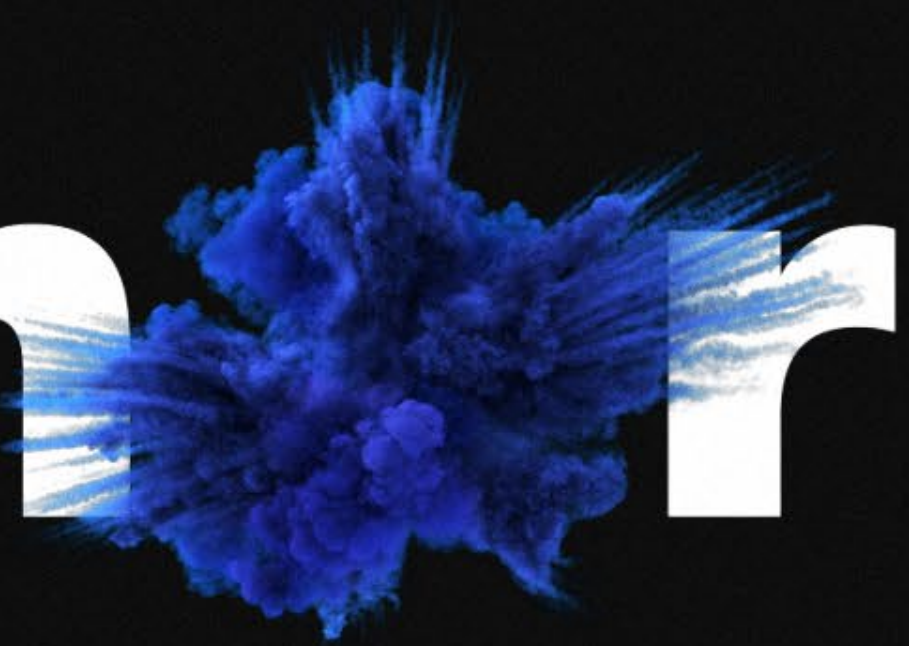


**m**  **re**



*In a strict sense, mOre is a hub soon to be open in Kiev, Ukraine. It hosts events, workshops, and studios. Generally speaking, mOre is beyond all classical formats. It is more than just hub; more than just lecture halls; more than any familiar format. This is the place where great ideas are born, new meanings are formed, modern and timely cultural projects are created. A place where the power of creative group thinking reaches its peak and the quantity goes into quality.*

*The key thing about mOre is that it will host great debates, with well-formed ideas, about business, innovations, social and cultural changes. By this synopsis, we were asked to create a representative branding. Our goal was to start conversations and make people curious about this space. **Our approach was to make people view mOre as a birth point for ideas, movements, and cultural trends. Things start and evolve here.***

To mark this idea, we used the circle icon, because of its' deep meanings and philosophy. The circle is one of man's first symbols. It is inclusive. It invites people to come together and be united. It is accepting and protective. It sparks creativity and enlightens people. *That's why, the "O" from mOre will be treated graphically to suggest the main theme of any event, thus becoming flexible and vibrant.*

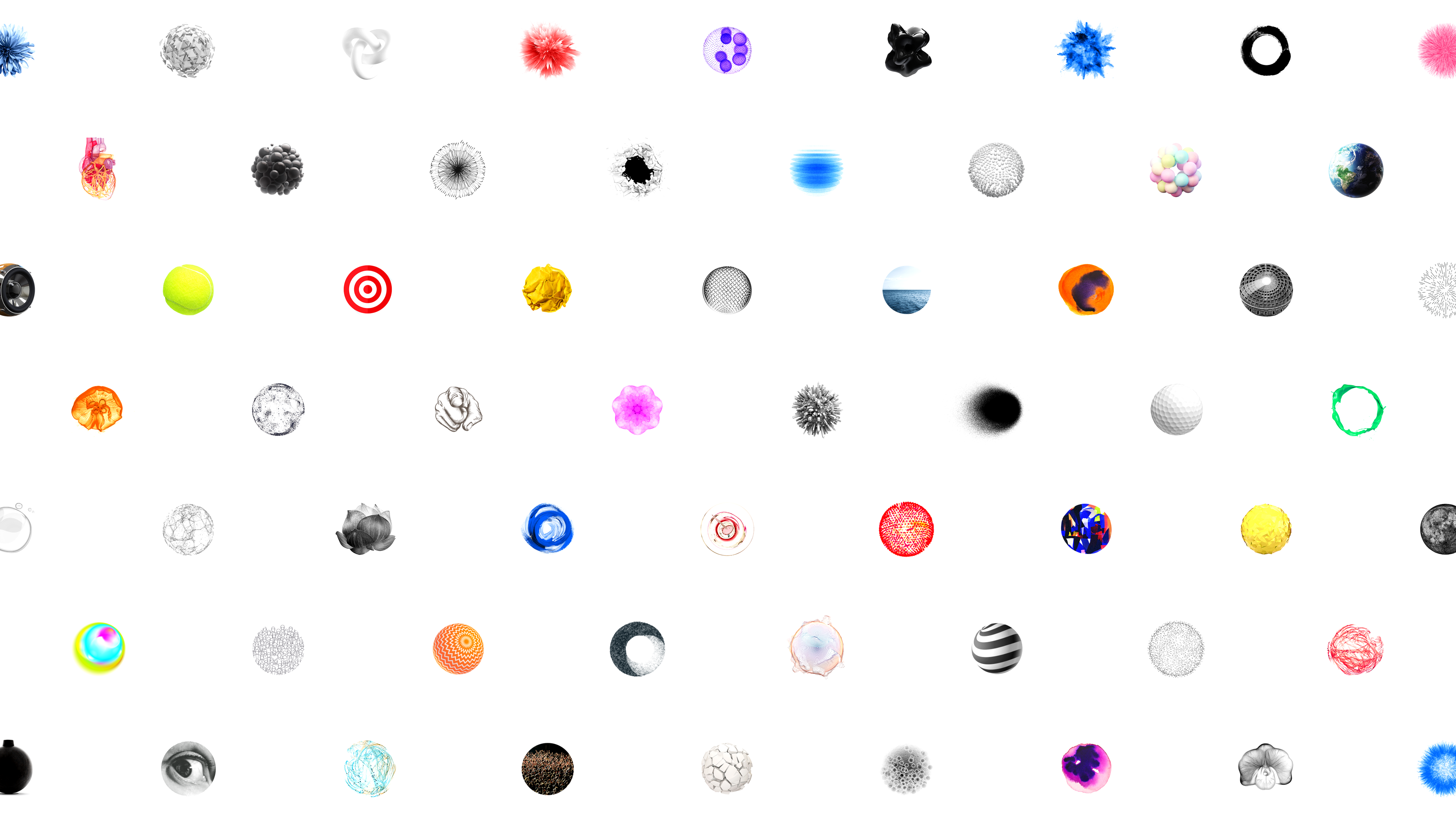
The branding is left with open-ending to always be relevant to the present debates, ideas, trends, politics, innovations etc. It will continuously generate different visuals to replace the O icon, depending on the context. The brand we created is described as constantly evolving. This has to be obvious in its identity too.

