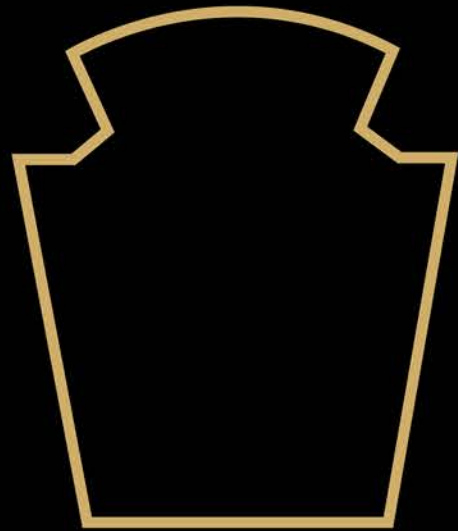


HARIDAS SINGH

PORTFOLIO





WHEN IT COMES TO ICONS.

AMERICAN ICONIC MOMENTS SELECTED FROM THE LAST 150 YEARS. HIGHLIGHTING RED TO INDICATE THE PRESENCE OF HEINZ AND THEIR IMPORTANCE IN HISTORY.



FROM CUSTER'S LAST STAND



TO EDISON LIGHTING UP THE WORLD



WITNESSING AMERICA AT WAR



TO DISNEY AT PLAY



FROM THE LAND OF OZ



TO FRANK DOING IT HIS WAY



WE WATCHED A STAR RISE



AND LOOKED UP IN WONDER



PREDICTING 15 MINUTES OF FAME



IN A FUTURE



WHERE HEROES DEFY GRAVITY



AND LEADERS GIVE US HOPE

WHEN IT COMES TO ICONS.

