Embracing creativity through play

We create an oasis in mind – with PLAY

Brand Guide

Brand Philosophy

Playful Interactive Sophisticated Oasis

Values at the Installation ART PLAY

Central Theme

Strive for the new, find inspiration
Create to excite, innovate to inspire.
You might get stuck, but don’t look stressed.
Create a the room, in a corner of your mind.
Play will help, yet to be discovered.
But only there, you don’t have concerns.
Find the oasis, an untouched zone, awaits to be filled with ideas.
No time, no formula, no one will solve the problem. The only solution lies in deep play.

The created space, no worries, no sorrows, no doubts. Only here, you can allow yourself to create from scratch or break down the walls of blockade.

Central Value

Clean out a corner of your mind and creativity will fill it

The Concept

Be inspired by form, function and color to reinvent a classic

Product Design Guidance

One won't learn to be creative but master to stimulate

Vision
To empty your mind we let you play

Mission

Poetic
Story-telling
Inspiring
Subtle

Tone of Voice

Movability
Tactility
Serenity

Experience at ART PLAY