
WHITE PHASE

The who,
the why
and when

Through dialogues between the institution and Super Design, a budget, time schedule and vision for the whole project will be set up.

White phase will involve research and requirement analysis in order to establish an overall design strategy.

Total sum - white phase
100.000,00 d.Kr.

ORANGE PHASE

Experimentation
Sketching
Innovation

Experimentation and sketching will take a major part of this phase.

Different ideas for logotypes, typefaces, colour usage and institutional logistics will be presented and test implemented.

Total sum - orange phase
100.000,00 d.Kr.

BLACK PHASE

Production
Implementation
Realisation

Production of the logo, corporate typefaces, correspondence material, signage and visitor related publications (e.g. posters, magazines, catalogues) etc.

Black phase concludes with a Super Design Tool, setting up the parameters for further development of a institutional self concept.

Date of presentation:
December 2001

Total sum - black phase
100.000,00 d.Kr.

RIGHTS AND OWNERSHIP.

All concepts and visual presentations remain the property of Super-Design.
Upon payment of all fees the services provided by

Super-Design under this agreement shall be for the exclusive use of Rooseum other than for the promotional use of Super-Design.

Date **Rasmus Koch / Super Design**

Date **Charles Esche / Rooseum**

SUPER-TOOL

SUPER-TOOL

Super-Tool is a tool developed during the period of one year at Rooseum.

It is a range of parameters that can be used in various forms, depending on the interest of the user.

The parameters are defined in relation to the needs or demands of the Super-Tool and it's users.

The room will change during the use of Super-Tool.

1.st parameter is the Super-Colors.

SUPER-USERS

User: 4 TRACK DEMONS
Project: Promotion
Start date: 12.05.2001

User: SUPER-DESIGN
Project: IDENTITY PROGRAM
FOR ROOSEUM
Start date: 01.09.2001

User: MARTIN ALGÖE
Project: KARLSKRONA2
Start date: 01.09.2001

SHOES



OFF