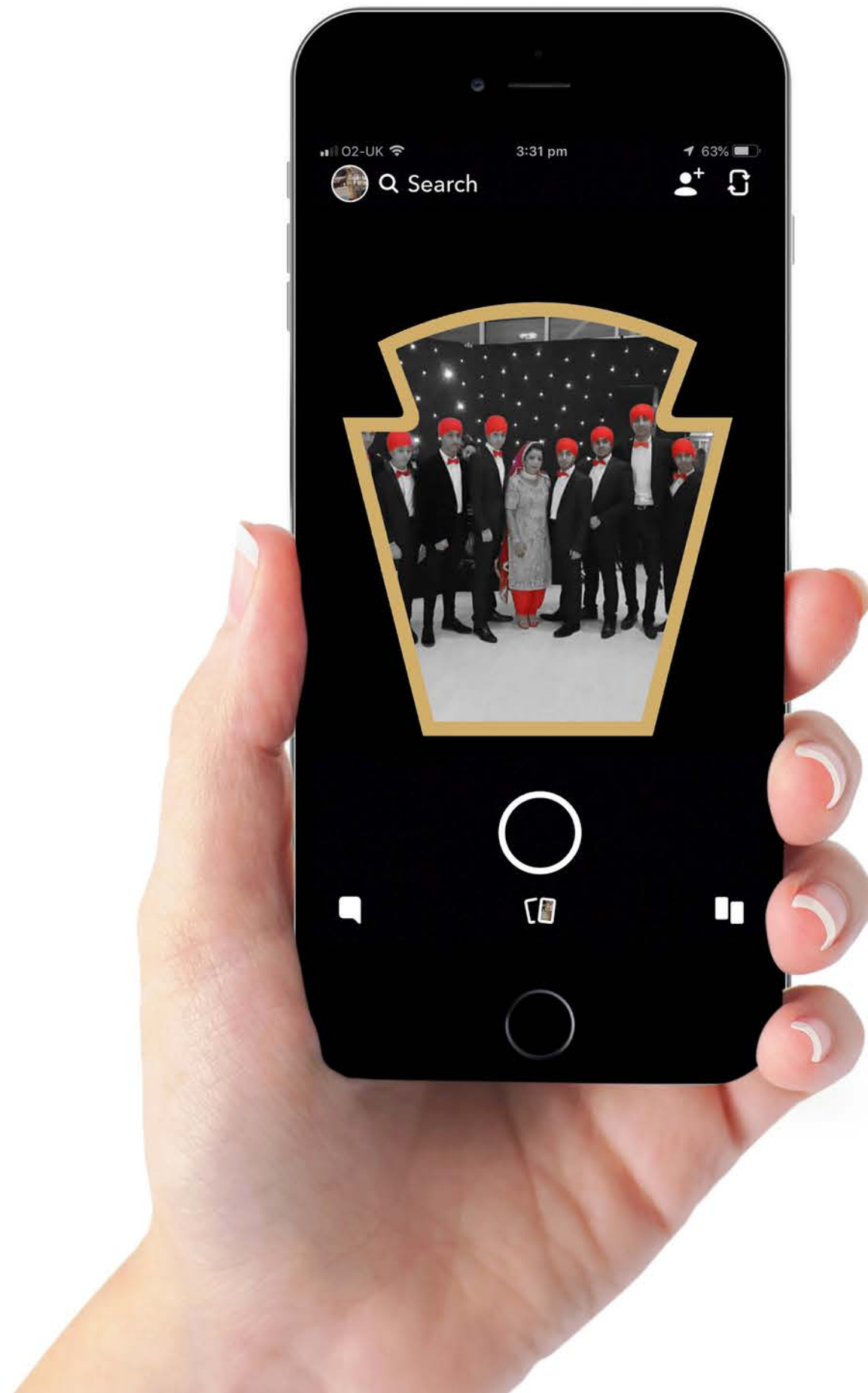
BOARD 1



**WE CREATED A RANGE OF LIMITED EDITION BOTTLES
WITH A SNAPCODE ON THE REVERSE.
WHEN SCANNED, IT ALLOWS THE CUSTOMER
ACCESS TO AN EXCLUSIVE SNAPFILTER.**

WHEN IT COMES TO ICONS.

BOARD 2



**CUSTOMERS CAN
BEGIN TO SNAP AND
SHARE THEIR OWN
#REDMOMENTS**

BOARD 3

A grid of 15 Instagram posts, each featuring a red-themed image and framed with a gold Kentucky state outline. The posts are arranged in a 5x3 grid. The top of the grid has a navigation bar with a back arrow, the hashtag #redmoments, and a three-dot menu. The bottom of the grid has a navigation bar with icons for home, search, add, heart, and profile. The images include: a red car in a dark forest, a red apple, a person in a red jacket, a person in a red jacket and black pants, a red car, a person in a red jacket, a red dress, a red flower, a person in a red jacket, a red bench, a person in a red jacket, a person in a red jacket, a red car, a person in a red jacket, and a person in a red jacket.

WHEN IT COMES TO ICONS.

BOARD 4



NEW YORK



LONDON



TOKYO

FINALLY, THE GOOD PEOPLE AT HEINZ WILL CONTINUOUSLY CHOOSE THEIR FAVOURITE MOMENTS TO BE PROJECTED ON ELECTRONIC BILLBOARDS 24 HOURS A DAY IN SOME OF THE MOST ICONIC CAPITAL CITIES AROUND THE WORLD.

AIRVOLUTION.

**A DESIGN MUSEUM EXHIBITION CELEBRATING NIKE AIR MAX AND
THE *AIRVOLUTION.* OF THE VISIBLE AIR BUBBLE OVER 32 YEARS.
HIGHLIGHTING THE KEY INNOVATIVE MOMENTS IN NIKE'S HISTORY.**

DESIGN MUSEUM X AIRVOLUTION.

THE DESIGN MUSEUM WILL HAVE A GIANT INFLATABLE
TRANSPARENT BLIMP FLOATING IN LONDON'S
SKYLINE WITH THE **AIRVOLUTION.** LOGO.



A WALL AND FLOOR DESIGN ALLOWING VIEWERS TO STAND ON THE AIR MODULES FROM EACH DECADE, TAKING THEM TO THAT PERIOD OF TIME.



EXHIBITION SPACE MOCK-UPS

AIRVOLUTION. TIMELINE, SPANNING 32 YEARS
OF NIKE INNOVATION.



EXHIBITION SPACE MOCK-UPS

SHOWING THE **AIRVOLUTION**. TIMELINE & VIRTUAL REALITY EXPERIENCE HOUSED IN THE GIANT AIR MAX SHOE BOX.

THE RUNNING TRACK WILL FEATURE REAL LIFE MODULES ALLOWING THE USERS TO SEE HOW AIR MAX TECHNOLOGY WORKS.



EXHIBITION SPACE MOCK-UPS

GIANT INFLATABLE NIKE AIR MODULE
INSTALLATIONS AND A GIANT BLIMP FLOATING
AROUND THE EXHIBITION.

