

Taken by Surprise



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Anyone currently working in brand communication is facing fundamental yet compelling challenges. In an age in which we are flooded with information, consumers are becoming more critical and discerning. They are deploying ever finer filters so that only the most relevant pieces of information ever reach them. Because of this development, traditional brand and advertising messages are far less likely to be seen.

Taken by Surprise is a collection of communication measures that are sophisticated and relevant enough to overcome these hurdles. They include limited special edition products and signature collaborations between brands, artists, and designers such as

those between Julian Schnabel and Maybach, Issey Miyake and Dyson, Sagmeister and Levi's, Olafur Eliasson and BMW, Jonathan Meese and Staehlemuehle, Terry Richardson and Colette as well as other innovative work by the likes of Damien Hirst, Red Hot Chili Peppers bassist Flea, David Lynch, Geoff McFetridge, and Pharrell Williams.

作者介绍:

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标签

交互设计

dgv

Design

评论

严重怀疑Overs!ze有借鉴这书。不过Overs!ze还是做的更eyecatching啊...

重读标记 commerce artistic

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书评

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