

## Estudio de diseño y creatividad

Reconquista 336 1º AA

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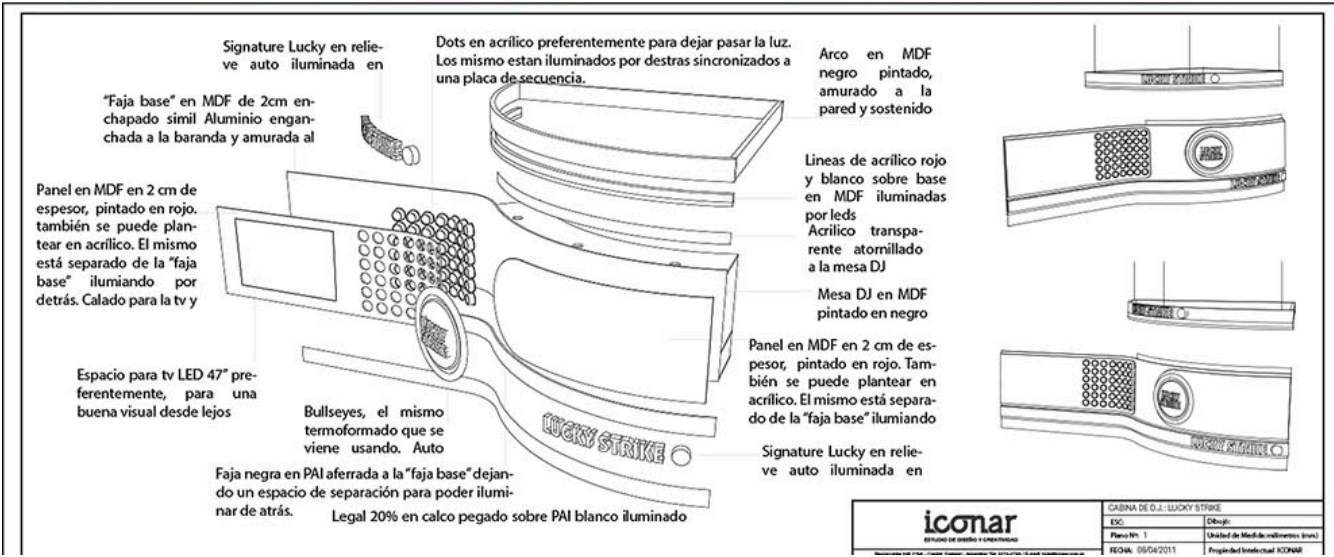
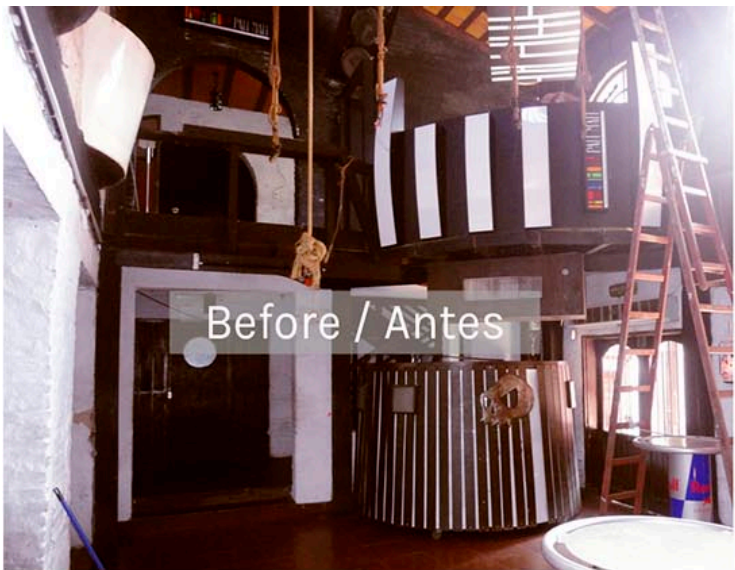
The logo for 'iconar' is rendered in a bold, lowercase, sans-serif typeface. The letter 'i' is distinct, featuring a thick vertical stem and a short, horizontal bar. The 'o' is a simple circle, and the 'n' and 'a' have thick, solid strokes. The 'r' is also bold, with a curved tail. The overall style is clean and modern.

w w w . i c o n a r . c o m . a r

***Ambientaciones & Mobiliario***

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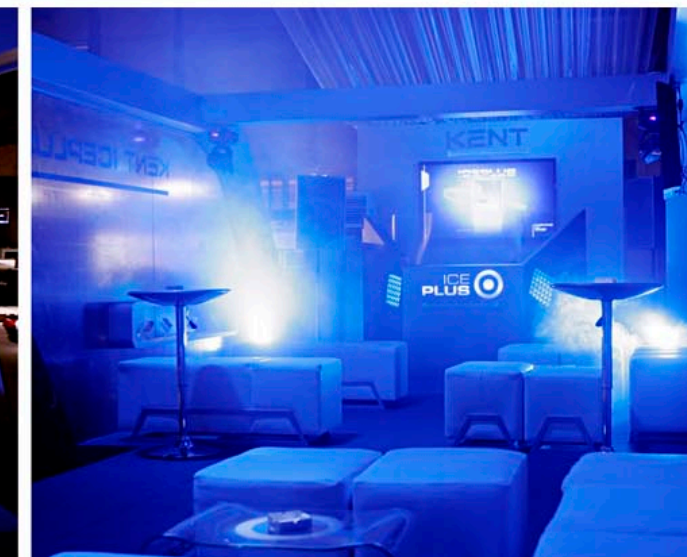
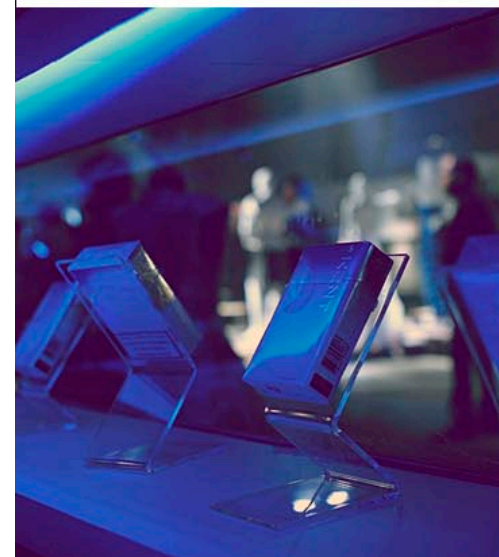
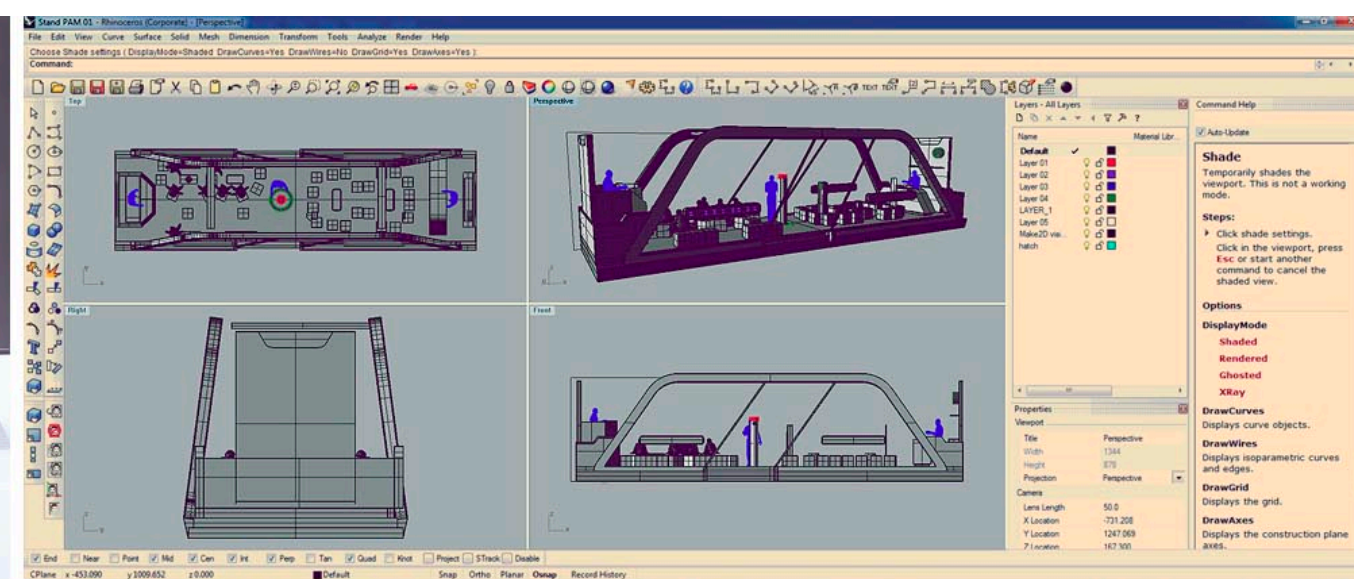
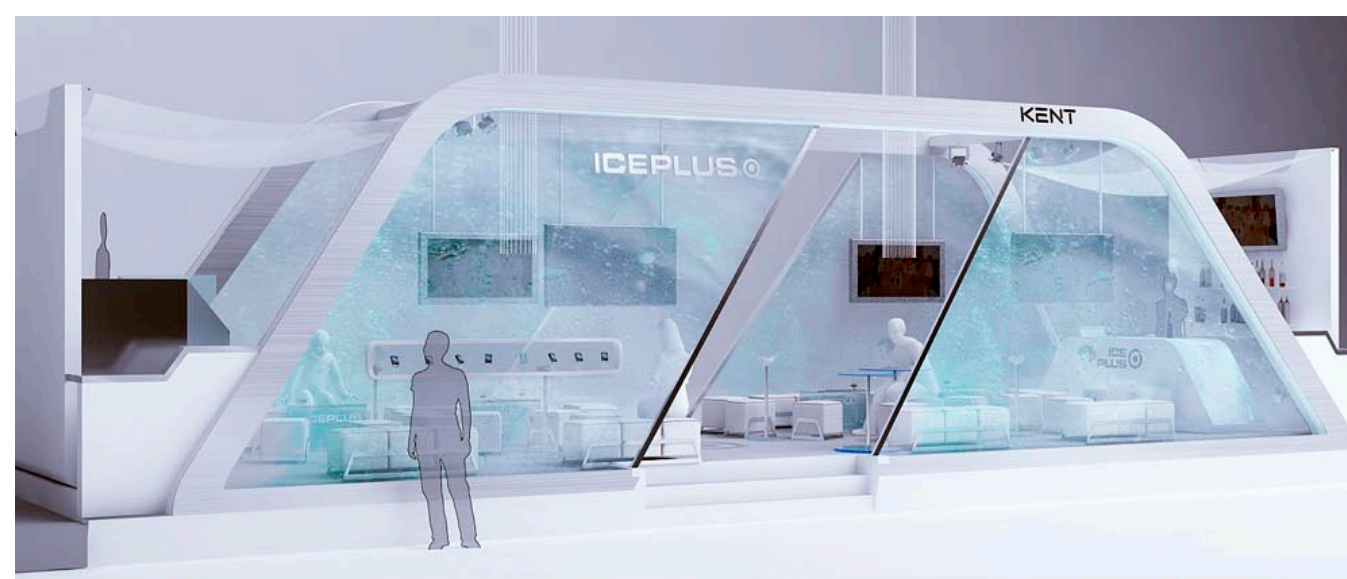
***Interior Design & Furniture***



