

Practitioner's Statement

Cocobean

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In creating Adelaide beanbag company, *Cocobean*. I have developed the company's image, including its logo, business cards, product tags, gift cards, website, portable market stall sign and a beanbag, which included the designing a new material and unique, beanbag form. For the logo, I wanted to convey *imperfect geometry*, something that is incredibly prevalent in modern Japanese design, derived from Zen principles. I was particularly inspired by furniture maker, RJ Scott's logo (Designed by *Passport Design Bureau*) which showed his side profile made out of triangles. Its simplicity and clean lines complemented the flowing and natural lines of wood, the material he worked with, which his logo was often placed on. The use of the head highlighted the individuality of his business and work. I chose to create a geometric beanbag shape. The use of handwriting for the logo type enables the imperfections within the logo shape, which is also hand drawn and refined using Illustrator and Photoshop. I chose to use a singular colour, being red, this kept the logo minimalistic and bold. Moving into my product tags, I wanted to continue with the same style. I felt that it was very important that the product tags reflected the importance that the company invested in environmental conservation; this is why I chose to use brown card as my base. This was particularly successful as the colour and tone of the material complemented and highlighted the company's red trademark colour. I chose to continue this style and colour through to the personal gift cards. While I would have liked to continue the use of brown card into the business cards, I found that the use of this material made the cards look cheap, unprofessional and I also noticed that the use of this material meant that the cards wore down easily. The use of white card also enabled me to design two different, opposite business cards with a stark and powerful colour contrast. *Urban Outfitters* largely influenced by website design as their style reflected my Japanese, minimalistic aesthetic and use of environmental influence. This influenced the minimalistic layout which enabled my website to be used with ease as well as my images and colour choice throughout.

Designing the market stall sign, I had originally hoped to get my main logo laser cut out of wood (Use of wood is influenced by Japanese design aesthetic), however after consultation, I learned that the lines were too fine to be cut, thus I altered my design, using only my logo text. I had to constantly think about the mobility of the product. I chose to use Australian Oak Veneer on plywood as its texture and pattern is interesting, yet soft and lightweight. I chose to highlight the idea of sustainability with the timber used on the sides on the light box - this product is reused timber shavings compacted together to create a layered piece of board. The layered effect adds detail to the front image of the sign as well as communicating the importance of environmental sustainability. The sign is both mobile and perfect for use at a market stall.