Contemporary, friendly, inviting visual language
- Very accessible and user-friendly menu format
- Looks great on mobile

Impactful main feature with clear call to action that can be used to appeal to different audiences

Program finder tool front-and-center
- Strange proportions and lack of visual balance

Expandable menu of “quicklinks” by audience type in footer
- Contrast is too high, making footer feel harsh and hard to read

Detail-oriented, pixel-perfect execution

Art direction encompasses all features

Primary navigation and content mix closely reflect institutional (rather than user) priorities
- Branding feels cold and corporate, not representative or us or of Montreal
- Clear focus on their brand (design vocabulary and photography)
- People-oriented approach
Lithium-Ion Battery

In 1979 professor John Goodenough created the Lithium-Ion Battery as a newly appointed Oxford Professor. "One of the things that’s important..."

Sir Tim Berners-Lee

In 1989, Oxford alumni Tim Berners-Lee invented the World Wide Web, hoping for its use to engender a more egalitarian society and provide individuals with the means of expression."

MIT

Neural design vocabulary that responds to feature’s color profile — the things happening at MIT literally define the MIT brand.

+ Fresh, modern, human feel

+ Search feature that encourages use by teaching you how to succeed with it

+ Impactful quote with room for some nuance and detail (not just a title)

+ Easy sharing feature

+ Fantastic use of typography to communicate brand values in a modern way

+ Story structure is impactful and facilitates scanning and reading

+ Indication of where to go to next

- Legibility issues
A mesmerizing venue, nestled in the heart of Monferrato, region acknowledged in the Unesco World Heritage. A brand new international centre dedicated to the Dance. A gathering place for dancers and choreographers, a school, a place where getting connected to earth and nature, while expressing themselves totally, Orsolina28 is all that.

Marie-Agnès Gillot

Our Antipode Director

A very special venue: in the Park Olona, a space designed by the Architect Del Re and inspired by the Italian Rationalism of the 60s. Dance meets steel and glass, a space of nature, peace, and joy.

What people say about us

"The role as a dancer of interesting people on the edge of their reality..."

Chris Moritz, Choreographer for the project

Where we can help

Partner with growth-stage startups if you’re looking for growth, fast and effective.

- Work with startups and get your product or service to market ready in a matter of weeks instead of years.
- Flexibility and adapt internal processes — ordering, procurement, IT, etc — to help partner effectively with growth-stage startups and adjust as necessary.