**from more**  
**to mOre**

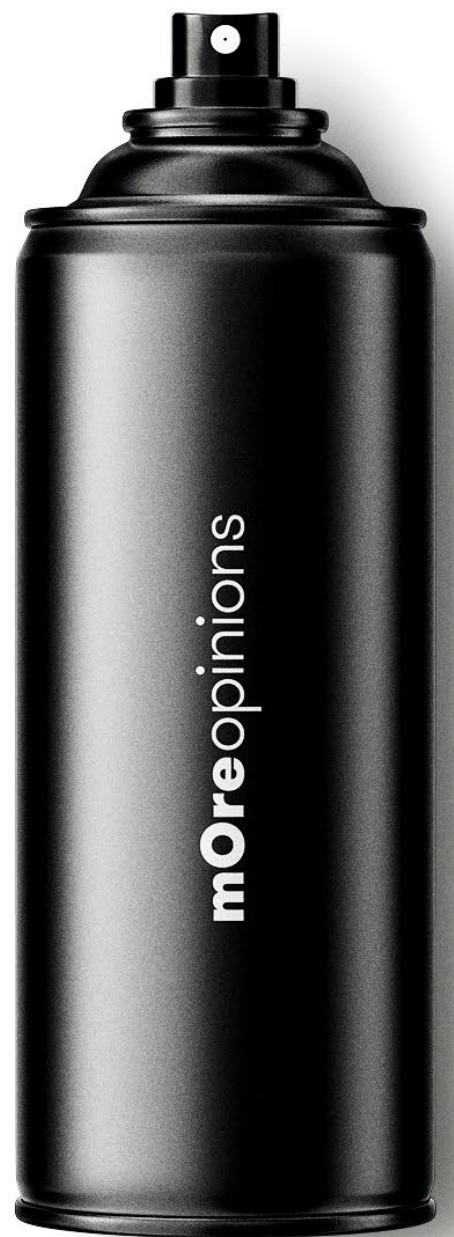


The O symbol can be replaced with an image that correlates with the domain.











Dre mOre mOre mOre mOre mO



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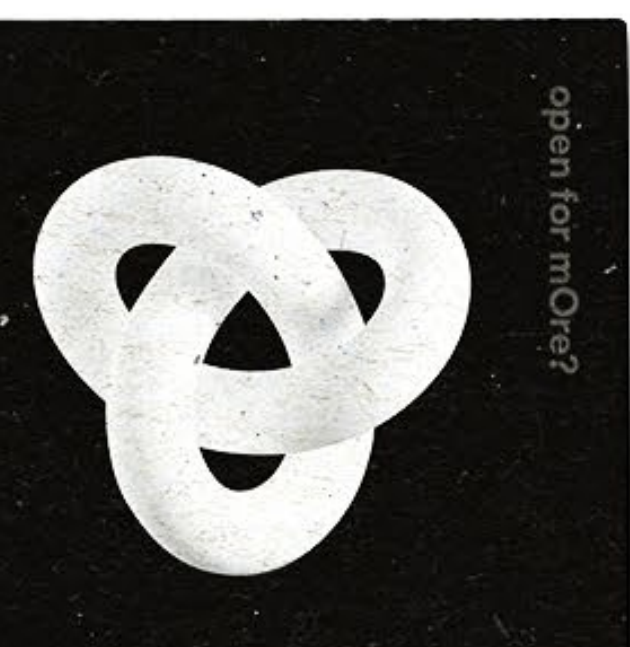


