

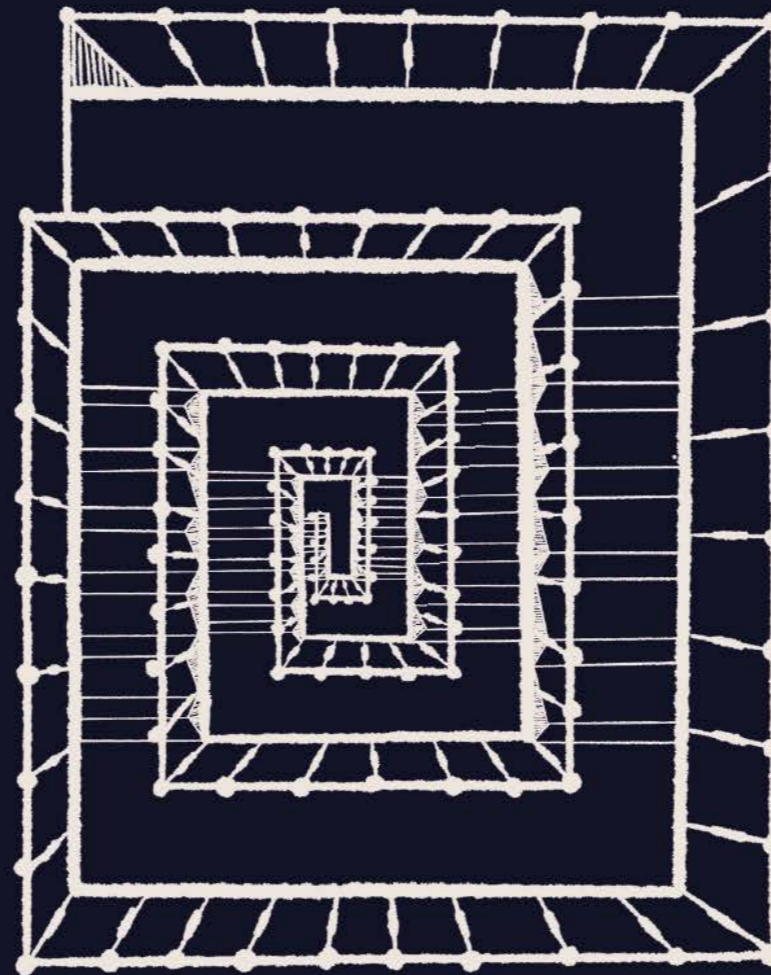
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O R M E

V O D K A

BOTTLED IN CAMBRIDGESHIRE



A H A U N T E D S P I R I T

THIRTEEN TIMES DISTILLED

THE CHALLENGE: to create a luxury alcohol inspired by my hometown.

MY SOLUTION: A spirit inspired by the most haunted building in Cambridgeshire. Highlighting a staricase where the most chilling encounters take place.





