

RUE CREMIEUX

Rue Cremieux is a small street located in the
12th arrondissement of Paris.

It is especially known and recognized for its row of colorful houses. The colors range from pink, green, blue, yellow and green. As it is such a rare deviation from the homogeneity of much of Paris, the street has quickly earned an outsized reputation. Social media has only increased the street's renown.

However that has also become a problem, since the tourists often forget about the fact that the houses are being occupied by inhabitants and therefore invade their privacy.

This project is exploring the invasion of privacy through stories, posters, merchandise and more.

YOUTHFUL

COLOURFUL

PLAYFUL

VISUAL IDENTITY

THE LOGO



RUE CREMIEUX

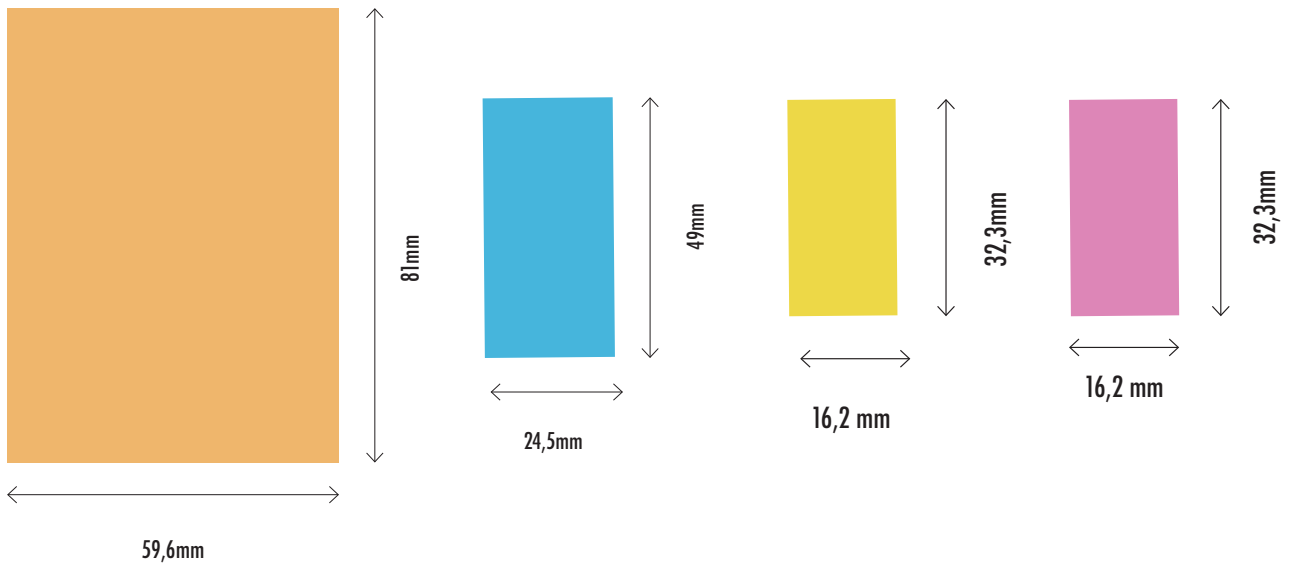
THE LOGO INTENDS TO REPRESENT RUE CREMIEUX THROUGH COLORS AND SHAPES
THE SHAPES USED IN THE LOGO ARE MIMICKING THE SHAPES OF THE HOUSES IN RUE
CREMIEUX AS WELL AS THE COLORS IT IS A PLAYFUL LOGO AS IT REFLECTS THE
PLAYFUL COLORS OF THE STREET



ABCDEFGHIJKLM
NOPQRSTUVWXYZ

(Agrem Regular)