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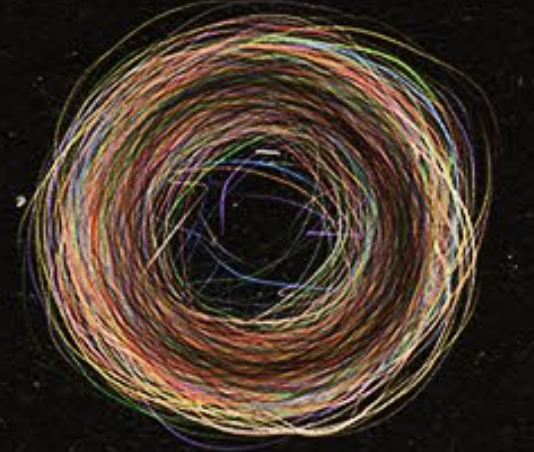
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mOrelikes

mOreideas

# mOresteve

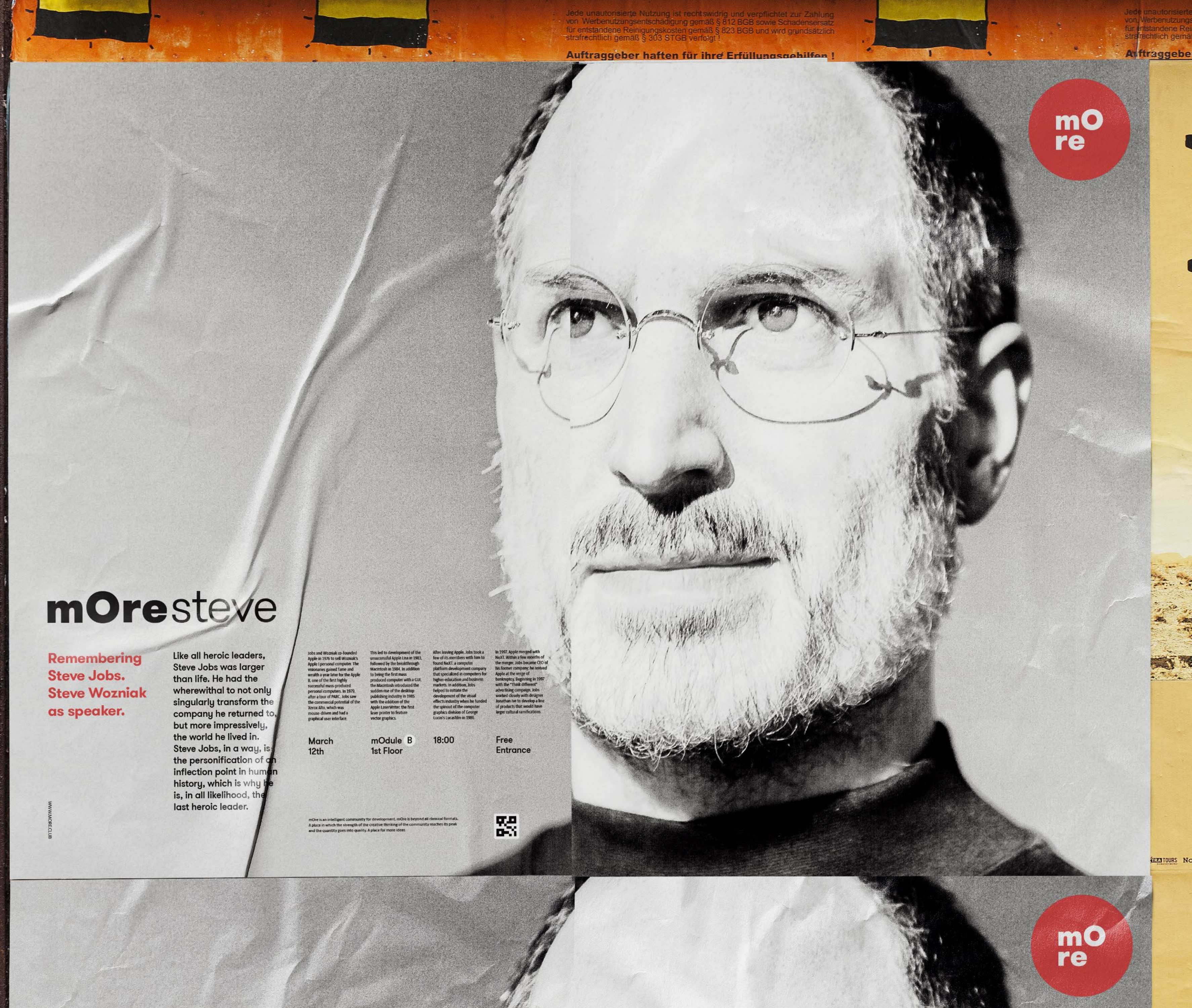
Remembering Steve Jobs. Steve Wozniak as speaker.

Like all heroic leaders, Steve Jobs was larger than life. He had the wherewithal to not only singularly transform the company he returned to, but more impressively, the world he lived in. Steve Jobs, in a way, is the personification of an inflection point in human history, which is why he is, in all likelihood, the last heroic leader.

Jobs and Wozniak co-founded Apple in 1976 to sell Wozniak's Apple I personal computer. The visionaries gained fame and wealth a year later for the Apple II, one of the first highly successful mass-produced personal computers. In 1977, after a tour of PARC, Jobs saw the commercial potential of the Xerox Alto, which was mouse-driven and had a graphical user interface. This led to development of the unsuccessful Apple Lisa in 1982, followed by the breakthrough Macintosh in 1978. In addition to being the first mass-produced computer with a GUI, the Macintosh introduced the sudden rise of the desktop publishing industry in 1985 with the addition of the Apple LaserWriter, the first laser printer to feature vector graphics. After leaving Apple, Jobs took a few of its members with him to found NeXT, a computer platform development company that specialized in computers for higher-education and business markets. In addition, Jobs helped to reshape the effects industry when he founded the ground of the computer graphics division of George Lucas's Lucasfilm in 1986. In 1997, Apple merged with NeXT. Within a few months of the merger, Jobs became CEO of his former company, he revived Apple at the verge of bankruptcy. Beginning in 1997 with the "Think Different" advertising campaign, Jobs worked closely with design historian Jon to develop a line of products that would have larger cultural ramifications.