THE **AIRVOLUTION.** OF MAN AND THE AIR MAX
STARTING LINE.



VIRTUAL REALITY HEADSET AND EXHIBITION MOCK-UP

HTC HIVE VR HEADSET FEATURES A BUBBLE DESIGN.

THE OVERSIZED NIKE SHOE BOX IN THE EXHIBITION
SPACE WILL HOUSE THE *AIRVOLUTION. VR*.



VIRTUAL REALITY EXPERIENCE

AS THE USER WALKS DOWN THE VR TIMELINE, THE SHOES ON THEIR FEET WILL CHANGE DEPENDING ON WHICH AIR MAX MODEL THEY ARE VIEWING, AND THEY WILL GET A FEEL FOR WALKING ON AIR.



EXHIBITION TICKETS

EXHIBITION TICKETS HAVE BEEN DESIGNED IN THE
STYLE OF AN AIR MAX SHOEBOX LABEL, ENCLOSED
IN AN AIR BUBBLE MUCH LIKE THE AIR MODULES
FEATURED IN AIR MAX TRAINERS.

AIRVOLUTION.

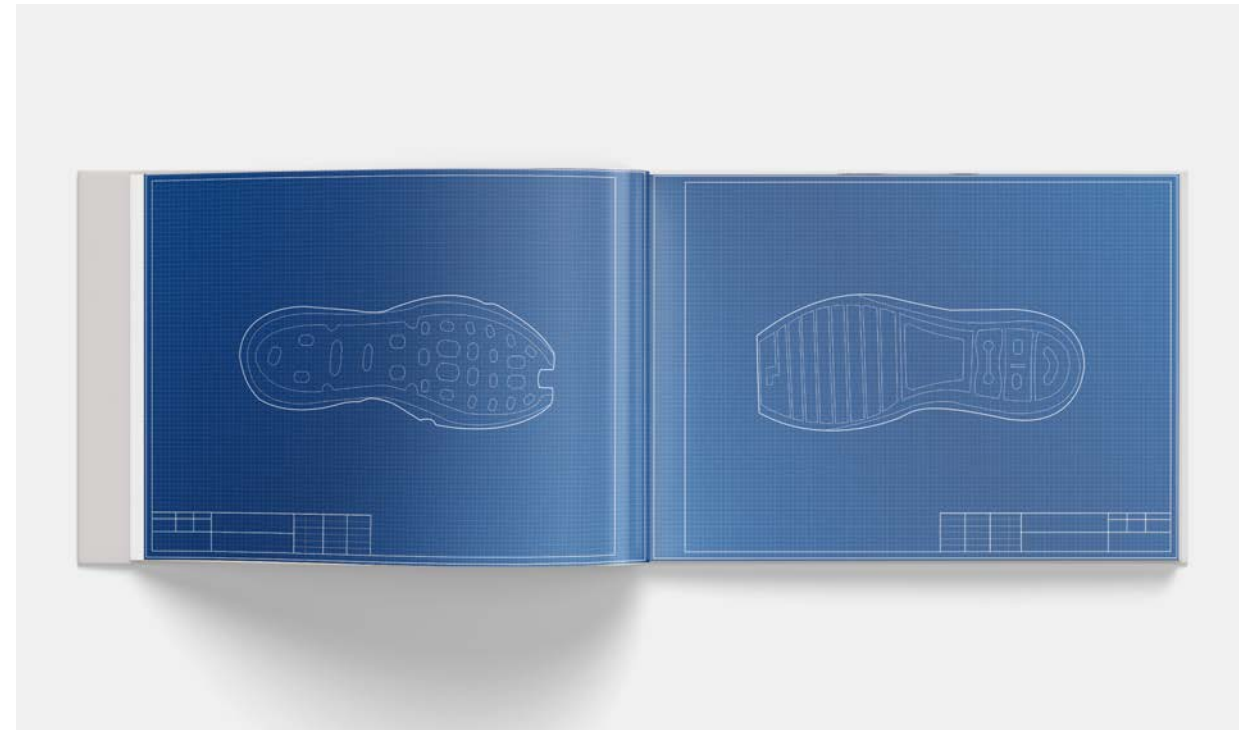
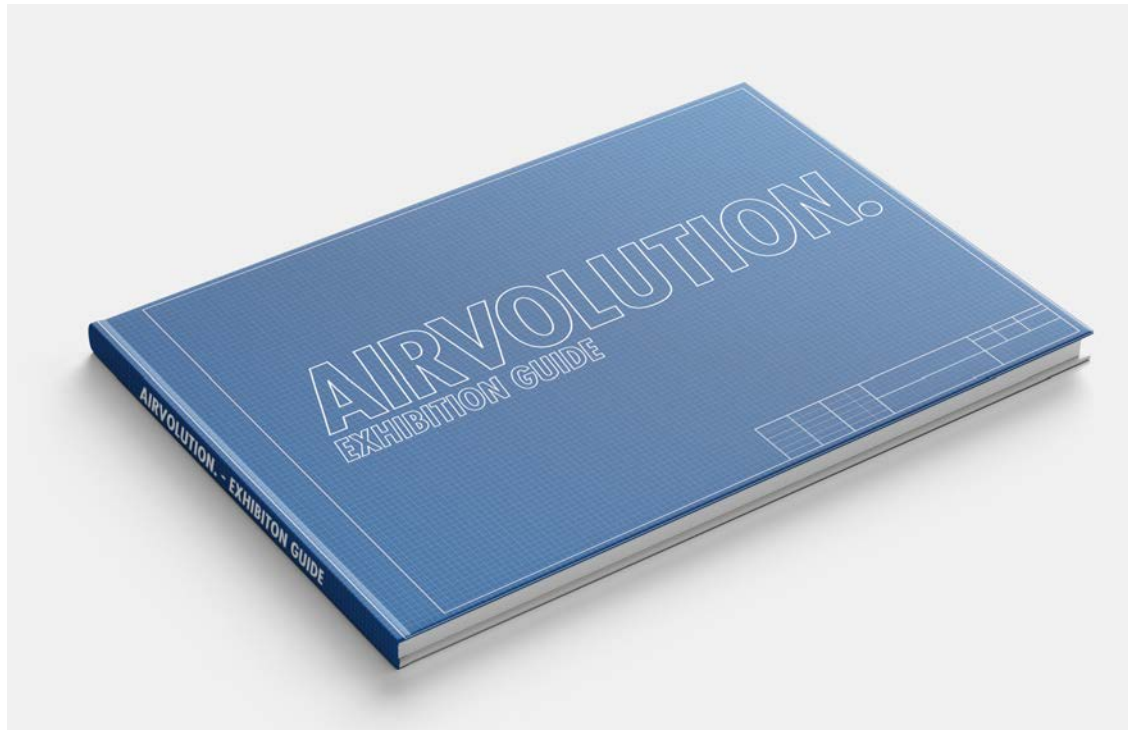
the
DESIGN
MUSEUM

