

'Silver Speak' Exhibition branding



Craftsmanship that speaks for itself.

Natalia Neon has created the branding for the forthcoming 2016 international silver exhibitions and talks, 'Silver Speaks', created by the industry body Contemporary British Silversmiths. Silver Speaks comprises a year long series of events and exhibitions focusing on contemporary silver. The main focus of these will be held at the V&A and The Goldsmiths' Centre with satellite events during London Craft Week and London Fashion Week as well as other exclusive venues in London.

The event is directed by trade, craft and strategic consultant to Contemporary British Silversmiths, Karin Paynter, who is also expert silver adviser to London Craft Week. The event is being curated by acclaimed design critic, journalist and curator Corinne Julius. Neon has previously worked with Karin at The Goldsmiths' Company where she was part of the senior management team that delivered the Goldsmiths' Company's £18M project for the jewellery and silversmithing industry, The Goldsmiths' Centre, also branded by Neon.

The title of the exhibition 'Silver Speaks' is neatly captured within the monogram 'S', which features two speech marks integrated within its form – and uses a combination of dark and light silver to subtly highlight the speech marks. The monogram 'S' is then juxtaposed with a contemporary sans serif logotype for the exhibition name 'Silver Speaks' featured in the dark silver to help integrate it as a unit with the monogram 'S'.

The speech marks forming the monogram 'S' are also used as a visual language for posters and on-line in combination with silversmithing and dynamic words such as 'Create', 'Make', 'Fashion' and 'Craft'.

The result is a clean, gently clever and elegant mark that not only brands the exhibition, but also gives it a dynamic, flexible and memorable visual language for posters, catalogues, on-line and importantly in small applications within social media.

Kind words...

"When we created the 'Silver Speaks' concept to promote contemporary silver to new audiences, Neon were our first choice. Having worked with them before, we knew they would answer the brief creatively and professionally and know how to get it right. Their branding for this event, held at the V&A and other prestigious locations was inspired and has allowed us to expand the project effortlessly. Their 'can do' approach makes working with them very reassuring, knowing we are in good hands."

KARIN PAYNTER
Director
Silver Speaks

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PROJECT SUMMARY

Brand identity
Art direction
Signature images library
Posters
Copywriting
Website
Catalogue
Digital comms
On-line animations
Digital templates
Invitations

