

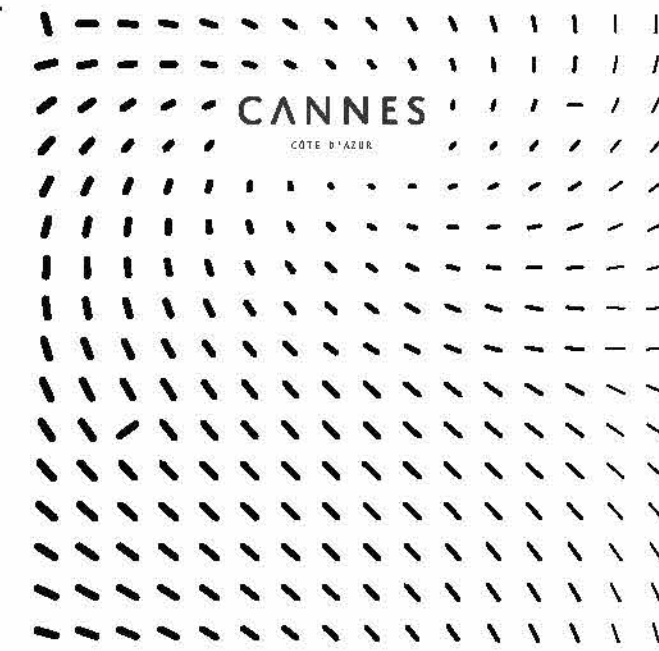
LOGO: GATHERINGS AND FESTIVITIES



LOGO: QUALITY OF LIFE

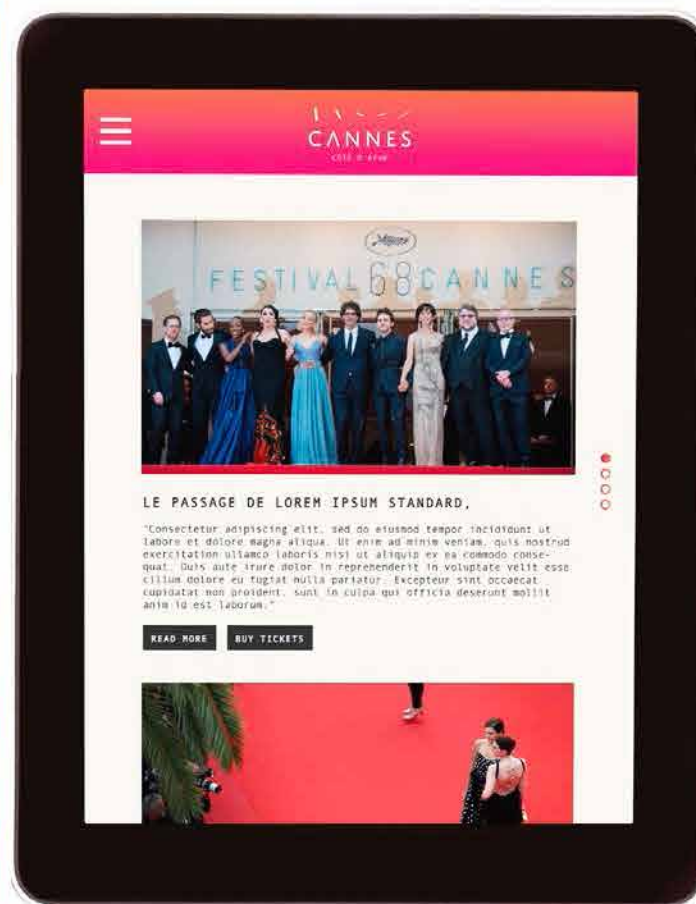


LOGO PRINCIPLE: HOW THE LOGO AND ELEMENTS LIVE IN DIFFERENT ENVIRONMENTS



CANNES, THE MAGNETIC CITY

Cannes is said to be paradise on earth. Whether you are on your holiday, attending the festivals or work you are in for a treat. Cannes is a small town, but has a great deal of resources, ambition and creativity. Cannes is especially known for its festivals and stunning nature and mild climate. With its pulsating life it attracts people from all over the world.



OUR VISUAL IDEA

is to visualize the energy and pulse of the city. By illustrating this in a simple and direct way by creating paths that all lead to Cannes.

The pattern is dynamic and the tempo and curve of the wave will various to fit its target group. We have segmented in to two main target groups, gatherings and festivities and quality of life.

This will be visualized in the movement of the pattern. For example quality of life will be slow and relaxing, and for festivities and gatherings faster and larger expressions.

In Cannes there is also space to think different, break the system and go your own way, witch leads to great ideas and innovation.



EVOLUTION

The pattern will also evolve to another medium, motion graphics, to show the simplicity but also the strength of the concept. This will show on the web page and also outdoor screens to color and mix up the beautiful surroundings in Cannes.

