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Be sure to check these and a host of other projects on our website:
www.ground-wave.com.

And do say hello.



Burkman Bros. Activate Sundance Art Basel Bud Select YourLocal Streetpeeper Dos Equis

The Particulars

We're a design firm based out of Brooklyn, NY. And simply put, we love creating beautiful, flexible, smart designs. Whether we're collaborating with you to design a new identity, a print catalog, or a website, we think strategically, with long-term value in mind – because an elegant design isn't just an end product, it's a plan of action for the future.



What we do

We bring both design and editorial expertise to the table with every project, which means we're particularly well-equipped for developing content-driven solutions. We've done everything from creating friendly, intuitive social networks to strategically mapping out and branding new online publications to designing sleek festival guides and fashion lookbooks.

Brand Identity

Because it's so close to a company's heart, identity work often presents some of the biggest design challenges, but also the most rewarding solutions. Whether it's creating an original identity from scratch or reinventing an existing one, we start with the basics — getting to know you.

Print Design

As much as people like to proclaim the death of print, tangible and tactile design still matters. Portfolio books, art catalogs, festival guides, fashion lookbooks - we've done them all, each time bringing the same keen attention to all levels of print design, from concept to proof to production.

Website Design

We work with our clients to create simple and elegant web solutions that can evolve over time. Our 360-degree, long-view approach encompasses everything from building an intuitive information architecture to developing code that's tailored to increasing your site's search engine ranking.

Email Design

Email has emerged as a powerful marketing tool for building brand awareness and driving traffic. Drawing on our deep experience in this category, we can help you craft an email design that's clean, clear, and (most importantly) highly clickable. We also offer an integrated delivery and list management solution.

Art Direction & Curation

We've worked with clients like Bud Select, Flavorpill and Dos Equis to art direct integrated campaigns and experiences across print, web, environment and apparel. If you need help getting a complex creative endeavor off the ground, we can coordinate the right folks and facilitate the process.

Content Management Systems

Because we believe in creating websites that can grow with you, developing custom-tailored CMS has naturally become a niche specialty for us. While some design firms might be comfortable presenting you with website code that's a black box to anyone but a web developer, we prefer — in instances where it serves the project — to create back-end support systems customized to your needs.



Burkman Bros.

Brand Identity

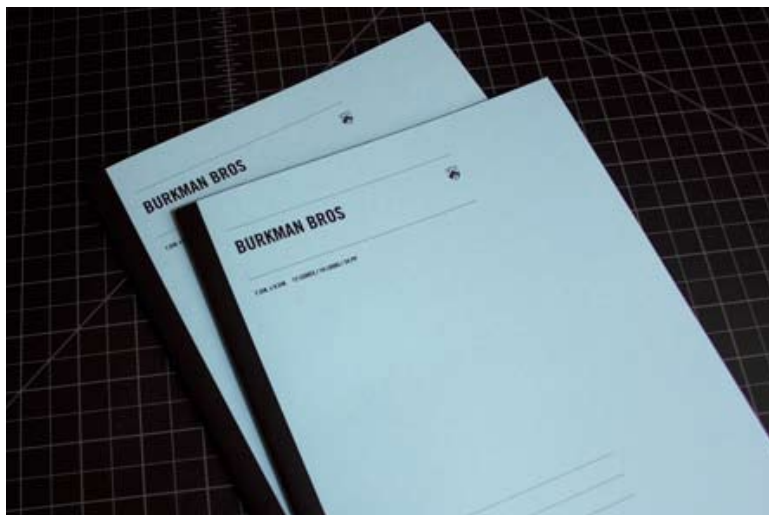
Website Design

Print

Burkman Brothers came to us in need of a website to launch their new menswear label into the world. With a line that fused classic American sportswear with Far East influences, the brothers already had a strong (and very tactile) aesthetic sensibility that needed to be translated from 3-D into the online space. Working together, we designed a richly layered site that takes cues from their ruggedly elegant clothing line and their love of ephemera and far-flung destinations.

www.burkmanbros.com





Burkman Bros.

