

# MR. SMILES CARNIVAL

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## 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.

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## Reference:

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## Credits:

**Country:** USA

**Designer:** Andrew

Herwig

Other images:

