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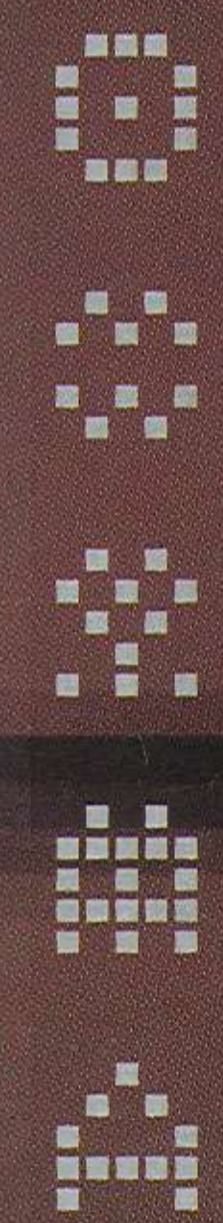
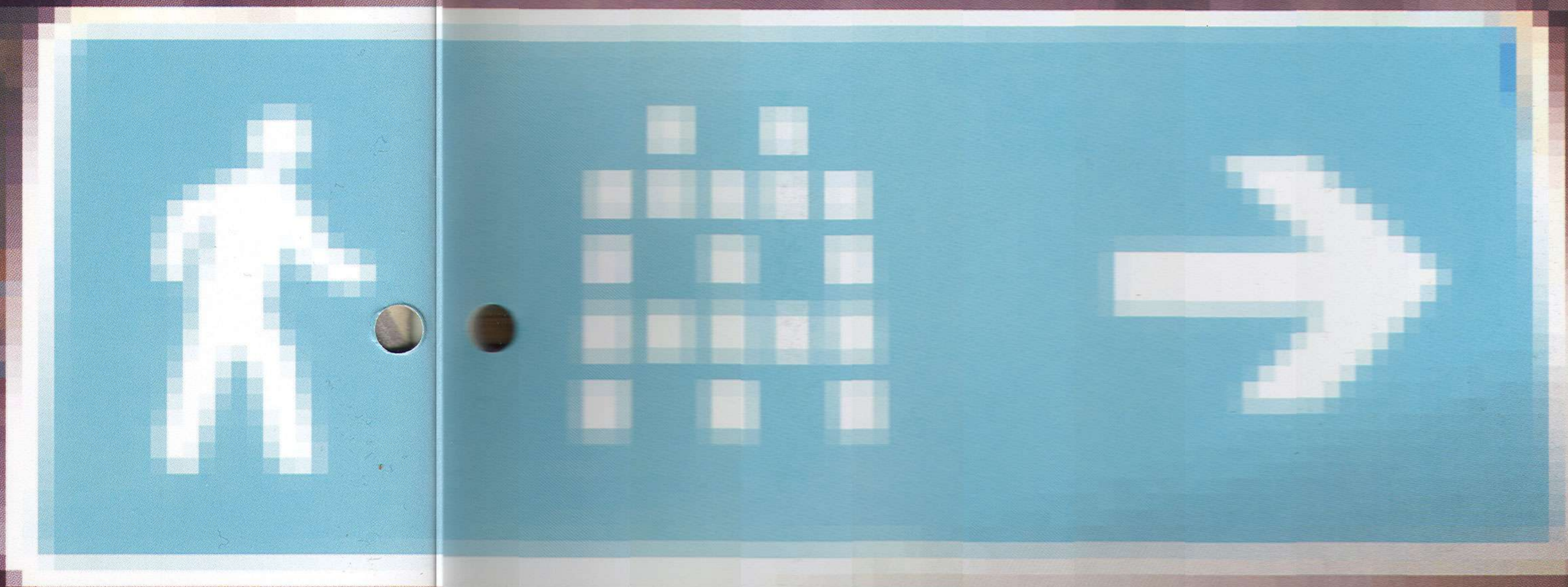
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In a world where icons and symbols are to be seen literally everywhere, we are accustomed to understanding a visual language system. Certain meanings are assigned to certain icons and symbols. Successful branding and marketing often involve a bold corporate identity. What if we play with these established icons and give them makeovers?