Brand Identity

Website Design

Print

A few weeks later, Burkman Brothers came back to us when they needed a lookbook for their Autumn/Winter '09 menswear collection, which was inspired by British boys' boarding schools from Calcutta to Bombay. Running with the theme, we transformed their lookbook into a classic classroom-style "blue book", fleshing out the design with subtle heraldic elements that cue off of collection details.

www.burkmanbros.com





activate 



The screenshot shows the website's header with the 'activate' logo and a small orange star icon. Below the logo is the text 'World News Once a Week'. A navigation menu on the right lists various categories: The Activate Q&A, Top Stories, Newswire, The Week in Pictures, Politics, Blogosphere, Science & Tech, Local Stories, Nearly News, and Popular Appeal. Below the menu are buttons for 'Subscribe', 'Unsubscribe', and 'Feedback'. At the bottom of the menu are links for 'Send Activate to a Friend' and 'Join Our Flickr Group'. The main content area features a large image of people watching fireworks in Bucharest, Romania, with the caption 'Reuters/Mihai Barbu: People watch fireworks in Bucharest, Romania.' Below the image is the text 'Issue 107' and a paragraph of text starting with 'What will you be doing in 2050? While most of today's world leaders may be comfortably resting six feet under, some of us will be struggling to make good on the promises made at this week's G8 conference.'

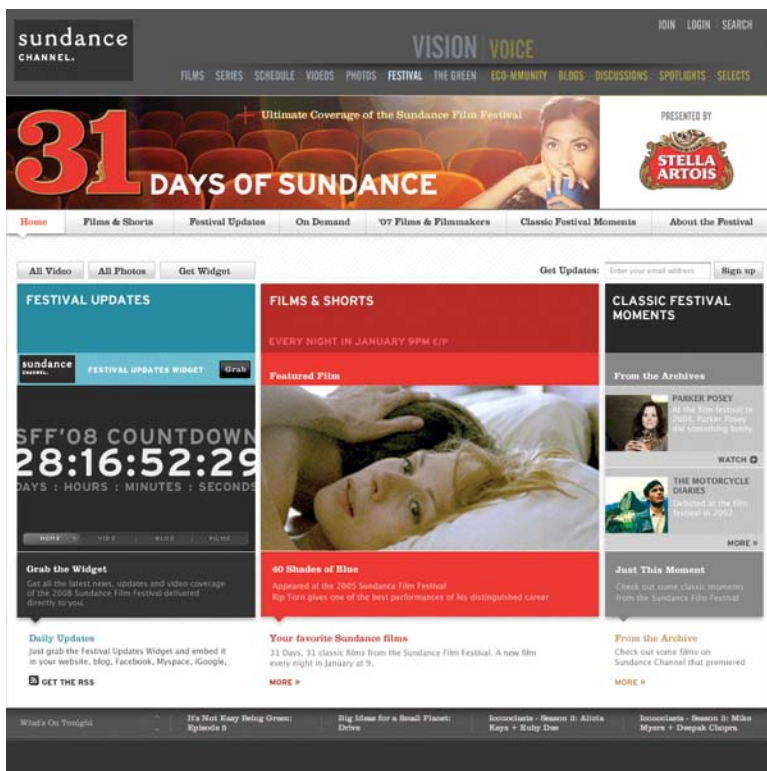
Activate

- Brand Identity
- Editorial Development
- Website Design
- Email Newsletters

Cultural publisher Flavorpill wanted to create a new kind of news publication—a short, weekly news synopsis targeted at a smart, youthful audience pressed for time and unable to read the paper on a daily basis. We collaborated with them first to map out the editorial and build a graphic identity, and then to design the email newsletter and companion website.

We designed a logotype and companion mark that are bold, bright, and authoritative, with a dash of street-wear chic to avoid any stuffiness. The mark can function as a bold stamp on business cards, t-shirts, or at the close of an article, while the logotype presides over the mailer and site with a comforting heft, punctuated by a spark of color.

In translating the new identity to the website and email newsletter, we took inspiration from tangible newspapers, using a gray and black color palette and a tear-sheet edge. To accommodate the visual nature of reading online, we created an original layout—with a unique take on photo integration and story source referencing—for this new breed of newsletter.