**Lucky Strike  
Pirata Pub DJ Booth**

This Dj booth was designed to be situated above the dance floor. Its wavy design makes it look dynamic and the metallic exterior makes it look more stylish. It also has a backlight logo and a grid of leds that flash like an equalizer.

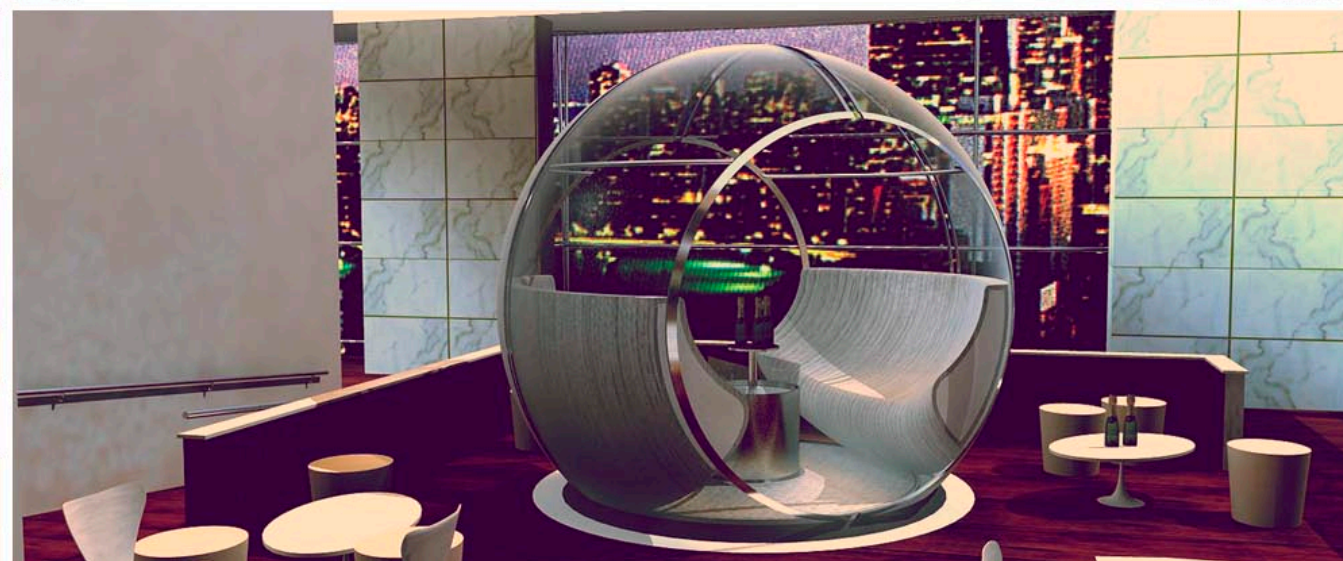
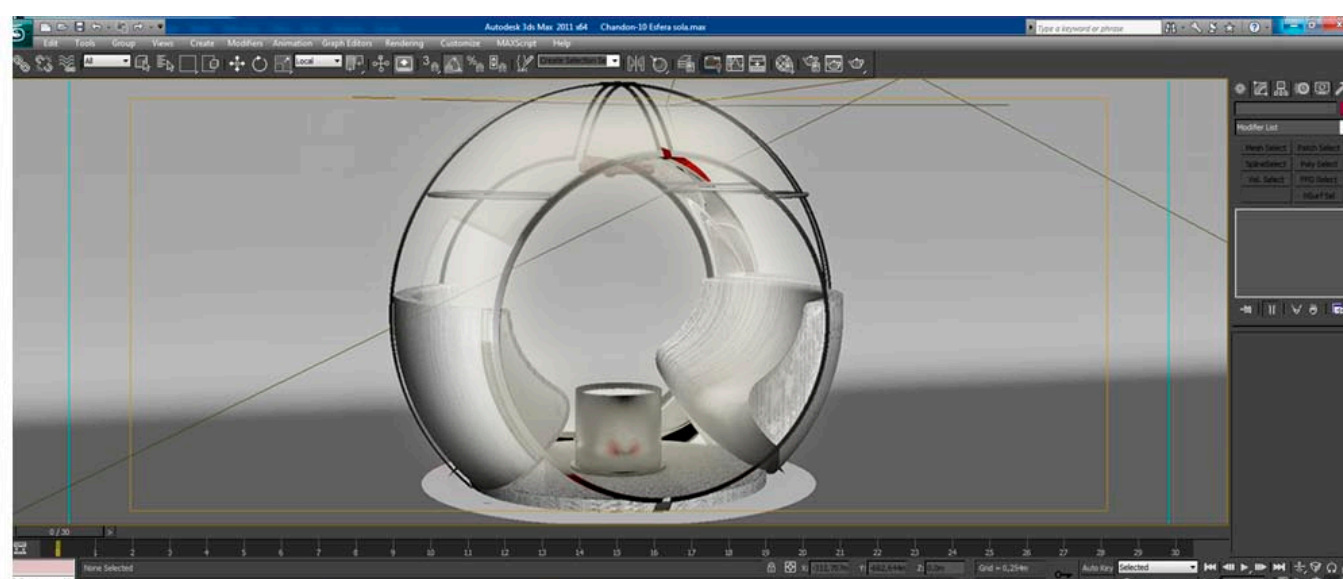




Kent  
PAM Stand  
Paraguay

Paraguay Alta Moda was a fashion event which was used to promote the new Kent Ice Plus. This stand, inspired in ice, was created to be a meeting point and relax during the event. It has a DJ booth, a cocktail bar and a lounge to enjoy the moment.

