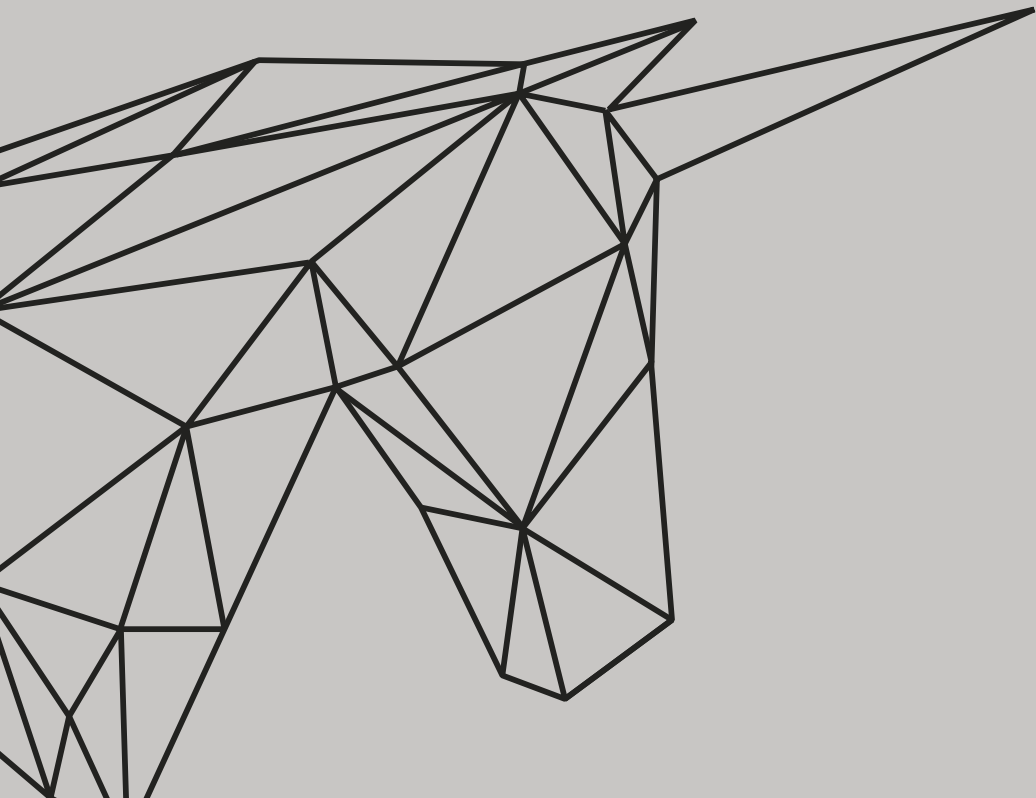


# PAPERRAZ. LIVE PAPER

Paperraz workshop — that's a polygonal sculptures, trophies, masks and self-assembly kits. Our agency took a role of brand-consultant and helped Paperraz significantly update its style.

Polygonal sculptures — objects of the attraction that have special magnetism. "Live Paper" — brand slogan, which explains the nature of this phenomenon: depending on the angle of view and light, the polygons shine thus creating a feeling that the sculptures "come to life".

Main visual metaphor — classical plot.  
Key focus — the moment of creation, that gives birth to the magnetism and magic. The idea of touch is presented on every format thus creating unified visual system.

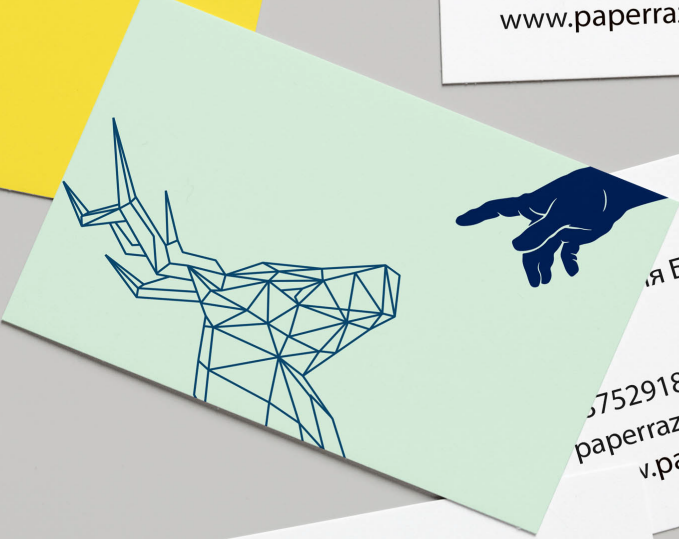




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