

merchan
design

design para produtos premium

design for premium product

design assistance
brand advisory
visual identity
graphic design
editorial design
packaging design
brand experience
products design
promotional design

since 1995

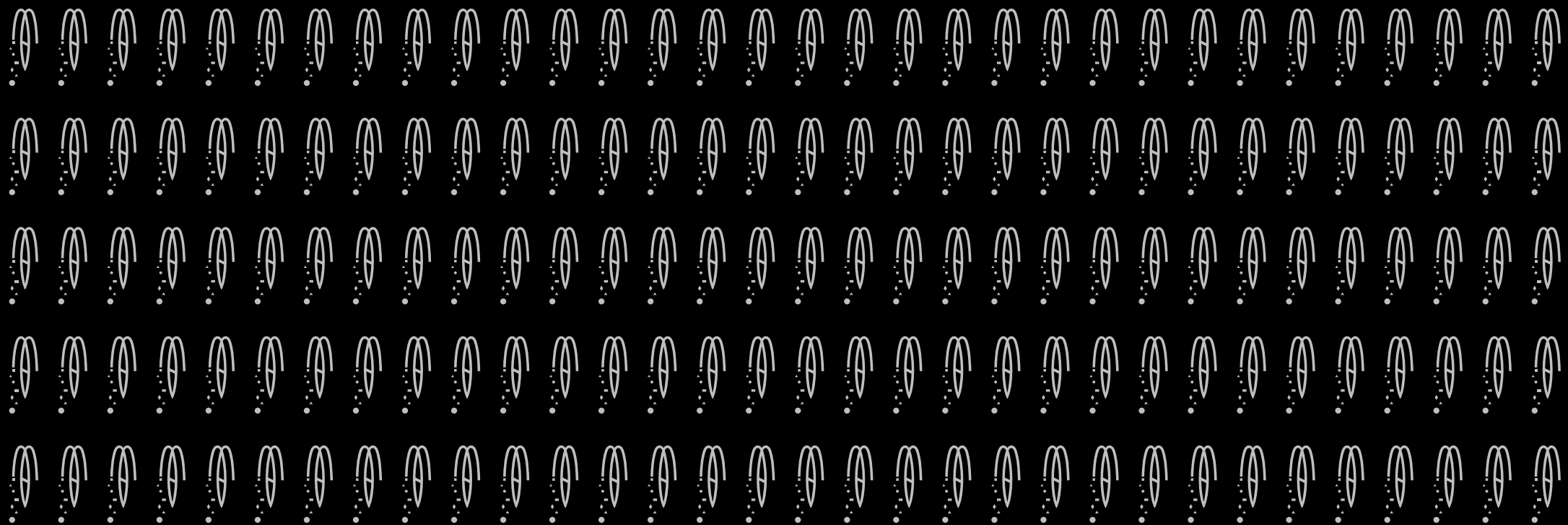
SELECTED PROJECTS BY DESIGNER MARCELO LOPES



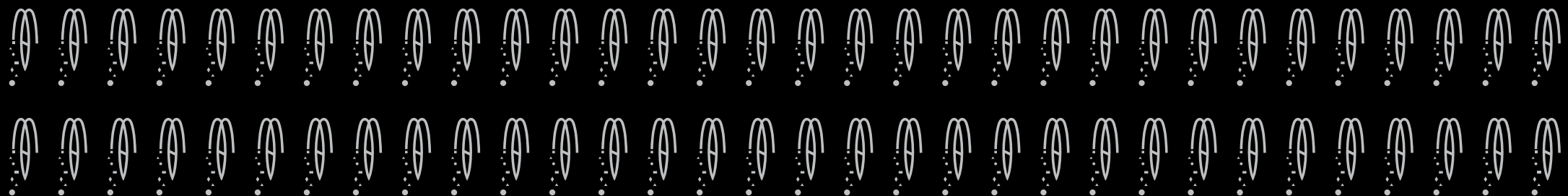
RECEPTION



MAIN OFFICE



ROOM 02, ROOM 03, ...
COME VISIT OUR STUDIO!



A STRATEGIC PROJECT
STRENGTHENS BRANDS
AND TRANSFORMS BUSINESS



brazilian ideas for global challenges

ideias brasileiras para desafios globais

INNOVATION IN CONCEPT
STRATEGY IN FEATURE
EFFICIENCY IN RESULTS

Experience in the development of projects through
a visual expression adding value to the brand



brazilian ideas for global challenges

ideias brasileiras para desafios globais

A design that promotes positive
interaction in people's daily lives



308

arte contemporáneo

ART GALLERY | HAVANA - CUBA

ART'ORDAfo

JEWELRY FACTORY | SÃO PAULO - BRAZIL

R.COOPER'S

JEWELRY STORE | CURITIBA - BRAZIL



TERRA VERDE

HOSPITALITY - CAESAR PARK HOTELS & RESORTS, BRAND FOR AMENITIES | BRAZIL - ARGENTINA



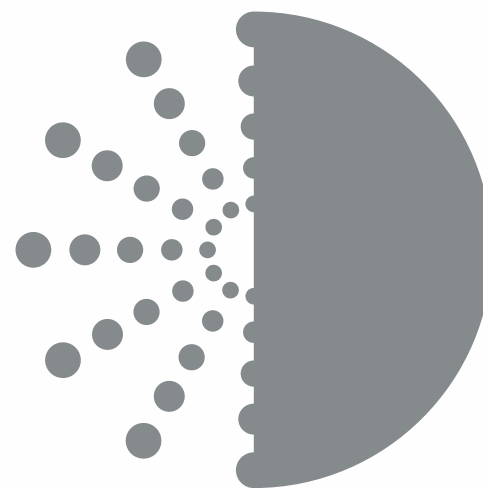
empório
SaNTa Rosa

FLOWER DESIGN | RIO DE JANEIRO - BRAZIL



gabby simão

JEWELRY DESIGNER | SÃO PAULO - BRAZIL



thais pepe

d e r m a t o l o g i a

DERMATOLOGY CLINIC | SÃO PAULO - BRAZIL



M. MARCHESE
Joalheiros

JEWELRY STORE | SÃO PAULO - BRAZIL



FAHL

DENTAL HEALTH | CURITIBA - BRAZIL



Kadimah

JEWELRY | SÃO PAULO - BRAZIL

COMPRE
BRINQUE

TOY SITE - ONLINE SHOPPING | SÃO PAULO - BRAZIL



ellen rabello

FASHION | SÃO PAULO - BRAZIL



LYGASE
RFID SOLUTIONS



BUSINESS SOLUTIONS | ILLINOIS - U.S.A

the art of creating logos of excellence evident in reduced scale



logos with exclusive typology and symbols reducible
to sizes between 0.5 and 1.0 cm
form part of our commitment in projects



VISUAL IDENTITY DESIGN

BERNARDINHO
COACH OF BRAZILIAN VOLLEYBALL TEAM

USA

AWARDS





logo + stationery



new year's card symbolizing olympics gold medal

RE-BRANDING AND COMMERCIAL INTERIORS

FRANCINE ADIDA ART IN
JEWELRY GALLERY

FROM BRAND TO COMMERCIAL INTERIOR
A 100% INTEGRATED DESIGN PROJECT

BRANDING PROJECT FOR AN ART GALERY
AN ART GALLERY IN JEWELS CONSIDERING THE ENTIRETY
FROM BRAND DESIGN TO INTERIOR ENVIRONMENT.

SINCE THE GALLERY WOULD REPRESENT VARIOUS DIFFERENT
JEWELRY DESIGNERS, AN INOVATIVE SOLUTION WAS REQUESTED TO SHOWCASE THE
JEWELS OF EACH DESIGNER WITH AN INDIVIDUALIZED PRESENTATION.

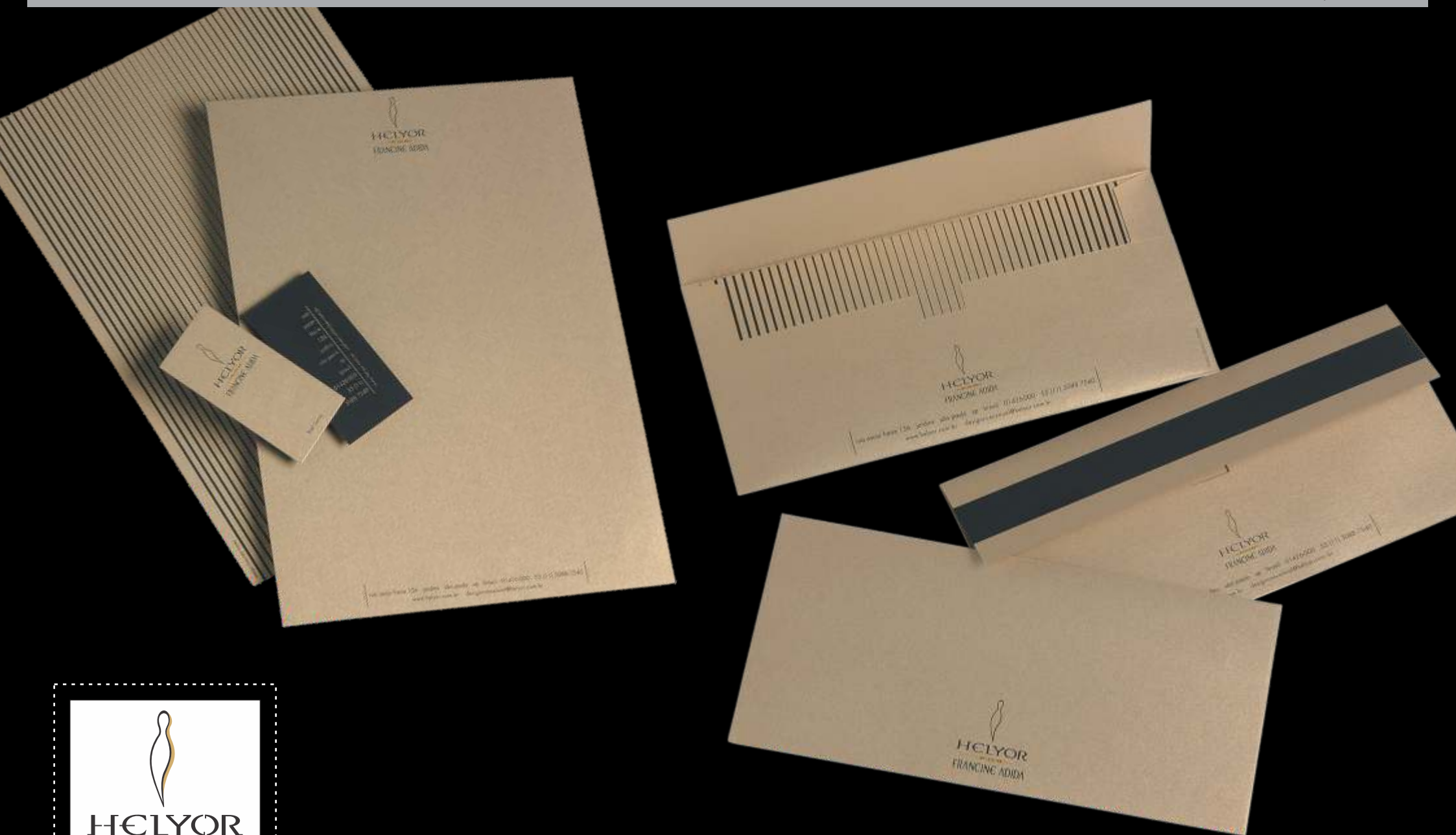
MEETING SPECIFIC CLIENT REQUIREMENTS, THE GRAPHICS NEEDED TO BE
CONNECTED TO THE ARCHITECTURAL ELEMENTS SINCE IN MANY CASES THE CUSTOMER SEES
VISUAL COMMUNICATIONS BEFORE THEY ARRIVE AT THE JEWELRY STORE.