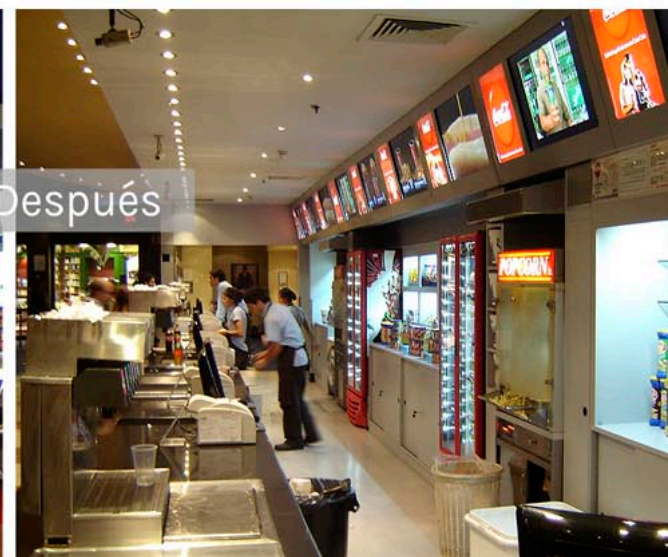
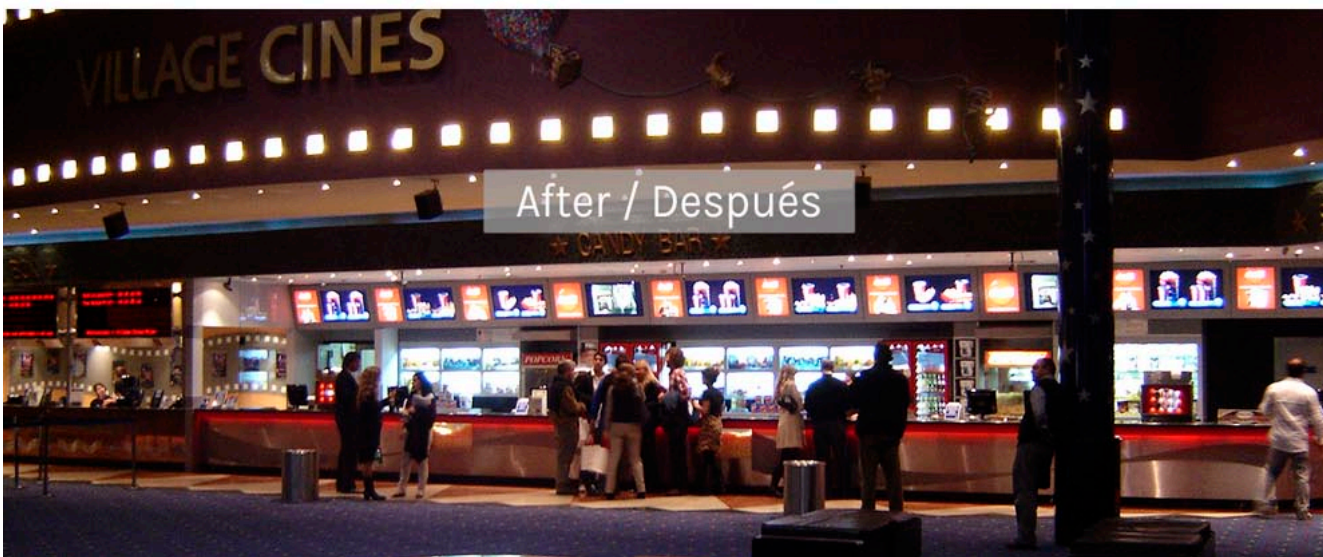
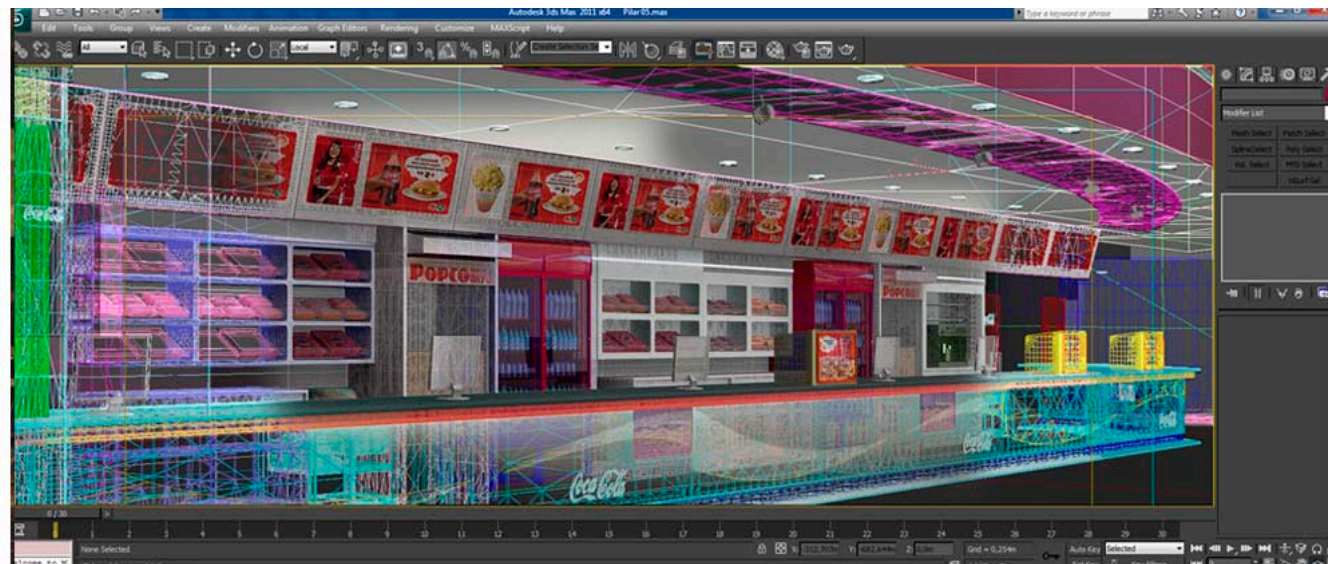




***Chandon  
Space Design  
Argentina***

The proposal was to design 'a world just for a few' inspired in a single champagne bubble. There, customers can enjoy Chandon in a relaxing and exclusive environment. It has comfortable furniture, smooth lighting and a wine bucket inside the table.





