

December 2018

GRAPHICS STANDARDS

PHILHARMONIE DE PARIS

John Solomon Hanson & Taylor Mackall

**PHILHARMONIE
DE
PARIS**

John Solomon Hanson & Taylor Mackall

BACKGROUND

The Philharmonie de Paris is a cultural institution dedicated to musical productions in Paris, France. Established in 2015, the institution is composed of concert halls, exhibition spaces, educational services, rehearsal rooms, restaurants, and bars.

The Philharmonie is located in Parc de la Villette in Paris' 19th arrondissement. Designed by Jean Nouvel and opened in 2015, the core of the new landmark building is a symphonic concert hall of 2,400 seats. The design, in cool metallic shades, is composed of organic curves and sharp edges, combining two contrasting styles in harmony through the use of common materials and colors. The dynamism of the exterior is mirrored in the main auditorium, or "Grande Salle", which is designed to conjure intimacy between the performers and the audience. The auditorium's shades of white, cream, light black, and soft yellows have inspired the color standards, as well as the context of the Bernard Tschumi's bright red structures in Parc de la Villette.

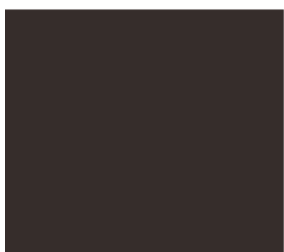
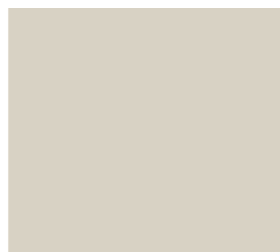
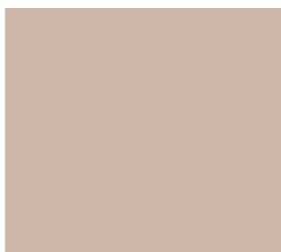
GOALS

Create a new visual identity for the Philharmonie that is both youthful and timeless; dynamic but refined. Additionally, the new design will speak to the Philharmonie's unique sense of place, situated in context within the iconic Parc de la Villette by Bernard Tschumi, but held in Jean Nouvel's already iconic concert hall.

DESIGN IDENTITY

- Dynamic
- Artistic
- Youthful
- Refined
- Timeless
- Tantalizing

COLOR PALATE



COLOR PALATE

The color palate for a given advertisement will correspond to the type of concert, festival, or event being advertised. The first color is the primary color, while the other color will serve for detailing/text.

SYMPONIC CONCERT



JAZZ, PIANO MUSIC



MUSIC AND CINEMA



THEMATIC



**CONTEMPORARY, POP,
ROCK**



ELECTRONIC



TYPEFACE

TITLE FONT: LINEAL

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW
XX YY ZZ

Available: <https://velvetyne.fr/fonts/lineal/>

BODY FONT OPTION 1: SERENITY

Aa Bb Cc Dd Ee Ff Gg Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Available: Typekit

BODY FONT OPTION 2: Lack, LACK LINE, or LACK LINE ITALIC

Aa Bb Cc Dd Ee Ff Gg Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Available: <https://velvetyne.fr/fonts/lack/>