Sundance

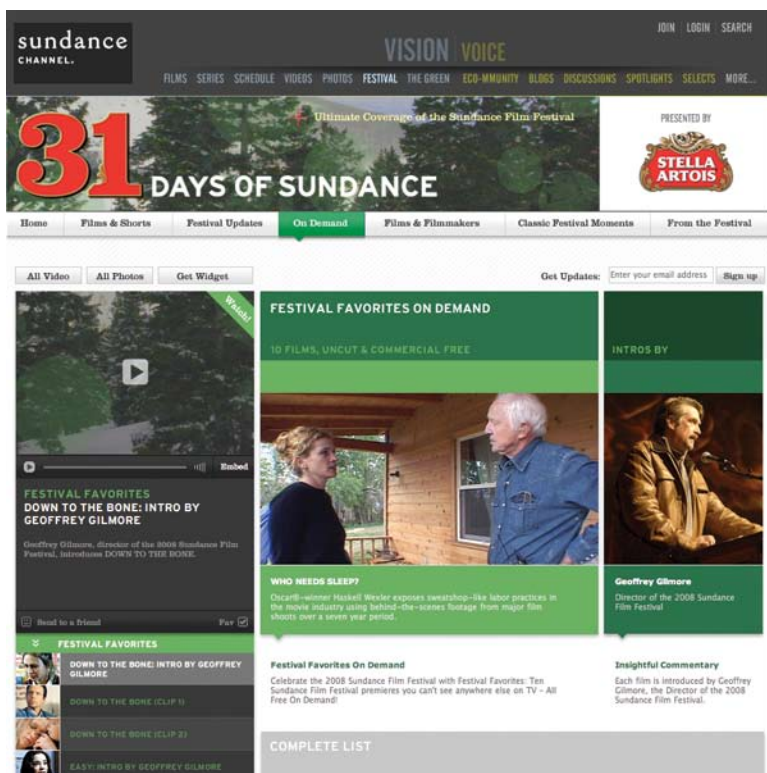
Website Design

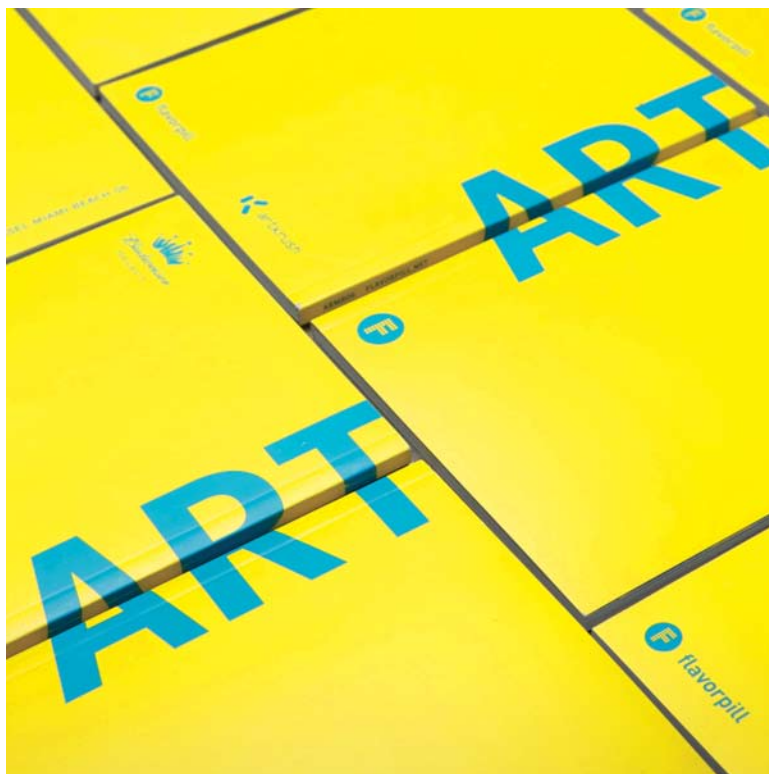
Email Newsletter

When the Sundance Channel came to us they were hamstrung with a static, Flash-driven site for their annual Film Festival, which couldn't be updated by their staff. Meanwhile, they had a massive database of festival information, from bios to video clips, that wasn't being used. We proposed a flexible, update-able site for the Film Festival that could be refreshed with new content year after year.

We used a mix of HTML, CSS, and javascript to create a sleek design that's color-coded by section to give users visual cues as they navigate the site's rich content. Then, within this HTML framework, we designed and built a nifty integrated flash player to showcase SC's extensive video content and make it accessible site-wide.

For maximal ease of updating, we crafted the whole shebang so that it would work seamlessly with SC's pre-existing database. Oh, and we made them a classy HTML email template for their festival updates, too.