**Coca-Cola  
Candy Bar Design  
Argentina**

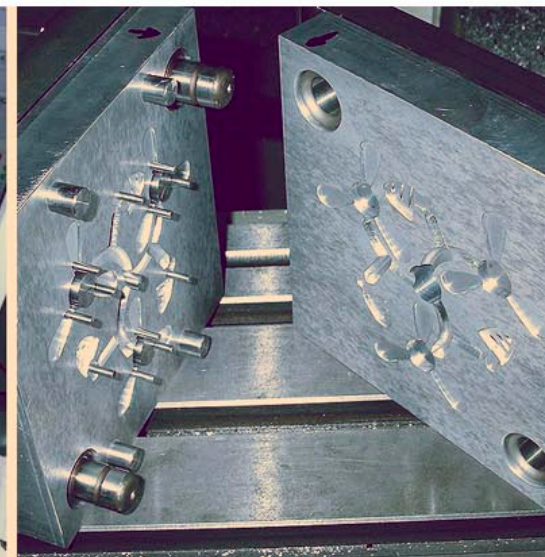
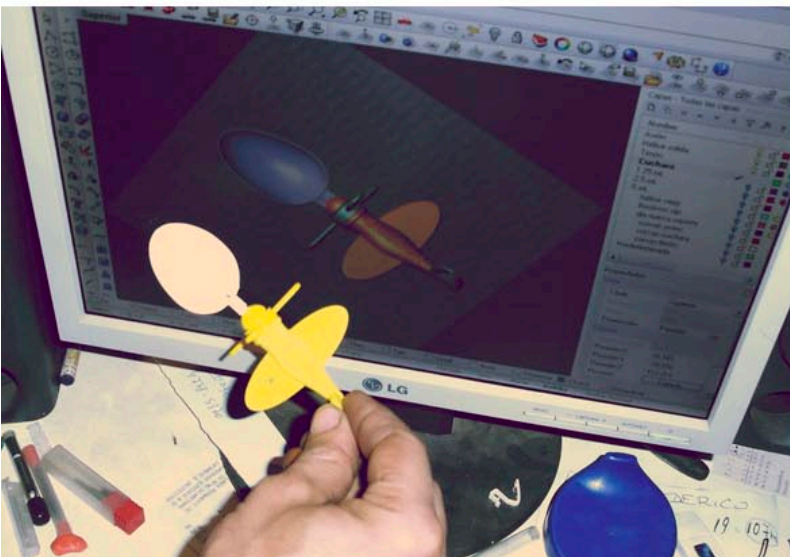
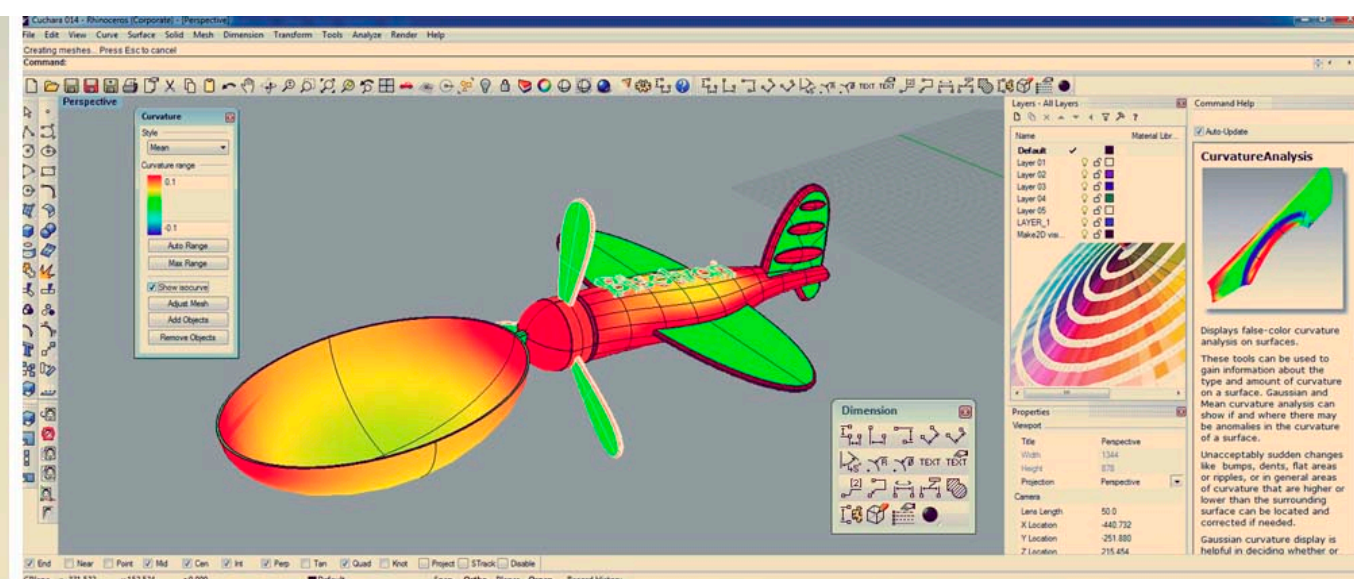
The candy bar Inside Village movie theatre in Pilar district, was design for Coca-Cola. The customized work over counters, signs and furniture was so functional and appealing that candy bar sales grew 200%.

***Diseño Industrial***

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***Industrial Design***

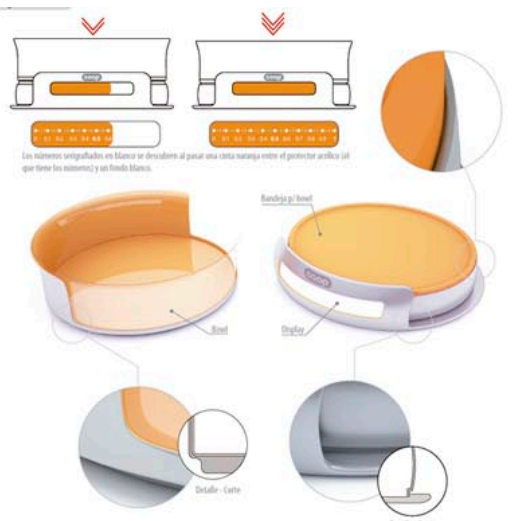
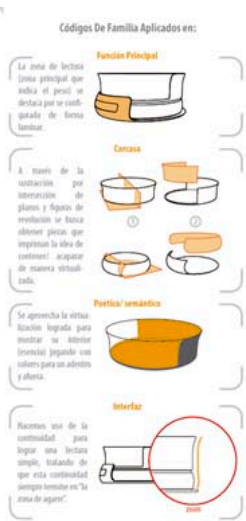




***Bisolvón Pediátrico.  
 Applicator design.  
 America & Europe***

This practical medical spoon was the answer to the request for an applicator that helps parents giving cough syrup to children. The spoon has a plane shape and marks used for dosification.

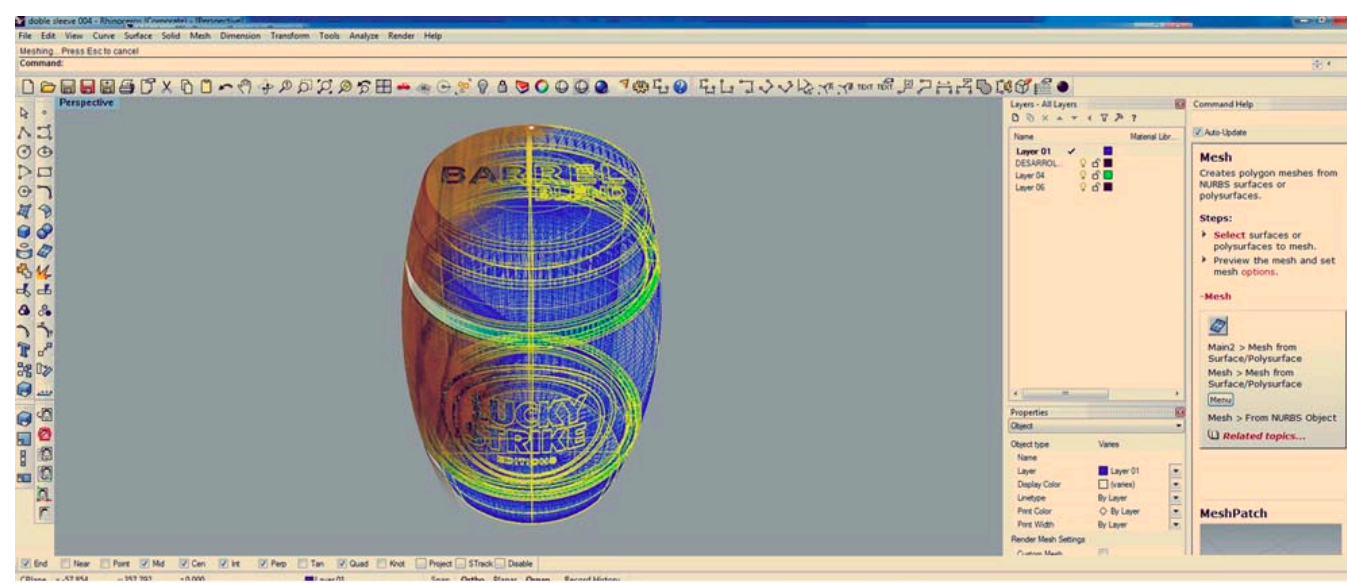




**Coop**  
**Kitchen set design**  
**USA**

The kitchen set we designed share the same construction materials: stainless steel and tempered glass. These designs aim to the young adult public, which has a taste for elegance in elements that are distinctive but practical at the same time.