THE PROJECT ALSO INCLUDES: STATIONERY, PACKAGING, INVITATIONS,
DIGITAL MEDIA, GRAPHIC MEDIA, CATALOGS, AND OTHER ITEMS

THE PROJECT HAD TO TRANSLATE:
«AVANT-GARDE WITH SOPHISTICAITON»



signage and façade design





front view - entrance of the jewelry gallery



column covered in
natural red leather

40 cm wood baseboard
with black leather detail

black glass dividing wall

side view - project detail



wood staircase with
purple crystal detail

Entry door handle with
brand mark in GALUCHAT
(Stingray skin)

side view- gallery entrance



black cowskin floor

individual showcases to
display the pieces PVC
tube painted in black lacquer
with internal illumination

Acrylic display to present
one jewel by each designer

project detail - gallery entrance



general view - sales area



lighting design

central luminaires in wood
and acrylic

light fixtures on wooden
tables with detail in natural
red leather

epoxy floor

sliding door trimmed
in natural red leather
with mirror detail

project detail - sales area



black and fenji striped fabric walls

table top coated with gold leaf and matt
white acrylic top with details in the corners



bathroom design golden leaf
applied onto concrete wall

sink, mirror and other details all designed
and manufactured exclusively for the customer



acrylic panel sandwiched with sheet synthetic
turtle inlay with internal lighting and wood bench

soap holder and towel holder in
acrylic with synthetic turtle inlay

VISUAL IDENTITY DESIGN AND PACKAGING PROJECT

LACORE COSMETICS



LOGO



STATIONERY ITEMS



PACKAGING



PACKAGING

A BRAND MUST NOT TAKE PART OF YOUR LIFE
AND BE PART OF IT.

A BRAND MUST BE DESIGNED TO LIVE WITH PEOPLE,
CREATING NEW EXPERIENCES, NEW FEELINGS,
NEW EMOTIONS AWAKENING ALL SENSES.



building brands that contribute to telling stories

PRESENTING THE CREATIVE
PROCESS OF THREE PROJECTS

CASE 01 - BRANDING PROJECT

RESTAURANT AGRAZ

HOTEL CAESAR PARK - BRAZIL

AWARDS

ITALIA



USA



BRASIL



BRASIL



BRASIL





BRAND INSPIRED BY BRAZIL'S 27 STATES

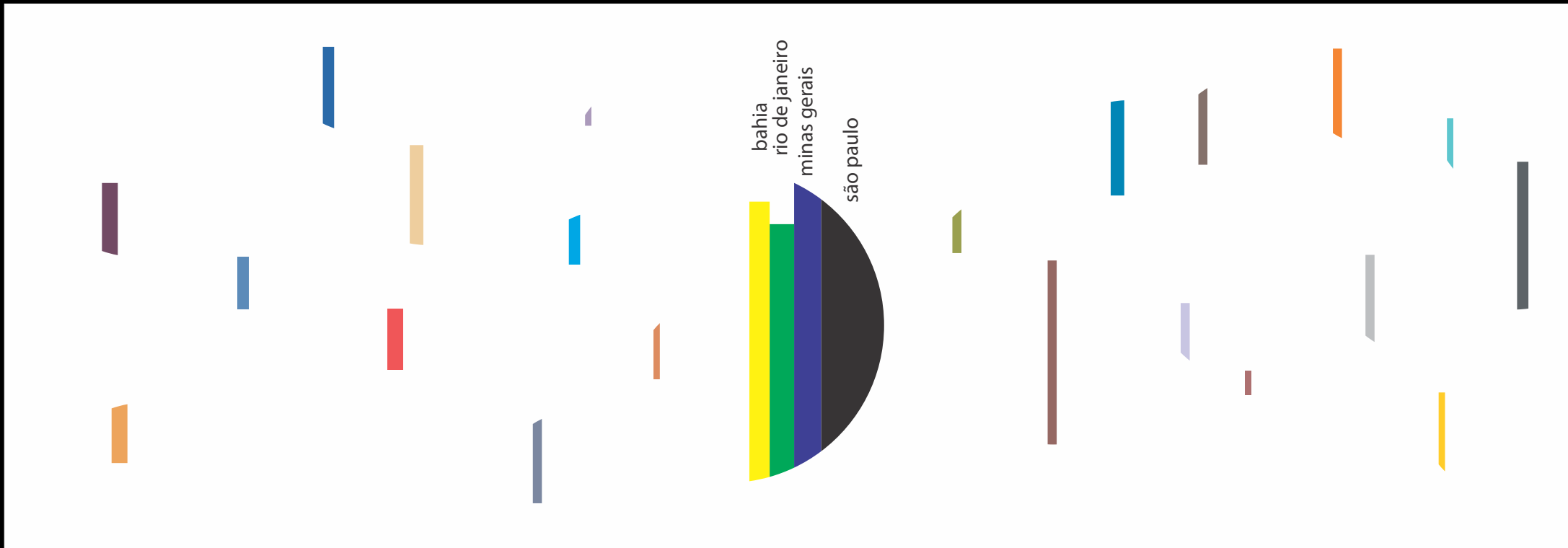
CONCEPT

Inspired by
Brazil's 27 states,
the brand of Agraz restaurant
also represents the
country's welcome to
all foreigners.

BRAZIL, A COUNTRY OF MULTIPLE COLORS,
OF JOY, OF DIFFERENT
CULTURES AND BELIEFS.
A COUNTRY OF IMMIGRANTSBRASIL.

Why the colors? What do they mean?

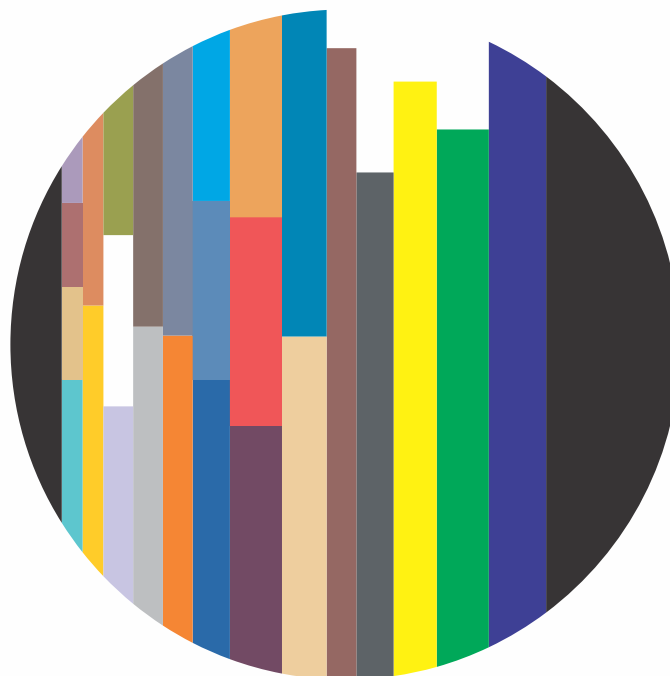
*THE COLORS REPRESENT THE MISCEGENATION,
CULTURAL DIVERSITY OF THE WORLD AND WITHIN BRAZIL AND THE MEETING OF THIS
CULTURAL GLOBALIZATION AT THE HOTEL. THE TROPICAL FLARE IS INCLUDED THEREIN.*



LOGO STRIP

THE DIFFERENT SIZES OF THE STRIPS WERE INSPIRED BY THE POPULATION DENSITY OF EACH BRAZILIAN STATE.
AGRAZ'S SYMBOL SUBTLY REVEALS THE VERTICALIZATION OF THE CITIES.

MODERN, COSMOPOLITAN, CONTEMPORARY AND SUBTLY BRAZILIAN



agraz SP

Brazil color frame - yellow, green and blue together in the logo



BLACK MENU



WHITE MENU

APPLICATION OF THE BRAND ON THE MENUS

THE LOGO IS APPLIED TO THE MENU
IN THREE-DIMENSIONAL FORM
CREATING A SENSORY EFFECT

A WHITE MENU FOR WOMEN
AND A BLACK ONE FOR MEN.
EASY TO HANDLE

ECO-FRIENDLY -
THE MENU BASE IS PERMANENT
AND WHEN NECESSARY
THE ADHESIVE CONTENT
OF THE MENU CAN BE SUBSTITUED

aplicattions MENU FOR LUNCH AND DINNER / DESSERTS / BREAKFAST





CASE 01 - COMMUNICATION CAMPAIGN

«TASTES MEET THE SPICE
OF IMAGINATION!»

BRIEFING

Campaign development with minimum of six months,
Showing the new concept of the restaurant Agraz, aligned with its new profile,
emphasizing the joy and colors. Avoid using images of culinary dishes and images of people.
Present a campaign with an innovative concept for the segment of the gastronomy market.

PUBLIC

Internal (guests) and external (local public)



OUR PROPOSAL

After presenting the cuisine of the international restaurant with an emphasis on regional and international spices, we chose the brand's concept as a communication base for the campaign: colorful, cheerful, evoking the cultural integration of Brazil.

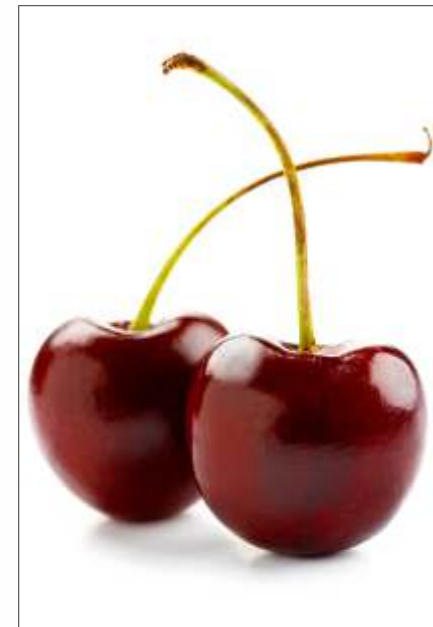
The seasonings are usually also comprised of several colors, for example: Paprika, cumin and many others served as inspiration for the title and for the campaign itself.

«TASTES MEET THE SPICE OF IMAGINATION!»

