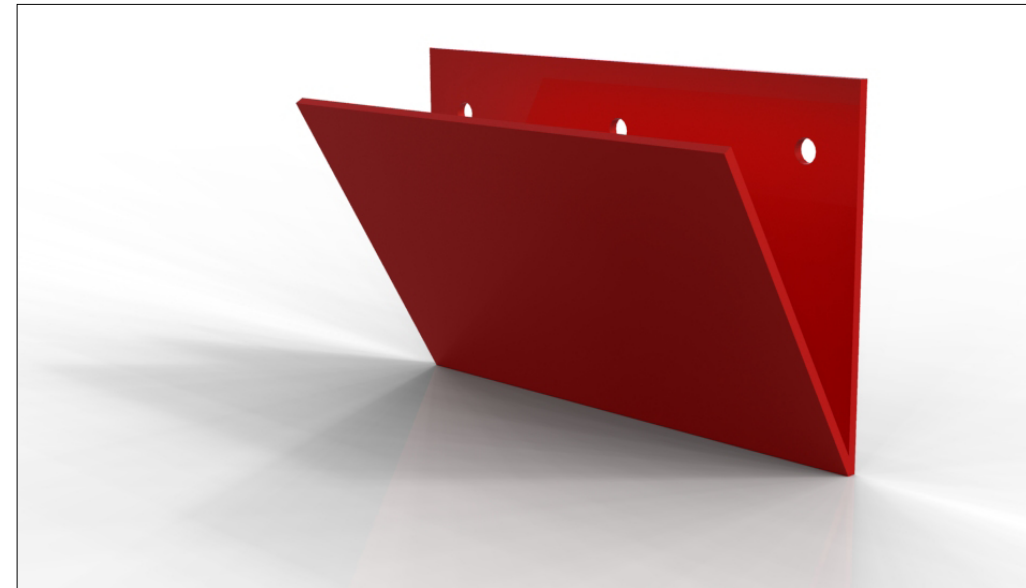
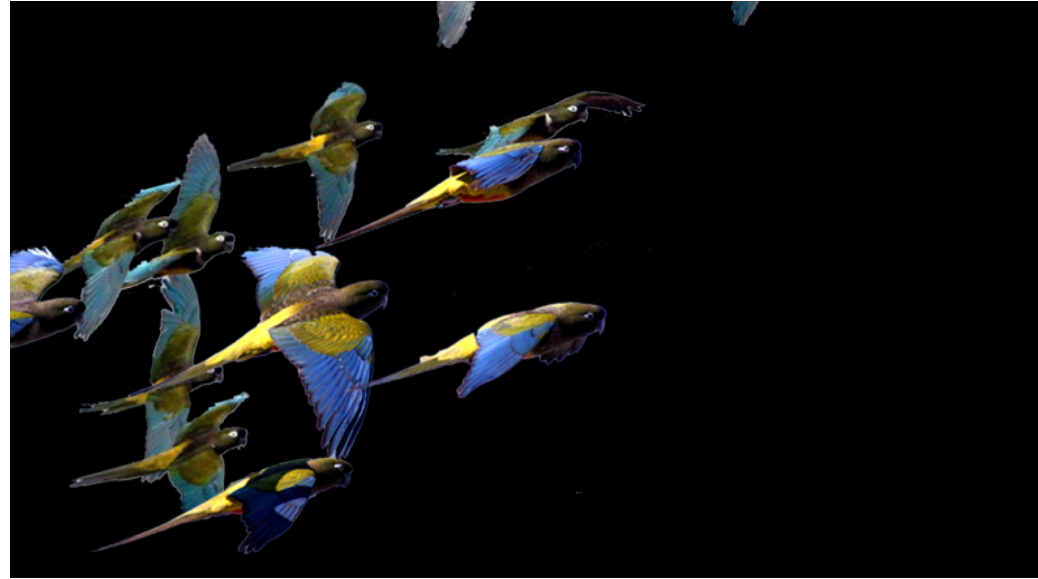


BRACKET

A CONCEPT FOR LAGO ITALIA



THE FINAL WORKSHOP INCLUDED A ONE-DAY CHARRETTE THAT PAIRED EACH STUDENT WITH AN ITALIAN BRAND. THE COMPANY WITH WHICH I WAS PAIRED, LAGO ITALIA, IS KNOWN FOR FUN, COLORFUL MARKETING THAT IS AT TIMES, A BIT RISQUE. THE SIMPLE WALL BRACKET I DESIGNED FOR THIS EXERCISE ALLOWS FOR THE CONVEYANCE OF LAGO'S SPIRIT THROUGH SIMPLE MEANS. I WOULD LATER MAKE THIS PRESENTATION TO SEVERAL OTHER GROUPS, INCLUDING TY PENNINGTON AND HILDI SANTO-TOMAS OF HGTV'S "TRADING SPACES".

DESIGN

PRODUCTION

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