LOGO - LARGE

PHILHARMONIE
DE
PARIS

PHILHARMONIE
DE
PARIS

PHILHARMONIE
DE
PARIS

LOGO - MEDIUM

PHILHARMONIE

PARIS

PHILHARMONIE

PARIS

PHILHARMONIE

PARIS

LOGO - SMALL

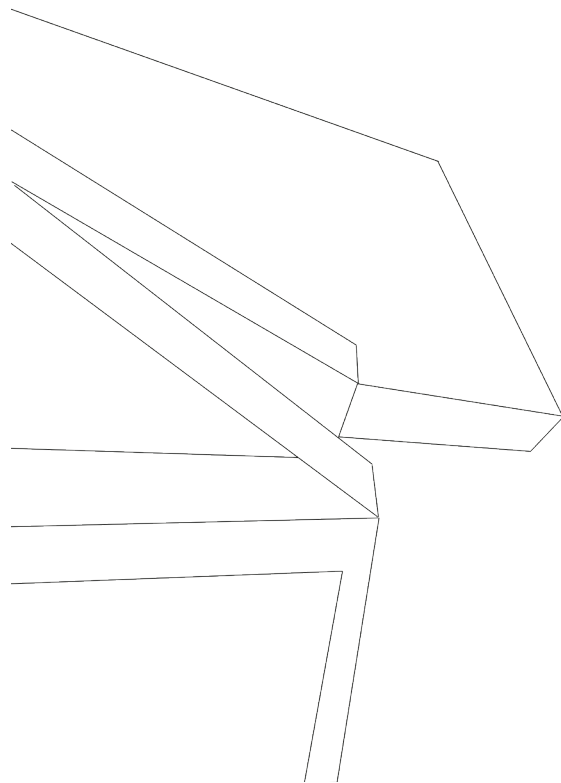
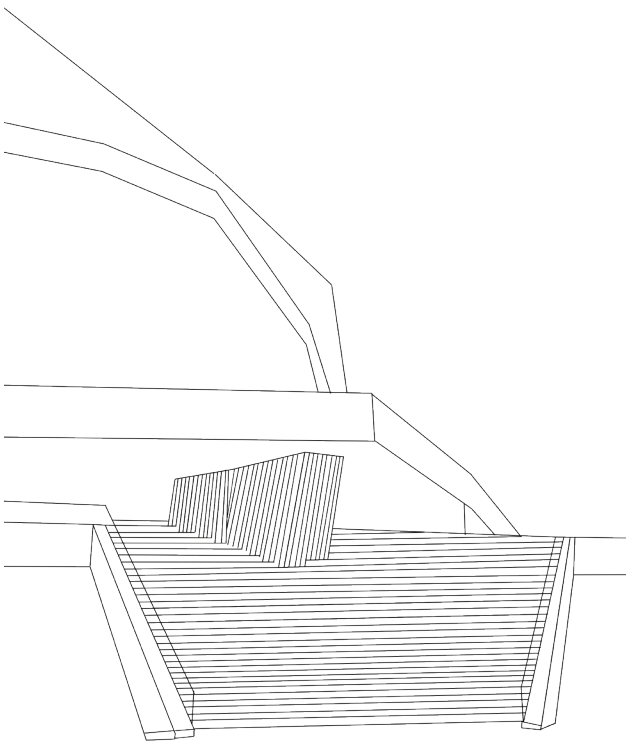
PARIS PHIL

PARIS PHIL

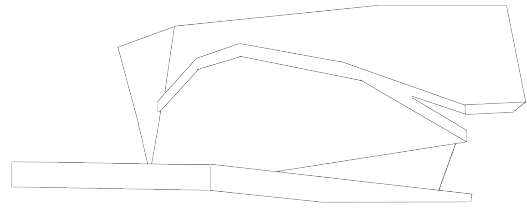
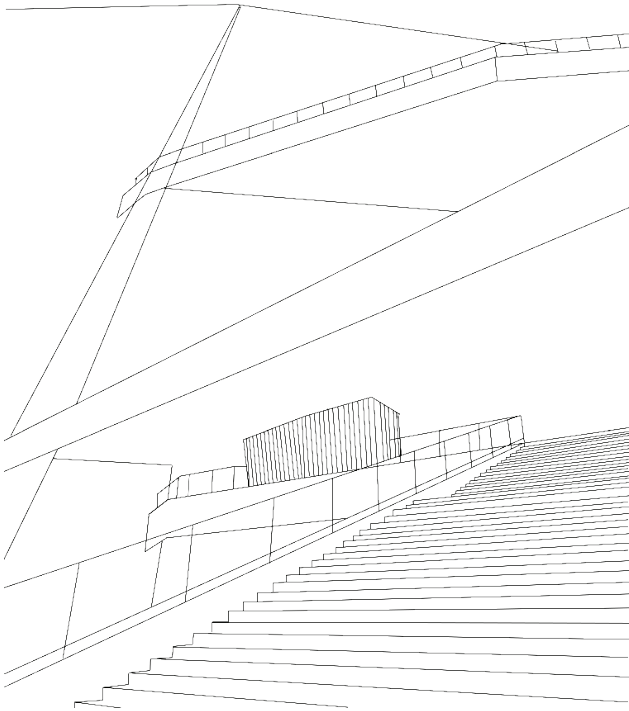
PARIS PHIL

BUILDING MOTIFS

These motifs, mirroring the architecture of the Philharmonie, can be integrated into many different mediums and used in a variety of manners while designing communications for the Philharmonie.



