

*Hi.*

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*project*

**Hot Chip**

*Reinventing music merch*

**Beer Can**

*Beer can storytelling*

**Ugh.**

*Guide to embrace loneliness*

# Hot Chip

*Type: Merchandising Campaign*

*Time: 2 months*

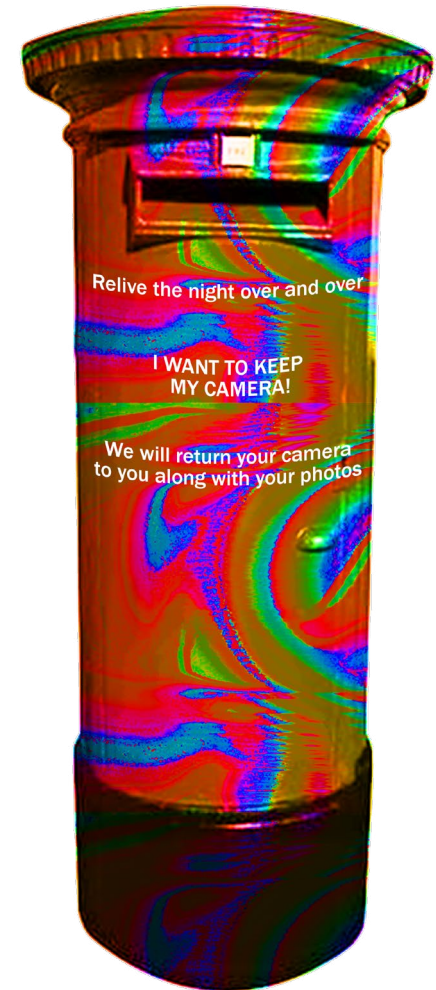
*Role: Team leader and Visual designer*

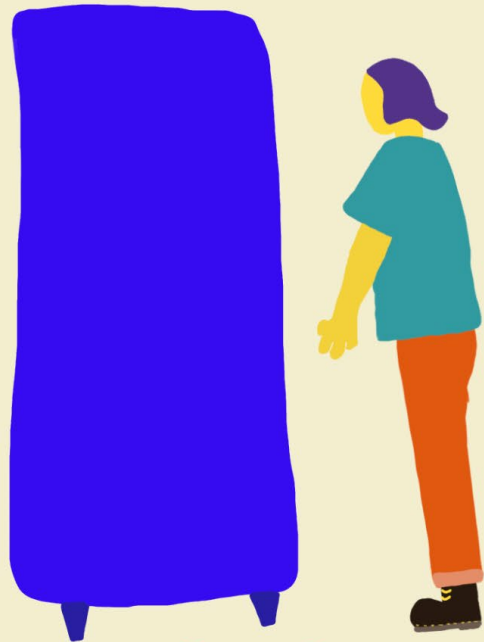
## What?

*Alexis was tired of the tshirt, hoodies and bottle opener designs for his band. He wanted something fresh, interactive and new to the music industry. Our task was to do just that. We had to reinvent music merchandise for the Hot Chip fan, to allow them to have a piece of memorabilia of the night but not something you would put in a draw.*

## How?

*From consumer research to idea generation and concept testing, we decided to create a collaboration with a brand that can capture a moment for a lifetime. A concert doesn't start at 7 pm for many people, we wanted to take in the pre and post-gig rituals of a fan and have a piece of merch that can adapt to all aspects of it.*