March 12th      mOdule B 1st Floor      18:00      Free Entrance

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Jede unautorisierte Nutzung ist rechtswidrig und verpflichtet zur Zahlung von Werbenutzungsentschädigung gemäß § 812 BGB sowie Schadensersatz für entstandene Reinigungskosten gemäß § 823 BGB und wird grundsätzlich strafrechtlich gemäß § 303 STGB verfolgt!

Auftraggeber haften für ihre Erfüllungsgehilfen!

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TOURS No



mOre

mOre





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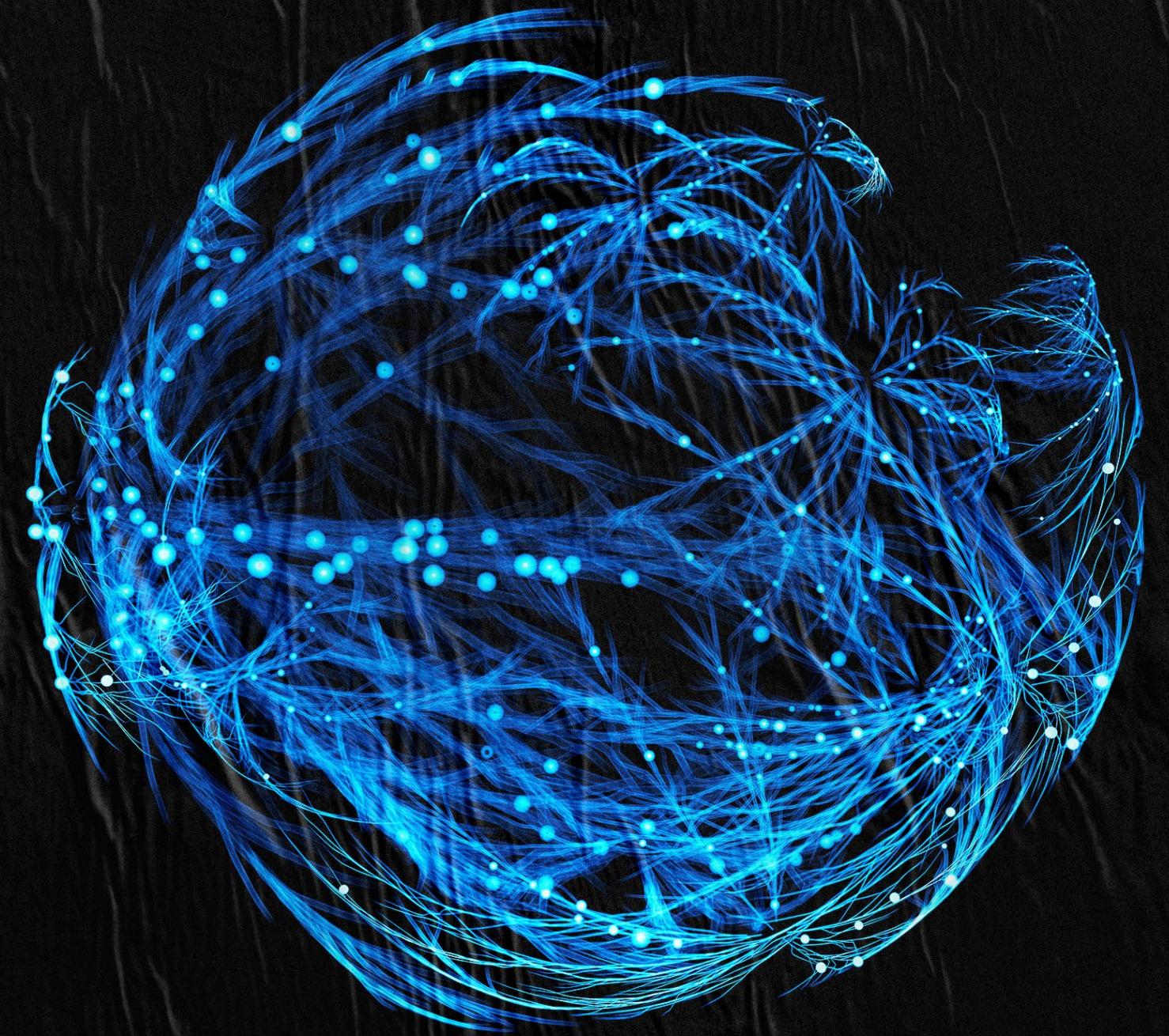
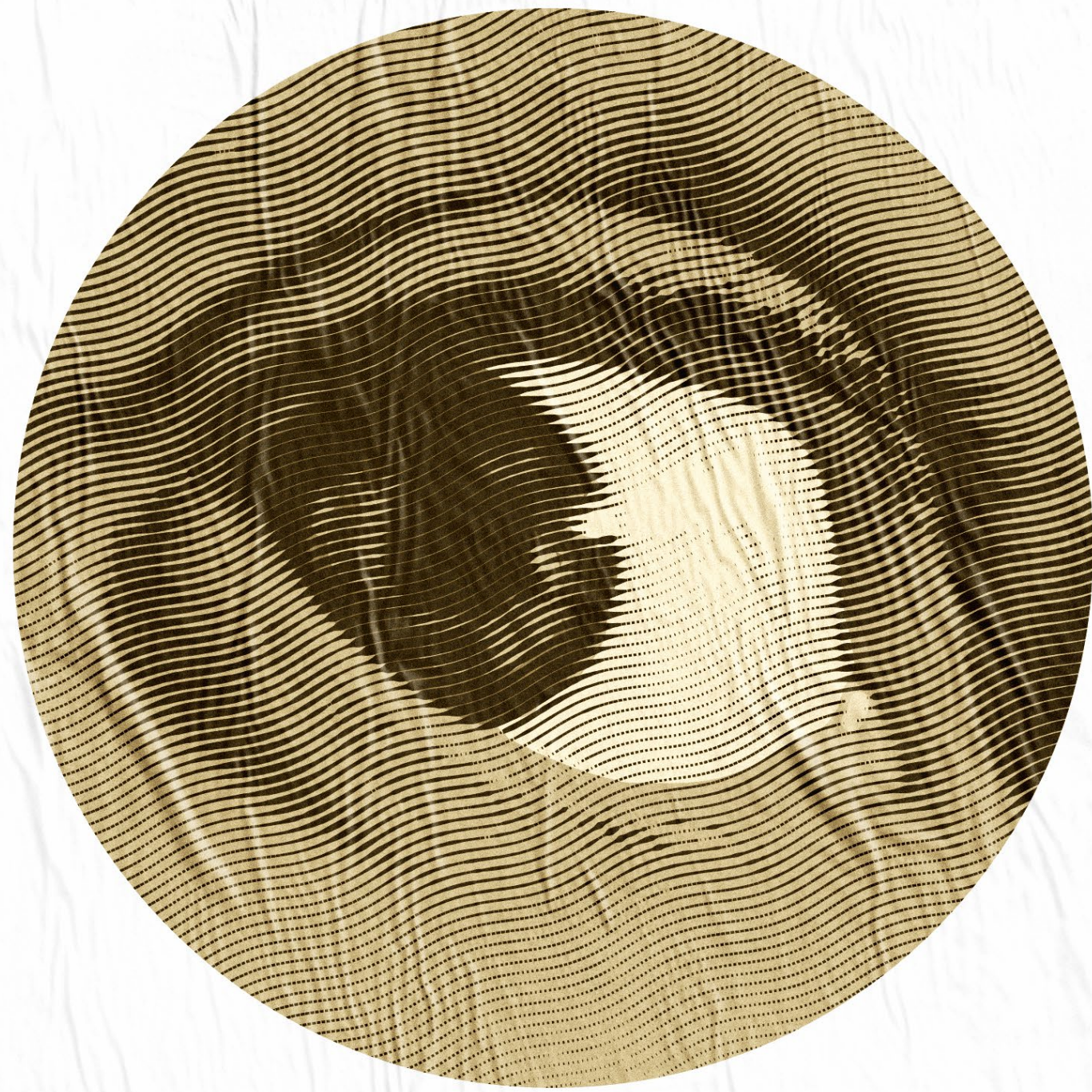