Art Basel

Art Direction + Curation

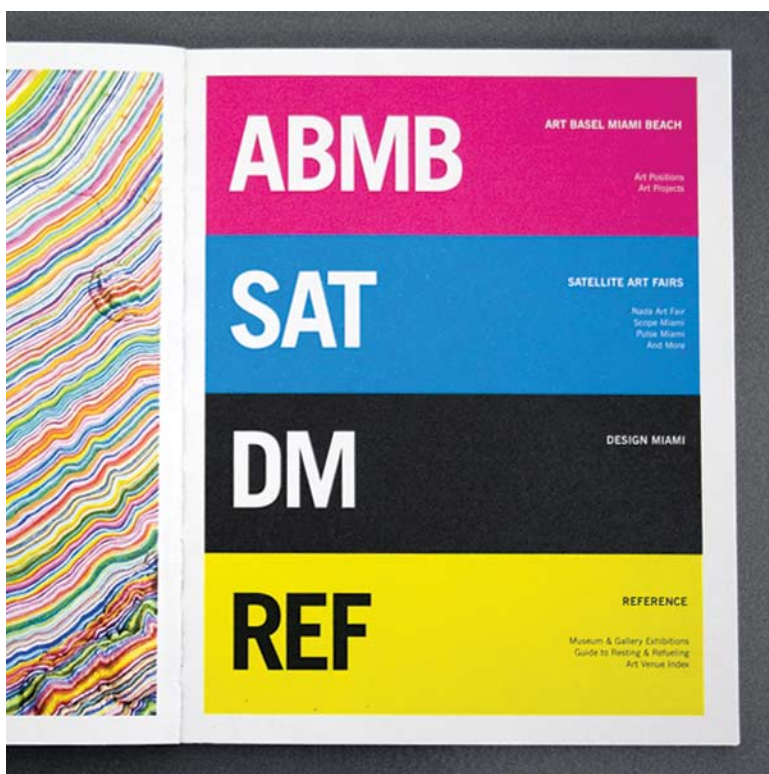
Editorial Development

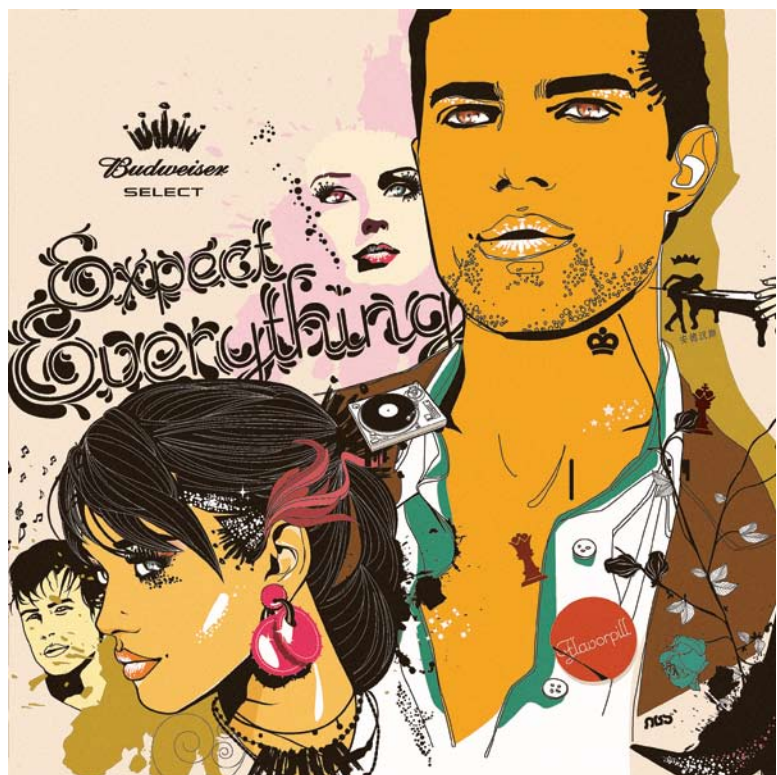
Print

In conjunction with Flavorpill, we developed a 72-page guide to the ever-expanding art fair that is Art Basel Miami Beach. The booklet was built and designed from scratch as we worked closely with Flavorpill's editorial team to develop a content spec and design a layout that was clear and easy to understand.

We chose a CMYK-inspired color palette of bright yellow, punchy pink, and turquoise blue to match Miami's saturated style, and designed the type on the guide's cover to interlock across booklets so that they would form an eye-catching display. The overall aesthetic of the guide was geared toward opening up the pages' limited space to put the artwork center stage.

Sponsored by Budweiser Select, the Guide also became a platform for the seamless integration of the print ads from the Select Flavor campaign (art directed by GWAV) via eight, two-page spreads interspersed throughout the booklet.