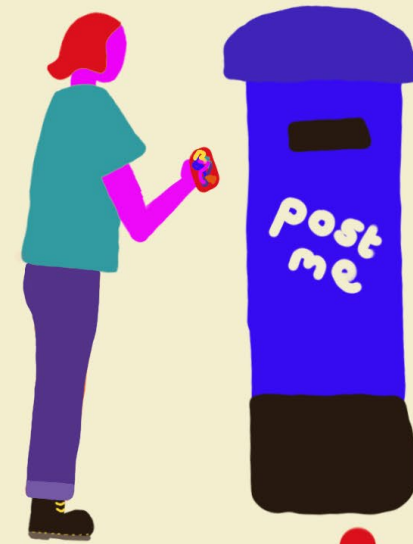




**pick**



**pose**

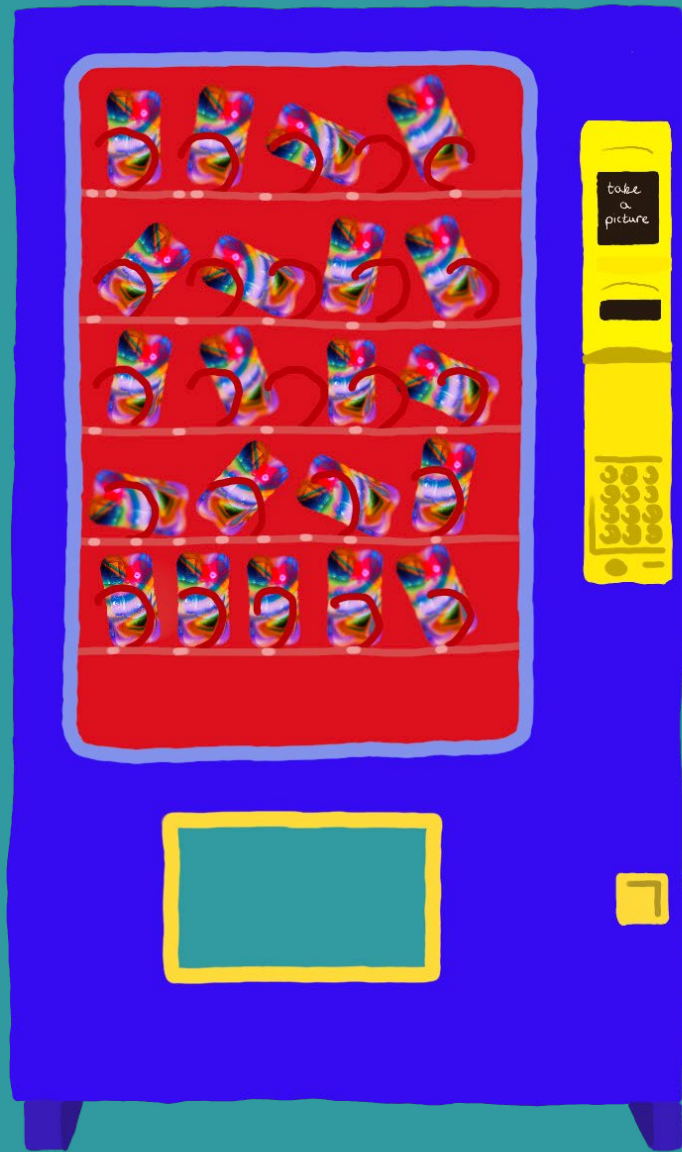


**post**

### **Outcome**

*We designed a collaboration with Kodak to make a Hot Chip-themed disposable camera. With the nostalgia of the 90s making a significant return, we wanted to focus on living in the moment rather than a crowd full of phone screens. The camera could be purchased at the venue through vending machines and would be able to be used throughout the night.*

Vending mock up , 2021



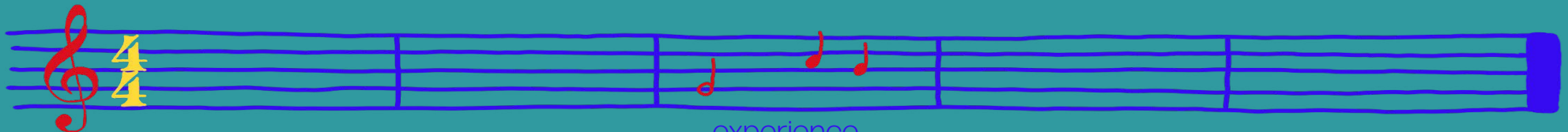
Camera mock up , 2021

# Camera

Kodak X Hot Chip - Dipped in Hot Chip

Step 1 slogan: "Our visions misbehaving"

Components of merch: unique, form, versatility



experience



## Brand Identity

*The distorted fluorescent colours reflected Hot Chip's personality and the music that the fans love so much. The illustrative visuals and playful tone of voice are to allow the consumer to be friends with the band and add a layer of connection that all fans want with their favourite musicians.*

*Camera Mock up - Procreate*

# Beer Can

*Type: Beer Can Packaging*

*Time: 1 Day*

*Role: Designer / Illustrator*



# *Pint?*

*An irresistible question to  
most me included*

## *What?*

*I know everyone has redesigned a beer can or label at some point BUT HERE ME OUT. I love beer, I am a proud member of CAMRA and nothing infuriates me more when I drink a great beer but it has a bad design.*

## *So?*

*SO I decided to go through my Untapped app and redesign my favourite beers to practice my package design and animation. This self-motivated project actually led me to collaborate with Baron Brewing and my design will be on their next pale ale.*