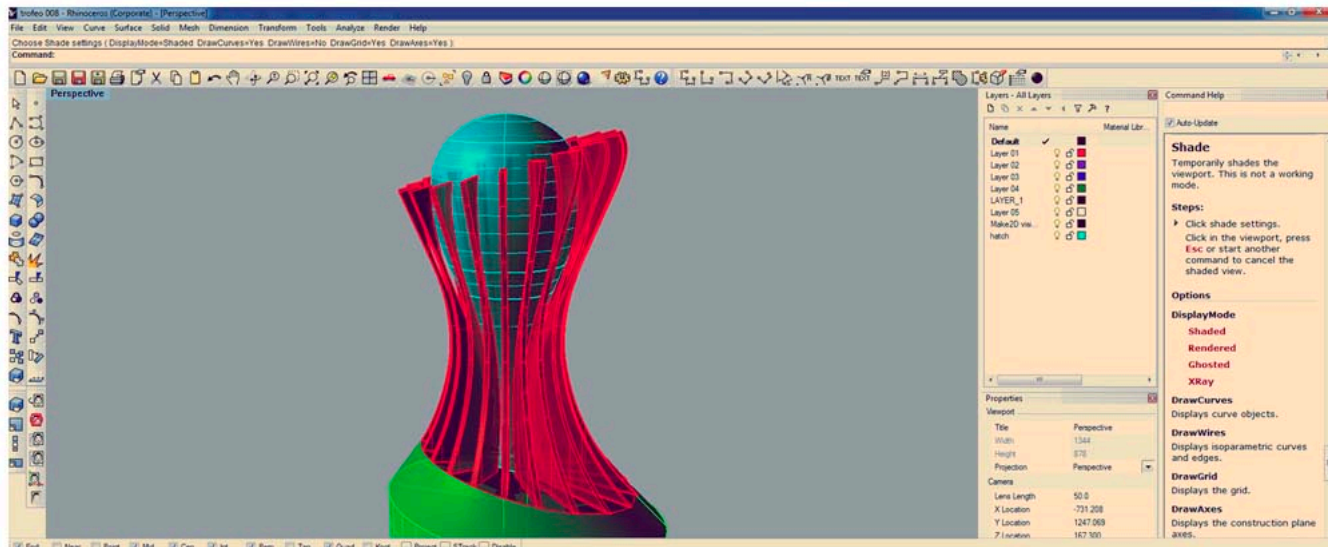
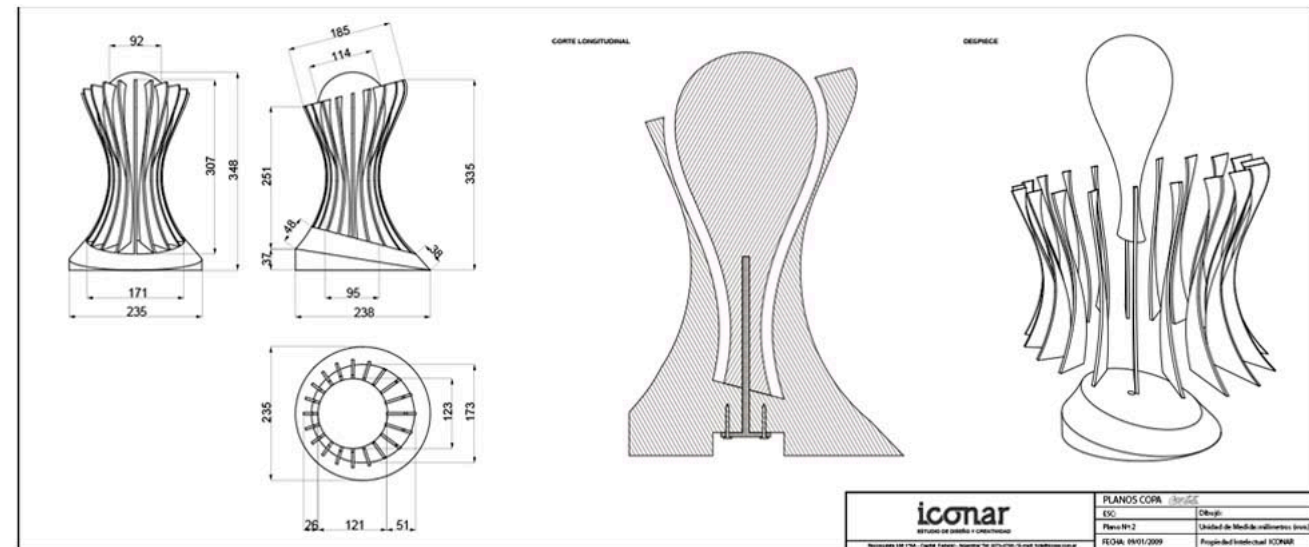
EL FUMAR ES PERJUDICIAL PARA LA SALUD



**Lucky Strike  
Merchandising  
Argentina**

Lucky Strike's barrel blend campaign brought many promotional items along to increase short-term sales. A good example of that is this barrel-like matchbox, sold with 2 Lucky Box 20 Barrel Blend.





**Coca-Cola  
Award design  
Latin America**

Every year Coca-Cola distinguishes employees with remarkable performances. Our job was to imagine a trophy worthy of the occasion. The result was this cup made of glass and steel.

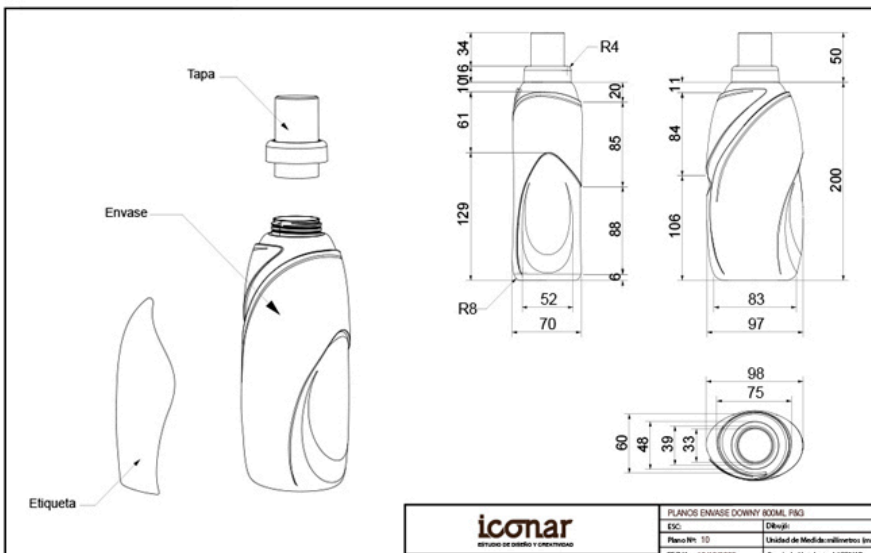
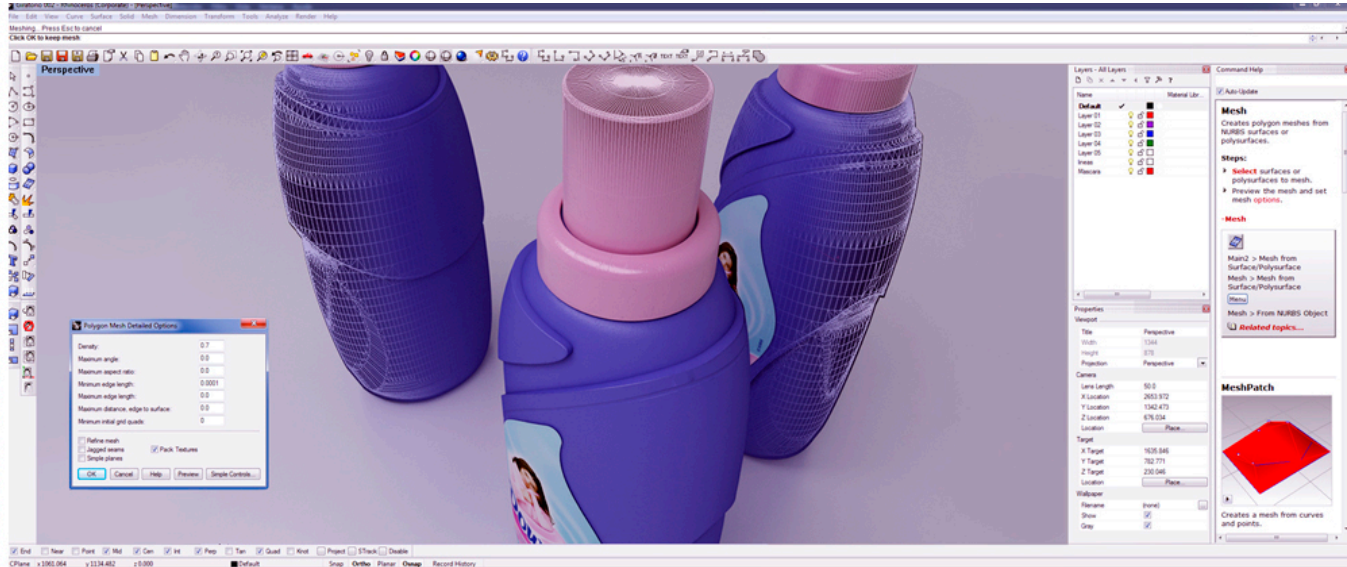
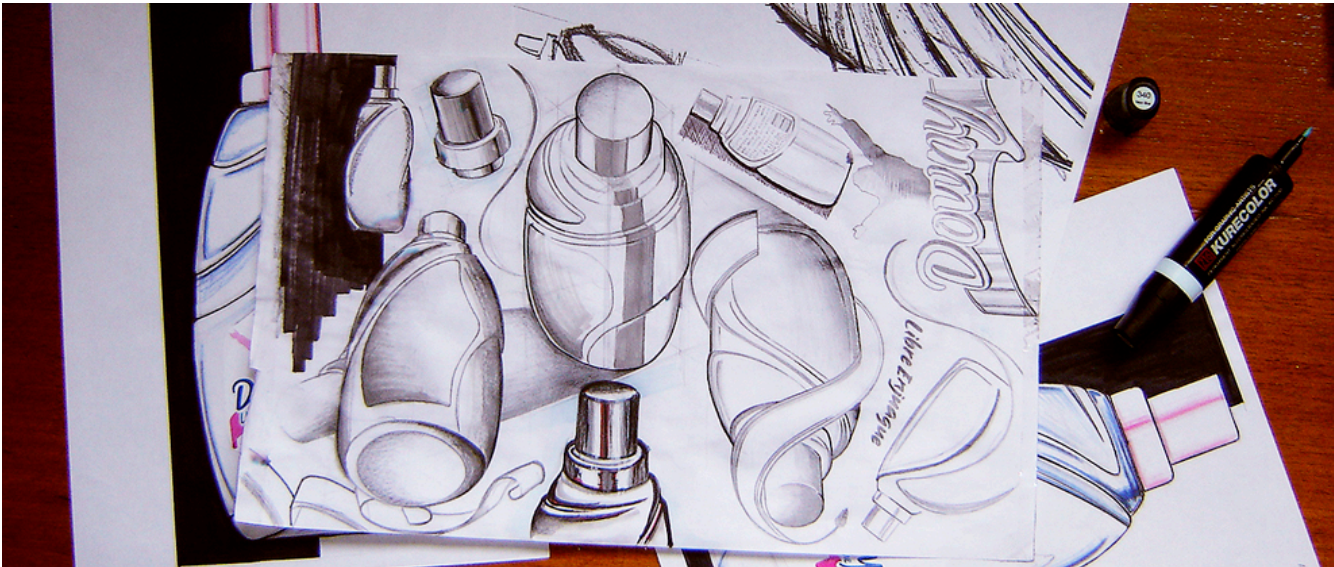


