

Richard Fussey

FirStories

DNA holds the stories of you

Discover your DNA

客服
邮箱
网址

FirStories

As part of Trapped in Suburbia

- Identity and packaging for DNA testing kits
- Parallel made between DNA helix and a timeline as the kits reveal your past, present and future
- Discovery element emphasised in printed matter



A modern retail store interior, likely a sneaker boutique. The right wall is covered in a grid of yellow sneaker boxes, some featuring the Jordan brand logo. The ceiling has a grid of yellow light fixtures. Large windows on the left and back provide natural light. People are walking through the store, and a sign for 'NY' is visible outside. The text 'Step into the collaboration' is overlaid in the center.

Step into the collaboration

Puma x MCM

Puma

As part of NON

- Retail design for limited collaboration collection
- The essences of Puma (shoe box) and MCM (monogram pattern) are transformed into an immersive environment
- Branded shoe boxes cover all surfaces of the store





The wonder of chroma keying



Jaap Drupsteen: Designer | Explorer

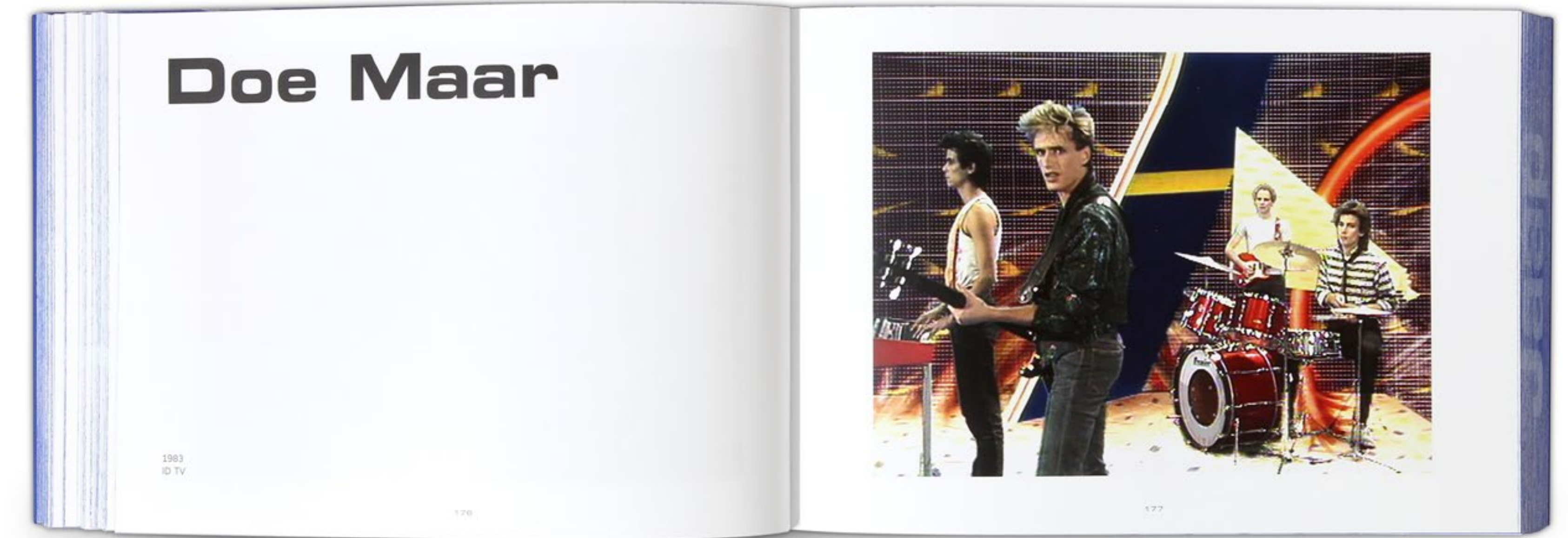
Museum Hilversum

As part of Trapped in Suburbia

- Retrospective exhibition and catalogue for Dutch designer and chroma key pioneer, Jaap Drupsteen
- Exhibition showcases the three main directions of Jaap's career
- Catalogue and exhibition allows visitor to experience and understand chroma key effect