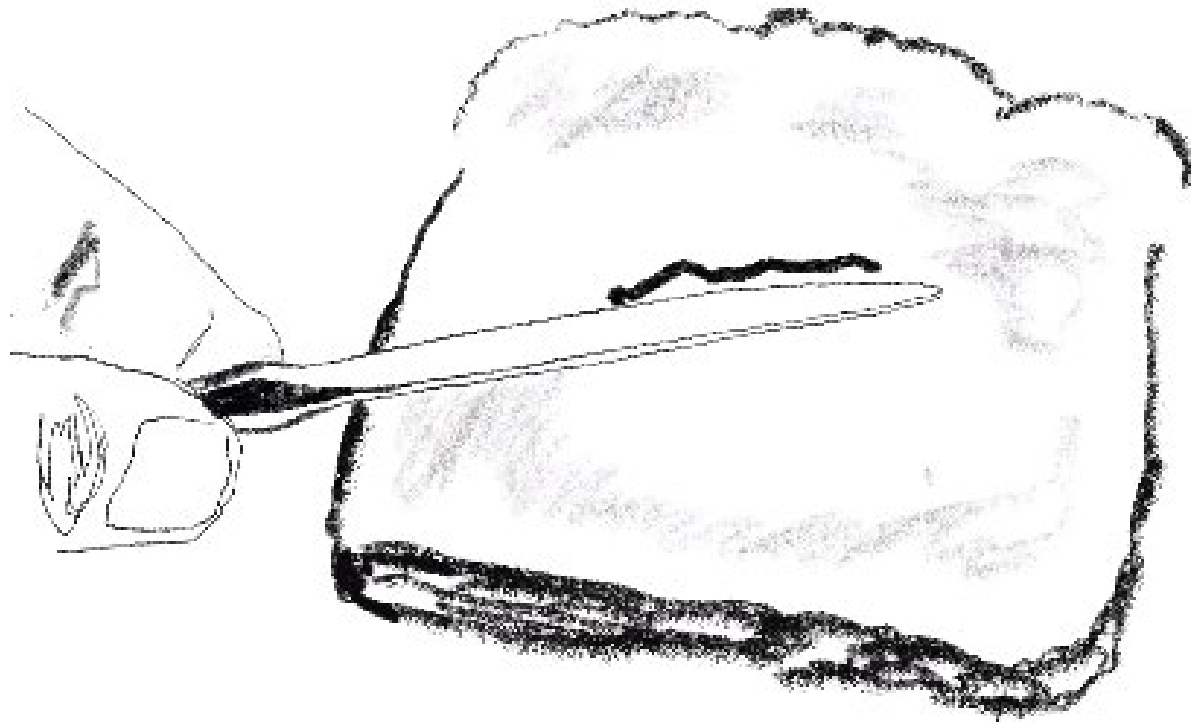
***Bread and Butter***  
*Vocation*

***Inspiration:***

*Trying to spread cold butter on soft bread is never an easy task.*

***Untapped Review:***

*'was nice and light. good for a gig'*



### **Animation**

*The animation was something I hadn't really seen in the brewing market, I felt as though the stop motion reflected the time and care of the brewing of the beer. The humour could be the brand's personality and can be altered to each tone of voice.*



***Moonshine***  
*Abbeydale Brewery*

***Inspiration:***  
*I admire the moon and its glow on a clear night and I was with my partner so the scene on the front was inspired by that.*

***Untapped Review:***  
*3.25 out of 5*



***Blue Beary***  
*BearTown Brewery*

***Inspiration:***

*Winnie the Pooh was a big part of my childhood. So what better than a bear getting up to no good with bluebeary jam.*

***Untapped Review:***

*'Taste like bluebeary' 3.5 out of 5*

# Ugh.

*Type: Publication/Campaign/Platform*

*Time: 1 year*

*Role: Project leader and Designer*

ugh

**What?** *For my final year project I wanted to work on a subject I felt close to, obviously, that is how we make our best work when we can connect to it. So I looked into how we can change the way we can talk to single women. With generations of women feeling as though they need to be a girlfriend, wife or partner I wanted to see if I could rewrite the story and empower women to be single if they wanted to.*

**So?** *Ugh is a zine I created inspired by 'decide your own destiny' books, helping women in whichever scenario they are in their lives. We start with the scenario of eating alone, whether a woman feels super uncomfortable or needs a push, the zine allows you to determine that yourself with a create-your-own story guide. Flick to page 4 or 9 to see where you need guidance.*