A number of international renowned artists were invited to redesign some famous icons. Since these icons and symbols themselves are value-free, the meanings that they convey are not intrinsic. Designers were given a lot of freedom

to explore endless creative possibilities. The result is a series of stunning images. Some further reinforced the icons' original meanings and some turned out to convey completely different messages.

But this chapter is not be limited to individual icon re-design. We also invited graphic designers to contribute. They do not only create iconography, they are themselves "icons" on the international graphic design scene.





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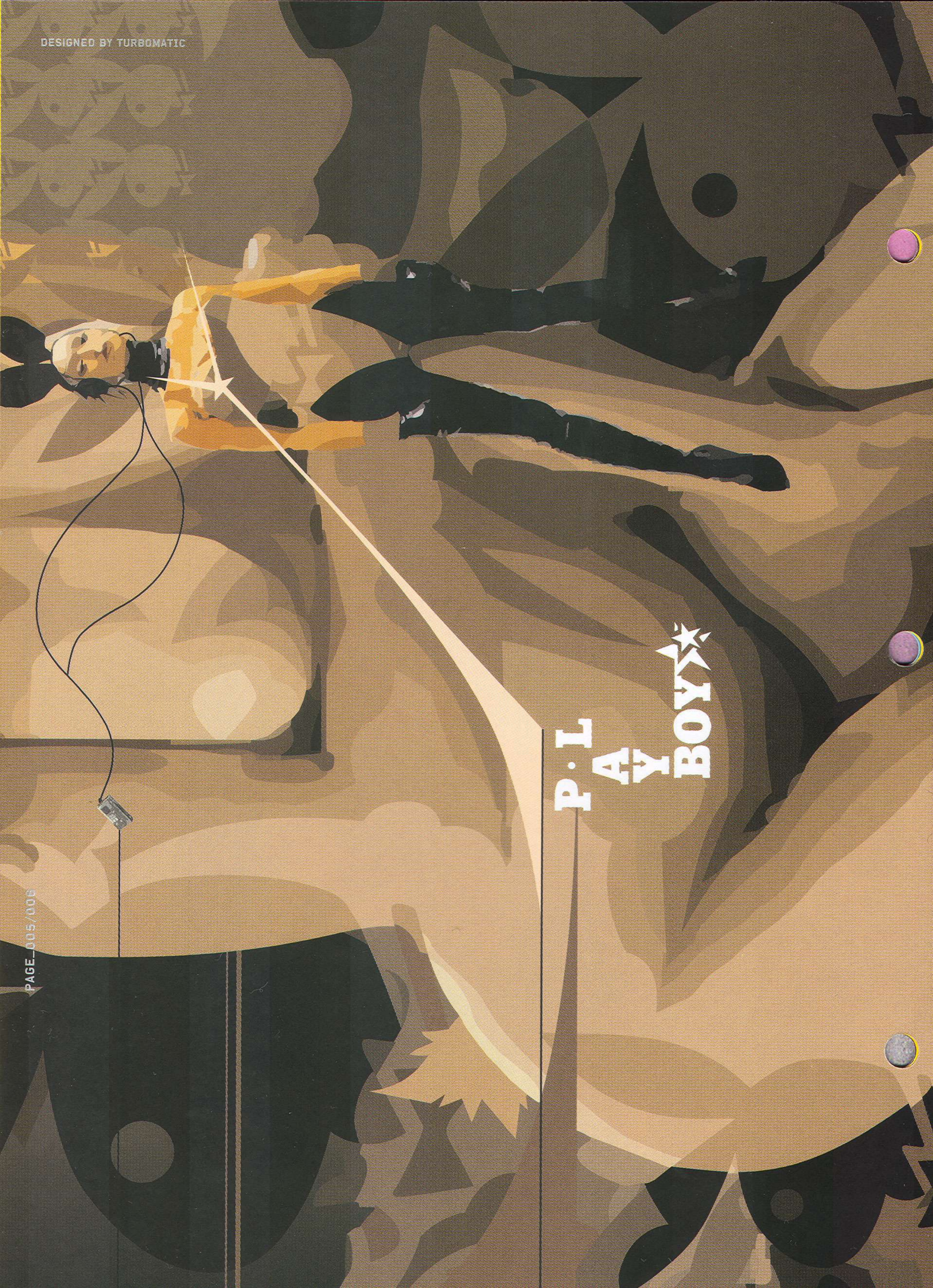