mOreevents







# mOre everything

Open Talks on various topics. Hosted by Neil deGrasse Tyson

Three weeks of diverse workshops and lectures with renowned speakers, such as: Matt Goldman, Tiffany Watt Smith, Renzo Piano, Miho Janvier, Angela Wang, Martina Flor, Elizabeth Blackburn, Sarah Corbett, Jon Bowers, Lauren Sallan, Shonda Rhimes, Martin Ford, Elizabeth Wayne and Neil deGrasse Tyson.

Neil deGrasse Tyson served on a 2007 government commission on the future of the U.S. aerospace industry, and on the 2004 McCain, Obama and Beyond commission. He was awarded the NASA Distinguished Public Service Medal in the same year, National Academy of Sciences awarded him the Public Welfare Medal in 2015 for his "extraordinary role in exciting the public about the wonders of science".

Aug 10th / Aug 30

Renzo Piano - Chairman, Founding Partner, Architect OPG based in Paris, Office Renzo Piano was born in Genoa in 1937 into a family of builders. While studying at Politecnico di Milano University, he worked in the office of Franco Albini. In 1971, he set up the "Piano & Rogers" office in London, together with Richard Rogers, with whom he won the competition for the Centre Pompidou.

All mOdules 1st Floor

Tiffany Watt Smith is the author of The Book of Human Emotions, which tells the stories of 154 feelings from around the world. It has been published in 9 countries so far. She is currently a Wellcome Trust research fellow at the Centre for the History of the Emotions at Queen Mary University of London, and she was educated at the Universities of Cambridge and London.

18:00 - 22:00

Sarah Corbett is a craftivist who teaches her "gentle protest" approach to individuals and organizations around the world. She also makes custom projects and DIY kits for people who want to do a kinder, kinder form of effective activism than what is traditionally offered. Corbett won the Sheila McKechnie award for Economic Justice campaigner of the Year 2016.

Paid Entrance

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**more**



This is an approach to make the point of what mOre will be. It is a pop culture and art history inspired sculpture. This piece is composed of two very different materials. It is the Nike statue in an fragile, pale white material reconstructed with powerful modern electric blue limbs and head. mOre is about adding ideas the provoke curiosity and rethinking to the whole innovative process.