RUE CREMIEUX



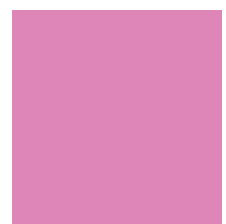
efb66c



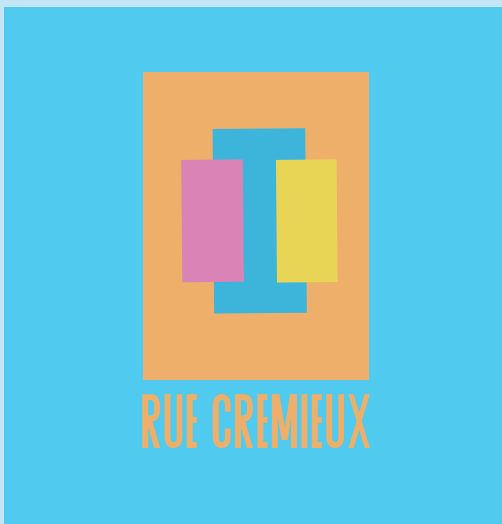
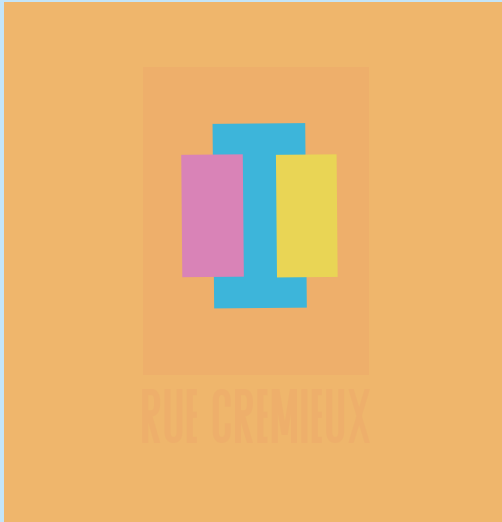
46b5dc



edd847



dd86b7



Logo cannot be used on orange or blue backgrounds, if so then text color must be adjusted to the background by using colors such as black or white.

THE POSTERS

The posters are visually representing the struggle of the inhabitants of Rue cremieux, however in a playful way. They are signages to gain the tourists attention in order to remember them that people are living in the houses and that their privacy should be respected. This is shown in a positive way by using the colors found at Rue Cremieux , aswell as shapes mimicking the buildings.



PLEASE
RESPECT
OUR
PRIVACY



**NO
FLASH
PLEASE**



**USE
YOUR EYES
NOT
YOUR
CAMERA**



TAKE PHOTOS
OF MY HOUSE
NOT OF ME
THANK YOU

GUIDELINES

1.

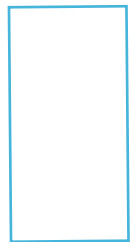
OPEN NEW INDESIGN/ILLUSTRATOR FILE
A4

USE FORMS GIVEN IN DIFFERENT SIZES
AND PATTERNS AND OVERLAY THEM.

2.

3.

USE COLOR PALLETEN GIVEN
TO COLOR IN RECTANGULAR SHAPE



USE FONT GIVEN AND WRITE SENTENCES
GIVEN CHOSE EITHER ONE AND CENTER IT
OR MULTIPLE AND SPREAD OVER PAGE

4.

