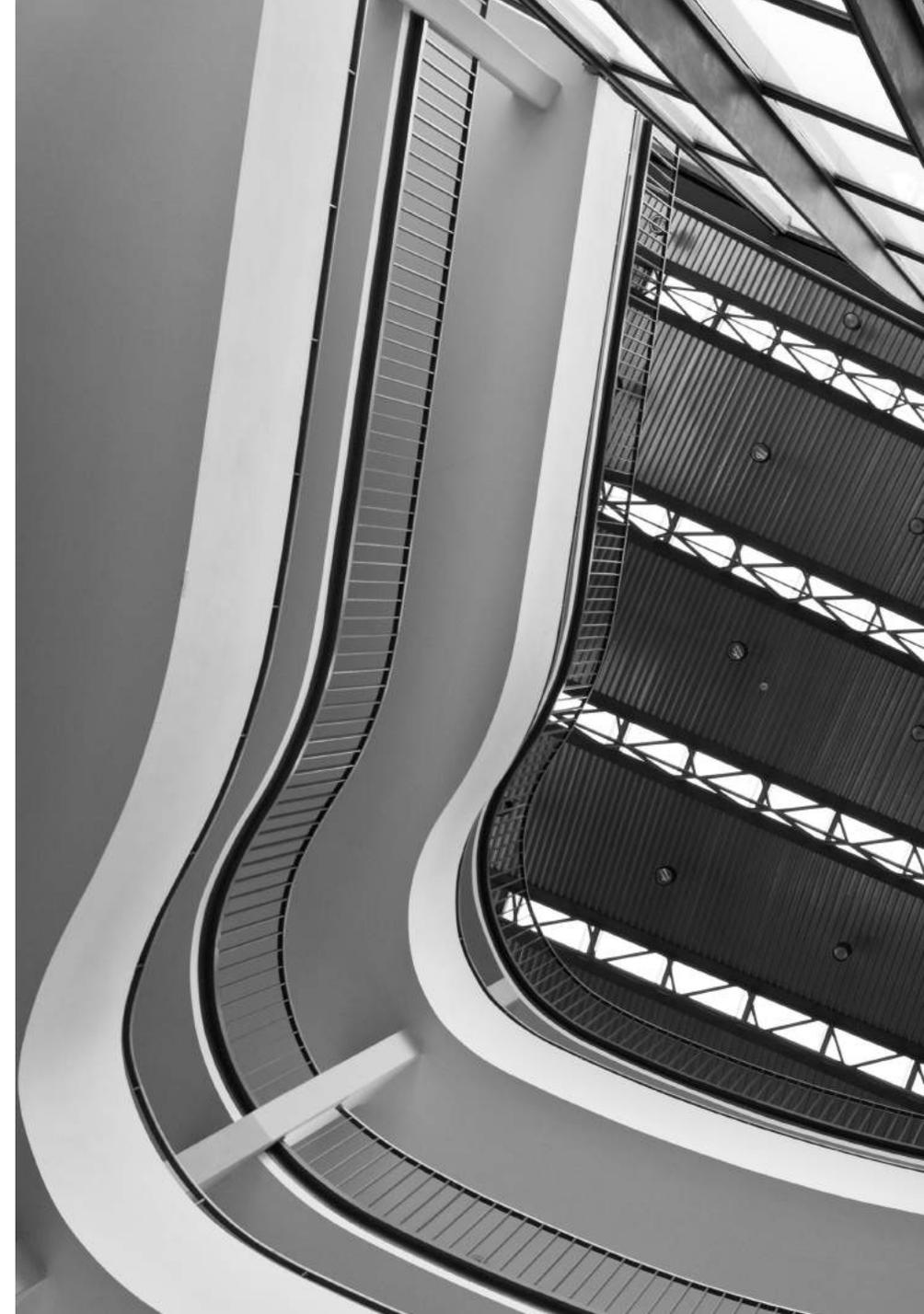
“Each new situation requires a new architecture.”

“Space and light and order. Those are the things men need...”

“The details are not the details. They make the design.”

“To create architecture is to put in order. Put what in order? Function and objects.”

