

**"The digital content that is out there at the moment is really exciting, but it doesn't beat holding a tactile print work in your hand."**



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Thisislove is a multidisciplinary platform focusing on communication design. Their projects pretend to question the process of creation and interaction between people, objects and signs.

They make ideas real, with a great eye for detail and hidden meanings, without intending any particular sense of style.

They might work towards a variety of aesthetic, verbal and conceptual ends, establishing a cool normality.

From communication design to web or experimental media projects, they focus and focused on art direction, graphic design, human-computer interactions.

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Interview with/

*Thisislove*



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**Quite a part of your projects direct to corporate identity, communication and packaging. How did you get foot in these small but iconic design projects?**

These are not small projects but small objects in measure. Beyond the corporate imaged system, we always try new, forward-looking languages in visual communication, replacing empty meanings with creative statements, specific for each single object.

**Take the project "Get a Light" Invitation for example. What did the client want from you when they first approached you?**

In the case of this invitation, the same as on the entire communication strategy and graphic language developed for their brand, they wanted the object to "talk". The question-answer was replaced by the dynamic information's structure .

**What do you usually do for inspiration?**

Lot of thinking, lot of reading, lot of talking (not necessary falling outside the usual).

**In Revelation-an official invitation for Jaeger, how did you break the convention of an invitation and make it interactive?**

Breaking the conventions of daily communication objects pass by providing them an higher status than its real function. To understand the medium beyond the content, on structures that integrate information and intention to seduction. The final form must function alone for itself.

Image is identity, to communicate is a choice.

**Do you have any expectation for the receiver's reaction when they get the invitation?**

We expect some relationship, a short dialogue.

We take the invitation not only as a vector of promotion, but

as an act of translating the identity into a thinking, graphic, durable form.

The analogies we usually create are to be freely interpreted by the receivers and the objects should be cherished rather than thrown away.

**Have you recently received any invitation from friends? What are they about?**

I do receive a lot on the social networks. The digital content that is out there at the moment is really exciting, but it doesn't beat holding a tactile print work in your hand.

**As the studio grows bigger and bigger, will you still keep accepting projects which may be just a business card or a piece of print work? Do you think those "mini" designs are "big" enough to communicate your ideas?**

We will still work always with the same aesthetical and conceptual integrity, independently of the object, the project dimension or the visibility associated.

**As a designer, what does "mini" mean to you? Please list five items that you think are "mini".**

Maxi - Midi - Mini

A baby, a Portuguese beer, a short skirt, a cherry tomato, a map.

**What do you think are the key elements in making a difference with "mini" graphic works?**

To measure is to know, size needs to serve the message.

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## 2nd B-day Invitation/

**Designer/**

Joana Areal,  
Inês Veiga

**Client/**

Get a Light™

**Work Type/**

Invitation



**Description/**

The invitation was an envelope unfolded into a map of Lisbon centre the location of the anniversary event was signed, revealing in his interior the invite card with a black printed "2" in the front and the event information in back.



## Get a Light™ Invitation/

**Designer/**

Joana Areal

**Client/**

Get a Light™

**Work Type/**

Invitation



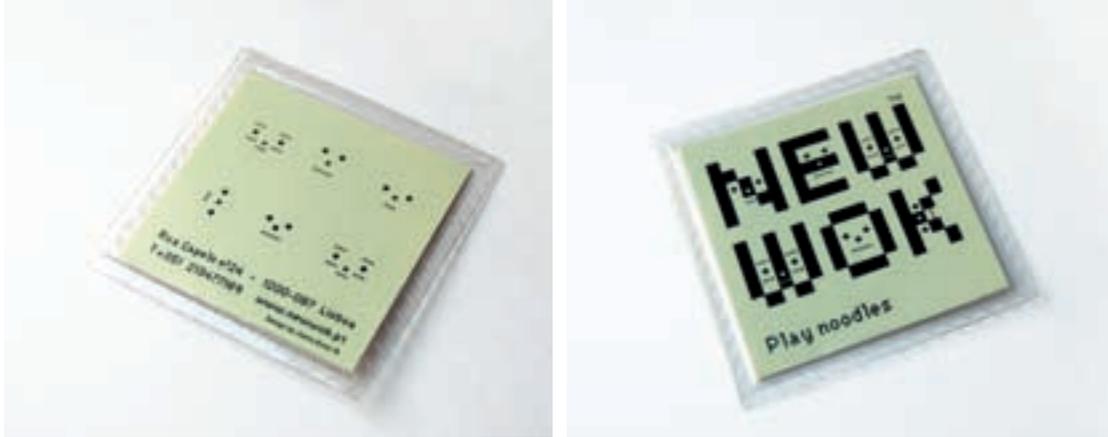
**Description/**

For Vbo Portugallo's Launch at Get a Light's show-room, the invitation was a folded poster with the invite card inside, making allusion to paper architecture and different levels of light and shade. The invite card merged with the poster's interior through repetition of the printed lamps image in both objects.



## New Wok/

Designer/	Client/	Work Type/	Description/
Joana Areal	NEW WOK™	Identity 	The identity for NEW WOK's, an Asian fusion cuisine restaurant, was based on one element that built the entire identity system: the black pixel. A pixel-based typography was applied to all information, statements, and menus along with a photograph of an Asian boy sending us a kiss, saying, "come on sweetie!"



## Revelations/

Designer/	Client/	Work Type/	Description/
Joana Areal	Torres Distribuição	Invitation 	Official invitation for Jaeger Le-Coultre's exhibition and ceremony celebrating Arc of Rua Augusta's watch refurbishing in Lisbon with the main theme as "The new beat". It could be manipulated to construct a paper tower, similar to Rua Augusta's Arc, with wings which were the metaphor for the idea of a new era coming and that once again time flies.



## Get a Tree!

**Designer/**

Joana Areal,  
Inês Veiga

**Client/**

Get a Light™

**Work Type/**

Greeting



**Description/**

It was a limited edition Christmas gift for Get a Light's clients, consisting in a postal package that contained a small vase cup, closed with a lid and filled with sand and pine seeds, and a leaflet with detail information about caring and maintaining Pines Trees and their "side effects".



## Tag Heuer Invitation/

**Designer/**

Joana Areal

**Client/**

Torres Joalheiros

**Work Type/**

Invitation



**Description/**

Invitation for new shop opening party introducing the new limited edition watch "Tag Heuer - Chrono Motoracing". Inside the square envelope, the invitation unfolded into an aerodynamic shape revealing the details of the party. The main principles were the delicate lines and smooth edges, directly associated with Motoracing, along with speed, action and time.