FONT S

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

AGREM
REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

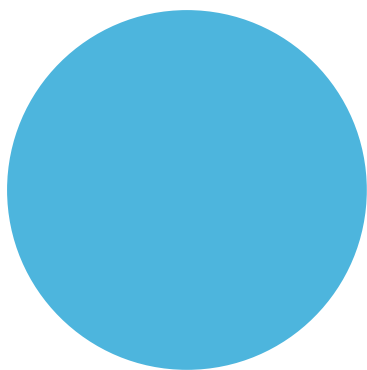
IMPACT
Regular

ABCDEFGHIJKLMN

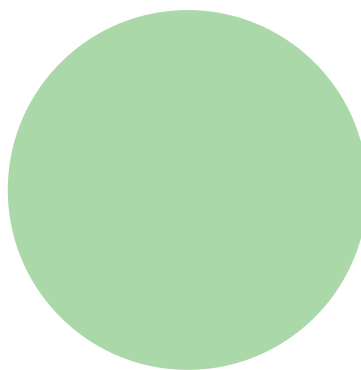
OPQRSTUVWXYZ

DIN Condensend
Bold

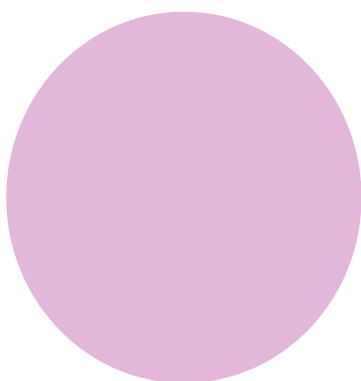
COLORS



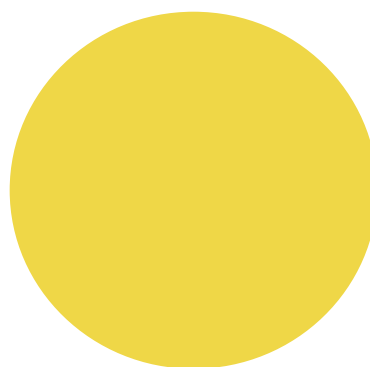
#4db5dd



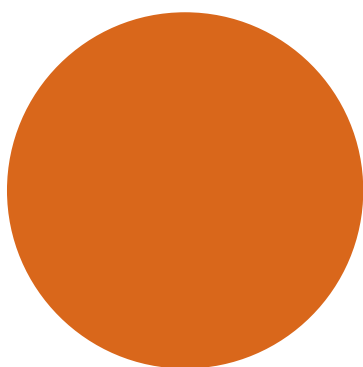
#aad8a8



#e2b7d9



#efd747



#3d9671b

THE WEBSITE



The website is designed in order to represent the street and personal stories of inhabitants in the area. The houses are set up in a row and once you click a house you will be taken to a little quote from an inhabitant of the street, stating his thoughts on the lack of privacy in the street. Therefore the website is there to serve as an informal platform from the view of the inhabitants and to inform tourists and others visiting the street that the invasion of privacy is a problem.



RUE CREMIEUX

BACK

„He took photos of me and my wife, I told him to delete it. He ignored me. We got into a fight. We considered moving“



RUE CREMIEUX

BACK

"Maybe the internet is changing the entire concept of privacy? "





RUE CREMIEUX

BACK

"Tourists just constantly stand right in front of our door and take pictures. This is not a Zoo "