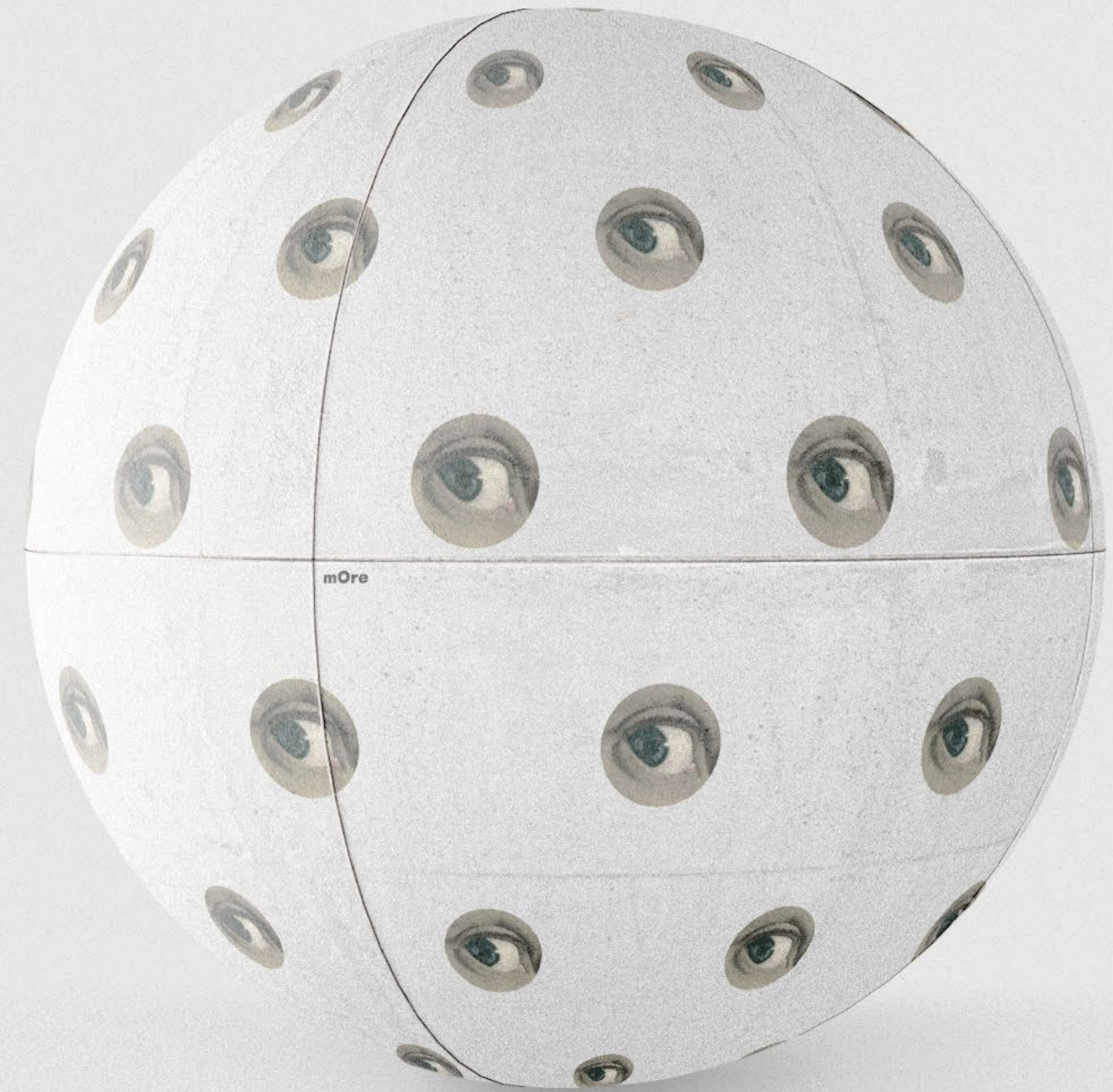
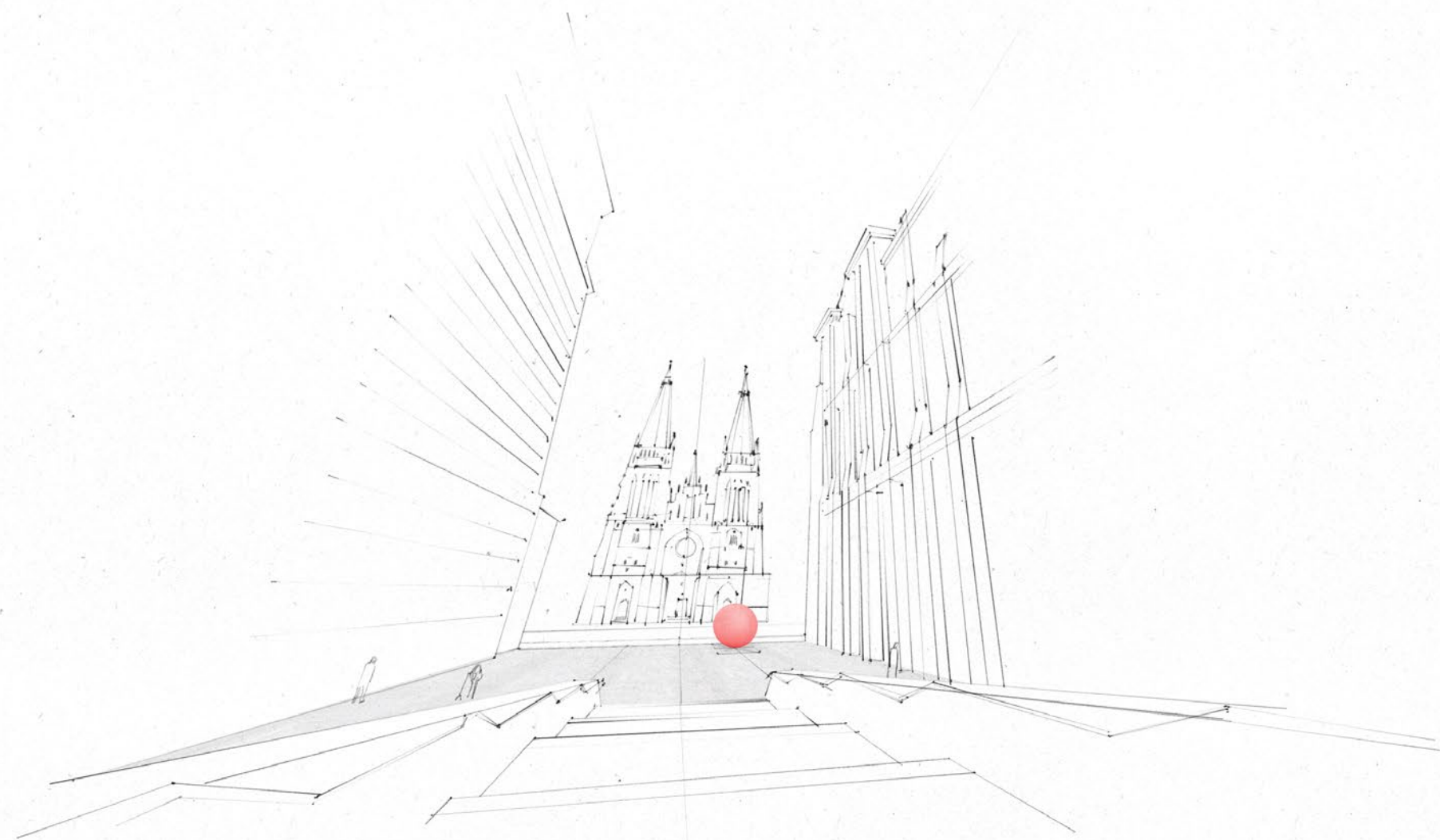