Pieces developed for the campaign

tend cards
elevator media
banner
postcard
flyer
e-mail marketing

IMAGES TO INSPIRE THE CAMPAIGN



Inspiration
Original photos
used for image
manipulation

CAMPAIGN GRAPHICS

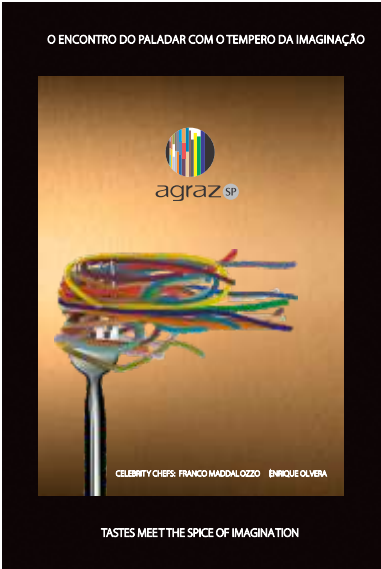


1st SERIES

BANNER



ELEVATORS MEDIA



FLYERS



POST CARD



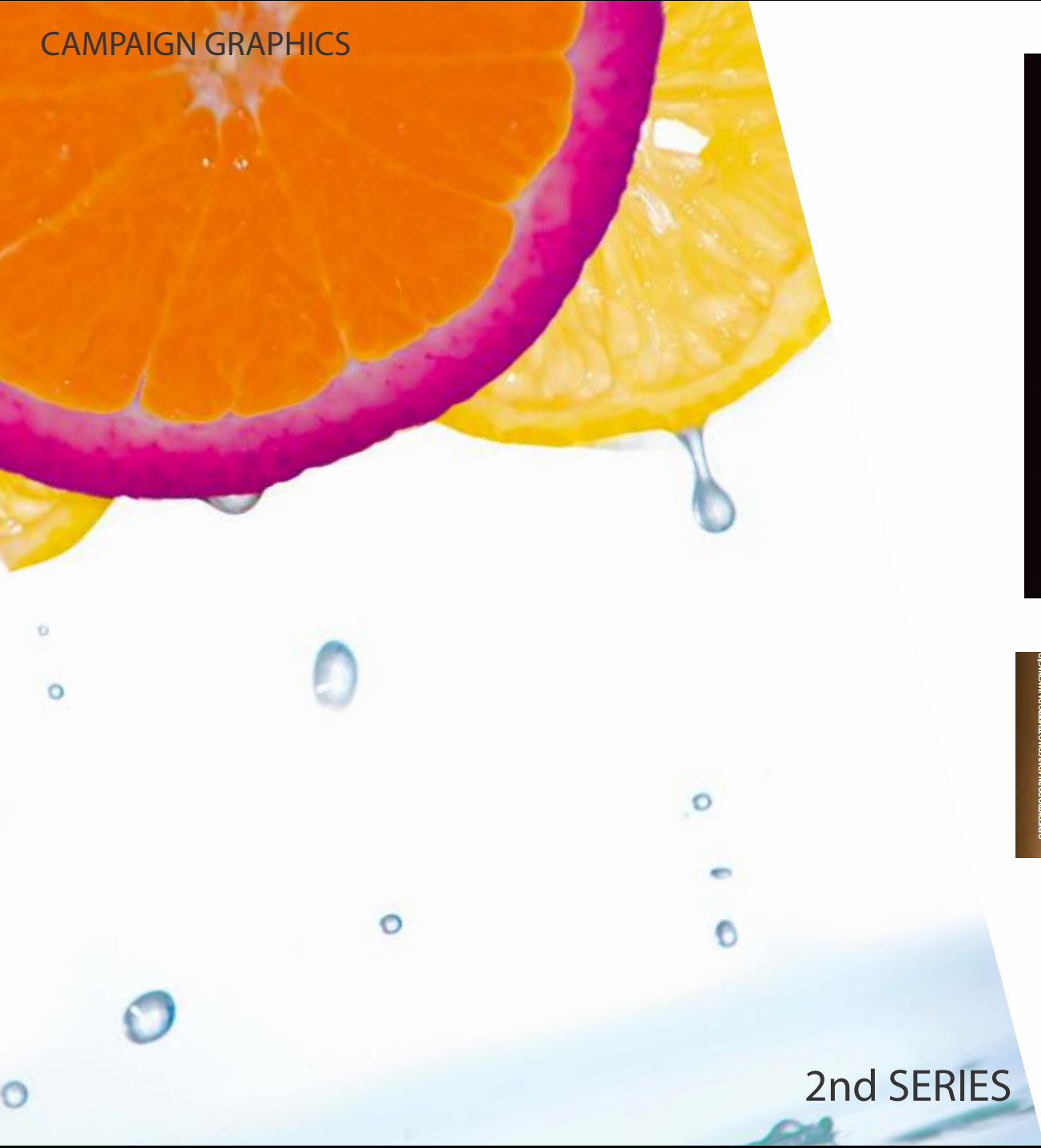
E-MARKETING



TENT CARDS

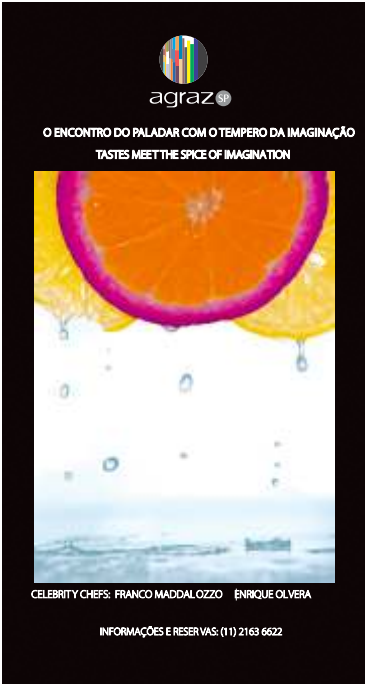


CAMPAIGN GRAPHICS

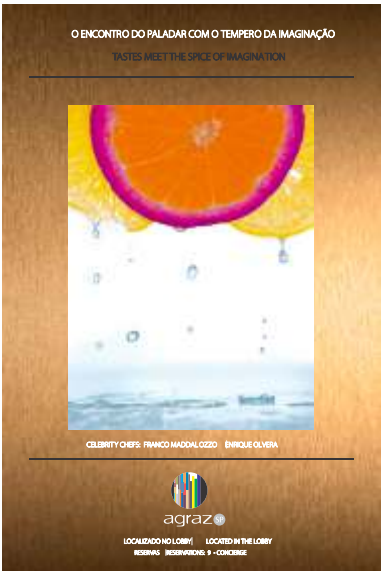


2nd SERIES

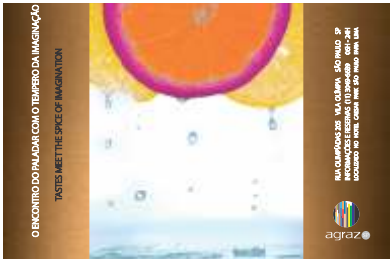
BANNER



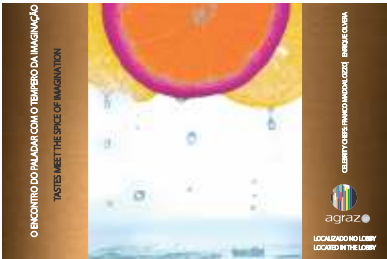
ELEVATORS MEDIA



FLYERS



POST CARD



E-MARKETING



TENT CARDS

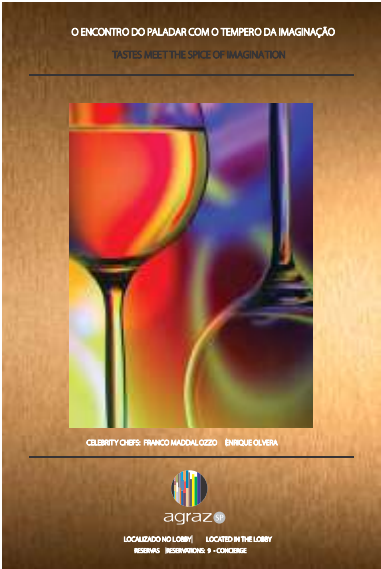


CAMPAIGN GRAPHICS

BANNER



ELEVATORS MEDIA



FLYERS



POST CARD



E-MARKETING



TENT CARDS



3rd SERIES

CAMPAIGN GRAPHICS

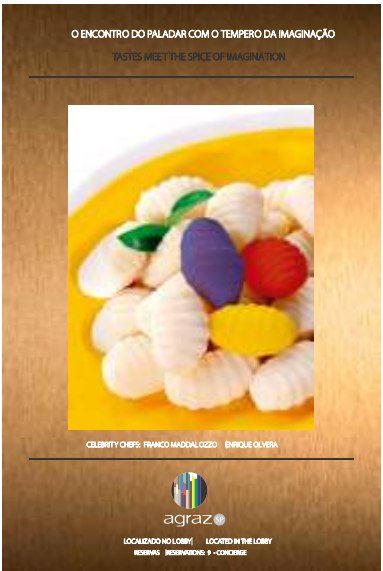


4th SERIES

BANNER



ELEVATORS MEDIA



FLYERS



POST CARD



E-MARKETING



TENT CARDS



CAMPAIGN GRAPHICS

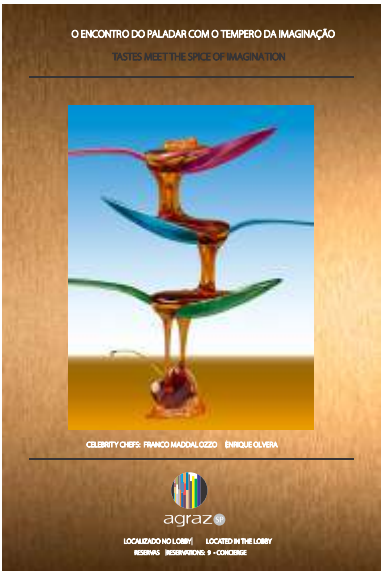


5th SERIES

BANNER



ELEVATORS MEDIA



FLYERS



POST CARD



E-MARKETING



TENT CARDS



CASE 01 - BRAND EXPERIENCE

RESTAURANT AGRAZ

HOTEL CAESAR PARK - BRAZIL





BRIEFING

To create an invite in line with the concept of the campaign theme
«TASTES MEET THE
SPICE OF IMAGINATION!»

CREATION

The invitations were designed with the purpose of provoking the senses: touch, smell and sight alike.



CASE 02 - BRANDING

IUPY SUSHI BAR & TEMAKERIA

SOUTH COAST - SÃO PAULO

AWARDS

ITALIA



USA



USA



BRASIL



BRASIL



CREATIVE BRIEF

Create a brand in which innovation and interaction between people and the environment must be seen in the details.

Present a fun and light environment that stands out when compared to most sushi bars and temaki places currently in the market.

The purpose was for the design to specifically be unrelated to the Japanese setting/environment and cuisine.

DESIGN PRESENTED

Because the restaurant is located in a beach city and taking into account that it was meant to be fun, light and unpretentious, we decided to present a design that enabled the different areas of the restaurant to have different atmospheres, so that clients could not only enjoy having different options, but also feel comfortable in the restaurant.

The restaurant was divided into 3 environments:

Counter: Developed for clients in a rush or who enjoy such an area.

Lounge: Developed for clients who like to hang out and chat while waiting for a table, or even for those who enjoy dining at the lounge, who like feeling as if they are having dinner at a friend's house.

Tables: The innovative design is a result of a creative and avant-garde production whose purpose is to entice the clients' curiosity and offer a unique personality for the restaurant.

INSPIRATION



INNOVATION

The trademark of the pop art style
is the strong, intense,
fluorescent and vibrant colors!

SPACE

Pin-ups are yet another strong
element of pop culture!

INTERACTION

DETAIL

AND COMMUNICATION

BRINGING TOGETHER THE PURPOSES

Pop culture is present in the furniture
in the styrofoam-filled puffs!

OF THE NEW BRAND

A laid-back attitude as part
of a lifestyle!



IUPY

sushi bar & temakeria

vertical application



IUPY
sushi bar & temakeria

horizontal application

sushi bar
&
temakeria



IUPA
sushi bar & temakeria

AV. SÃO PAULO 126
(13) 3357 2140

BOQUEIRÃO PRAIA GRANDE SP
aberto de terça a domingo das 18h às 00h



INNOVATION









Considering people who are in a hurry or who just have a habit of enjoying food at a high table

Detail of the high table with space delimited by fixed circles that also serve to support the plates