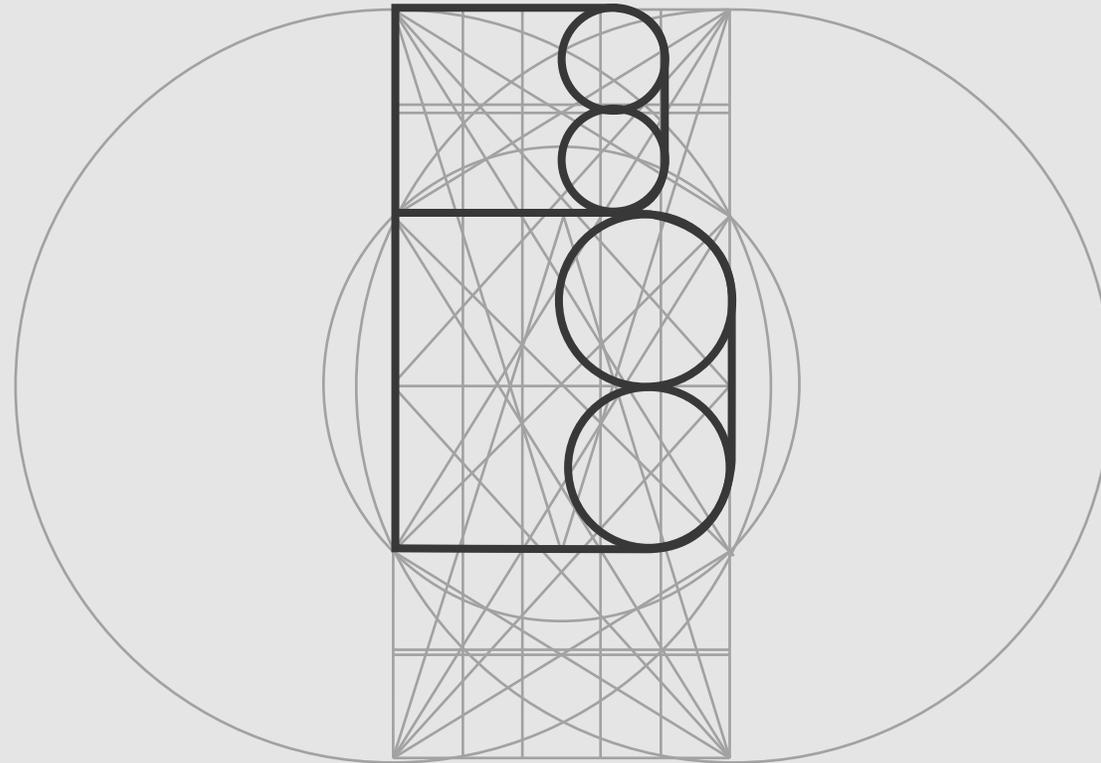
“Form ever follows function.”



## Structure

### Bones and Foundation

From the beginning, it was designed to follow the ideals of the golden section. It uses this grid to create its structure and shape. Each letter is designed to follow the 1:1.618 ratio.



# Uppercase Letters

Family Batch 1

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

Meticulously designed for titles.

## Lowercase Letters

Family Batch 2

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Designed to cater subtexts.

# Samples

## Poster Concept | Charles Eames

**Concept** A celebratory event held at a museum for architecture. Each poster exemplifies the raw artworks of each artist.

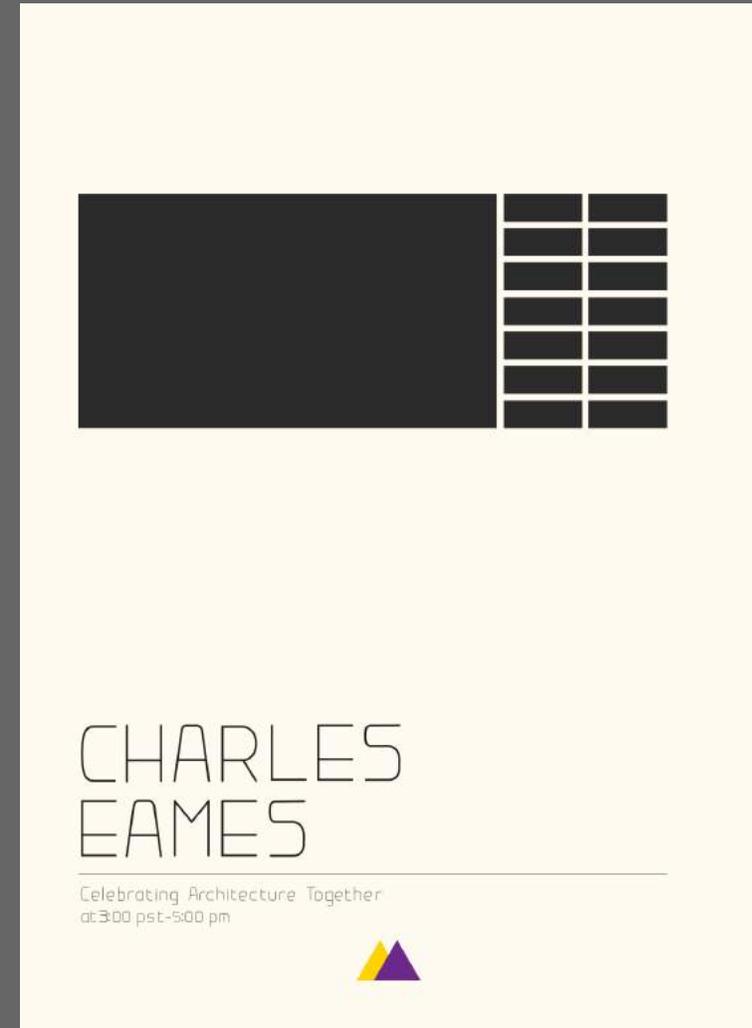
Vectorized graphics are crafted to create symbolic styles of the works, simplifying the signature designs.

