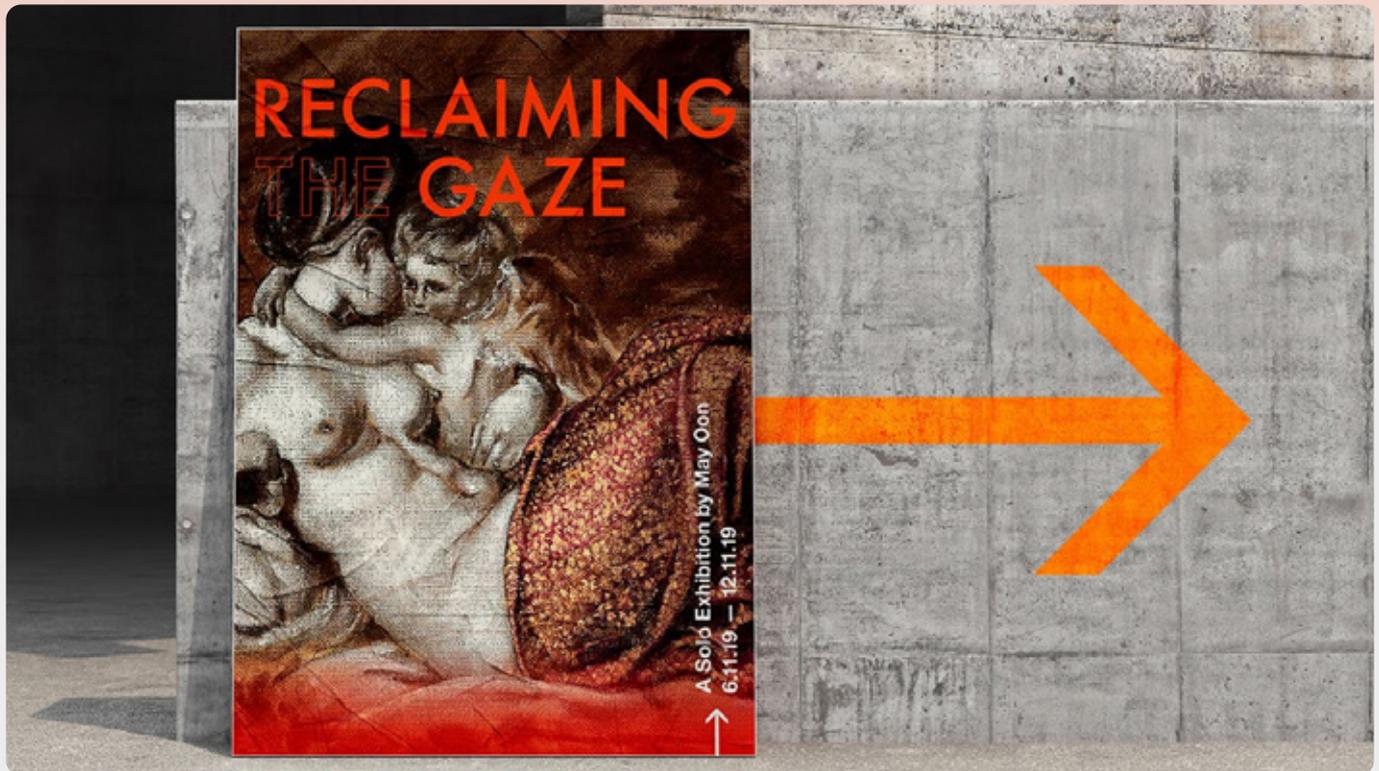


Mindsparkle

RECLAIMING THE GAZE



Jay Liu designed the campaign for Reclaiming The Gaze - Singaporean artist May Oon's solo exhibition. Visually arresting fluorescents were used to hold the information and art pieces together in a composed minimalist art direction.

Held at the UltraSuperNew Gallery, collaterals such as posters, tote bags, and invites were developed holistically to showcase May's subdued depiction of female nudes. The use of arrows and lines eventually became visual cues, directing guests' attention to important information and way-finding at the launch event.

FULL ARTICLE -
www.mindsparklemag.com/post-detail/reclaiming-the-gaze