AIRVOLUTION. BY NIKE - EXHIBITION	
<div><div><div></div><div>GENERAL</div><div>ADMISSION</div></div></div>	DESIGN MUSEUM LONDON Kensington High St, Kensington, London W8 6AG
	26/07/2019
	£19.87



EXHIBITION GUIDE

THE EXHIBITION GUIDE HAS BEEN DESIGNED AS A SET OF BLUEPRINTS FOR THE AIR MAX MODULES, THIS GIVES THE VISITORS AN INSIGHT INTO THE DESIGNING AND CREATING OF TINKER HATFIELD'S AIR MAX RANGE.



AIRVOLUTION. NIKE AIR MAX BUBBLES

MERCHANDISE SOLD IN THE MUSEUM GIFT SHOP,
A COLLECTION OF NIKE AIR BUBBLES SHAPED AS ICONIC AIR
MAX SILHOUETTES SELECTED FROM THE LAST 32 YEARS.



AIRVOLUTION. NIKE AIR MAX BUBBLES

USING AN EVEN DISTRIBUTION OF AIR MAX MODELS FROM
THE LAST 32 YEARS TO SHOW THE **AIRVOLUTION**.



EXHIBITION LANYARD & TOTE BAG

EVERY VISITOR RECEIVES A LANYARD ON ENTRY TO THE EXHIBITION WHICH GIVES A BRIEF INTRODUCTION TO **AIRVOLUTION**.

THE BUBBLE WRAP TOTE BAG WILL BE AVAILABLE FROM THE MUSEUM GIFT SHOP, COMPLETE WITH SHOELACE HANDLES.



EXHIBITION ADVERTISEMENTS

TYPOGRAPHIC POSTERS BASED ON CURRENT NIKE SLOGANS.