Bud Select

Art Direction + Curation

Website Design

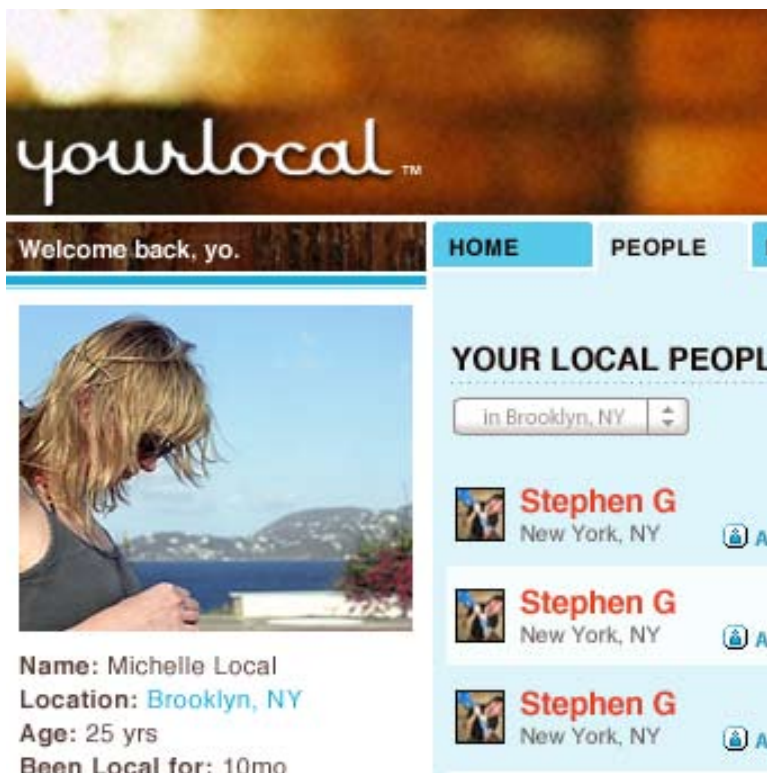
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Select Flavor was a creative collaboration between Budweiser Select and Flavorpill that provided a platform for a handful of artists to interpret the Select brand within their own artwork.

GWAV hand-picked all of the artists who participated in the Select Flavor project, and worked closely with each individual artist, managing the creative process to achieve the desired results. Deliverables for each artwork iteration included email newsletter and rich-media site ads with Bud Select integration (to run on Flavorpill and other sites), six covers (one for each of the Flavorpill city publications), and downloadable wallpaper.

GWAV also designed and oversaw production of the Select Flavor website, integrating its layout with that of the umbrella Flavorpill brand, and customizing it to be easily expanded as new artists were added into the mix.





YourLocal

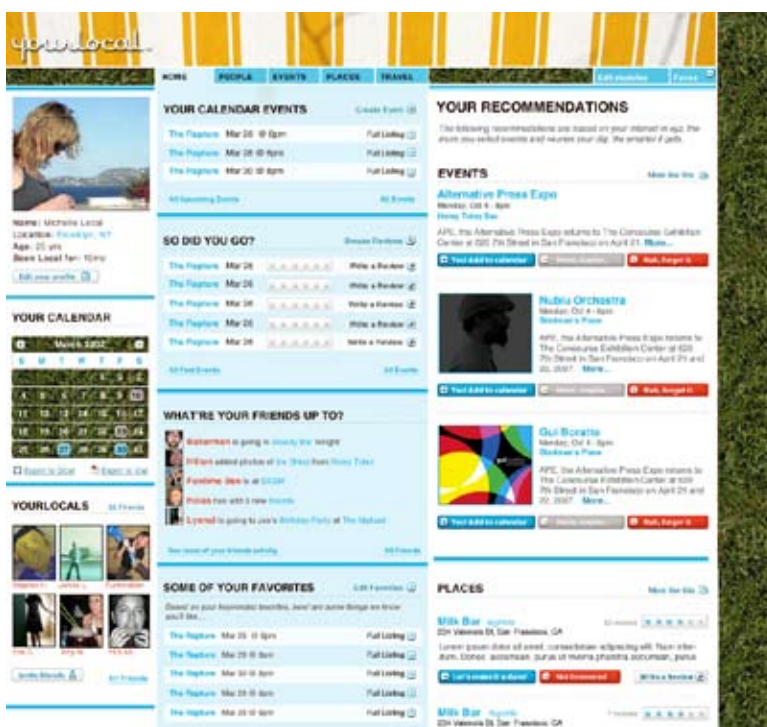
- Brand Identity
- Information Architecture
- Website Design

Knowing that we had the cultural events sphere on lock due to our work with Flavorpill, the L magazine came to us when they wanted to re-invent their brand for the online arena. The L crew knew that they would call their new company YourLocal and that it would be an events destination underpinned by social-networking and review-posting functionality.