# ***Packaging & Envases***

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## ***Packaging***





**Downy**  
**Packaging Design**  
**Mexico**

Softness and fabric caring are features of Downy that are reflected in this design. It represents “the path of softness” using curve lines in a swirling ribbon surface.





#### Lucky Strike: Promoción Unplugged

Medidas: 29 x 12 cm. / 22 x 4 cm.  
Formato: Gráfica Packaging  
Soporte: ———  
Terminación: ———

Colores:  
Azul  
Rojo  
Negro  
Blanco

Troquesles:  
Azul  
Rojo  
Negro  
Blanco

Links:  
unplugged.peid  
auriculares.tif  
silbón.tif  
logo.tif  
advertencia.tif

Para tener válido, este archivo digital debe estar acompañado por una prueba color digital.



**Lucky Strike**  
**Packaging Design**  
**Argentina**

Lucky constantly develops promotions that make the consumers get involved in new experiences, like the “Unplugged” campaign. This unfolding storage compartment for Lucky box cigarettes was designed for that motive.





**Salvo**  
**Packaging Design**  
**Mexico**

This concept was born because we need to create value through the durability, practicality and appeal of a container capable of being refilled. Its design has a slide top in order to dispense the required amount of soap.





***Kent Reflection  
Packaging Design  
Paraguay***

We design this promotional pack using the brand and product's image as inspiration. The idea was to design a minimalistic pack to store 3 Kent cigarettes and a lighter in it, which looks modern, elegant and similar to aluminum.

***POP***

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***Point of Purchase***





**1er.Premio**

**Categoría**  
**Cervezas y Soft Drinks**

**Permanente**



**Premios POPAI Argentina 2011**

**Coca-Cola**  
**Displays Design**  
**Latin America**

This set of awarded pieces manages to materialize the brand spirit and they are designed to fit different spaces and types of stores. Every piece has a specific role to play that allows them to be noticed and attract consumers.

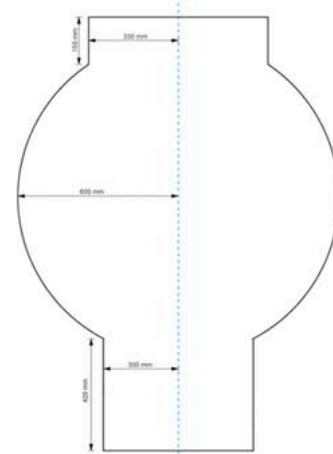
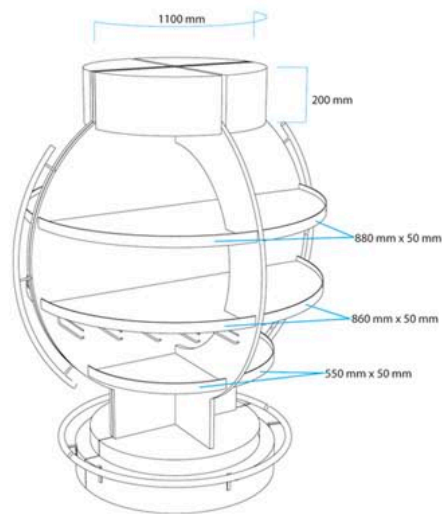




**Kent**  
**Gondola end Display**  
**Paraguay**

This piece was designed exclusively for gas station shops. It is a gondola end display that shows one Kent HD promotional pack. The elegant and polish design resembles a high definition LED TV set that shows the special pack along with the gift included in it.





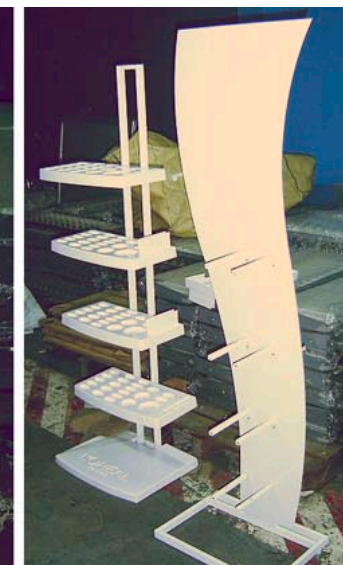
<b>iconar</b> <small>SISTEMAS DE INTERIORES Y URBANISMO</small> <small>Reservados todos los derechos. No se permite la explotación económica ni la transformación de esta obra. Queda permitida la impresión en su totalidad.</small>	PLANOS EXIBIDOR DE PIE: P80	
	ESQ.	Dibujó:
	Plano N° 1	Unidad de Medida: milímetros (mm)
	FECHA: 24/11/2007	Propiedad intelectual: ICONAR



**Pantene**  
**Display Design**  
**Argentina**

We worked in a spheric design formed by two mobile halves, which allows using it not only as a display stand, but also transform it into a beauty space with a mirror to carry out point of sale actions.





New Elvive Nutri-gloss shampoo campaign was the reason of the creation of this stylized and dynamic display. The goal was to spread the message trough retails and other points of purchase and to drive incremental 'off shelf' sales.



***Grafica & Creatividad***

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***Graphic Design***



## Buscapina Perlas: ordenador 360

Medidas: 12,5x33,4cm.  
Formato: Grafica POP  
Soporte: -----  
Terminación: -----

Colores:   
Verde   
Azul   
Naranja   
Negro

Troqueles:   
Corte   
Corte   
Corte

Links:   
Buscapinalem\_360\_fondo.pdf

Para tener validez, este archivo digital debe estar acompañado por una prueba color digital.



## Buscapina Fem: ordenador 360

Medidas: 12,5x33,4cm.  
Formato: Grafica POP  
Soporte: -----  
Terminación: -----

Colores:   
Verde   
Azul   
Naranja   
Negro

Troqueles:   
Corte   
Corte   
Corte

Links:   
Buscapinafem\_360\_fondo.pdf

Para tener validez, este archivo digital debe estar acompañado por una prueba color digital.