BUILDING MOTIFS



WEBSITE MOCK-UP



WEBSITE MOCK-UP

ARCHITECTURE

Dans le mot « philharmonie », on peut déjà facilement imaginer l'amour de l'harmonie. Nous jouons d'harmonies successives, d'harmonies urbaines. La Philharmonie existe comme un événement prestigieux qui entretient des relations harmonieuses avec le Parc de La Villette, la Cité de la musique et le boulevard périphérique.

En Savoir Plus



PARIS
PHIL

HOW TO COME

PARIS **PHIL**

ADDRESS

City of Music - Philharmonie de Paris
221 Avenue Jean-Jaurès
75019 Paris

INFORMATION

Monday to Saturday from 11h to 19h
Sunday from 11h to 18h
+33 (0) 1 44 84 44 84

SCHEDULE

The Cité de la musique - Philharmonie de Paris is spread over two buildings: Philharmonie and Cité de la Musique. In order to prepare your visit, consult our schedules

PRACTICE AND SERVICES

- SCHEDULE
- SERVICES
- ALL ROOMS
- BROCHURES
- OFFERS
- ONLINE STORE
- CONTACT US

WEBSITE MOCK-UP

SUBSCRIPTIONS

Find the booking methods for the different offers of the Cité de la musique - Philharmonie de Paris: concerts and shows, permanent collection of the Museum of Music and temporary exhibitions, workshops and activities.

CURRENT SEASON
CONCERTS & SHOWS
MUSEUM & EXHIBITIONS
ACTIVITIES
YOUNG PEOPLE -28
YEARS
DISABLED
PUBLIC-GROUPS
GIFT CERTIFICATES
TICKET MARKET
TUESDAYS

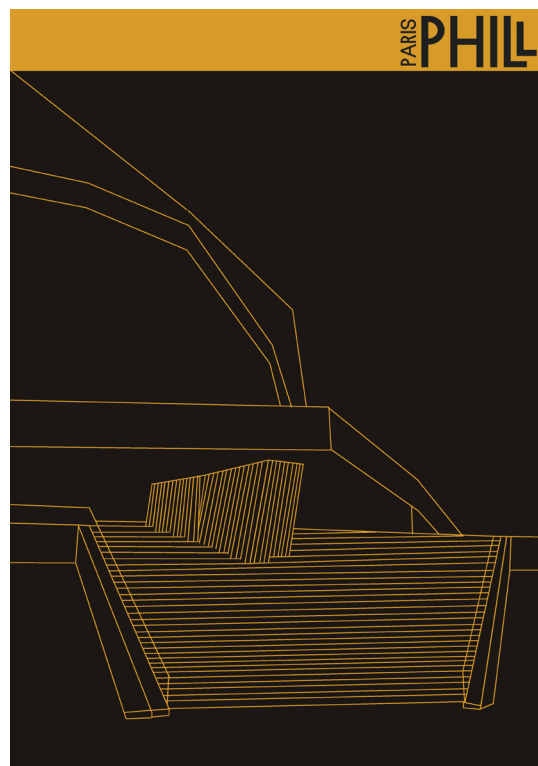
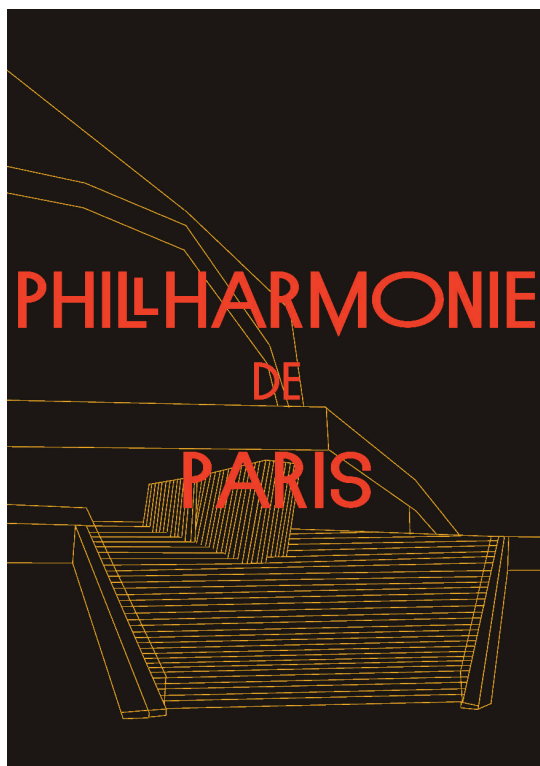
PARIS
PHIL