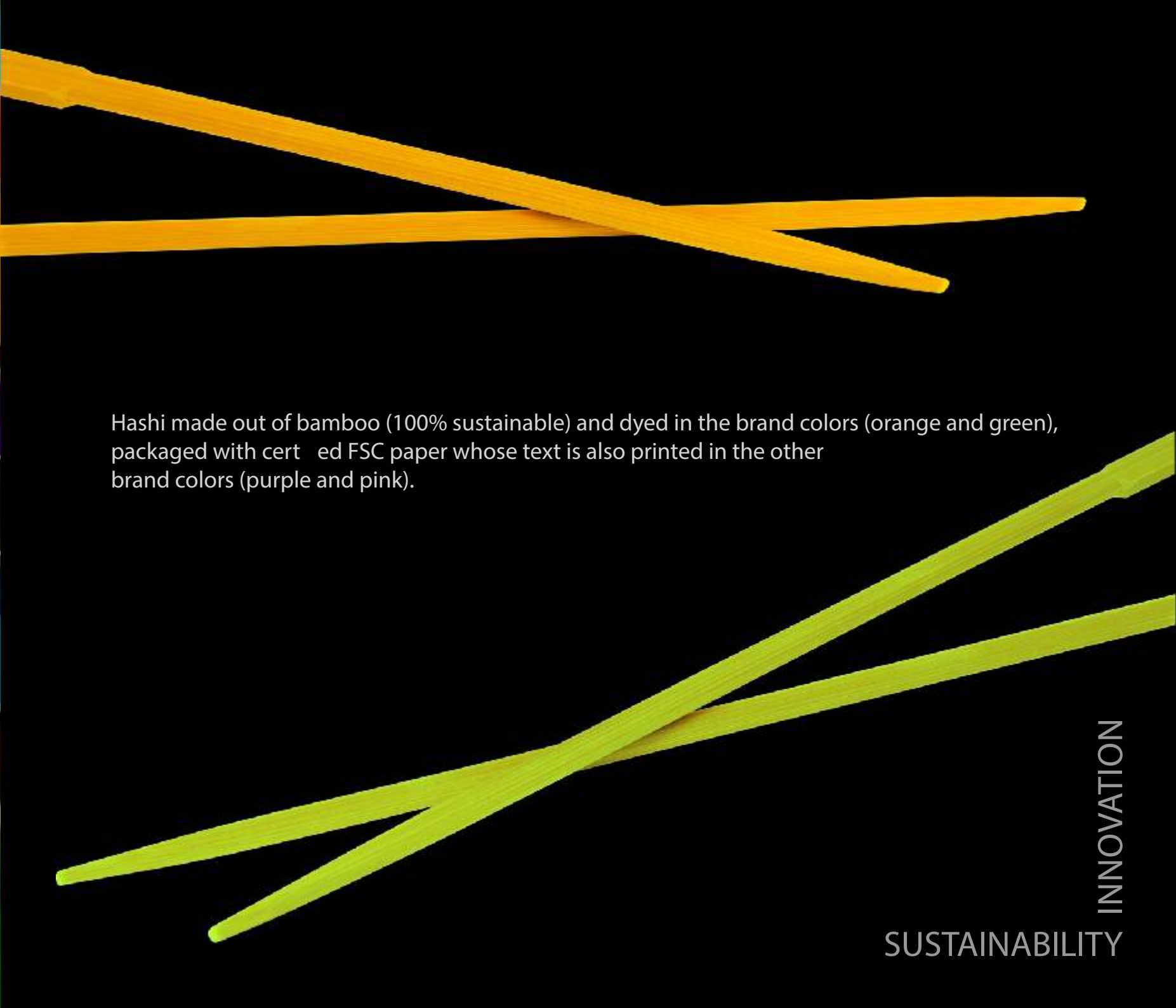


THE INTERACTION



Cardboard panels with famous quotes to ensure interaction with the public. The phrases are continued from the panels to the hashi holders. In order for the brand experience to interact with the public, and due to their low environmental impact, the recycled cardboard panels are changed every quarter.





Hashi made out of bamboo (100% sustainable) and dyed in the brand colors (orange and green), packaged with certified FSC paper whose text is also printed in the other brand colors (purple and pink).

INNOVATION

SUSTAINABILITY

A photograph of a table setting. In the foreground, a white ceramic plate with a gold rim is placed on a blue textured placemat. A white paper napkin is rolled up and placed to the right of the plate. The napkin features the IUPA logo, which consists of a colorful geometric design, and the text "IUPA" and "International Union of Pure and Applied Chemistry". The background is a dark, solid color.



«BOM MESMO É IR À LUTA COM DETERMINAÇÃO, ABRAÇAR A VIDA E VIVER COM PAZ, PERDER COM CLASSE E VENCER COM OUSADIA, PORQUE O MUNDO PERTENCE À QUEM SE ABREVE E A VIDA É MUITO CURTA PARA SER INSIGNIFICANTE»



IUPA
Society for the
Study of Language

• A VIDA É ASSIM: ESQUENTA E ESFRIA, APERTA DAÍ AFROUXA, SOSSEBA E DEPOIS DESINQUIETA. O QUE ELA QUER DA GENTE É CORAGEM •



NAO LDO QUE PRECISAS TER SENSADO, SE NAO TORNARAS O CONHECIMO DAS RESPOSTAS




Venha conhecê-lo!!!!

aberto de terça a domingo das 18h às 00h

AV. SÃO PAULO 126 BOQUEIRÃO PRAIA GRANDE SP
(13) 3357 2140 IUPY@IUPYSUSHIBAR.COM.BR

merchan-design




Te espero lá !!!

aberto de terça a domingo das 18h às 00h

AV. SÃO PAULO 126 BOQUEIRÃO PRAIA GRANDE SP
(13) 3357 2140 IUPY@IUPYSUSHIBAR.COM.BR

merchan-design

CASE 03 - VISUAL IDENTITY DESIGN

THAIS PEPE DERMATOLOGY

AWARDS

ITÁLIA



USA



CREATIVITY
INTERNATIONAL AWARDS

PROJECT

THE PREVIOUS COMMUNICATION WAS PERCEIVED AS FEMININE, WHICH PUT OFF THE MALE PUBLIC. THE REPOSITIONING ACHIEVED A CONTEMPORARY, SOPHISTICATED AND NEUTRAL COMMUNICATION, REACHING DIFFERENT AUDIENCES AND RAISING THE VALUE PERCEPTION OF THE CLINIC

CONCEPT:
INSPIRATION FOR CREATING THE NEW BRAND



MALE & FEMALE



PEELING



SKYN CARE - DAY



SKYN CARE - NIGHT



SKYN PORES



DELICACY



FRESHNESS



PURITY



TRANSFORMATION



WEIGHT AND SIZE



MOLECULAR



PERMEABILITY



TECNOLOGY



PERMEATION



INTRACELLULAR AND INTERCELLULAR



SUAVITY

ESTRATEGIC DESIGN

FOLDER

THE REPOSITIONING OF THE COMMUNICATION, EXCHANGING DISPOSABLE ELEMENTS WITH DURABLE MATERIALS, FACILITATED THE RISE OF THE STATUS WHILE AT THE SAME TIME REDUCING THE CONSUMPTION OF PAPER. INSTEAD OF CUSTOMERS RECEIVING A FOLDER WITH INSTRUCTIONS ON EACH VISIT THEY RECEIVED A BRANDED PORTFOLIO OF THE BEST QUALITY AND DURABILITY THAT WAS UTILIZED THROUGH THE ENTIRE TREATMENT PERIOD.

BEFORE



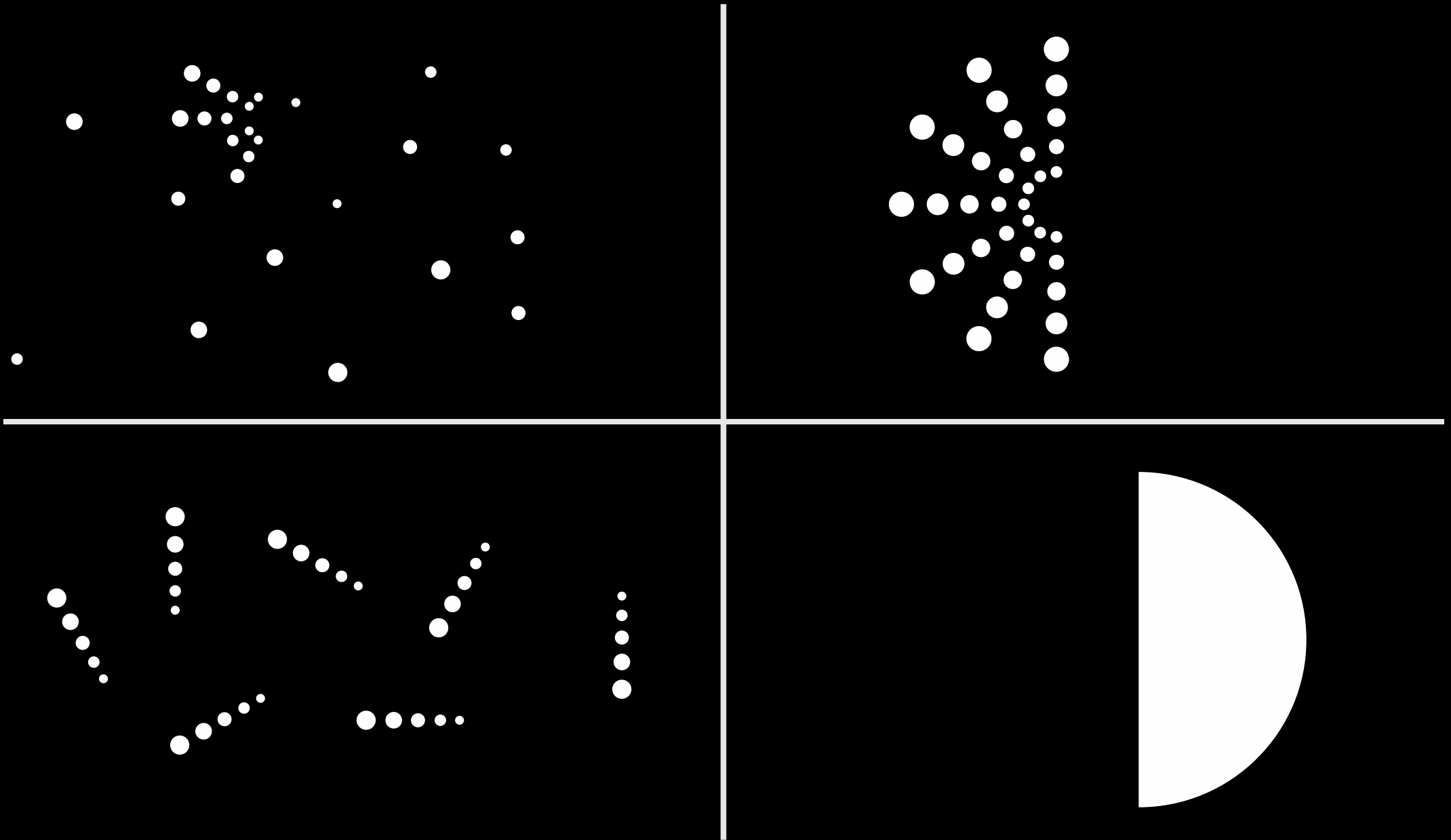
NEW PROJECT HIGHER VISUAL IMPACT, LOWER ENVIRONMENTAL IMPACT



First clinical procedure



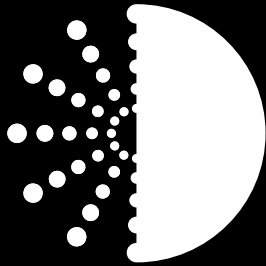
Follow ups at the clinic during treatment



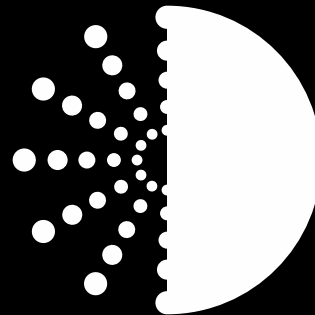
creative process for new brand

symbol

drawing lettering



thais pepe



thais pepe

d e r m a t o l o g i a

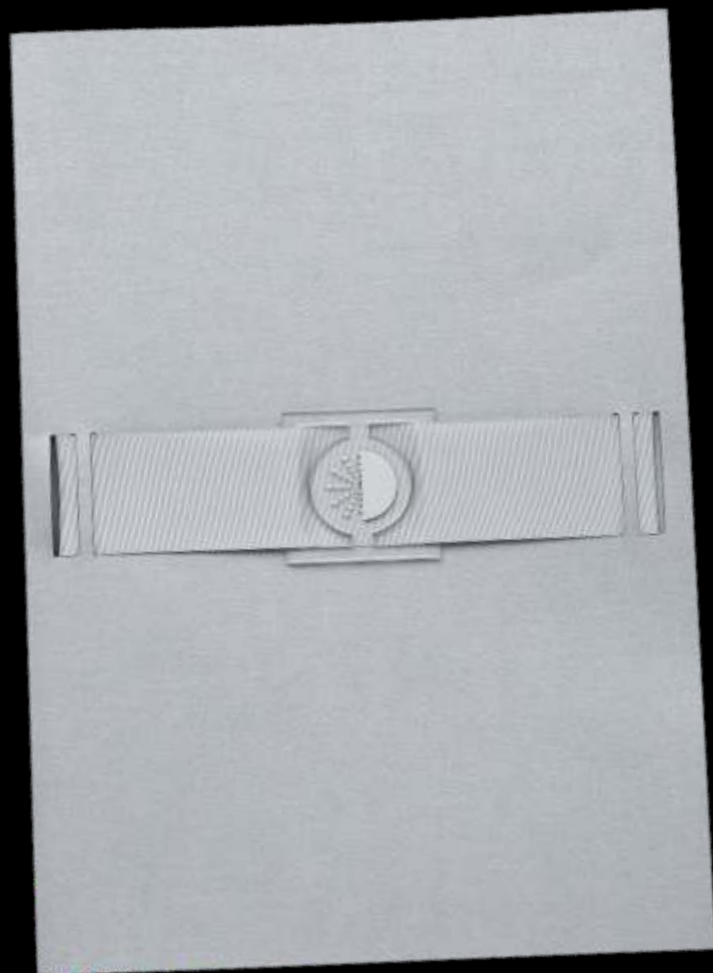
new brand

LETTERHEADS - DETAILS





business card and letterheads



folder



birthday card for the clients

IMAGE REPOSITIONING PROJECT

ESTRATEGIC DESIGN



CÆSAR PARK
HOTELS & RESORTS

ITALIA



AWARDS

USA



CREATIVITY
INTERNATIONAL AWARDS

CONCEPT

ITEMS WERE STUDIED TO DELIVER THE GUESTS A DESIGN «EXPERIENCE». THROUGH SENSITIVITY, PLAYFULNESS, COZINESS, EVEN THE BASIC ITEMS ARE PRESENTED IN A MORE INNOVATIVE WAY. WE WANTED THE GUESTS