- Oeuvre is composed mostly of video work, in the catalogue this is brought back to life with the use of a purpose built app
- App demonstrates chroma key effect by replacing blue cover with video work



- First section of exhibition shows early TV work
- Moving intro wall references TV scrolling title rolls



- Second section presents all Drupsteen's theatre productions made for TV
- Visitor uses a personal, wireless audio headset
- Chroma key area to allow visitors to experience and understand technique



Unique ways to exhibit photography



**On The Road:
Travelling with the Photographer**

National Archives of the Netherlands

As part of Trapped in Suburbia

- Exhibition highlighting the prominence of travel in photography from the NA's collection
- Work from Ed van der Elsken, Henri Cartier-Bresson and Robert Capa
- Modular structure adaptable for future exhibitions
- Efficient bespoke hanging system reduces preparation time by 80%



- Infinity room with constant digital image feed creates impactful entrance and places photography in the current day



- Custom photo chairs create an intimate viewing experience unique to the exhibition



DAY IN.
DAY OUT.

INTRODUCING THE HERMOSA

Projecting consumer perspectives



Day In. Day Out.
Introducing the Hermosa

TOMS x Schuh

As part of HarrimanSteel

- 360 campaign for the launch of TOMS Hermosa shoe through Schuh
- The Hermosa is TOMS' everyday shoe thus the campaign shows a glimpse into the day-to-day lives of the Schuh consumer
- Combination of studio shoot overlaid with fleeting street observations
- In retail the visuals are turned 3D through layering panels and transparent plinths



Coleraine Road

JCDecaux

DAY IN. DAY OUT.

INTRODUCING THE HERMOSA

TOMS
One for One

EXCLUSIVELY AT
schuh

DAY IN. DAY OUT.

INTRODUCING THE HERMOSA

TOMS
One for One

TOMS
One for One

OTHER SIZES

ONES

A book for play



Meerjarenbeleidsplan Kunst en Cultuur 2017-2020

Ruimte voor de spelende mens

Meerjarenbeleidsplan Kunst en Cultuur 2017-2020

3. Instellingen

4/4

Meerjarenbeleidsplan Kunst en Cultuur 2017-2020

1/2

Ruimte voor de spelende mens

The City of The Hague

As part of Trapped in Suburbia

- Book design for Gemeente Den Haag's report detailing its budget distribution across the city's cultural institutions
- Embodies report's theme of the 'playing man'
- Seven books transform the city's identity into a tangram puzzle creating limitless play





Meerjarenbeleidsplan Kunst en Cultuur 2017-2020

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Bijlage: Beleidskader Kunst en Cultuur 2017-2020