INSPIRED BY THE GHOSTS OF PETERBOROUGH'S HAUNTED MUSEUM

OR ME V O D K A

THE HAUNTED SPIRIT

INSPIRED BY THE GHOSTS OF PETERBOROUGH'S



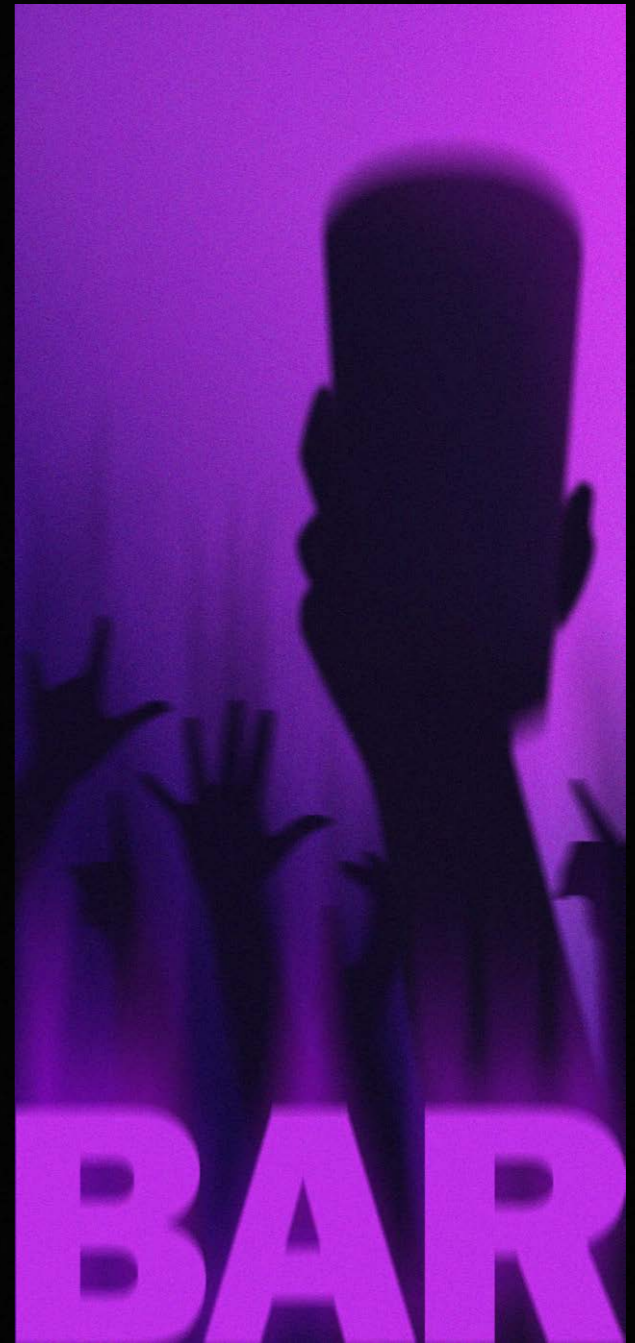
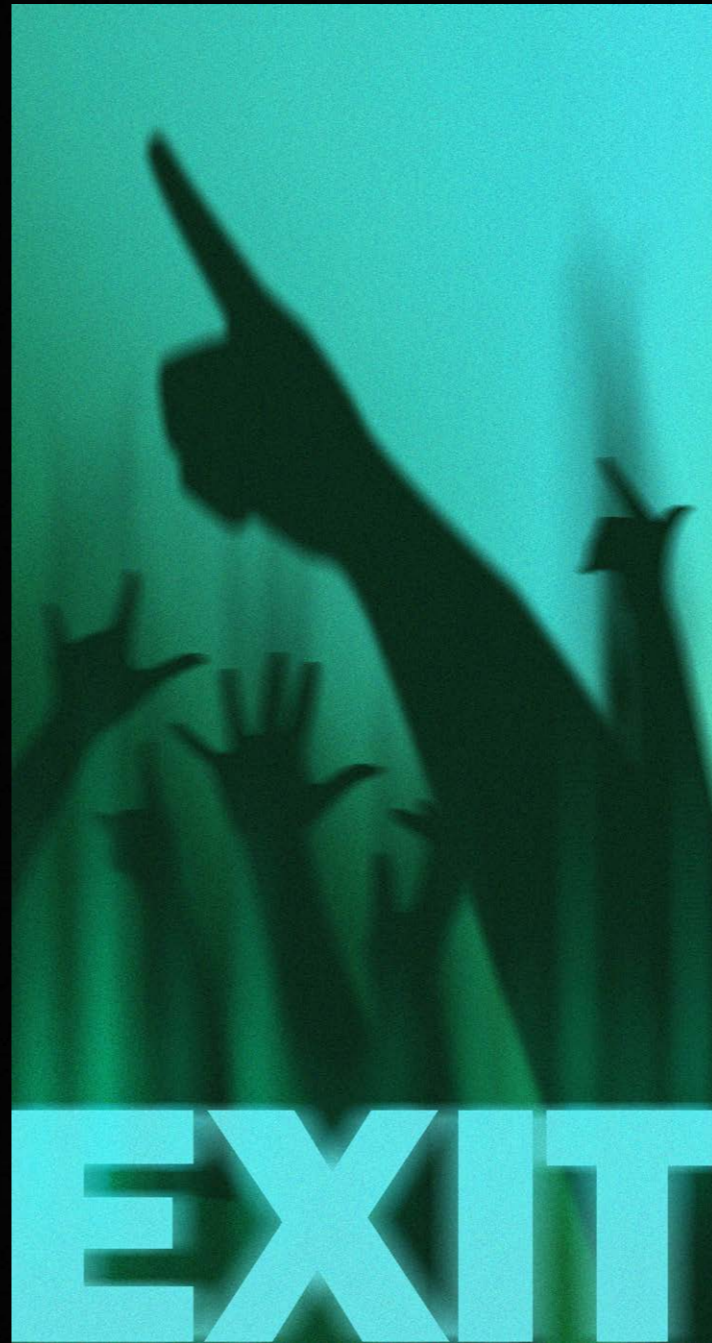
OR ME V O D K A