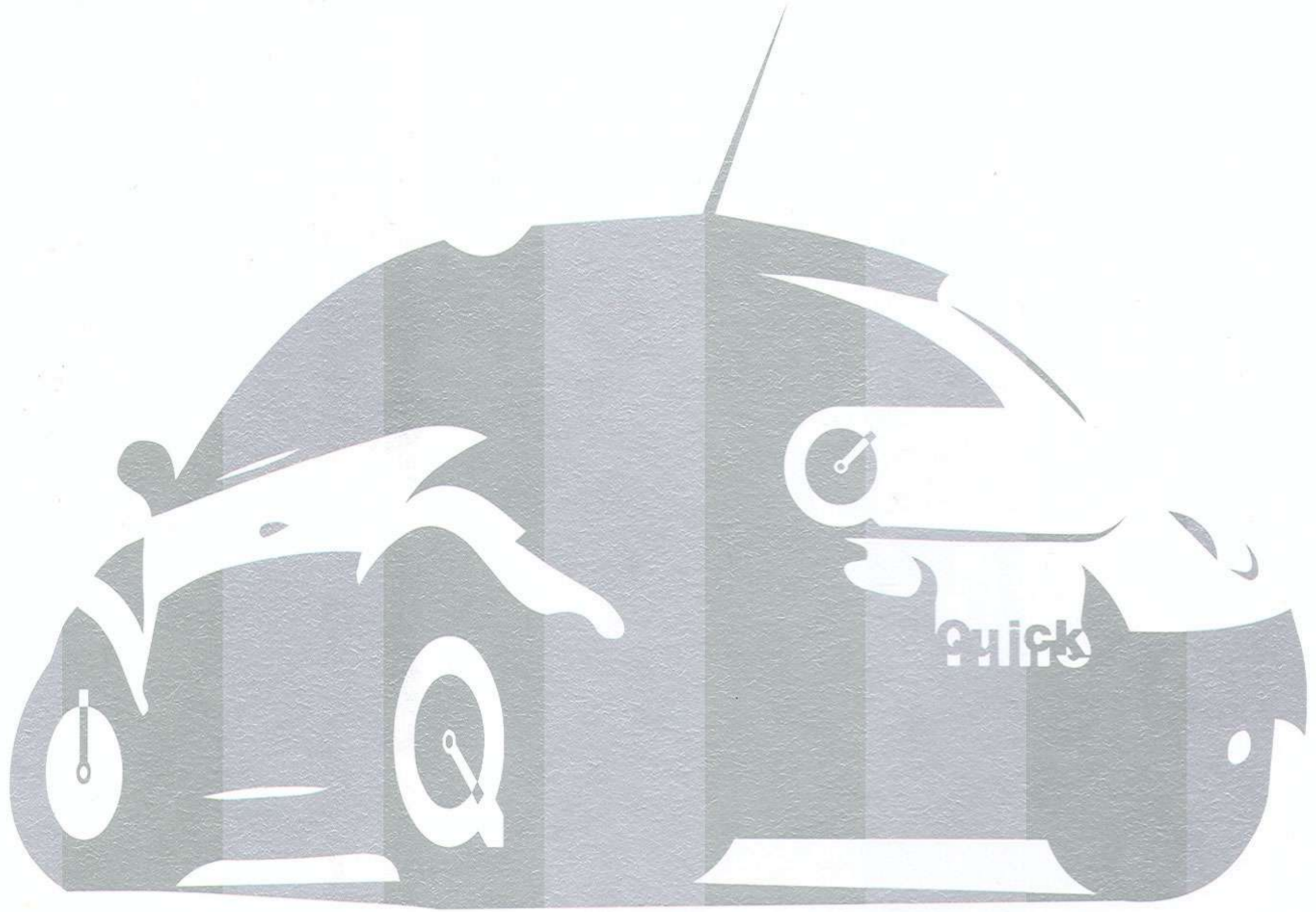
DESIGNED BY TURBOMATIC



P·I·L  
P·A·Y  
B·O·Y★