The reception area is important for two main reasons. It serves as navigation for the guests. It is the first thing the guests see when entering the space. The reception itself needs to be one important ambassador for our brand. The design is respectful of the whole concept - mOre. We thought of this design as being composed of different layers of glass. It will reveal the 3D logo with brain synapse in its' composure.

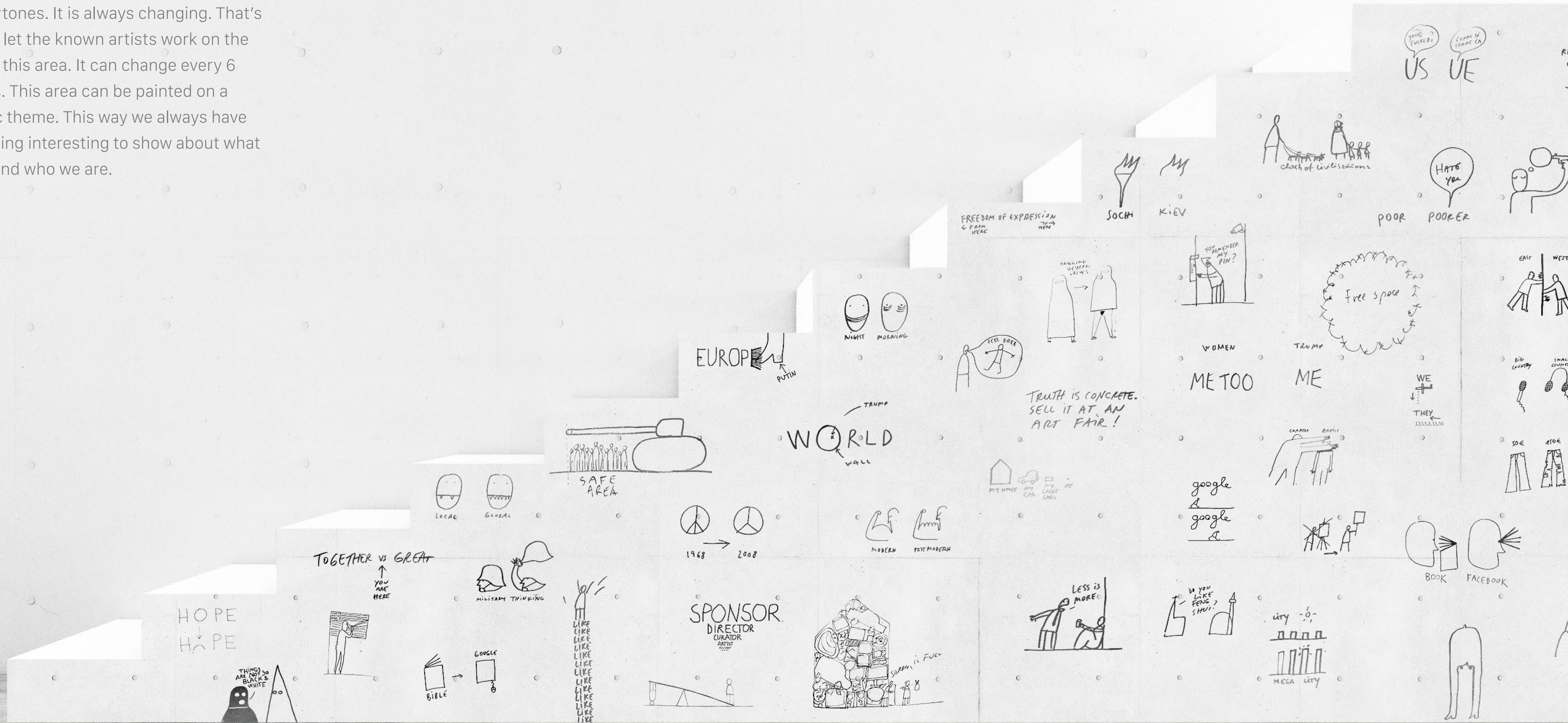




We made a meeting point to mark the entrance of the mOre space. It is a concrete sphere, about 3 meters diameter. It marks the place from across all angles and it stands out from any street point. It will be painted from time to time by renowned artists. It will always be something entertaining to see. This will be a memorable installation for everyone who comes across it.