**Sample 1** Charles and Ray Eames | Eames Foundation

A landmark of the late mid 20th-century modern architecture located in Pacific Palisades, a little north to Santa Monica, California, United States.

---

Unforgiving geometry plays a strong foundation and aesthetic.



# Samples

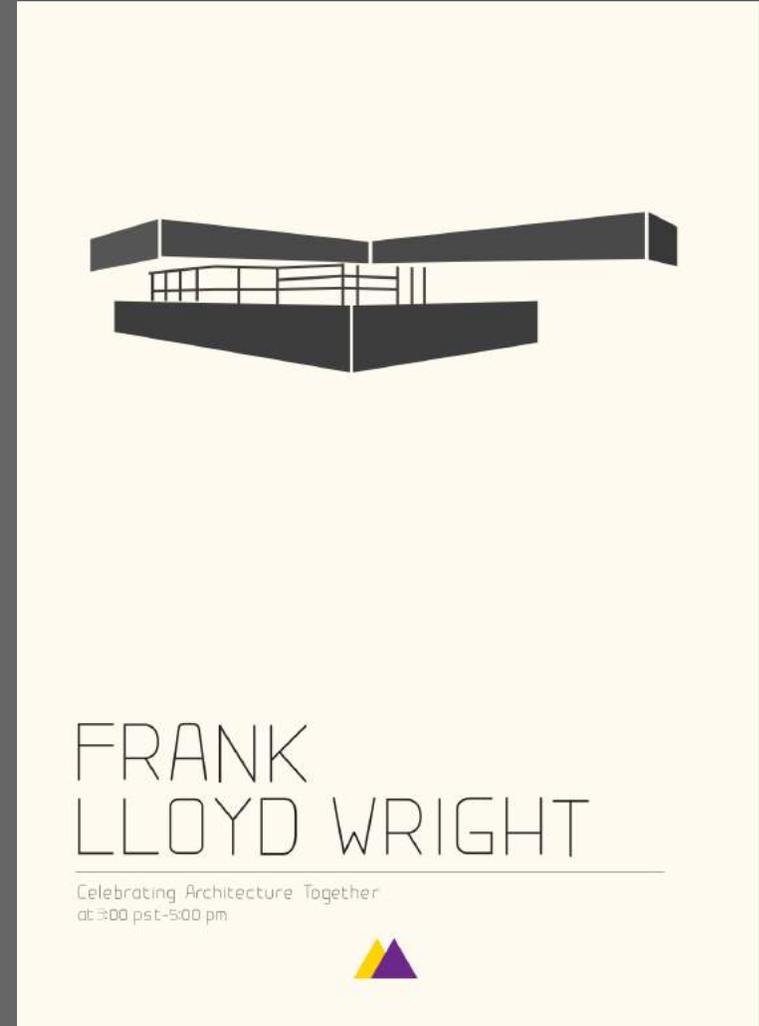
## Poster Concept | Frank Lloyd Wright

### Sample 2 Frank Lloyd Wright | Falling Water

Designed for the Kaufmann family, it was built in 1935 in rural Southwestern Pennsylvania.

---

With its geometric nature, it dynamically integrates with the nature surrounding it.