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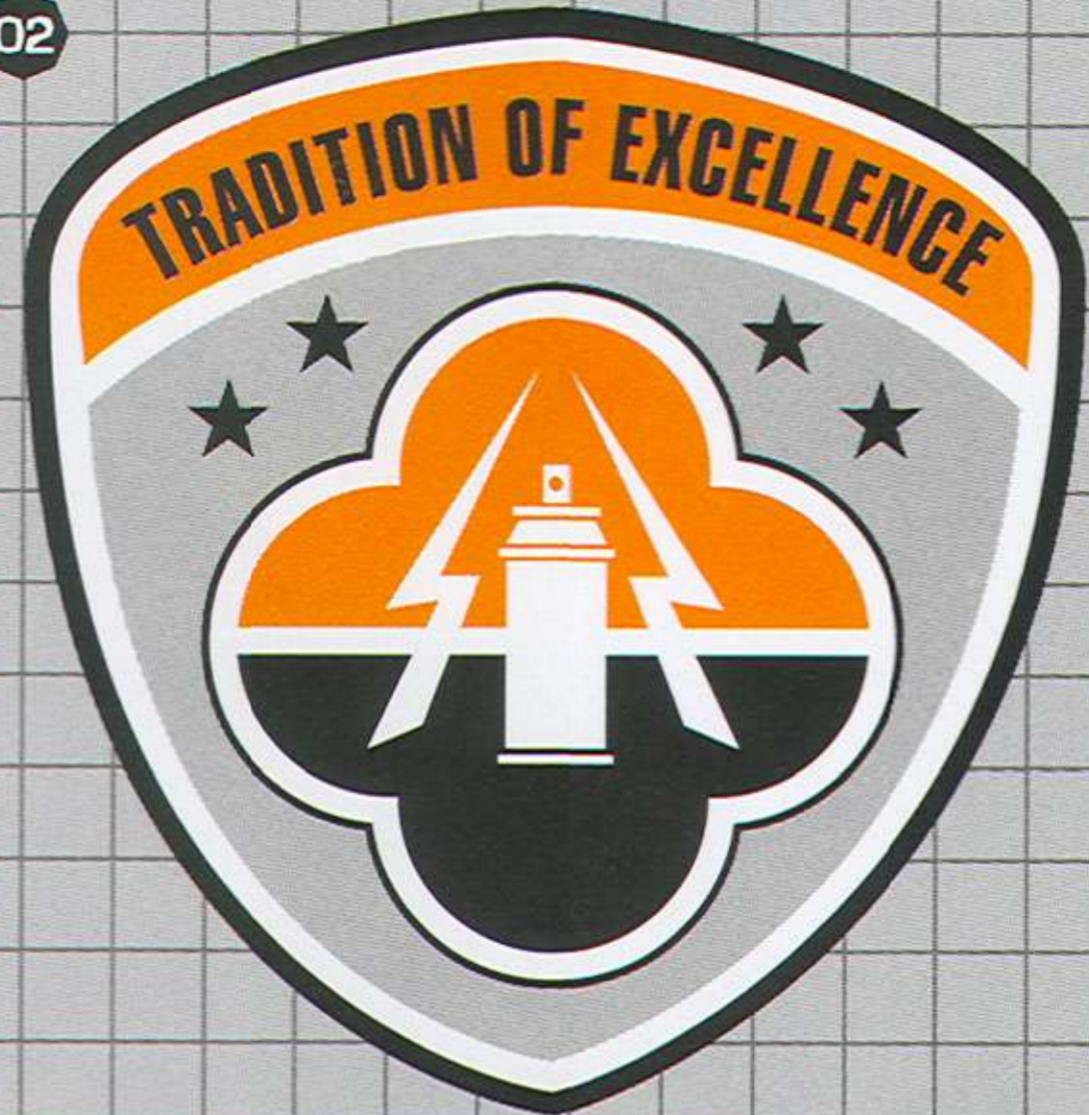
# 123KLAN CONCEPT