We collaborated with the client on everything from the brand identity to content planning to click-flows, making this a fantastic soup-to-nuts design project.

Since a friendly, welcoming vibe was the goal, we created a logotype with a warm, convivial air that's reminiscent of both an old-school script with a modern twist and a local shop's neon sign.

Translating the brand to the website, we wanted to maintain a consistent aesthetic style, but also create something that worked with a variety of seasonal themes – thus, the warm pub treatment complete with wood textures vs. the al fresco awning look complemented with grassy textures.



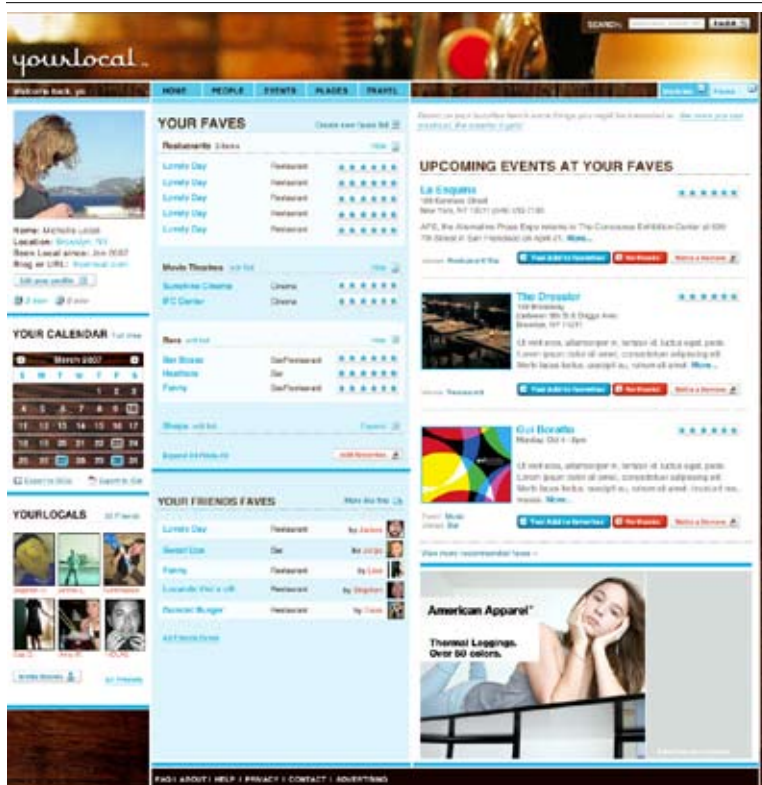


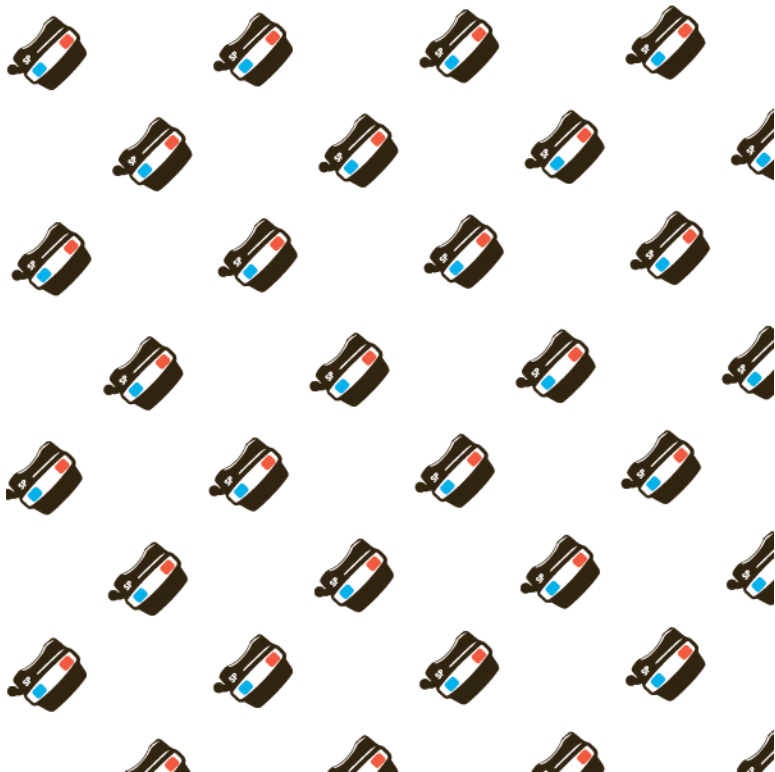
YourLocal Continued...