POSTER INSTRUCTIONS

POSTER INSTRUCTIONS; REFER TO THE MOCK-UPS

1. BY CONSULTING THE COLOR GUIDE, CHOOSE YOUR COLOR PALATE DEPENDING ON WHAT IS TO BE ADVERTISED
2. PICK A LOGO SIZE. FOR THE SMALL LOGOS, USE A LARGE BAR IN A CONTRASTING COLOR ALONG THE LENGTH OR WIDTH OF THE POSTER TO HIGHLIGHT THE LOGO
3. PICK A BUILDING MOTIF
4. ADD TEXT; SHAPE THE BUILDING WITH TEXT

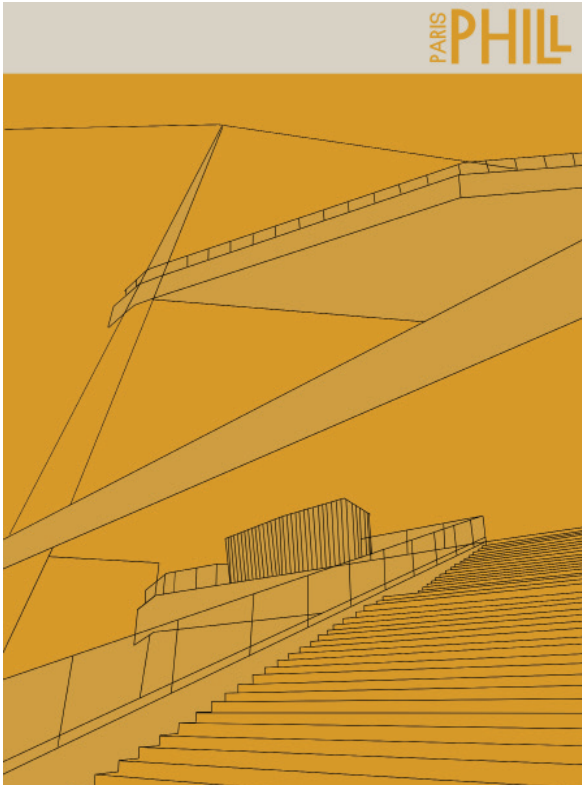
POSTER MOCK-UP



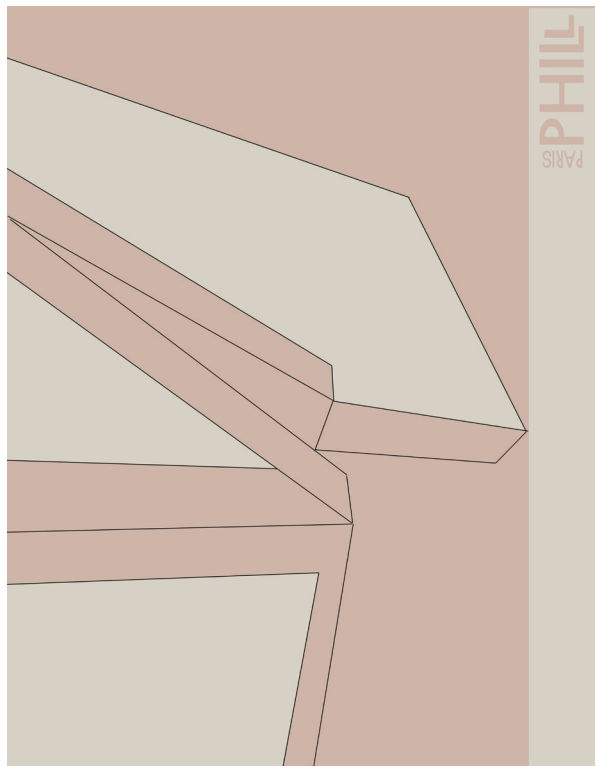
POSTER MOCK-UPS



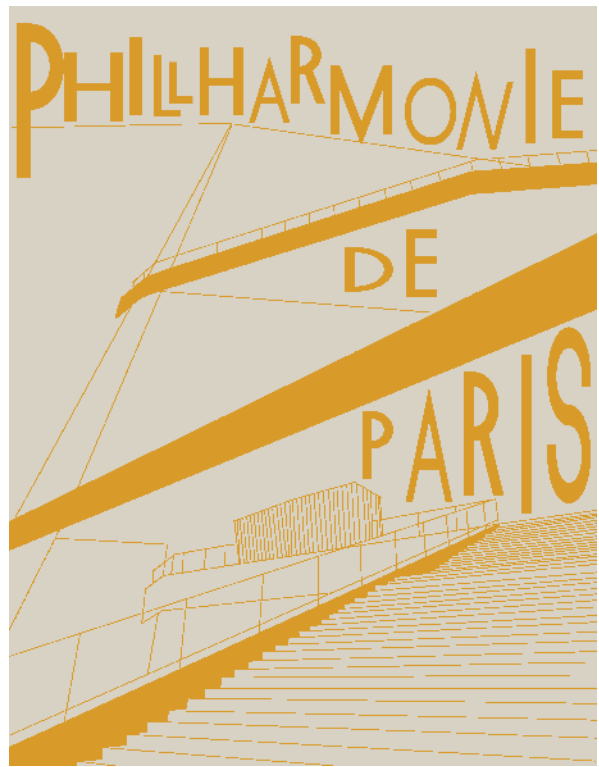
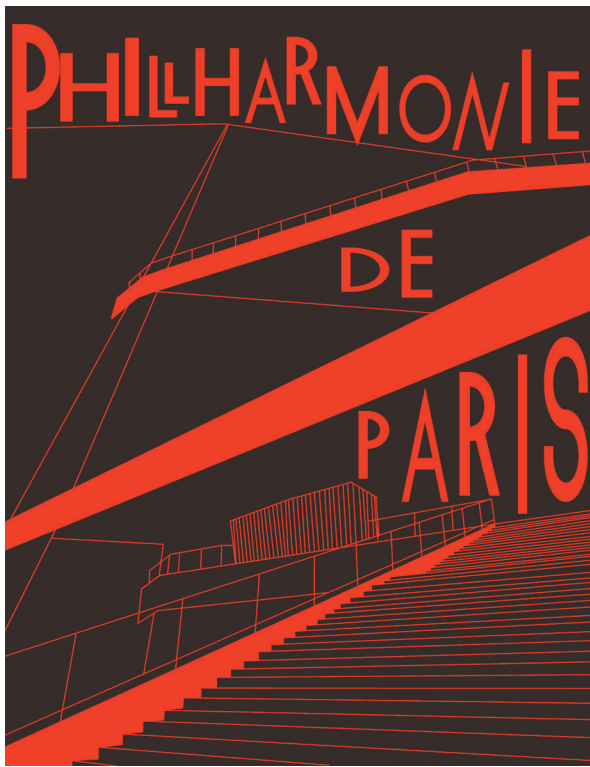
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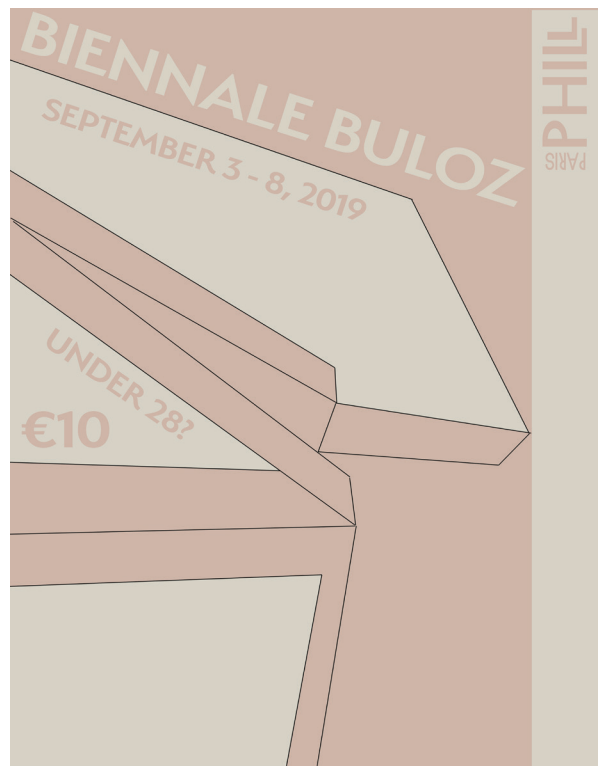
POSTER MOCK-UPS



