

MR. SMILES CARNIVAL



Properties list:
end-user packaging
single product
concept
books, movies and music
disc-case
plastics
cardboard and paper
transgressive
historical, traditional
identity by illustration

Based on an abandoned 1950's eccentric, traveling circus show Mr. Smiles Carnival. The Escape Artist, an alternative fictional rock band, takes a journey led by the deranged Mr. Smiles. Incorporating childrens' book illustrations, mixed with rustic textures, creates an intense beauty mixed with madness.

Reference:

Credits:

Country: USA

Designer: Andrew
Herwig

Other images:

