

newdesign

100th issue special

Ton up

Celebrating our century

Evolution or revolution?

3D printing's future

City slickers

LDF 2012 review



100
FOR OUR HUNDREDDTH

Youmeus

kMix (2007) for Kenwood: kMix is a stand mixer designed by Youmeus for Kenwood.

Over recent years Youmeus have begun to approach design in a more 'holistic' way, working across disciplines and considering the complete customer experience. This approach was taken when we designed kMix for Kenwood where we conceive both product and product positioning as a whole.

www.youmeusdesign.com



Felton Communication

THINK HIV: This ident for the Terrence Higgins Trust forms the basis of a campaign that challenges key communities to get tested for HIV regularly.

I started my career as a typographer at Saatchi & Saatchi Advertising and love to exploit the power of type. This optical illusion makes you think about HIV because the letters are in the right place at the right time. Two words would simply not be as engaging.

www.feltonworks.com