POSTER MOCK-UPS



POSTER MOCK-UPS



SPACE INSTALLATION

THE FOLLOWING IS A MOCK-UP OF A SPACE INSTALLATION WE ARE PROPOSING AS AN ADVERTISING CAMPAIGN FOR THE PHILHARMONIE. THE INSTALLATION WILL CREATE A MULTI-SENSORY EXPERIENCE COMBINING MUSIC FROM THE PHILHARMONIE AND/OR VISITING PERFORMERS WITH THE GRAPHIC POSTERS. USING NON-RECORDING FACIAL RECOGNITION SOFTWARE AND MOTION SENSORS, AS PEOPLE LOOK AT THE POSTER, MUSIC WOULD BEGIN TO PLAY. AS THEY MOVE CLOSER, THE MUSIC WILL INCREASE, AND THE LINES OF THE PHILHARMONIE WOULD BEGIN TO MOVE WITH INCREASING INTENSITY ALONGSIDE SOUND. SENSORS WOULD RECOGNIZE WHEN PEOPLE LOOK AWAY FROM THE POSTER, AND STOP/SLOW DOWN SOUND AND MOVEMENT ACCORDINGLY.

PLACED IN APPROPRIATE AREAS, INCLUDING AROUND THE PHILHARMONIE AND PARC DE LA VILETTE, THESE INSTALLATIONS WOULD BE EFFECTIVE AT ENGAGING THE PUBLIC WITH THE PHILHARMONIE'S ACTIVITY, WHILE INTRODUCING NEW AND INNOVATIVE MEDIA SOLUTIONS.

WE HAVE CREATED A WORKING PROTOTYPE THAT ILLUSTRATES THE FEASIBILITY AND EFFECTIVENESS OF THE INSTALLATION. WE STRONGLY BELIEVE THAT THIS ADVERTISING CAMPAIGN WOULD ENERGETICALLY ANNOUNCE THE PHILHARMONIE'S NEW GRAPHICS STANDARDS AS WELL AS GENERATE PRESS IN TRADITIONAL AND SOCIAL MEDIA.

SPACE INSTALLATION

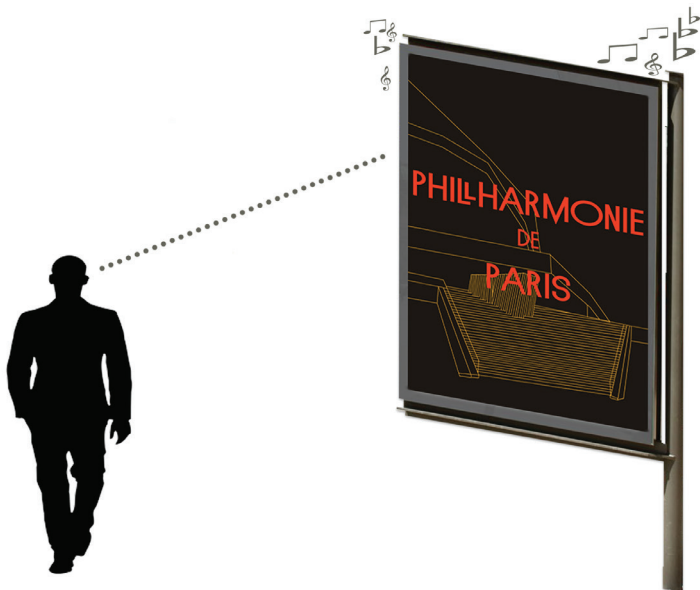


PHOTO BOOK

Accompanying the new graphics standards is a limited addition miniature photo booklet, featuring original photos of the Philharmonie shot on 35 mm film.



PHILHARMONIE

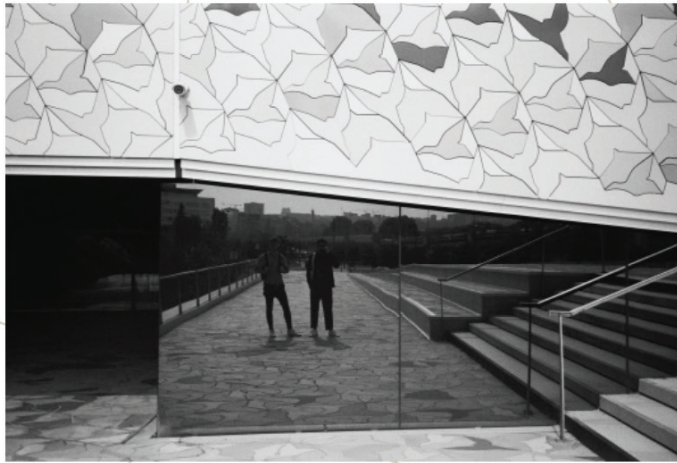
DE

PARIS

JOHN SOLOMON HANSON



PHOTO BOOK





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