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3. Instellingen

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1/4

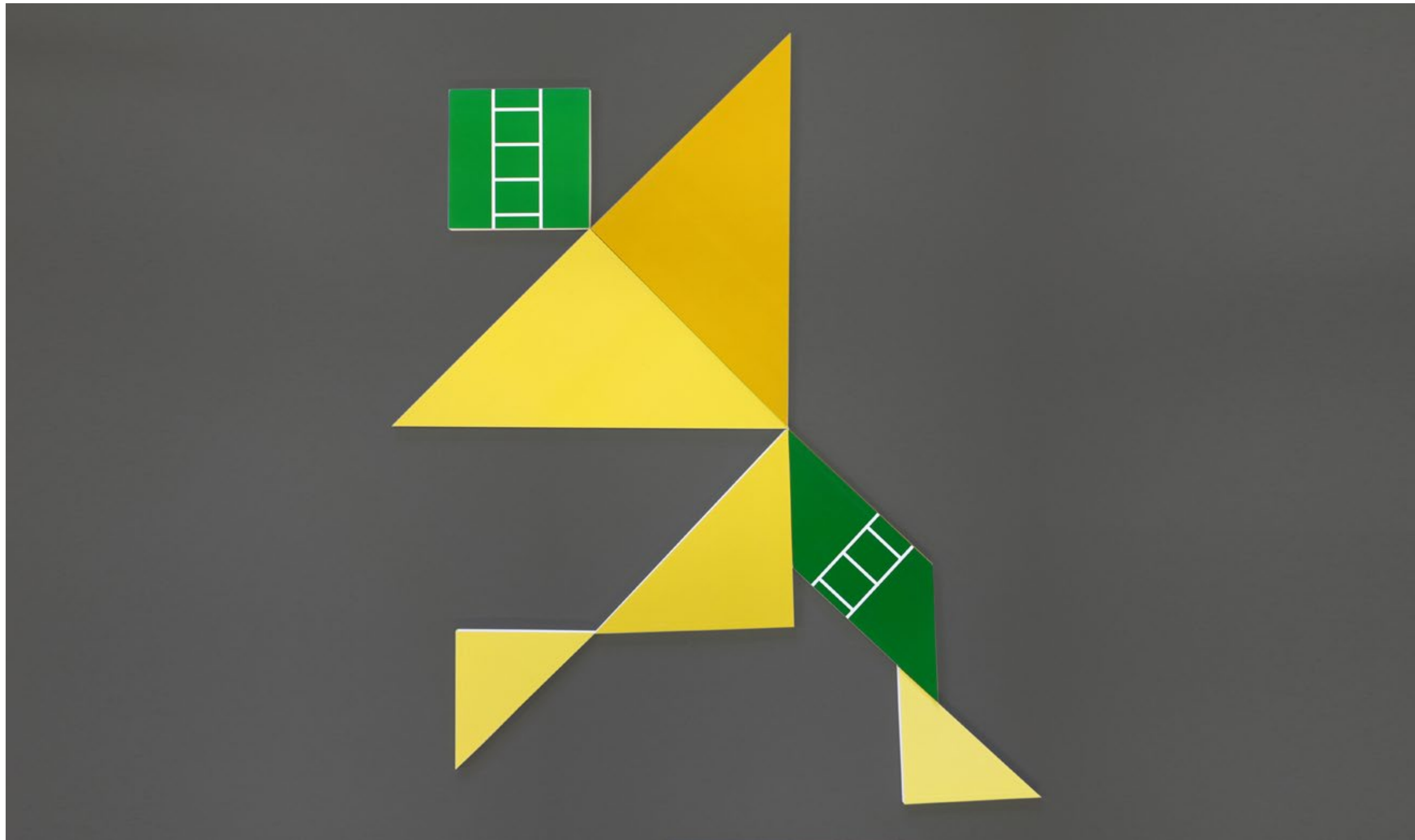
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Meerjarenbeleidsplan Kunst en Cultuur 2017-2020

Ruimte voor de spelende mens



A man in a grey and red Nike tracksuit is performing a soccer trick on a field at night. He is balancing on a red and white striped pole, holding a soccer ball in his right hand. The background is dark with some lights visible. The text "Challenging precision" is overlaid on the image.

Challenging precision

Nike Phantom Vision

Nike x Intersport

As part of HarrimanSteel

- Art direction and asset creation of a campaign to launch the Nike Phantom Vision
 - Creation of the Phantom Precision Challenge, an obstacle course to test the three product benefits: touch, control and finish
 - Obstacle course was presented at three European clubs to create a unique seeding experience
 - Player testimonials were captured for Intersport's online football hub
- [Watch the recap film](#)
Video password: phantom