TO FEEL EMBRACED BY THE HOTEL. THE UNIQUE DESIGN AND COMMUNICATION OF THE ITEMS WERE CREATED WITH THE GOAL OF GENERATING GREATER RECALL FOR THE GUEST OF THEIR STAY. A DESIGN INTERFERING PEOPLE'S DAY-TO-DAY IN A POSITIVE WAY.

THE PROJECT INCLUDED THE REVIEW OF THE FULL HOTEL IDENTITY MANUAL WITH A REDESIGN OF ALL THE PARTS THROUGH THE EYES AND HANDS OF THE GUESTS.

FOLLOWING ARE SELECT ELEMENTS OF THE PROJECT

IN-ROOM DINING AND DIRECTORY OF SERVICES - SUITE



VISUAL IDENTITY MANUAL - CAESAR PARK HOTELS & RESORTS

DEPARTAMENTO

DIRECTORY OF SERVICES & IN-ROOM DINING



IN-ROOM DINING AND DIRECTORY OF SERVICES - LUXURY ROOM

ENVELOPE AND LETTERHEAD



SLEEVE WITH LABEL FOR STATIONERY



ECO - PENCIL
REPLACEMENT OF NORMAL PENCIL FOR MINI PENCIL



VISUAL IDENTITY MANUAL - CAESAR PARK HOTELS & RESORTS

STATIONERY
IMAGES OF SOME PIECES

SMALL NOTEPAD



LIST OF PIECES CREATED FOR STATIONERY

- small notepad
- medium notepad
- eco pen
- event pen
- envelope with window
- medium envelope – metallic paper
- medium envelope - vergê paper
- letterhead envelope
- large envelope – metallic paper
- large envelope - vergê paper
- label - stationery sleeve
- stationery sleeve
- ecological pencil
- stationery - corporate
- stationery - guest
- folders

BUSINESS CARD - CONCIERGE



BILL SLEEVE



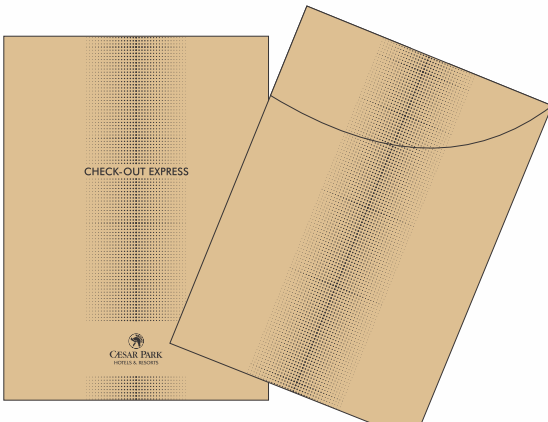
KEY HOLDER AND DOOR KEAYCARD



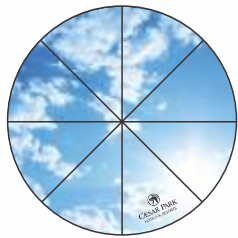
POST CARD SÃO PAULO - RIO - BUENOS AIRES



EXPRESS CHECK-OUT ENVELOPE

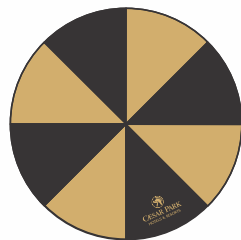


UMBRELLA (DAY USE)



VISUAL IDENTITY MANUAL - CAESAR PARK HOTELS & RESORTS

RECEPTION
IMAGES OF SOME PIECES



UMBRELLA (NIGHT USE)

- LIST OF PIECES CREATED FOR RECEPTION
- business card - concierge
 - reservation confirmation card
 - post card - são paulo
 - post card - rio de janeiro
 - post card - buenos aires
 - room key
 - baggage check-in
 - envelope – express check-out
 - envelope - reservation confirmation
 - envelope - message
 - check-in express envelope
 - flyer for bill holder
 - umbrella - day use
 - umbrella - night use
 - key holder
 - bill sleeve
 - baggage storage
 - newspaper bag
 - valet parking card
 - voucher – base and card



TERRA VERDE



DECORATE
PANTONE 356

VERDE



PANTONE 356

MARRON



PANTONE 490

FUNDO



PANTONE 454

LIST OF PIECES CREATED FOR AMENITIES

WITH GREEN EARTH BRAND

- standard bottles for:
 - shampoo, conditioner, mousse, lotion
- label - conditioner
- label - moisturizing lotion
- label - mousse
- label - shampoo

WITH CORPORATE BRAND

- CAESAR-PARK HOTELS & RESORTS
- cotton pads - cotton swabs - nail file
- shoe mitt
- sewing kit
- shaving kit
- dental kit
- sanitary bag
- shower cap