- Brand Identity
- Information Architecture
- Website Design

Anchored by this identity, we conceived and designed the full user interface for the site, from working with the client to formulate the types of content available to mapping out how the information would be presented.

Finally, to lend the site a bespoke appeal, we made it modular, so that users can customize the content layout to their liking.





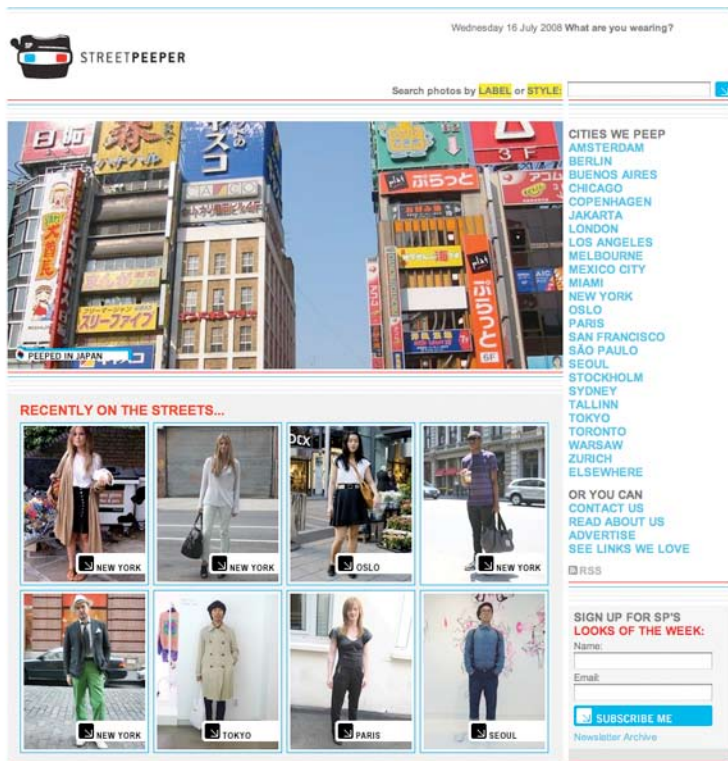
Streetpeeper

- [Brand Identity](#)
- [Website Design](#)
- [Content Management System](#)
- [Email Newsletter](#)

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Founder Phil Oh came to us when he wanted to start a website about street fashion. At the time, StreetPeeper was just a name and an idea. We collaborated with him to design an online identity, publication plan, and management toolset that would make the fledgling brand a success.

Playing off what would be the core content, street snapshots (or “peeps”), we developed a distinctive, playful logo that riffs on viewfinder iconography. Then, for the website, we carried over the bright color palette to create an easy-to-navigate site that privileged the photographs while still being eye-catching in its own right.





PEEPED THIS WEEK



NEW YORK

Name: Leigh Lezark
Dress: 3.1 PHILLIP LIM
Heels: TRASH & VAUDEVILLE
Location: 3.1 Phillip Lim Show
Photo: Phil Oh



COPENHAGEN

Scarf: HENRIK VIBSKOV
Cardigan: VINTAGE
Dress: AGNES B
Tights: AMERICAN APPAREL
Shoes: VINTAGE
Location: Krystalgade
Photo: Phil Oh



NEW YORK

Name: Agyness (again)
Bag: MULBERRY
Scarf: COMME DES GARCONS
Dress: SUEDE
Shoes: VIVIENNE WESTWOOD
Location: Preen Show
Photo By: Kaspar Moerk



LAS VEGAS

Name: Russ
Glasses: OAKLEY
T-Shirt: COBRASNAKE / DIM MAK
Shorts: WESC
Shoes: RUBBER DUCK
Bracelet: BRIAN LICHTENBERG
Location: Project Show
Photo: Phil Oh



Streetpeeper Continued

- [Brand Identity](#)
- [Website Design](#)
- [Content Management System](#)
- [Email Newsletter](#)

To make content management easy from the get-go, we created a custom content management system that allows contributing editors around the world to upload photos, which are then approved and pushed live to the site by internal editors.

Finally, we translated the design into an email newsletter to be dispatched to subscribers, keeping them up-to-date on the latest looks captured online. The HTML email template that we created is also supported by a proprietary back-end solution that allows for easy editing, management, and tracking of email campaigns.

www.streetpeeper.com

Wednesday 16 July 2008 What are you wearing?