# Samples

## Poster Concept | Le Corbusier

### Sample 3 Le Corbusier | Villa Savoye

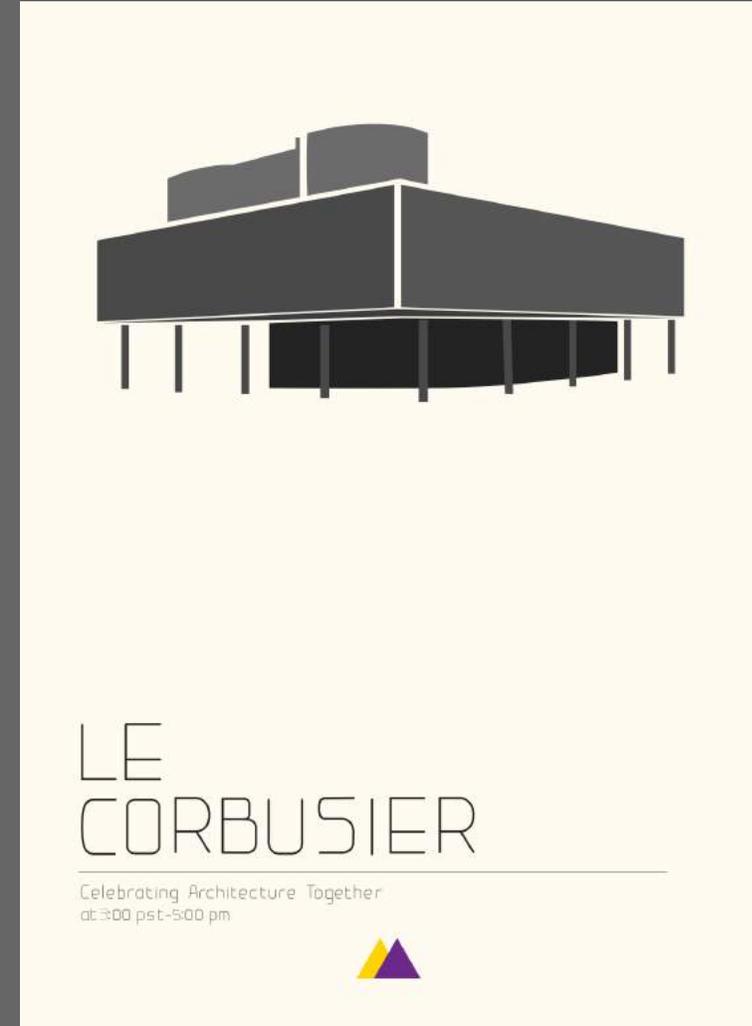
It is a modernist villa in Poissy, a little outside of Paris, France.

Le Corbusier and his cousin, Pierre Jeanneret built it between 1928 and 1931 using reinforced concrete.

It utilizes Corbusier's architectural principles "five points", which plays with natural lighting, roof gardens, free design façade, absence of supporting walls, creating a unique aesthetic.

---

Mathematical curves and clash yet pleasing geometry plays really well in this design.



# Samples

## Poster Concept | Louis Kahn

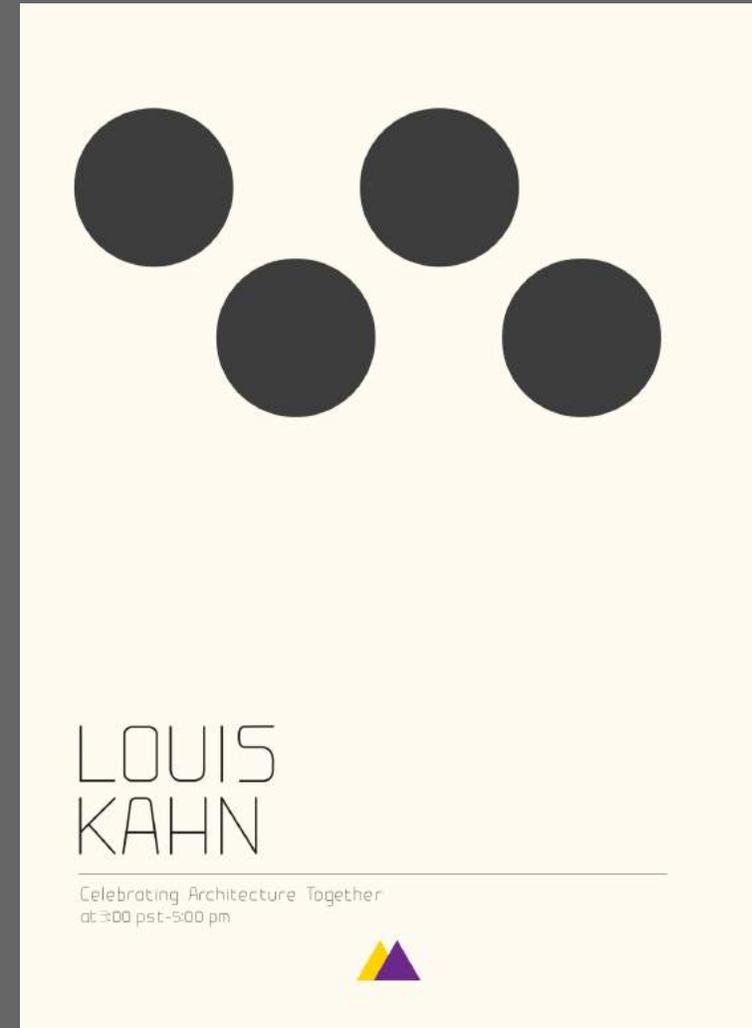
### Sample 4 Louis Kahn | National Parliament House