HAUNTED MUSEUM



THE CHALLENGE: Create a new visual identity for The Camden Underworld, an iconic milestone venue for alternative artists in London.

MY SOLUTION: A bright and bold identity that channels the sense of community unique to live alternative music, whilst standing out against other Camden storefronts.



SIGNAGE

**IT'S TIME TO
FACE THE MUSIC**

**TONIGHTS DOORS
OPEN AT 6PM**



**PLAYING IT
BY EAR?**

**USE OUR LONDON
TRAVEL GUIDE!**



**YOUR FEEDBACK
IS MUSIC TO
OUR EARS**



**INSTAGRAM,
ENTRY STAMP,
CUPS & MERCH**

SUGAR, TOGETHER WITH
INGREDIENTS SOURCED FROM CORINALDO'S
SURROUNDING REGIONS.

INSPIRED BY THE 500 YEAR OLD ITALIAN LEGEND OF THE

LA
PIAGGIA

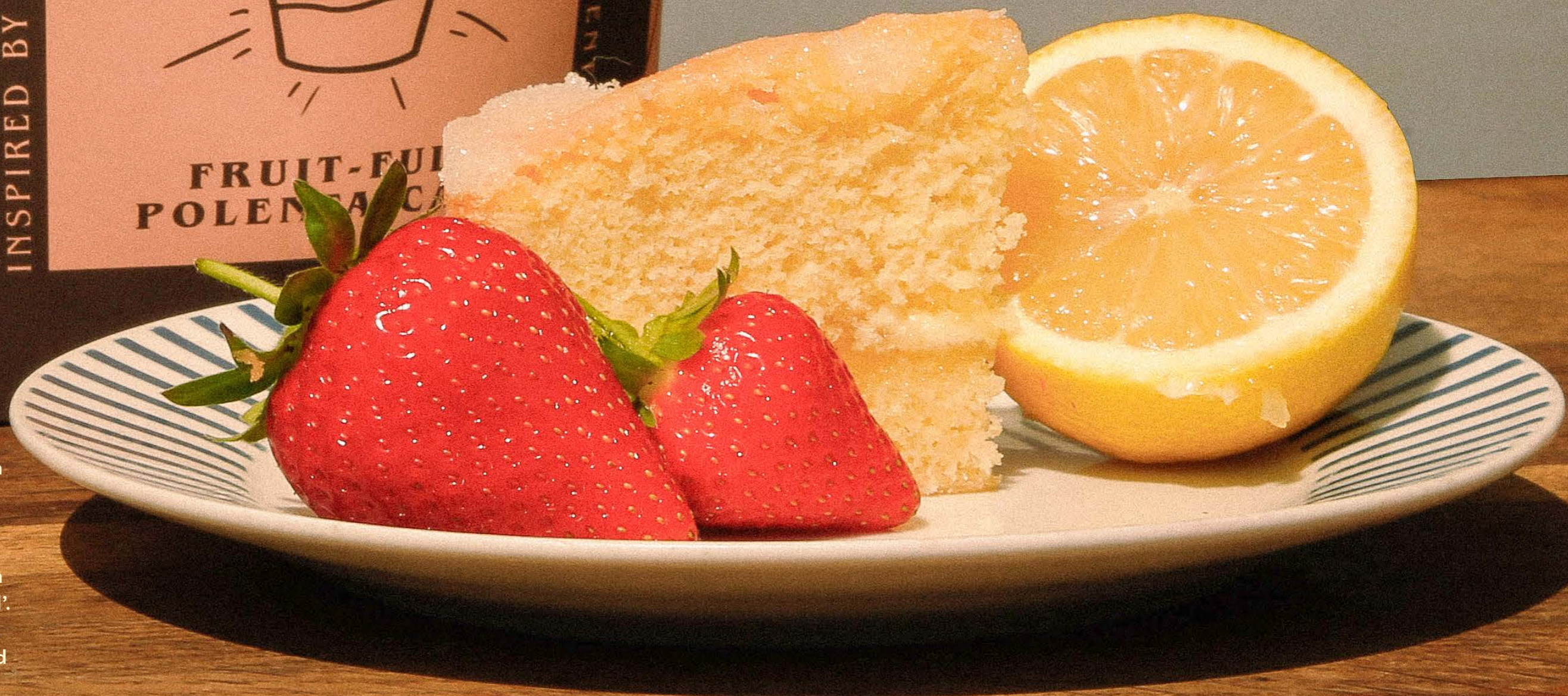


FRUIT-FUL
POLENTA CAKE

OF THE CORINALDO POLENTA

THE CHALLENGE: To name and brand a product that could be sold to aid those effected by earthquakes in central Italy.

MY SOLUTION: A polenta cake inspired by the Italian legend of 'The Polenta Well'. A lighthearted story about community, still celebrated in Italy today.