Search photos by LABEL or STYLE

RIGHT NOW ON THE STREETS OF NEW YORK

Agyness Deyn, Vintage Lurex Jumpsuit

Jumpsuit: Black VINTAGE Lurex Jumpsuit
Shoes: Black COMME DES GARCONS FOR REPETTO Shoes
Photo By: Tommy Ton

Agyness Deyn, Vintage Lurex Jumpsuit - from a couple months ago.

Comments (5)
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posted in New York / 23 November 2007

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CITIES WE PEEP

- AMSTERDAM
- BERLIN
- BUENOS AIRES
- CHICAGO
- COPENHAGEN
- JAKARTA
- LONDON
- LOS ANGELES
- MELBOURNE
- MEXICO CITY
- MIAMI
- NEW YORK
- OSLO
- PARIS
- SAN FRANCISCO
- SÃO PAULO
- SEOUL
- STOCKHOLM
- SYDNEY
- TALLINN
- TOKYO
- TORONTO
- WARSAW
- ZURICH
- ELSEWHERE

OR YOU CAN CONTACT US READ ABOUT US ADVERTISE SEE LINKS WE LOVE

RSS

SIGN UP FOR SP'S LOOKS OF THE WEEK:

Name:

Email:

[Newsletter Archive](#)



Dos Equis

Brand Identity

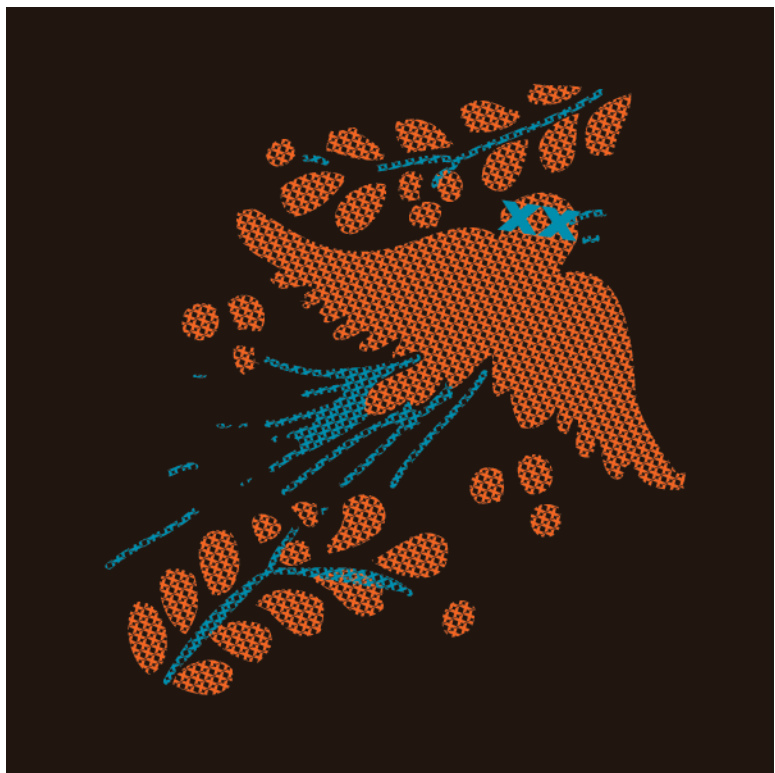
Print

Apparel

Dos Equis tapped Groundwave to explore how they might extend their brand into apparel and products that would speak to a niche audience of creative influencers. Digging into the brand's Mexican heritage with gusto, we created a broad range of product concepts rooted in Dos Equis' history of "bridging tradition and modernity."

We designed three distinctive apparel concepts, which all integrated the brand's signature double X: a unisex t-shirt line that utilized the patterns and symbology of traditional Mexican talavera pottery, a collection of t-shirts that interpolated the colorways of major league sports teams to present Lucha Libre-style wrestling masks, and a range of tees and sweatshirts that took inspiration from iconic Mexican heroes and statuary.

On the promotional products front, we riffed on the popular, inexpensive religious-themed candles found in bodegas and roadside shops to create XX-branded candlewraps. We also developed an illuminator, perfect for outdoor or bar-top use, that takes the iconic cactus and re-presents it as an abstract shape wrapping around an underlit base.





Logos

maximhot100



Loxmore.

activate.



mou



WOLTER!



arc90



{yourlocal}
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iNSUE



C'pread