BRANDING

Yael Sonia Art Jewelry
International Project
São Paulo - Nova York

USA

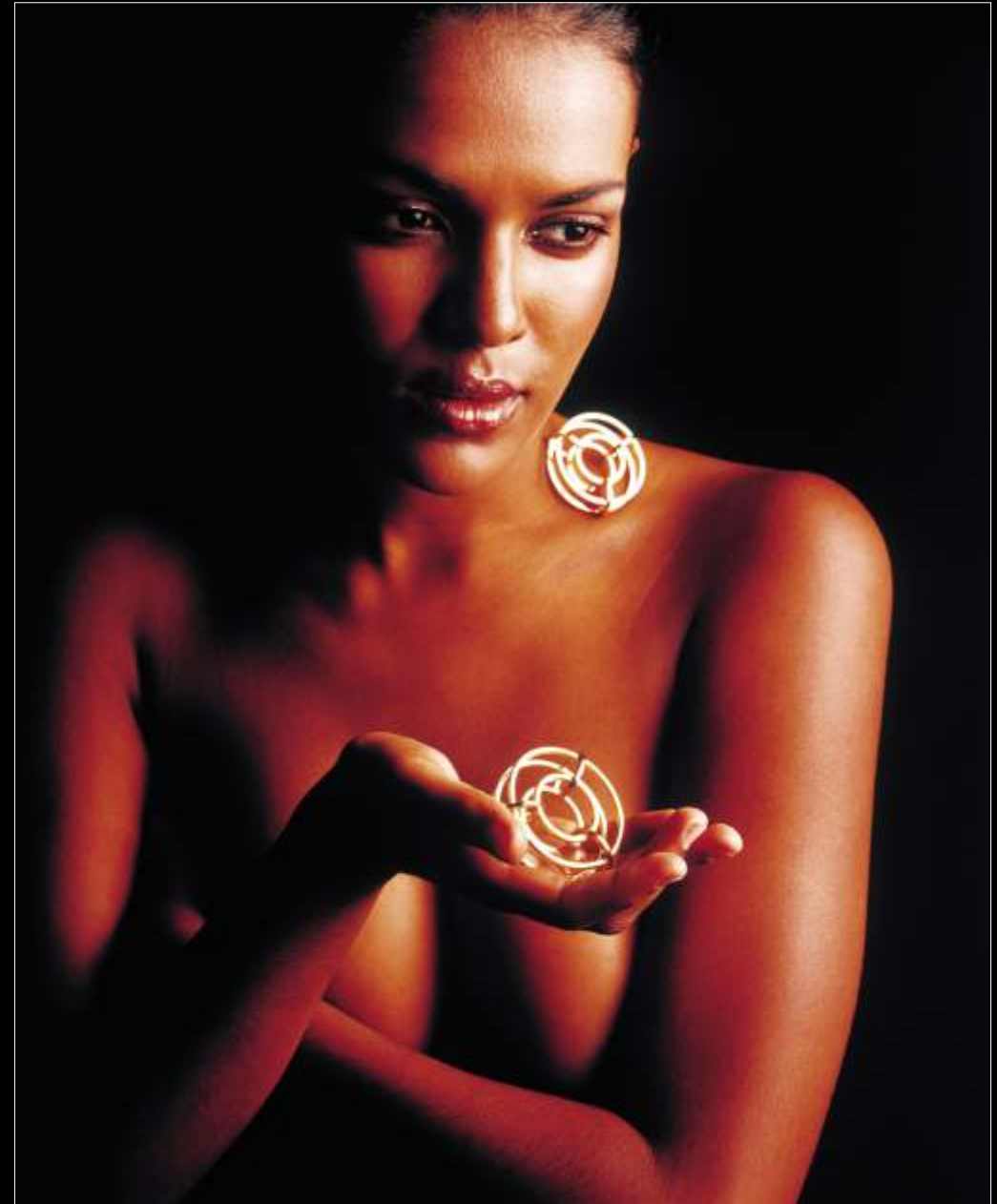
AWARDS

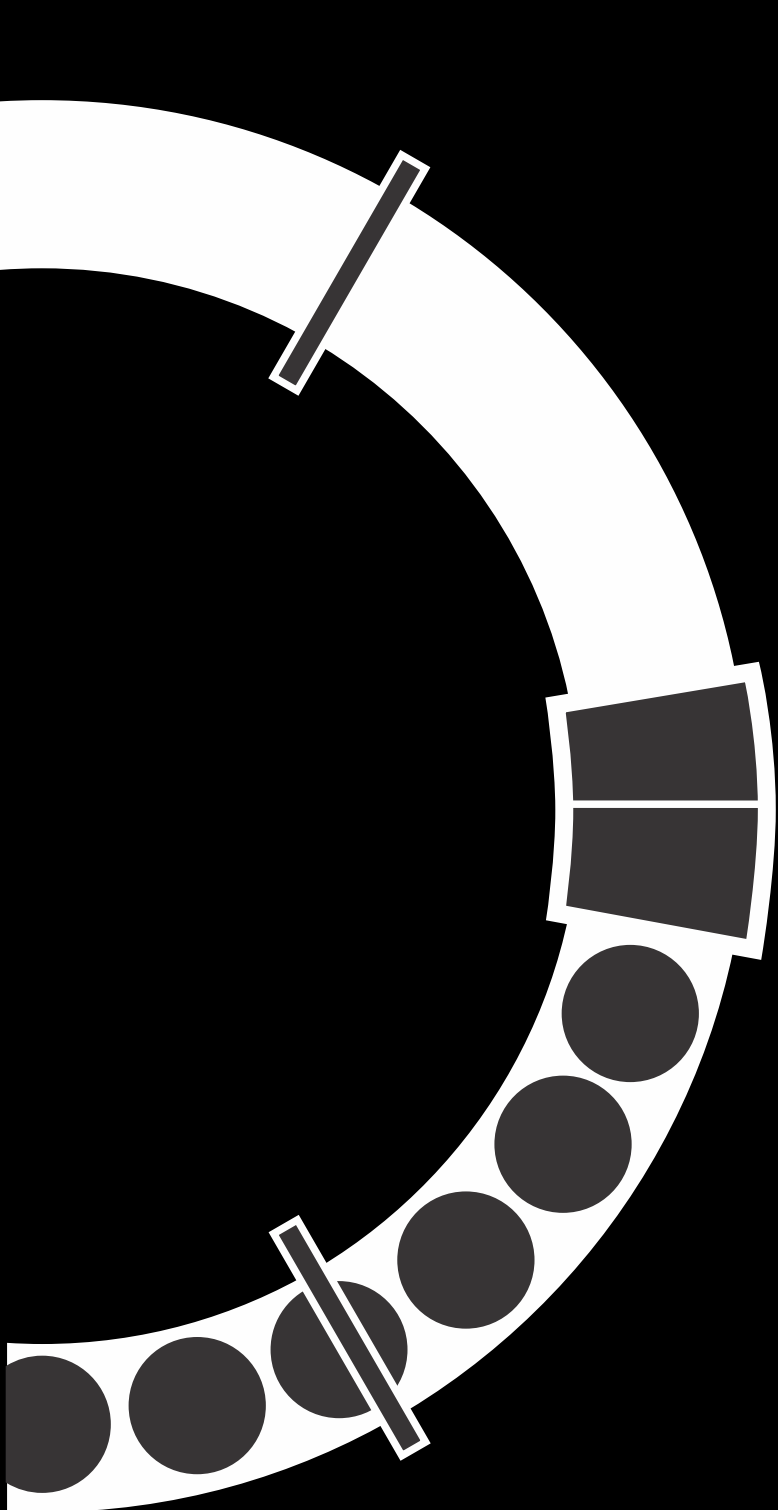


CREATIVITY
INTERNATIONAL AWARDS

Yael Sonia
fine jewelry

new york





Paul Sonia
fine jewelry

BRAND DEVELOPMENT

LOGO MARK

STATIONERY

PACKAGING

INVITATION FOR COLLECTION LAUNCH

E-MARKETING

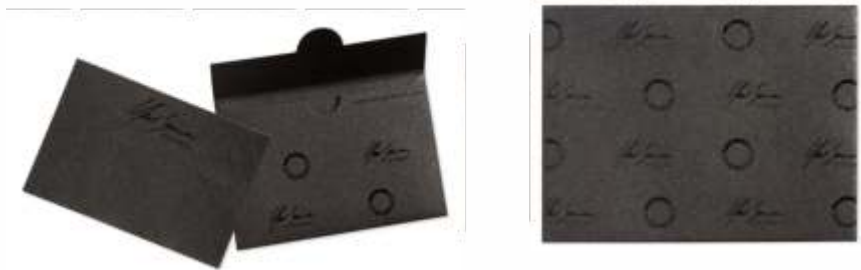
SITE

CATALOGOS

ADS

BRAND PRESENTATION

MARKETING ELEMENTS



logo + stationery



packaging



invitation - New York Store Grand Opening



invitation - launch of yael sonia's rock collection inspired by rock candy



mídia digital - e-marketing & e-invite

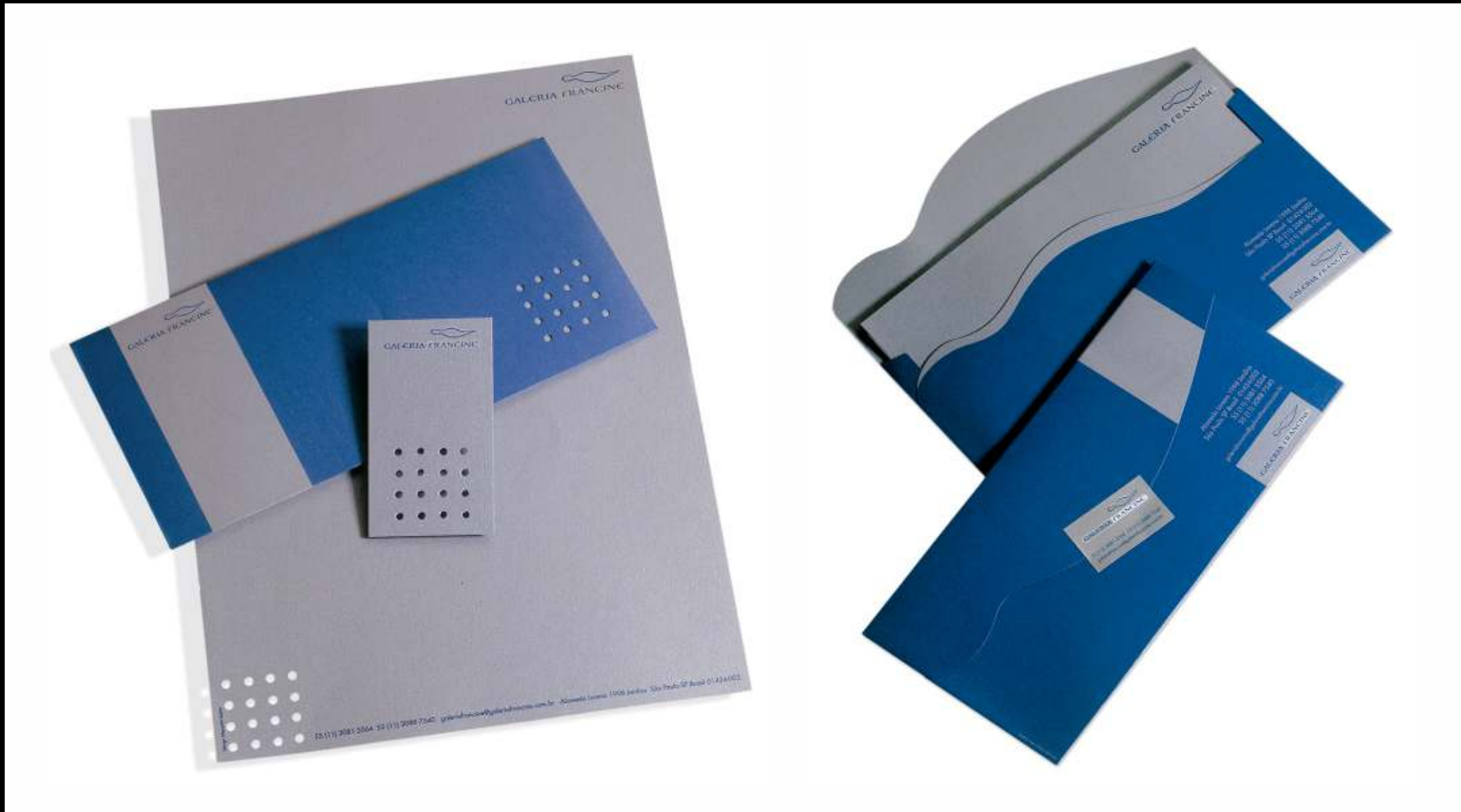


editorial - pocket book

AWARDS



Thibierge & Comar
Awards



logo + stationery



invitations

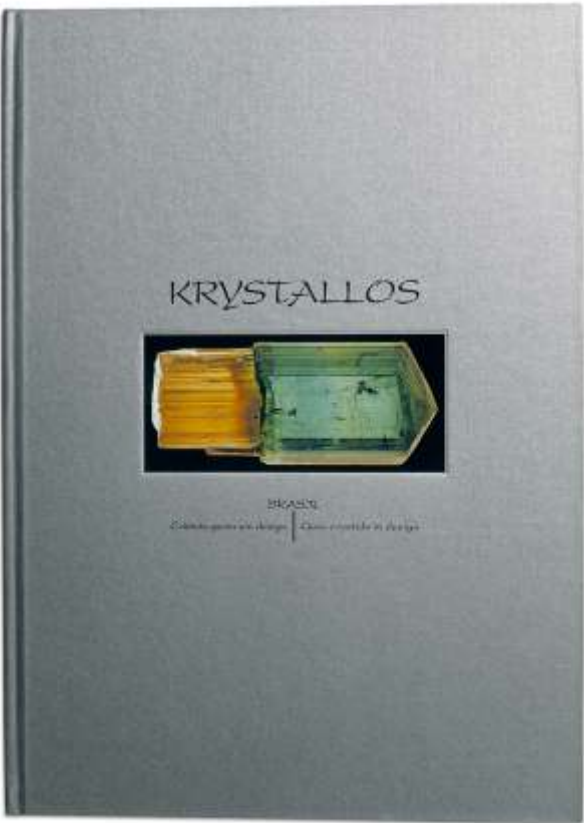
LUMINOUS, INTERACTIVE,
AND SENSORY FOR AN
EMOTIONAL DESIGN

THE VISIBILITY OF A BRAND IS
RELATED TO EXPERIENCES AND
INTERPRETATIONS OF STIMULUS.

SENSORY PERCEPTION

EXPERIENCES CAN BRING THE TONE OF
FEELING OF PLEASURE, OF REMEMBRANCE,
SO THAT, THROUGH DESIGN, CREATES
EMOTIONAL RELATIONS THROUGH
VARIOUS STIMULUS MAKING
MESSAGES MORE MNEMONIC.

EDITORIAL - ART BOOK



AWARDS



EDITORIAL - ART BOOK

AWARDS



INVITATION / CATALOG TO CELEBRATE THE TEN YEARS OF DESIGNER EMAR BATALHA'S JEWELRY



AWARDS

CREATIVITY
INTERNATIONAL AWARDS



Premio
Columistas

INVITATION LAUNCH COLLECTION GIFT AND TABLEWARE IN BRAZIL





NEW YEAR'S CARD



DIRECT MAIL FOR JEWELRY FAIR - FENINJER

ENDOMARKETING - BIRTHDAY CARD FOR EMPLOYEES



INVITATION TO THE HOTEL INAUGURATION



INVITATION TO STORE GRAND OPENING





INVITATION TO SHOW OPENING COQUETEL «MY FAVORITE PLACE AT HOME»

NEW YEAR'S CARD



*em 2003
caminhe
com a força do metal,
a leveza do vento
e fé no coração,*

*in 2003
go with
the strength of metal,
the weightlessness of the wind
and faith in your heart.*