ugh

*Click on me to see the full zine!*



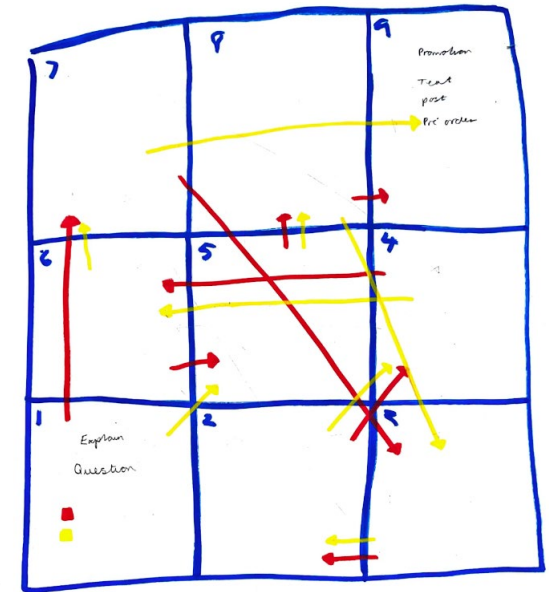
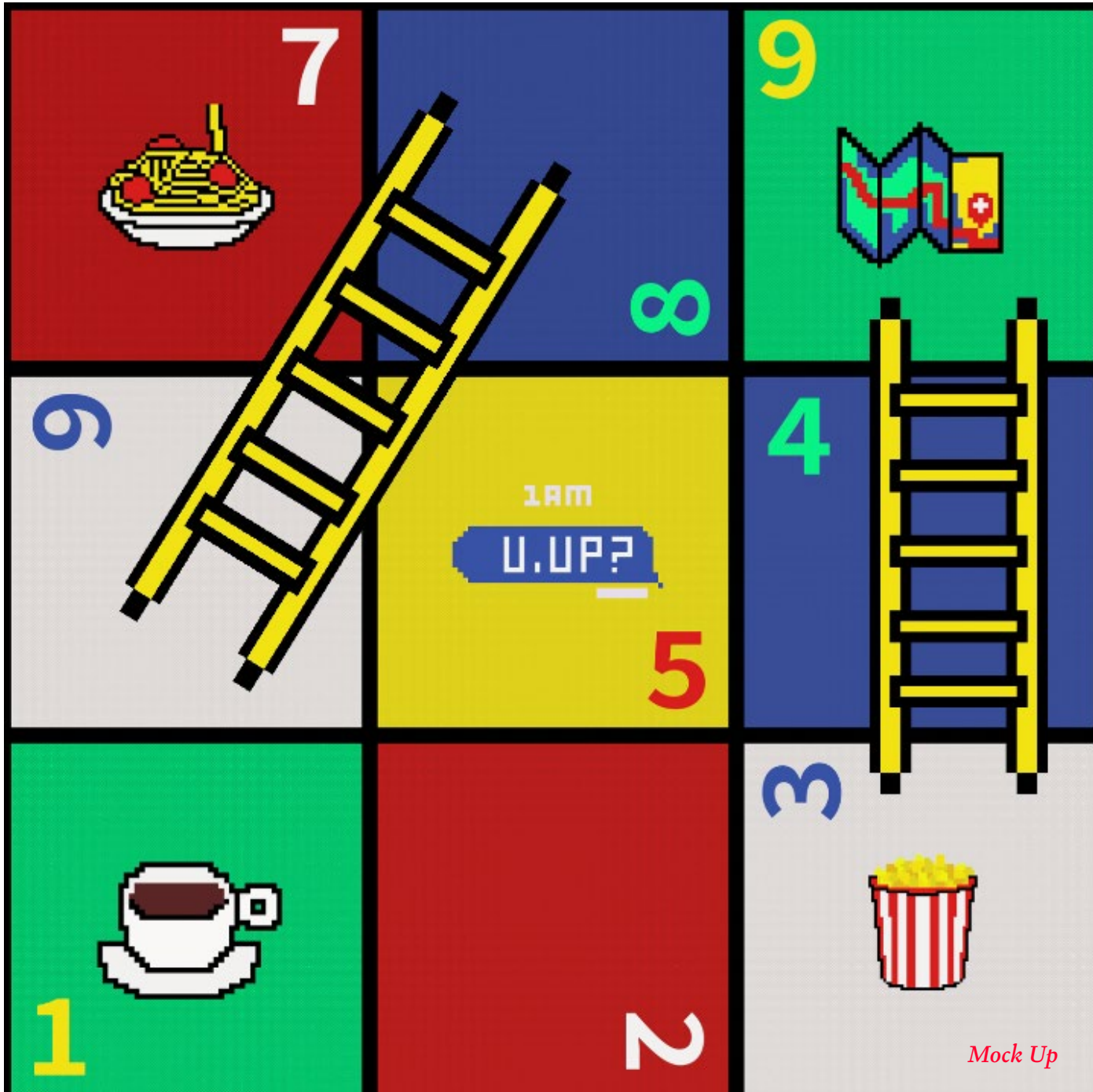
40n

*Front Page*



*UGH Postcard*





Before

### Social Media

The first touchpoint was going to be socials, as it is for most brands. I wanted to incorporate the playful element by turning it into a game of snakes and ladders. I created an algorithm for someone to play the game and ended up finding my zine platform inside. This meant more engagement time, an interactive experience and mix-up from most content on socials.