Celebrating peace and justice



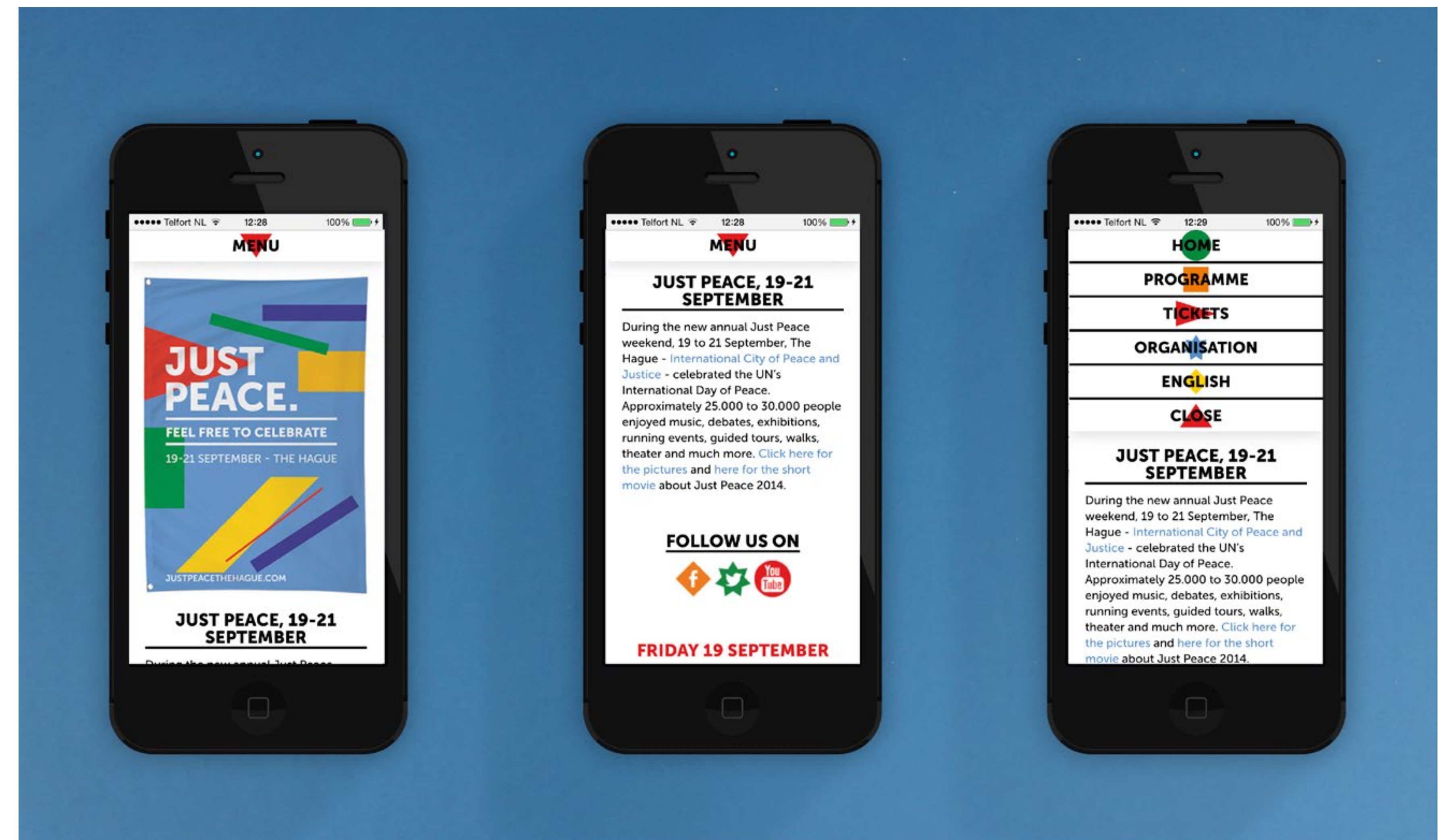
Just Peace

As part of Trapped in Suburbia

- Identity and promotional material for annual festival held in The Hague to celebrate peace
- National flags are broken down into graphic elements to show our universal similarities
- 30,000+ visitors enjoy music, debates, exhibitions, sports, guided tours, walks and theatre

Gold | 2015 International Design Award





Musical posters



Sound Posters

Trapped in Suburbia

- Poster series investigating interactive possibilities to create new ways of experiencing printed matter
- Conductive inks, touch ignited explosives, theremin-like control and responsive surfaces
- Exhibited internationally

[Watch the posters in action](#)