Modern architecture that transcribes the Banagli architecture. Completed in 1982, stands as the most prominent and symbolic monument to the government of Bangladesh.

Created from monolithic masonry it plays significantly with great circles, semi-circles and triangles. Timless and sometimes sinister, the building looks like it comes from a dystopian future and civilization.

---

Geometry is heavily used in this piece, and it becomes the building's personality.



## Samples

### Poster Concept | Ludwig Mies Van Der Rohe

#### Sample 5    Ludwig Mies Van Der Rohe | Barcelona Pavilion

Known for the simple forms and materials like marble, red onyx and travertine, the building was the house for an international exhibition, in which it stood to represent Germany.

It even has a prestigious furniture designed specifically to fit with the building's aesthetics.

---

Thin structural lines, with overhanging roofs like a wing, it definitely is one of my favorite.



## Samples

### Poster Concept | Fumihiko Maki

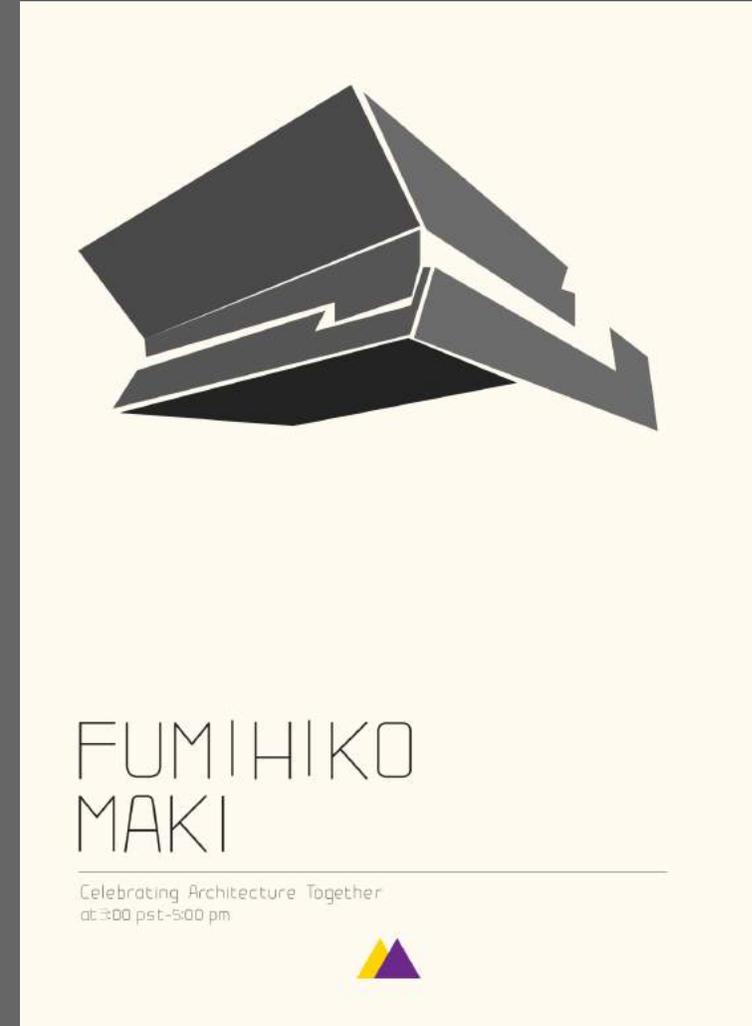
Sample 6      Fumihiko Maki | Yerba Buena Center  
of the Arts

Bringing it San Francisco, this building has  
been used for many events like Apple events,  
Google events, Facebook, and more.

It has a vision of transforming the city from  
industrial, to a “conventioning” city where  
it holds many events.

---

Designed with light façade, it avoids the  
feeling of monumentality. Its motion,  
horizontality and motion suggests fun and  
excitement, just like the purpose of the  
events held inside.



# Mock Up

## Posters in Museum | 1



Mock Up  
Posters in Museum | 2



## Mock Up

Posters in Museum | 3

