

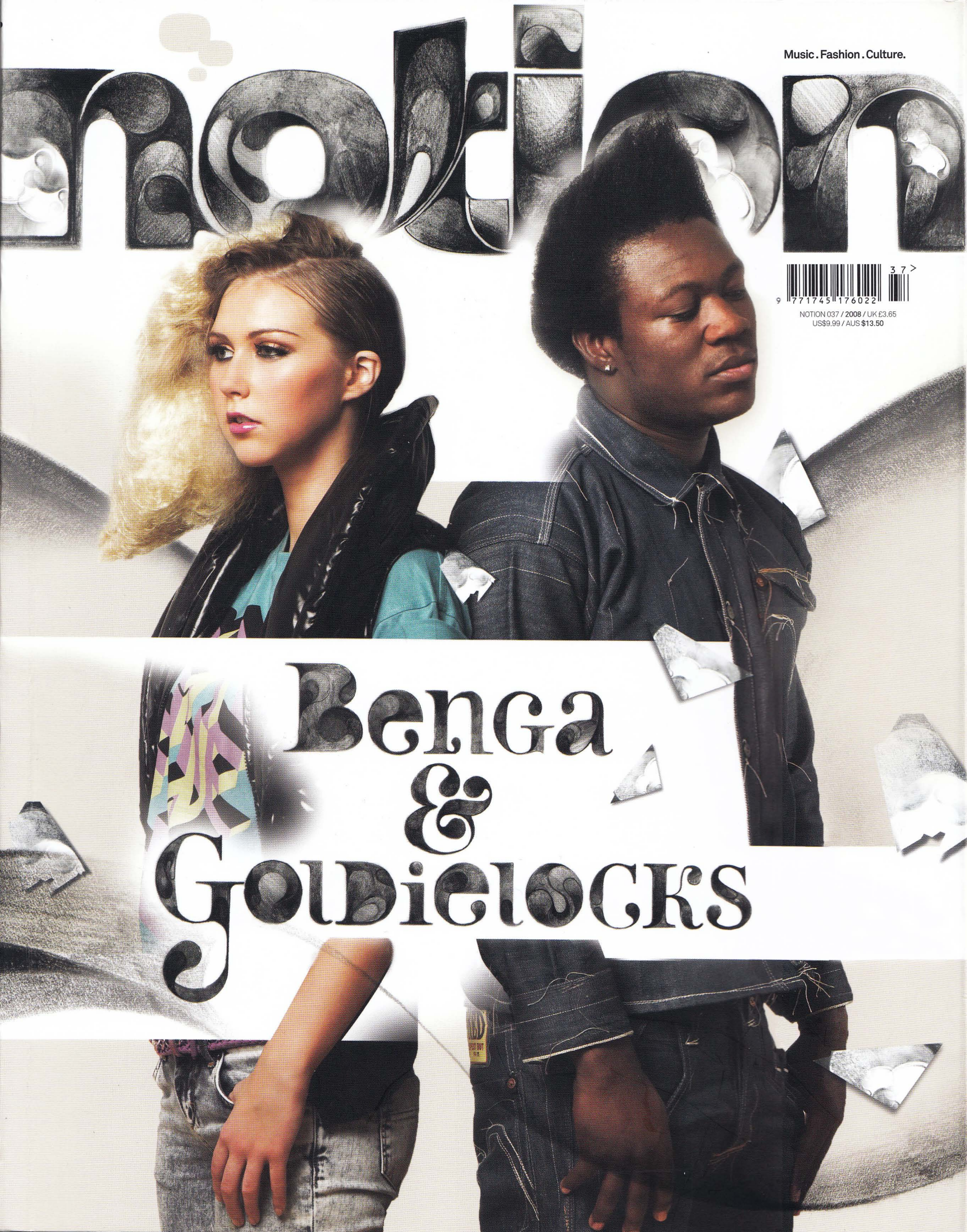
Music . Fashion . Culture.

# NOTION



NOTION 037 / 2008 / UK £3.65  
US\$9.99 / AUS \$13.50

## Benga & Goldielocks





## BUNCH

Obviously, being a creative agency of any kind involved in visual identity, it is imperative that one's own identity is a feat of mindfucking brilliance: immediate and demonstrable formal excellence as self-promotion, &c. Likewise, being in the business of ideas, it is wise to constantly remind potential clients of your ability by having them. Step forward Bunch, who, in the form of the book 'Bastardised', are responsible for the most flagrant and comprehensive act of rebranding-as-self-promotion that the Vulture has ever seen: so concise and impressive, yet in truth so vain, that one applauds loudly and happily at the audacity. Bunch—an amorphous, cross-platform and cross-continental creative media agency working with Diesel, the BBC and many more—realised in 2007 that they must rebrand: approaching designers they admired, they asked for 'visual reactions' to their logo; the resulting "Bunchisms" were carefully applied to suited projects. 'Bastardised', the resulting vanity publication, collects all these works into a paper-based visual orgy, a textbook of contemporary quality design which includes Jonathan Ellery, Marian Bantjes, Carlos Segura and old friend Si Scott. This showcase of the agency's resources, creativity and understanding of identity could not be a better advertisement for themselves: the collaborative celebration of diversity in contemporary communications. WIN A COPY! TURN TO COMPETITIONS, LIKE, NOW!

WWW.BUNCHDESIGN.COM // WWW.MADEINBUNCH.COM

## TANIE MEDIA

"Branding by Design" is the strapline Anglo-French design agency TanieMedia proffer by way of explaining themselves: as a statement, it is crisp and clean; but more, it conveys an idea—a yin-yang harmony, the co-dependency of branding and design as lovers, parents, creators. It sums the agency's output up pretty well, basically. There's no better example than their complete identity creation for forthcoming TV channel Art Network, which comprises [deep breath]: a logo, event curation, complete corporate stationary, advertising campaigns, posters, online identity, channel idents and transition videos and animation, sonic identity and a magazine. Ever evident in Tanie's work is the understanding that a brand begins with an idea: for people to remain loyal to that idea, so too must design. Through talent, powerful aesthetic sensibilities and no little charm, this is design worth being loyal to.

WWW.TANIEMEDIA.COM