**Buscapina Fem**  
**Diseño Gráfico**  
**Argentina**

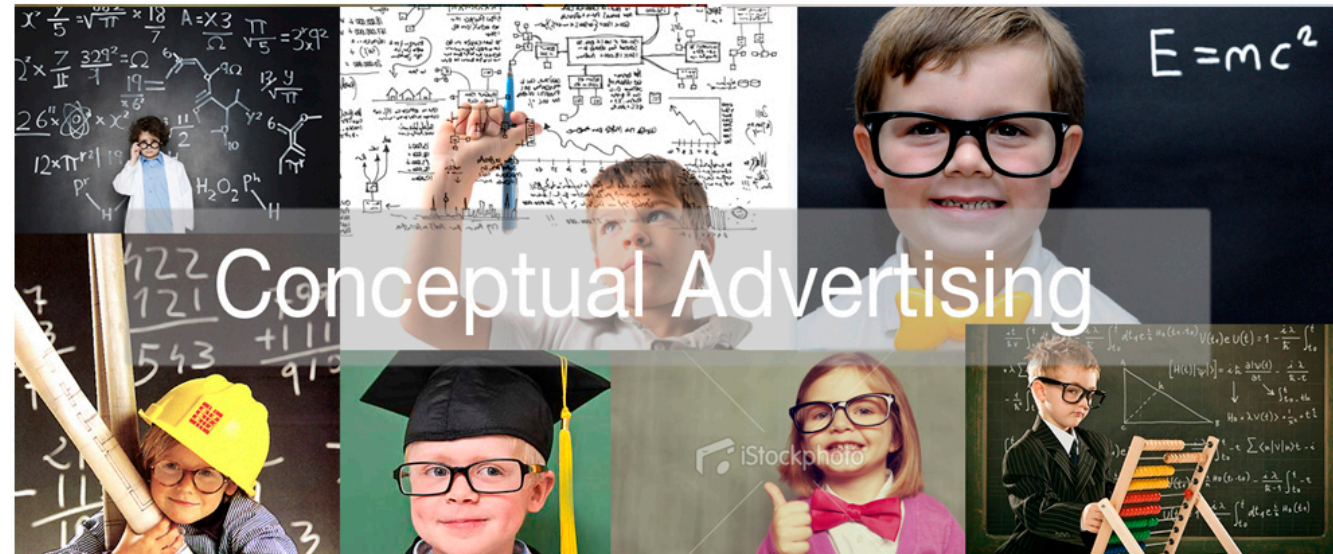
This piece was realized for the 2011-2012 season. This graphic design works with the concept of relief that the product offers against period pains. Finally, the design was adapted to many POP objects for pharmacies.



# Conceptual Advertising

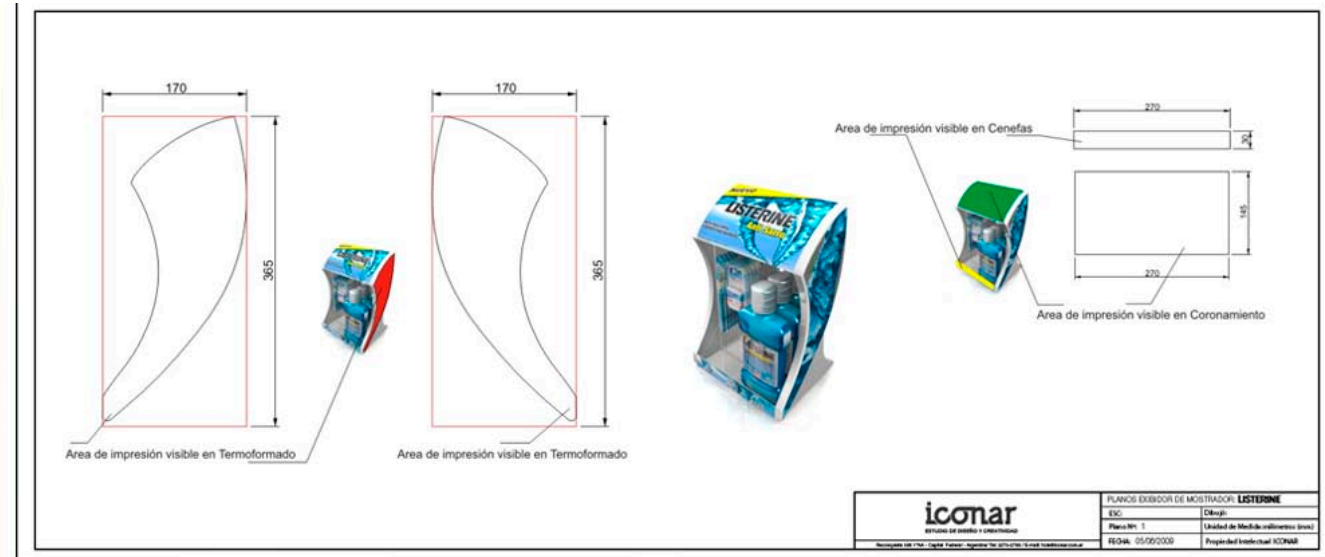


**All Ain Daily Milk**  
**Graphic Advertising**  
**Arab Emirates**



The creativity and communication focused in one of the functional benefits of using the product, instead of referring to the product directly. From the design point of view, we achieved to show the idea of growth in a sutil and different way.





MEDIDA: SEGUN PLANO  
PIEZA: EXHIBIDOR MOSTRADOR  
PLATAFORMA: MAC  
VERSION: ILLUS CS3 / PHOTOSHOP CS3  
RES: A TAMAÑO 300 DPI  
COLORES:  
● ● ● ● ●  
TROQUEL



MEDIDA: SEGUN PLANO  
PIEZA: EXHIBIDOR MOSTRADOR  
PLATAFORMA: MAC  
VERSION: ILLUS CS3 / PHOTOSHOP CS3  
RES: A TAMAÑO 300 DPI  
COLORES:  
● ● ● ● ●  
TROQUEL



**Listerine**  
**Graphic Design**  
**Argentina**

We materialize the product's characteristics in a graphic construction applicable to other objects and ads. For this design we employ the whirlpool as a graphic mean to show the product in action. The final image was used in exhibitors and other displays.





### L'ORÉL: Header - Exibidor de pie Nutri Gloss

Medidas: 55 x 72 cm. / 55 x 62 cm.  
Formato: Grafica POP  
Soporte: Mac  
Terminación: -----

Colores:  
Cyan  
Magenta  
Negro

Troqueles:  
Troquel

Links:  
NutriGloss.pdf  
Women.tif  
Fondo.tif

Para tener validez, este archivo digital debe estar acompañado por una prueba color digital.

### Optimización del área de impresión



### L'ORÉL: Bandeja - Exibidor de pie Nutri Gloss

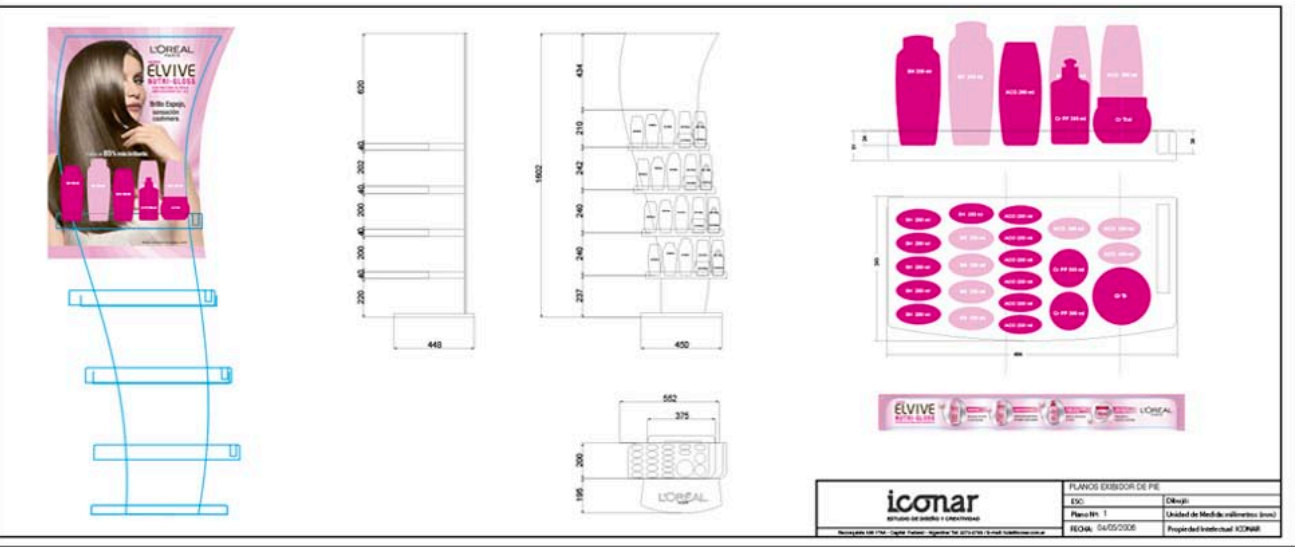
Medidas: 484 x 51 cm.  
Formato: Grafica POP  
Soporte: Mac  
Terminación: -----

Colores:  
Cyan  
Magenta  
Negro

Troqueles:  
Troquel

Links:  
NutriGloss.pdf  
Shampoo.tif  
Acondicionador.tif  
Crema.tif

Para tener validez, este archivo digital debe estar acompañado por una prueba color digital.



