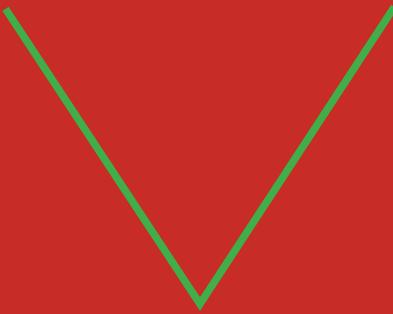
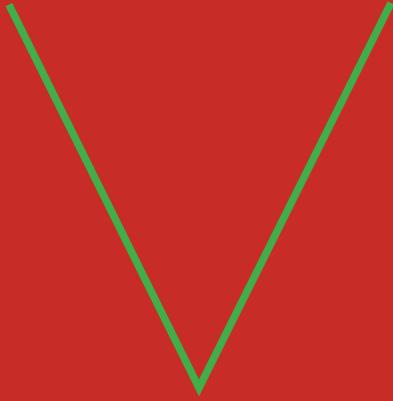


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BUSINESS

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SWISS DESIGN

The Swiss design principle has shown me many things, one thing I learned is that less can be more. Swiss design shows that simple, clear and precise is the best way to achieve an eye catching product. All you have to do is look at the most recognizable logos in the world, FedEx, Pepsi, UPS and Microsoft to name a few. It has made me look at how logos, posters and business cards can impact the perception of these. If I could describe it a single statement, I would say it is a "straight to the point" approach.

MUSIC

