

# 2011 DESIGN BUSINESS ANNUAL

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- › PRINT to INTERACTIVE
- › FREELANCER to FIRM OWNER

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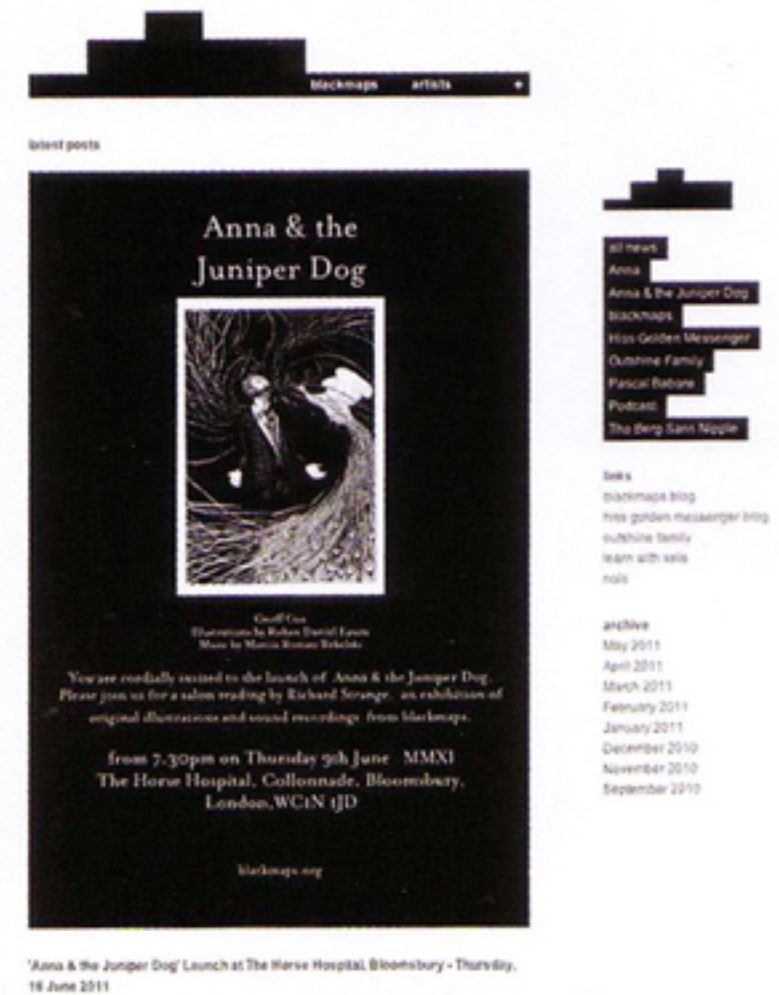
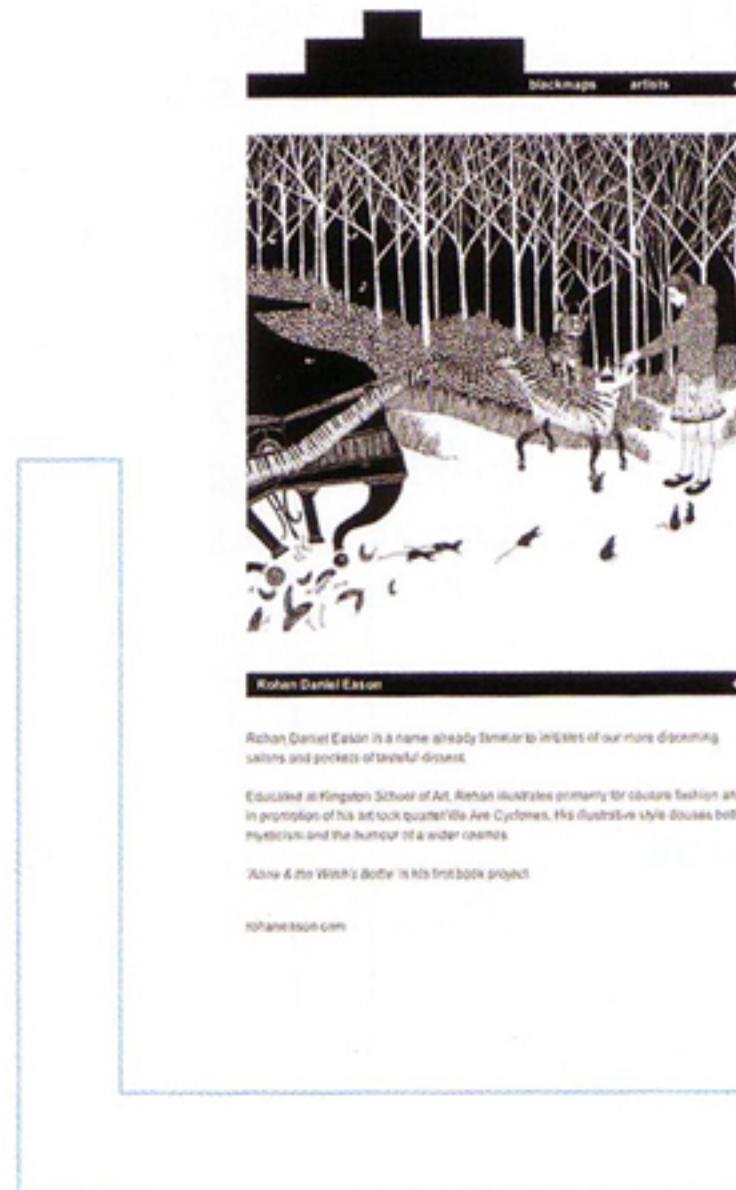
BEHIND THE DESIGN

# BLACK AND WHITE

Blackmaps, a Tokyo and London-based experimental independent music label, needed an equally experimental website. Design firm Bunch was invited to work on the project by longtime friend and collaborator Alex Carvalho of creative collective Nois. Jointly designed by Carvalho, Mel Duarte and Bunch, the site uses HTML 5 video and audio players, and features a custom content-management system.

“Simplicity was kept as the heart of the project when developing the creative concept,” says Bunch founder Denis Kovac. “We set ourselves the challenge of keeping the design completely binary, no shades of grey, just black or white. This structure was pared down to the minimum necessary to navigate the site and show interesting relationships with as little visual interference as possible.”

The simplicity of the design and lack of hierarchy gives all the content the same emphasis, whether it's music, art or film, capturing Blackmaps' goal of framing music in a fresh way. It also allows the site to function equally well across mobile devices, tablets and desktop computers.



**PROJECT**  
Blackmaps.org

**FIRM**  
Bunch, London;  
www.bunchdesign.com

**CLIENTS**  
Nois.tv, Blackmaps

**TIMELINE**  
Three months

**CREATIVE TEAM**  
Alex Carvalho, creative director/designer/Nois;  
Denis Kovac, creative director/designer; Mel Duarte, design consultant; Ivan Husar, production; Nenad Miodrag, back-end development; Bruno Kovacic, front-end development



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