mOre is about the people who come. It is about ideas, thoughts, moods, creativity and various tones. It is always changing. That's why we let the known artists work on the walls in this area. It can change every 6 months. This area can be painted on a specific theme. This way we always have something interesting to show about what we do and who we are.



US UE  
YOU'RE FUCKED!  
COME TO COME CA



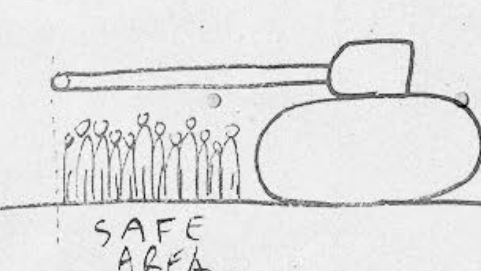
HATE YOU

POOR POORER

SOCHI KIEV

FREEDOM OF EXPRESSION  
← FROM HERE → TO HERE

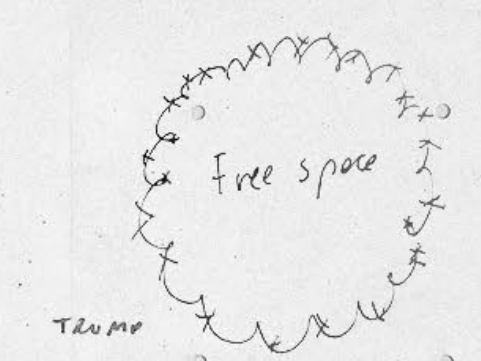
EUROPE PUTIN



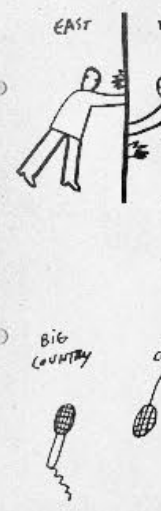
TRUMP  
WORLD WALL

TRUTH IS CONCRETE.  
SELL IT AT AN ART FAIR!

WOMEN  
ME TOO

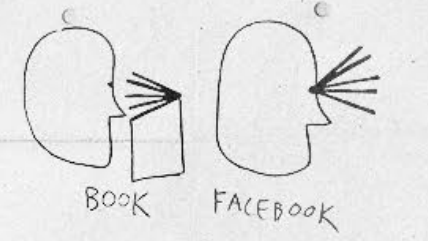
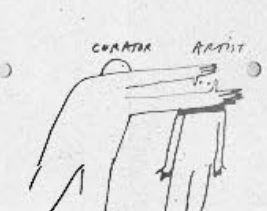


TRUMP  
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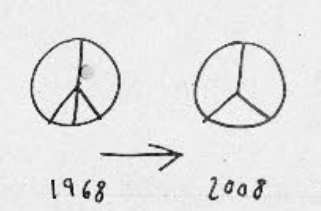
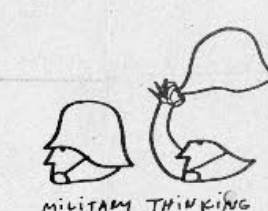
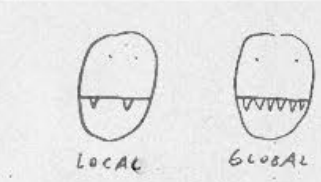
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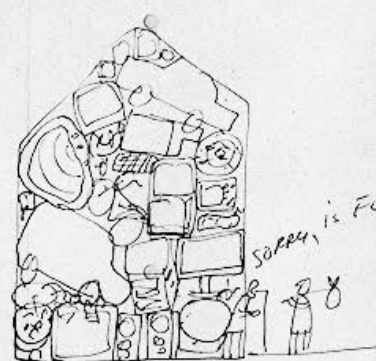
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↑  
YOU ARE HERE

HOPE  
HOPE

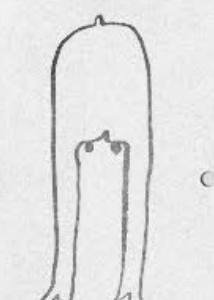
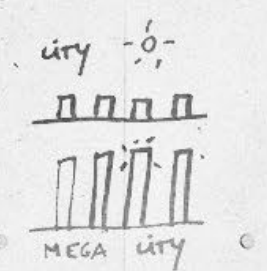
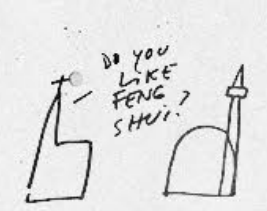


MODERN POST MODERN

SPONSOR  
DIRECTOR  
CURATOR  
ARTIST



LESS IS MORE







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We used stickers that contain fields of discussions hosted in the mOre space. The stickers are then placed on objects that are used for creative tasks. We feel that mOre engages in work process, idea findings, creativity, trends and so on. That is why we brand any instrument that will guide to the realms of creativity with mOre stickers.







more opinions

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