merchan
design

MARCELO LOPES

PACKAGING FOR GOLD RING WITH DIAMONDS



2 IN 1 PACKAGING



box + bag

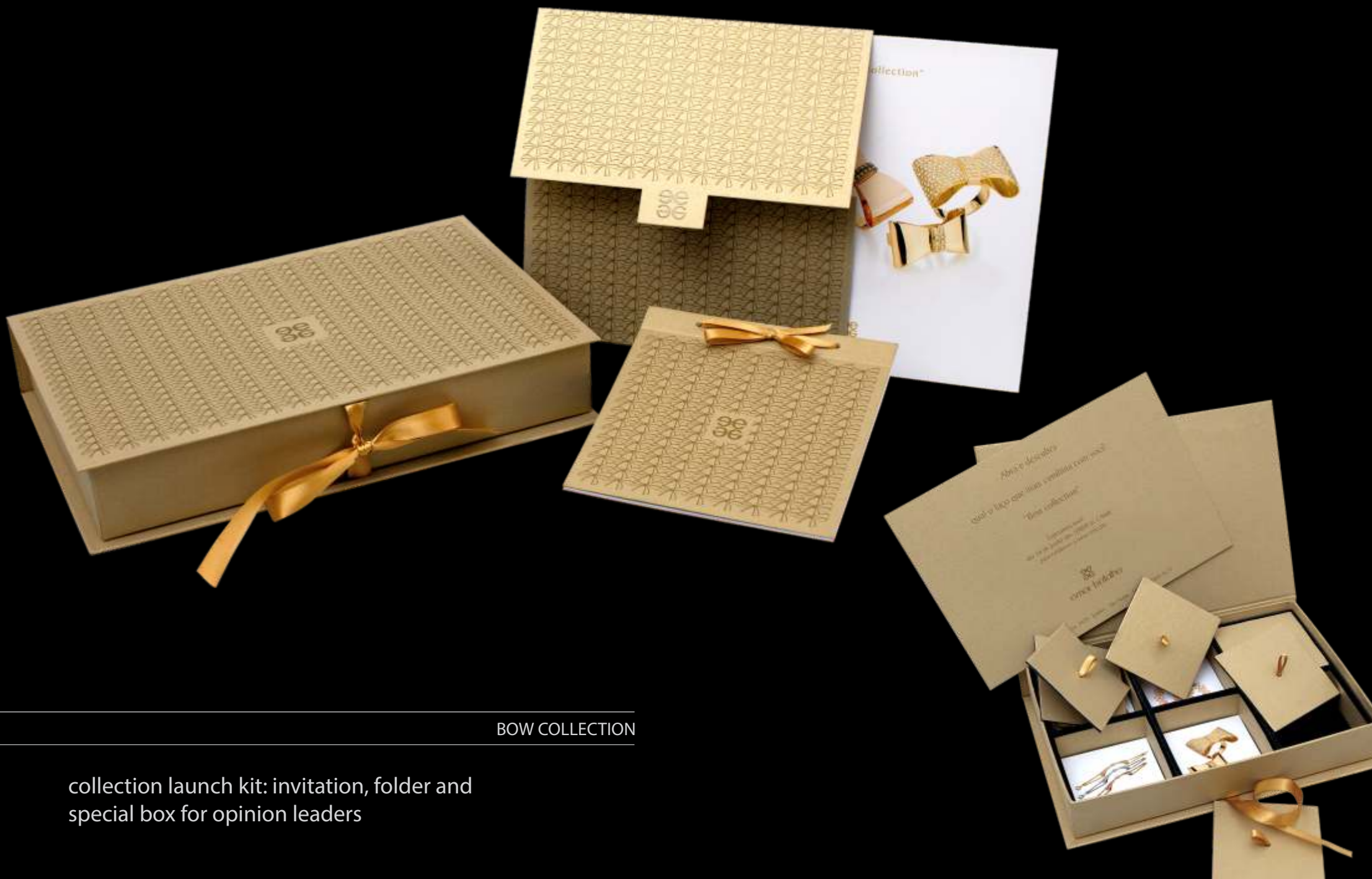


female purchase:
tabs folded in



male purchase:
tabs folded out





BOW COLLECTION

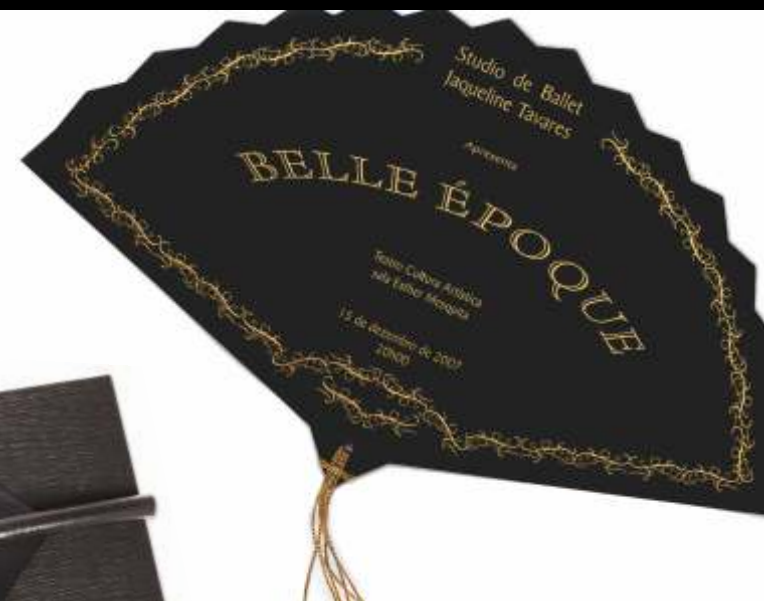
collection launch kit: invitation, folder and
special box for opinion leaders



ALL
PAPER
BAG'S



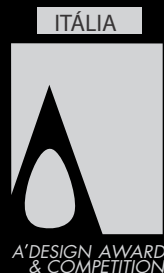
BALLET PROGRAMS - MISCELLANEOUS



«DESIGN IS...» PROJECT

INSTALLATION EXHIBITION AND BOOK DW! DESIGN WEEKEND 2016

AWARDS



THE INSTALLATION EXHIBITION

AS THE UNIFYING ELEMENT OF THE INSTALLATION, THE SHAPE OF THE CUBE WAS CHOSEN SINCE IT OFFERS DIFFERENT FACES , AS IS THE CASE WITH DESIGN, IN A FESTIVAL OF EIGHT COLORS TO SYMBOLIZE THE INFINITE POSSIBILITIES OF CREATION.

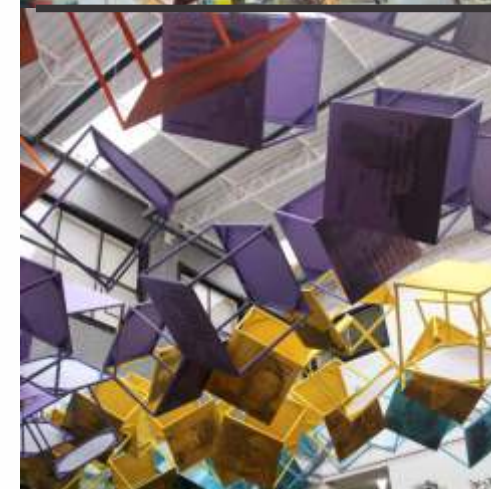
THE EXHIBITION SHIFTED THE EXPERIENCE OF THOSE WHO VISITED IT, BRINGING 200 SUSPENDED MOBILES WITH DEFINITIONS DESIGN IS ... EACH WITH MAXIMUM 100 CHARACTERS.

"IT IS LIKE WE ARE LOOKING FOR EVERY STAR OF A CONSTELLATION.EACH ONE HAS THEIR OWN BRIGHTNESS, BUT TOGETHER MAKE UP A UNIVERSE TO BE EXPLORED." WE SPEND SO MUCH TIME LOOKING DOWN AT OUR MONITORS, SMARTPHONES; SO WE WANTED TO CREATE A MOMENT FOR US TO LOOK UP" SAYS MR. LOPES.

THE BOOK

IN A SIMILAR WAY, THIS DESIGN LEATURE IS REPESENTED IN THE BOOK IN SQUARE FORMAT, NAVIGATION IN THE BOOK IS PRESENTED IN EIGHT COLORS, WITH PHOTOS IN STYLE PORTRAIT, AND THE PHRASES ABOUT THE UNIVERSE OF DESIGN, UNIQUE AND PERCEPTIVE, THAT DEFINE EACH LOOK.

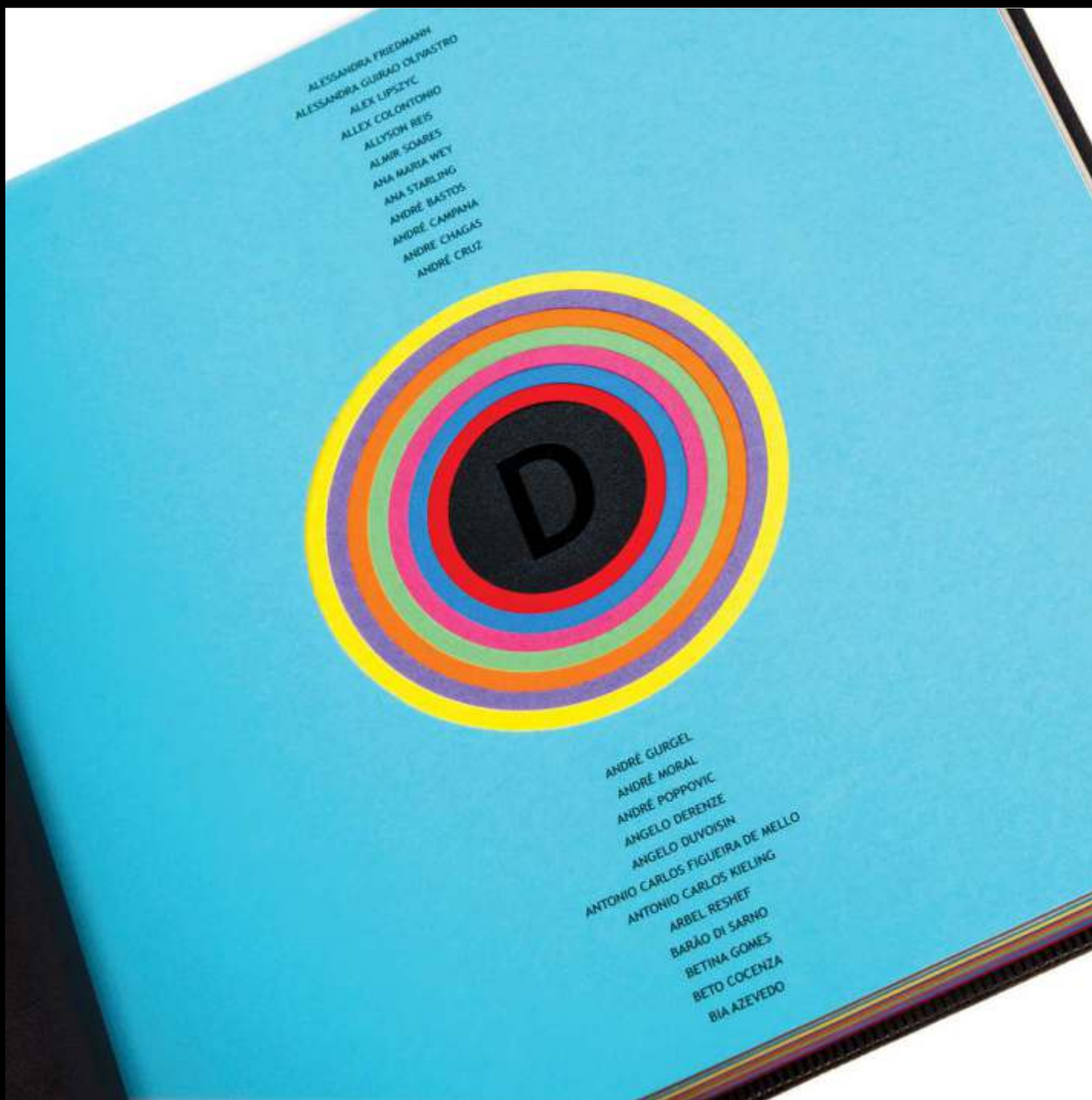
THE SPATIAL DIMENSION OF THE CUBES PRESENTED IN THE EXHIBITION IS REALIZED IN THE BOOK USING SPECIAL ROUND CUTS, GIVING DEPTH, LIKE A DIP. WHILE READING, EACH SECTION NEEDS TO BE ROTATED BY 90-DEGREES, A MOVEMENT THAT INVITES THE READER TO INTERACT WITH THE WORK.



