

Project Summary

I have taken the essence of the brief at its word, so have imposed no restraint on my imagination to explore its opportunities. In developing a context for the project I looked to the multicultural clues and cues to develop a sense of this place.

For inspiration I researched widely for symbols and signs that associate with the City, Hinterland, Country and Worldwide, to create a multi-faceted, multi-layered visual narrative to synthesise the cultural mix of the city's residents.

My quest has been to combine form and geometry, story and fact with context and place to create a unified vision.