As part of Trapped in Suburbia

Silver | 2014 European Design Awards





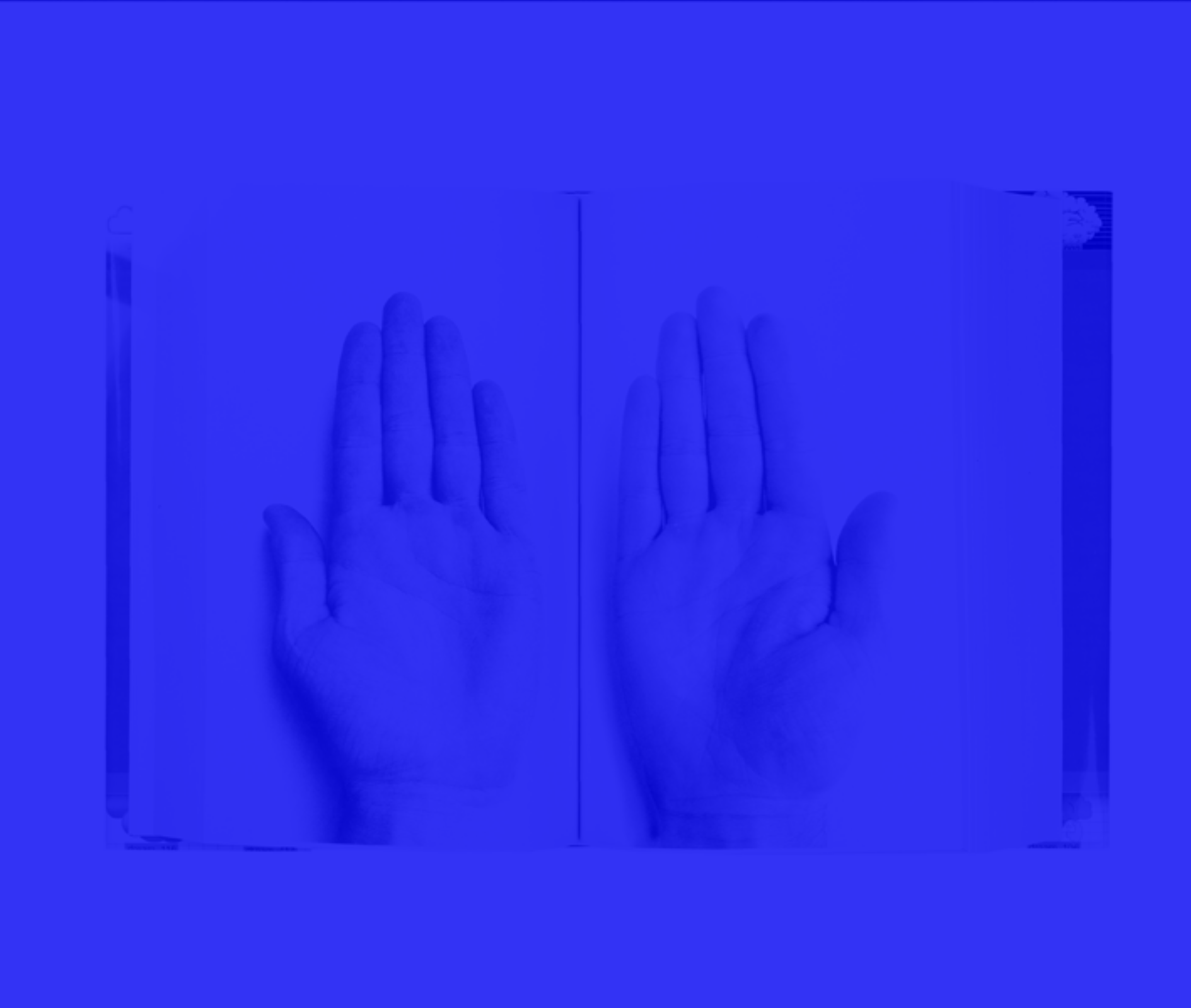
Saving it for after

Plenty

- 150 recipes from Ottolenghi's Plenty were cooked, photographed after eating and published on Instagram as a comment against the pre-meal photo necessity

[See the full project on Instagram](#)





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