THE PACK


THE STORY

INSPIRED BY THE 500 YEAR OLD ITALIAN LEGEND OF THE CORINALDO POLENTA WELL


LA
PIAGGIA



FRUIT-FULL
POLENTA CAKE

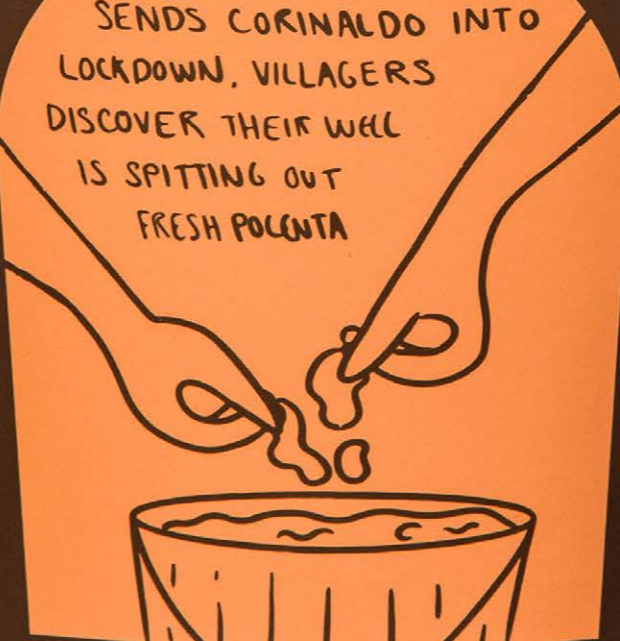


A CLUMSY
FARMER TRIPS
ON LA PIAGGIA
AND DROPS
CORN FLOUR
INTO THE
CORINALDO
VILLAGE WELL




A CLUMSY
FARMER TRIPS
ON LA PIAGGIA
AND DROPS
CORN FLOUR
INTO THE
CORINALDO
VILLAGE WELL

WHEN A SIEGE
SENDS CORINALDO INTO
LOCKDOWN, VILLAGERS
DISCOVER THEIR WELL
IS SPITTING OUT
FRESH POLENTA



IT'S A
MIRACLE!
CORINALDO'S
PEOPLE SURVIVE
ON FOODS MADE
FROM POLENTA



IT'S A
MIRACLE!
CORINALDO'S
PEOPLE SURVIVE
ON FOODS MADE
FROM POLENTA



FROM CORINALDO
ON FOODS MADE
FROM POLENTA





ADVERTISING

LA
PIAGGIA

MIRACULOUS!
FRUIT-FULL ITALIAN POLENTA CAKE

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PIAGGIA

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FRUIT-FULL ITALIAN POLENTA CAKE

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