# Level 1

Well, she knows she wants to eat out, she has spent all week inside like a hermit. She messages her friends to see if anyone else is up for a meal out. They aren't as lucky as her, most of them went over this weeks budget and Claire doesn't want to leave her bed.

Do you..... question whether it is worth going out for dinner if your friends can't come?

Go to page 3

Do you..... say fuck it and start racking my brain for places we have been before?

Go to page 6

u rock

stop it.



1

2

smile n sob society.



do you have a situation that  
you want to moan about?

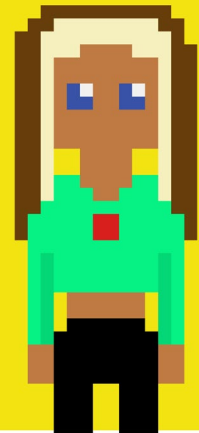
do you want advice that you  
don't want to take?

I am happy to say that I have  
just the place for you...

hi im shelly

im here to give you  
advice on your issues.

can't promise ill  
reply because i too  
have issues. But who  
doesn't.



*Agony Aunt Column*

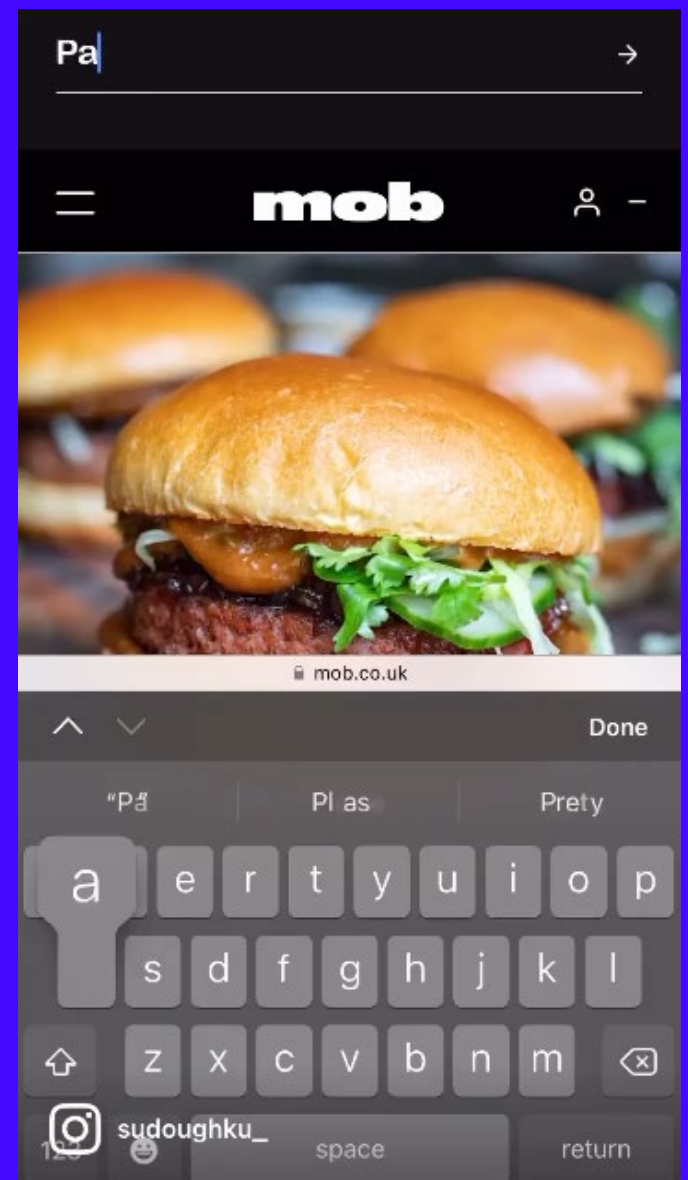
***SURPRISE!***

*What's that? Another project that I set myself?*



Sudoughku

*Sudoughku is my baking platform. I decided to bring my love of baking, making and puzzle-solving all together. Being able to collaborate on different hobbies gives me so much joy and creativity on so many different levels - here is a sneak peek of what I've made.*



*Play for food goodness...*

*Find it all here @sudoughku*

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