RUE CREMIEUX

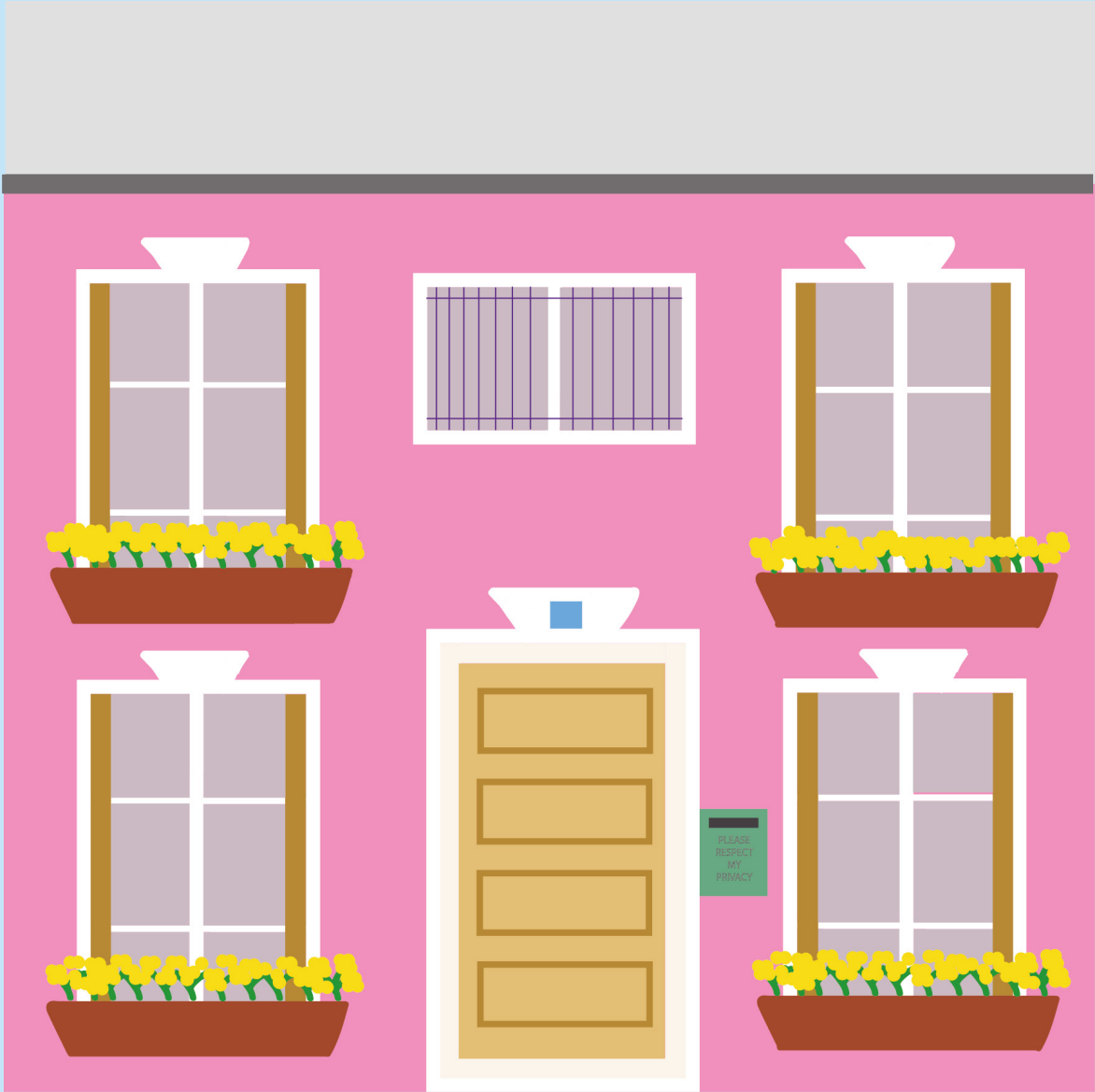
BACK

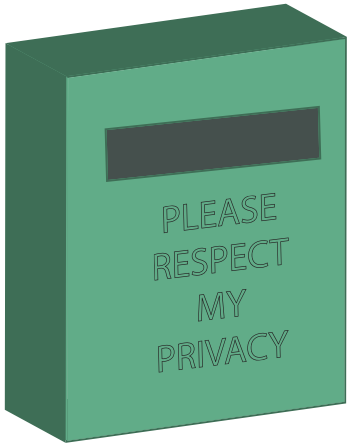
"I love this street, this is our home, but sometimes it can be very tiring, especially when the sun comes out. People everywhere "



THE INSTALLATION

The installation is a mailbox, that will ideally be hung next to each house and be used as a signage aswell, the mailbox will hace the identital quotes as found on the posters, it is a interesting way of reminding visitors while they are taking photos of the front door that they should still be aware that people live behind these colorful doors.





MERCHANDISE

The Merchandise is there to support the playful part of the project. Again, this project is informative and should cause awareness of the lack of privacy, however this doesn't mean that it is forbidden to enter the street or take pictures, but rather be thoughtful of your surroundings. So the merchandise was made in order for each visitor to also get a nice little memory of their experience at Rue Cremieux.