The original version of all these logos used to be American Army or Fireman logos, i just pick them up and return it into a graffiti peace full message. For example replace a missile by a spraycan, or the city name by a "GRAFFITI" message.

01



02



03



04



05



06



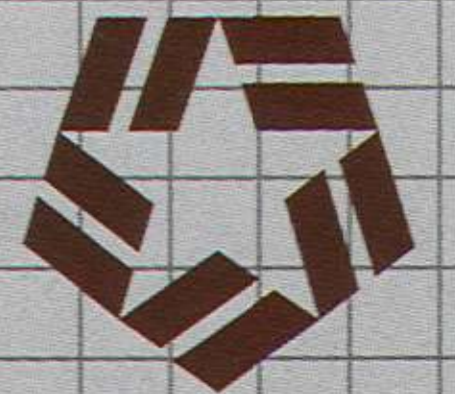
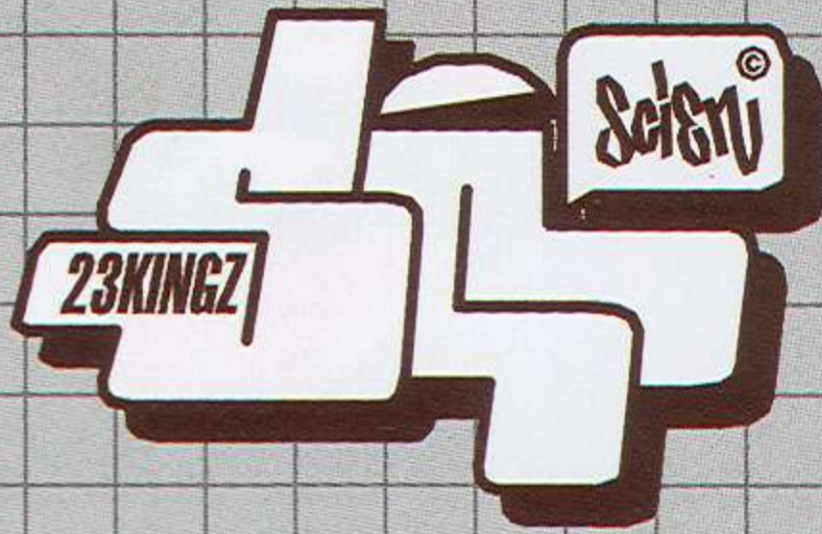
SAMPLES





# 123KLAN ARTWORK

Here there are some personal research to show how a logo or an icon are closed to graffiti, plus some other logos and icons realised for different labels or clients.







BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER





BEFORE



AFTER



BEFORE



AFTER

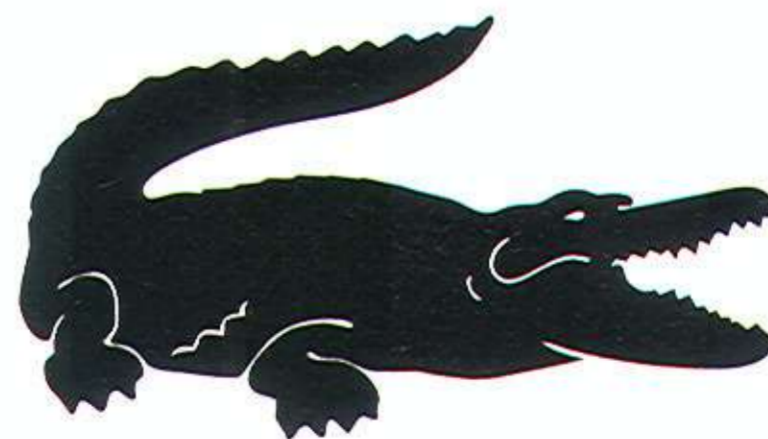
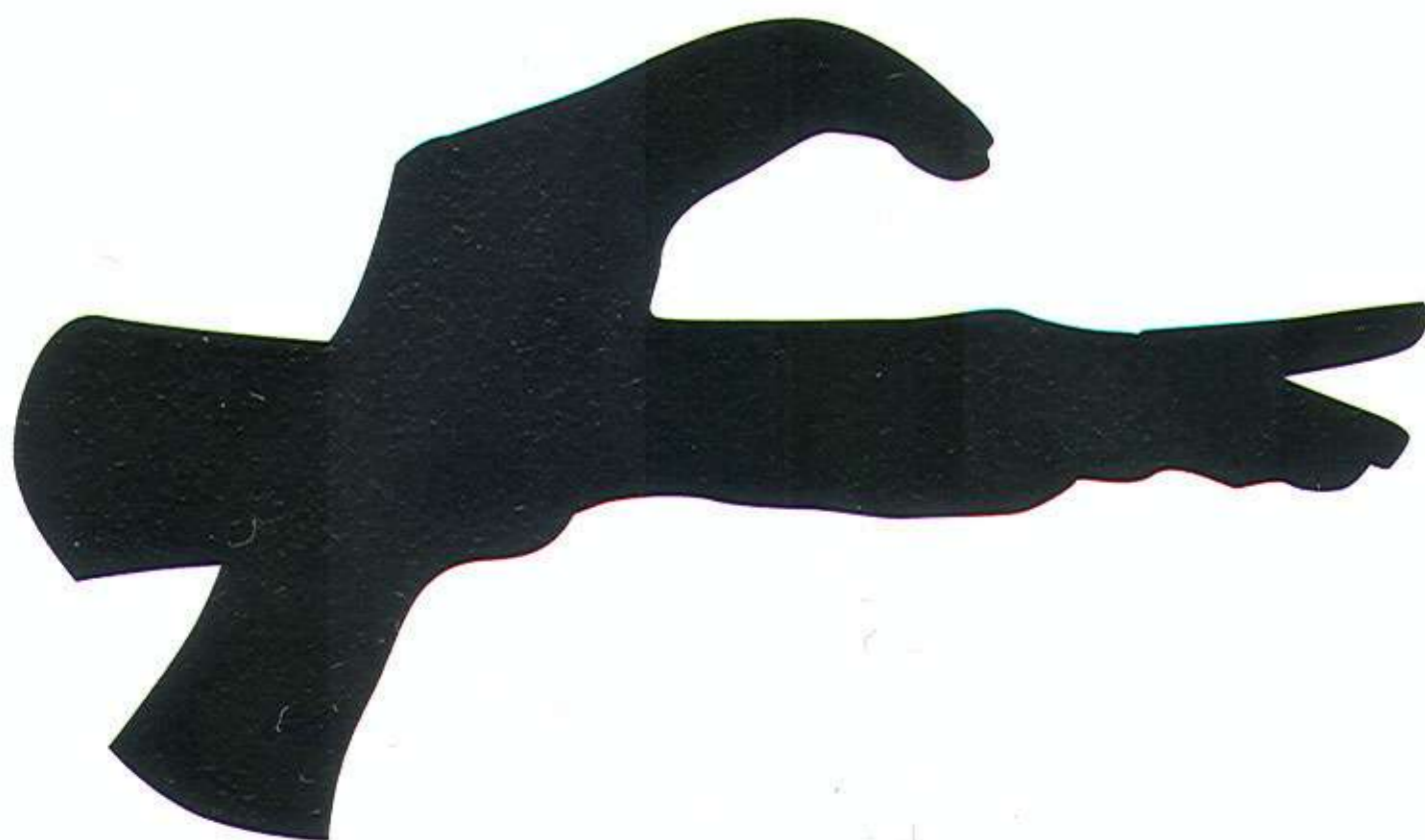
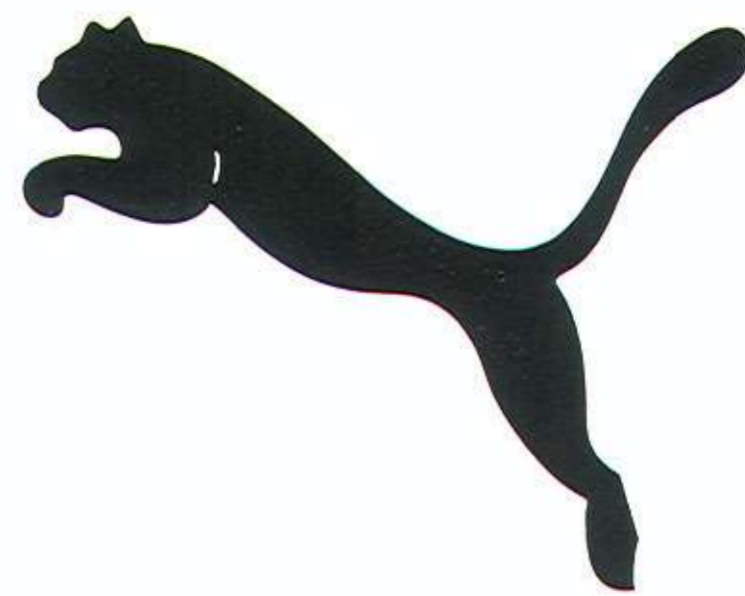
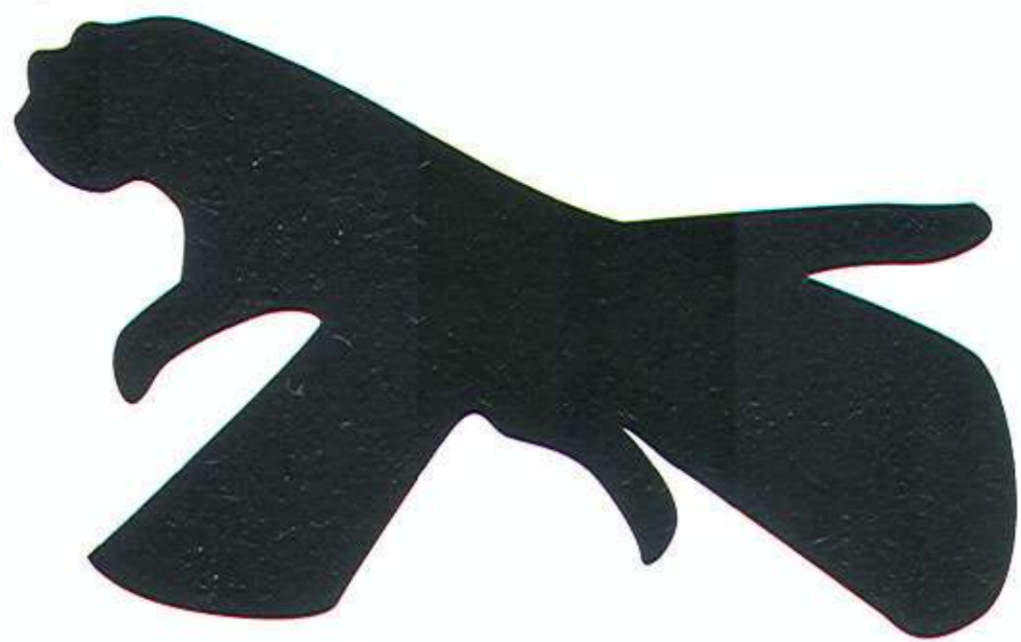