**Elvive**  
**Graphic Design**  
**Argentina**

This piece points to communicate the product's features respecting the identity and key visuals of the brand in order to apply it to other objects. This design in particular was used in an exhibitor also designed by our team.

***Fotografía 3D***

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***3D Modeling & illustration***





***Eco-Hostel Design  
Eko-Hostel Bacano  
Brazil***

This project was born from the idea of building a hotel using recycled materials. Our job displays this vision in which containers were used to construct the hotel suites. This job included all the areas that are shown in these hyper-realistic renders.





**SanCor**  
**3D modeling**  
**Argentina**

We worked in the modeling of this cream jar to be used later in graphic ads, catalogs and web. The dimensions, textures and physical aspects of the materials that shape the final product were recreated meticulously to replace the real one.

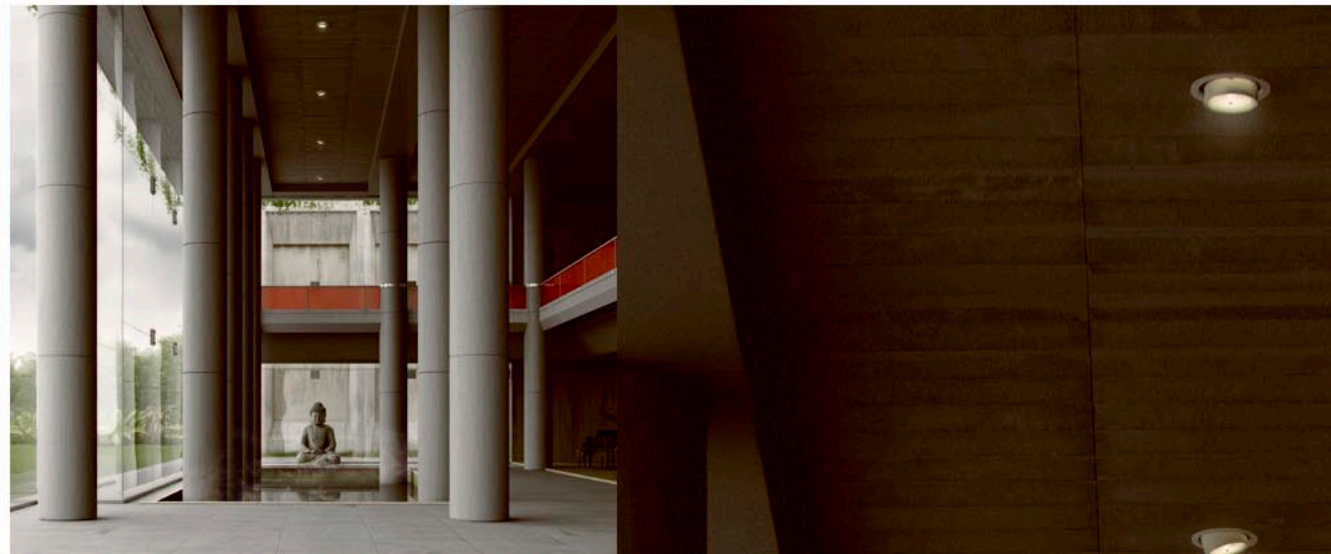
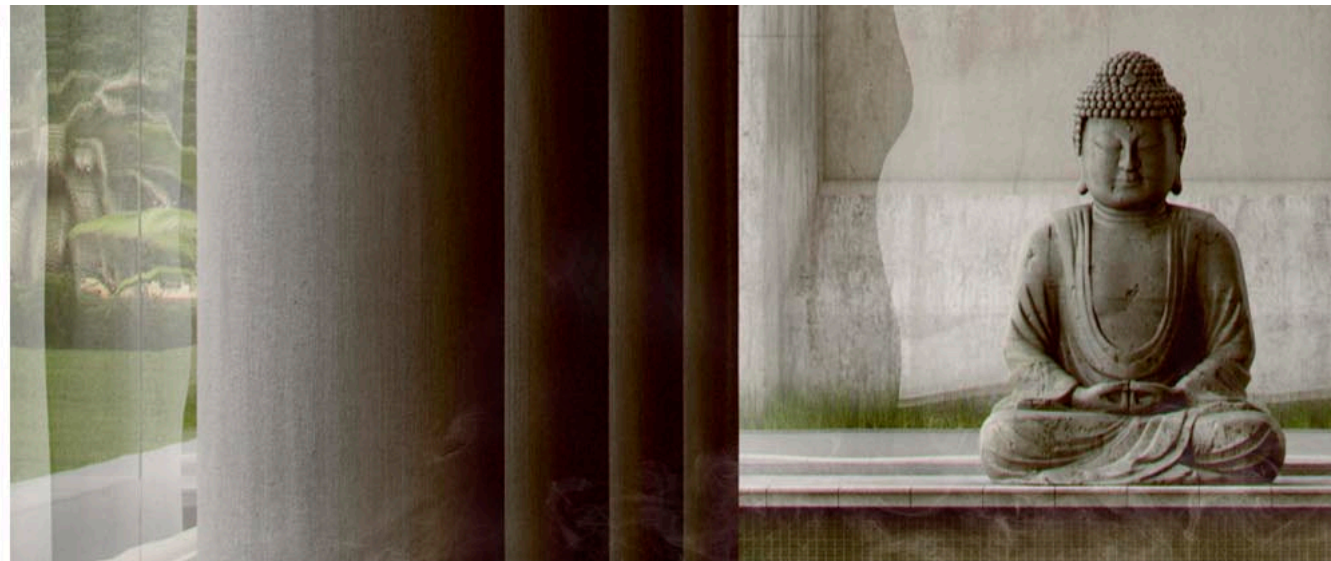
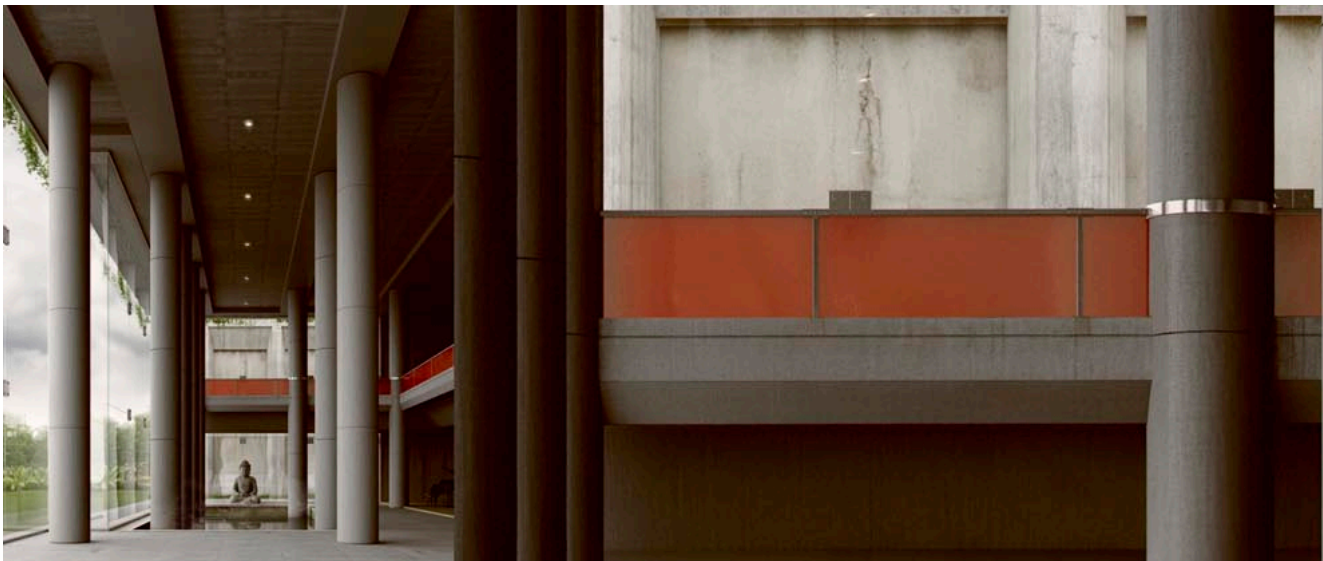




***Deco magazine  
Urban 3D modeling  
España***

Many urban spaces and objects we see daily in magazines and TV are 3D photo realistic images. This apartment was made for DECO, a Spanish interior design magazine.





**Ambient 3D modeling**  
**Architecture Studio**  
**Argentina**

This modeling job reflects the architect's concept and provides notion of space, recreating the aesthetics thought for the rooms and how they interact between them and the materials chosen to build the structure.



# Muchas Gracias

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