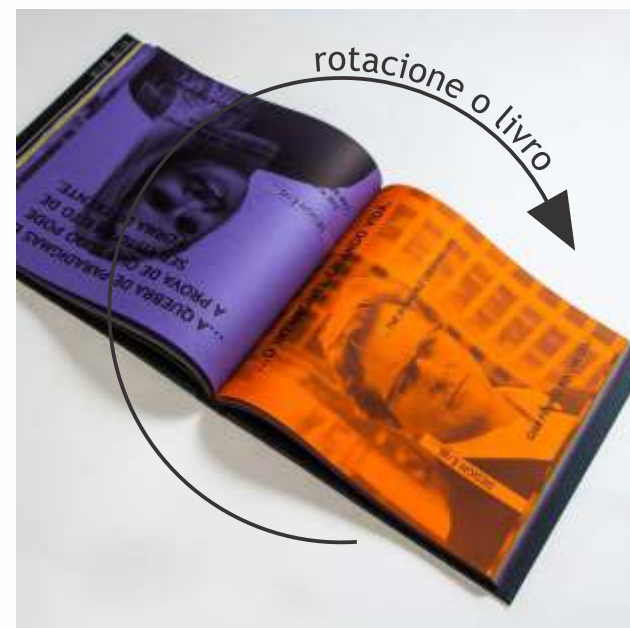
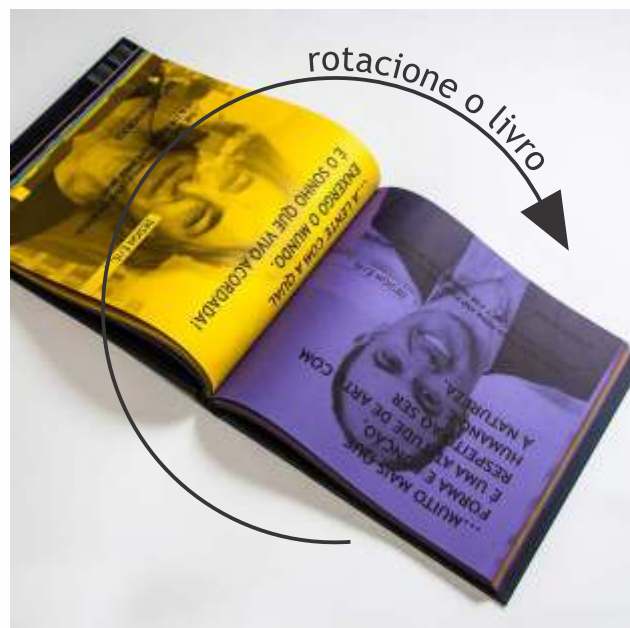
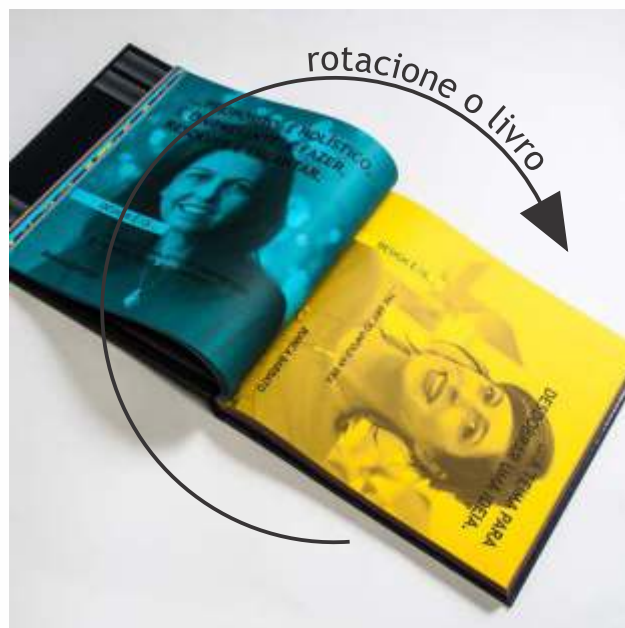


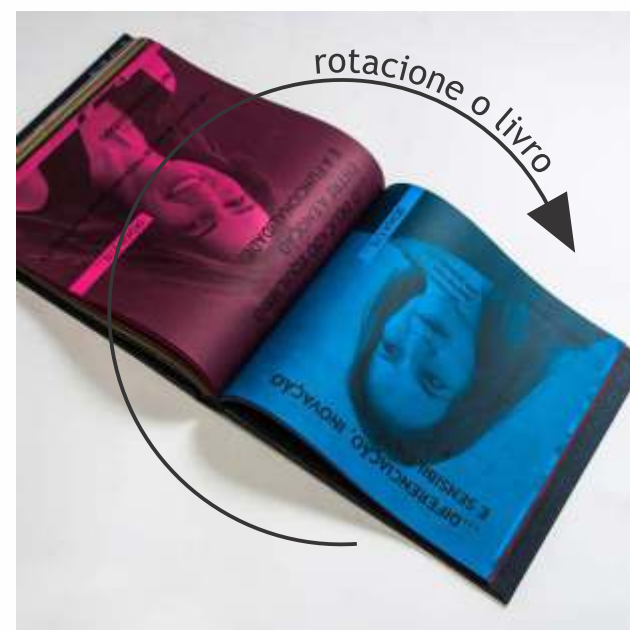
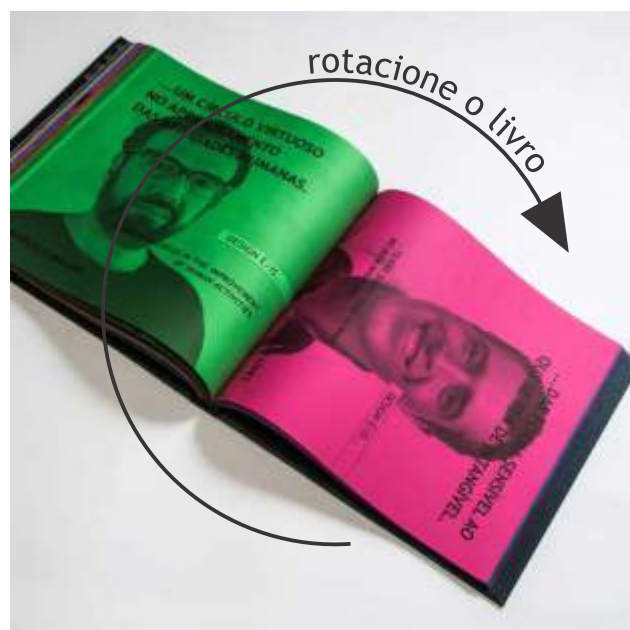
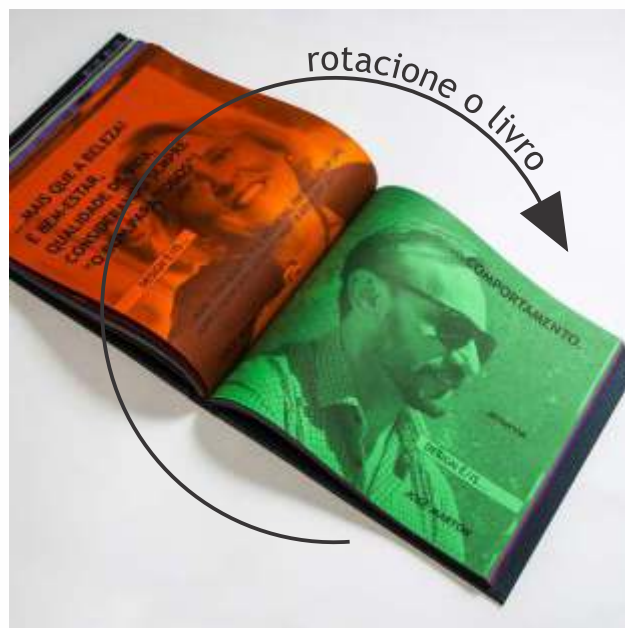
EXPOSITION AND PRE-RELEASE OF THE BOOK
IED - INSTITUTO EUROPEO DI DESIGN, SÃO PAULO, 10 A 16 DE AGOSTO DE 2016













awards and publications

more than 50 awards won nationally and internationally

more than 50 publications and articles

elected design agency of the year - 2012



ASSOCIAÇÃO BRASILEIRA DE PROPAGANDA

biennials

participation in 5 graphic design biennials

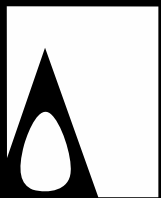
2002 - 2004 - 2005 - 2006 - 2008

participation in the 2nd brazilian design biennial

2012

international awards

italy



A'DESIGN AWARD
& COMPETITION

2017
2 silver

2016
1 A'Design

2015
1 A'Design

2014
2 Bronze
1 A'Design

2013
1 platinum
2 gold
2 silver

france



Thibierge & Comar
Awards

2005
1st mundial place

germany



International
Forum
Design

2004
1 silver

germany



GMUND

1998
1st project from
south america
selected for
world wide
stone club gmund

united states

Graphis

2007
2 gold

united states



CREATIVITY
INTERNATIONAL AWARDS

2016
1 platinum

2016
1 gold

2015
1 bronze

2014
2 gold

2013
1 gold

2012
1 gold
1 silver

2011
member
of Judge

2010
2 gold
2 silver

2009
2 gold
1 silver
1 honorable
mention

united states



The
Communicator
Awards

2017
1 gold
award of excellence

2016
1 gold
award of excellence

england



2005
2 finalist

2004
1 finalist

2003
3 finalist

IDA
DESIGN
AWARDS



2017
1 honorable
mention



2016
1 gold
1 silver



2013
1 gold lamp
2 silver lamps



2014
1 bronze

2013
1 gold
1 bronze



2012
2 silver

2009
2 silver



"PRÊMIO FERNANDO PINI
DE EXCELÊNCIA GRÁFICA"

2003
1st place -
print media creat

2002
1st place -
print media creat

curitiba



2016

EXHIBITION OF AWARDS FOR
OBJECTS: BRAZIL AWARDS

curitiba



2014

EXHIBITION OF AWARDS FOR IDEA BRASIL

curitiba



2013

EXHIBITION OF AWARDS FOR IDEA BRASIL

italy



2017

AWARD EXPOSITION FOR A'DESIGN AWARD
MOOD - MUSEUM OF OUTSTANDING DESIGN
FROM JUNE, 06 TO 26
EX-CHIESA DI SAN FRANCESCO
VIALE LARGO SPALLINO, 1
COMO, ITALY

italy



2016

AWARD EXPOSITION FOR A'DESIGN AWARD
MOOD - MUSEUM OF OUTSTANDING DESIGN
FROM APRIL, 15 TO 27
EX-CHIESA DI SAN FRANCESCO
VIALE LARGO SPALLINO, 1
COMO, ITALY

italy



2015

AWARD EXPOSITION FOR A'DESIGN AWARD
MOOD - MUSEUM OF OUTSTANDING DESIGN
FROM APRIL, 15 TO 27
EX-CHIESA DI SAN FRANCESCO
VIALE LARGO SPALLINO, 1
COMO, ITALY

italy



2014

AWARD EXPOSITION FOR A'DESIGN AWARD
MOOD - MUSEUM OF OUTSTANDING DESIGN
FROM APRIL, 15 TO 27
EX-CHIESA DI SAN FRANCESCO
VIALE LARGO SPALLINO, 1
COMO, ITALY

italy



2013

AWARD EXPOSITION FOR A'DESIGN AWARD
MOOD - MUSEUM OF OUTSTANDING DESIGN
FROM APRIL, 15 TO 27
EX-CHIESA DI SAN FRANCESCO
VIALE LARGO SPALLINO, 1
COMO, ITALY

USA



2003

MIAMI
MIAMI BEACH CONVENTION CENTER
FROM FEBRUARY, 18 TO 20
1901 CONVENTION CENTER DR
MIAMI BEACH, FLÓRIDA
EUA

marcelo lopes designer

DIRECTOR OF ADP- ASSOCIATION OF PRODUCT DESIGNERS

CO-FOUNDER OF CBrD- COLETIVO BRASIL DESIGN

MEMBER OF AIGA - AMERICAN INSTITUTE OF GRAPHIC ARTS - NY

PARTICIPATION AS A JURY IN DESIGN COMPETITIONS IN BRAZIL

Embanews Award - 2016

Embanews Award - 2014

President of the Jury ABP Award (Design category) - Brazilian Association of Advertising - 2014

Open Packaging Award - 2012 House & Gift - 2010

Idea Brasil - 2010

Poster Prize of the Brazilian House Museum Award - 2008

Fernando Pini Award for Graphic Excellence for more than 10 years

PARTICIPATION AS A JURY IN DESIGN CONTEST ABROAD

Mobius Awards – 2015 – Chicago – IL – USA

IAC – Internet Advertising Competition – 2015 – Boston – Massachusetts – USA

Mobius Awards – 2014 – Chicago – IL – USA

Creativity Awards – 2014 – Louisville - Kentucky - USA

Summit International Awards – 2014 – Portland - OR - USA

Creativity Awards – 2011 – Louisville - Kentucky - USA

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