BEFORE



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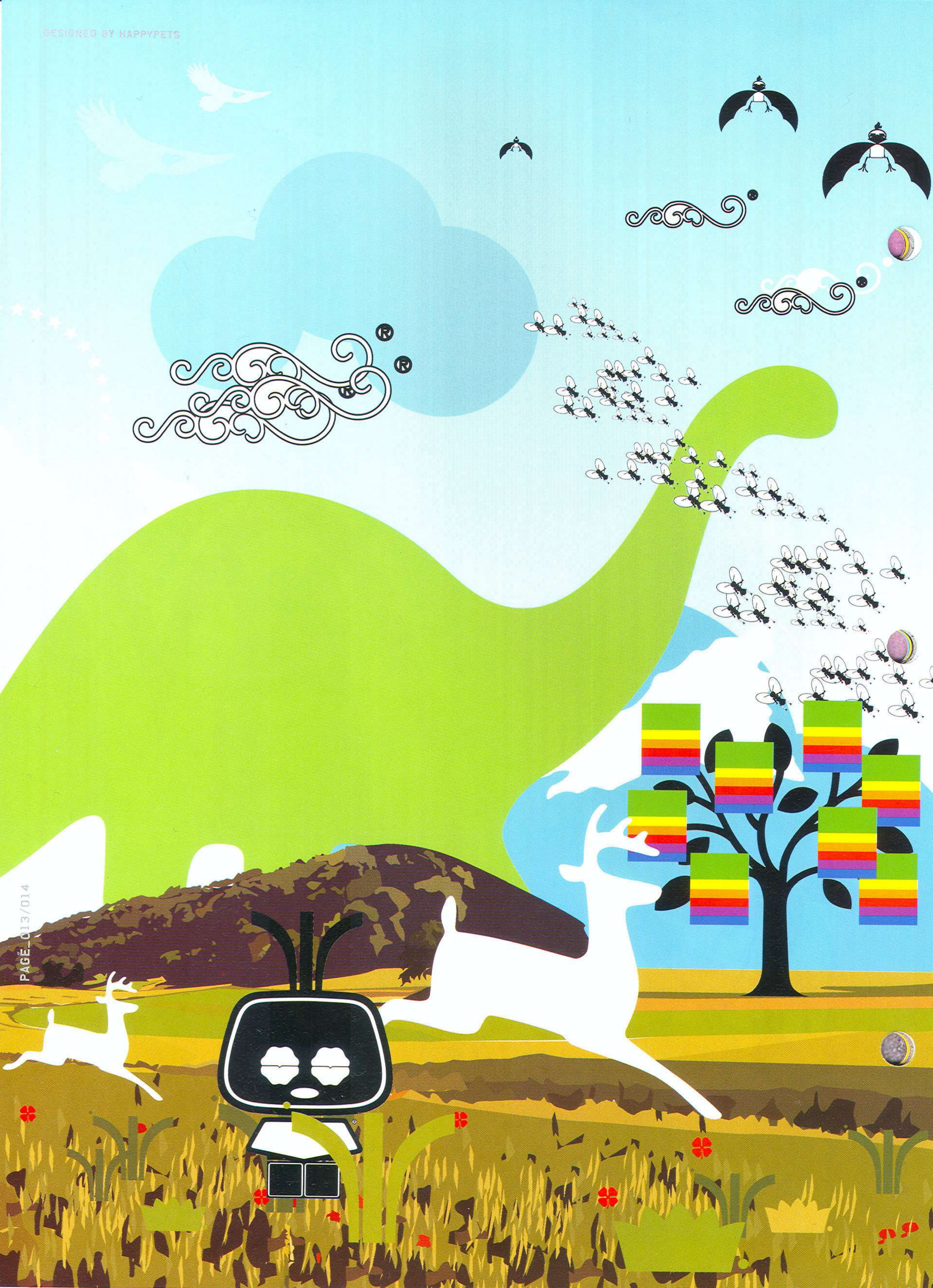












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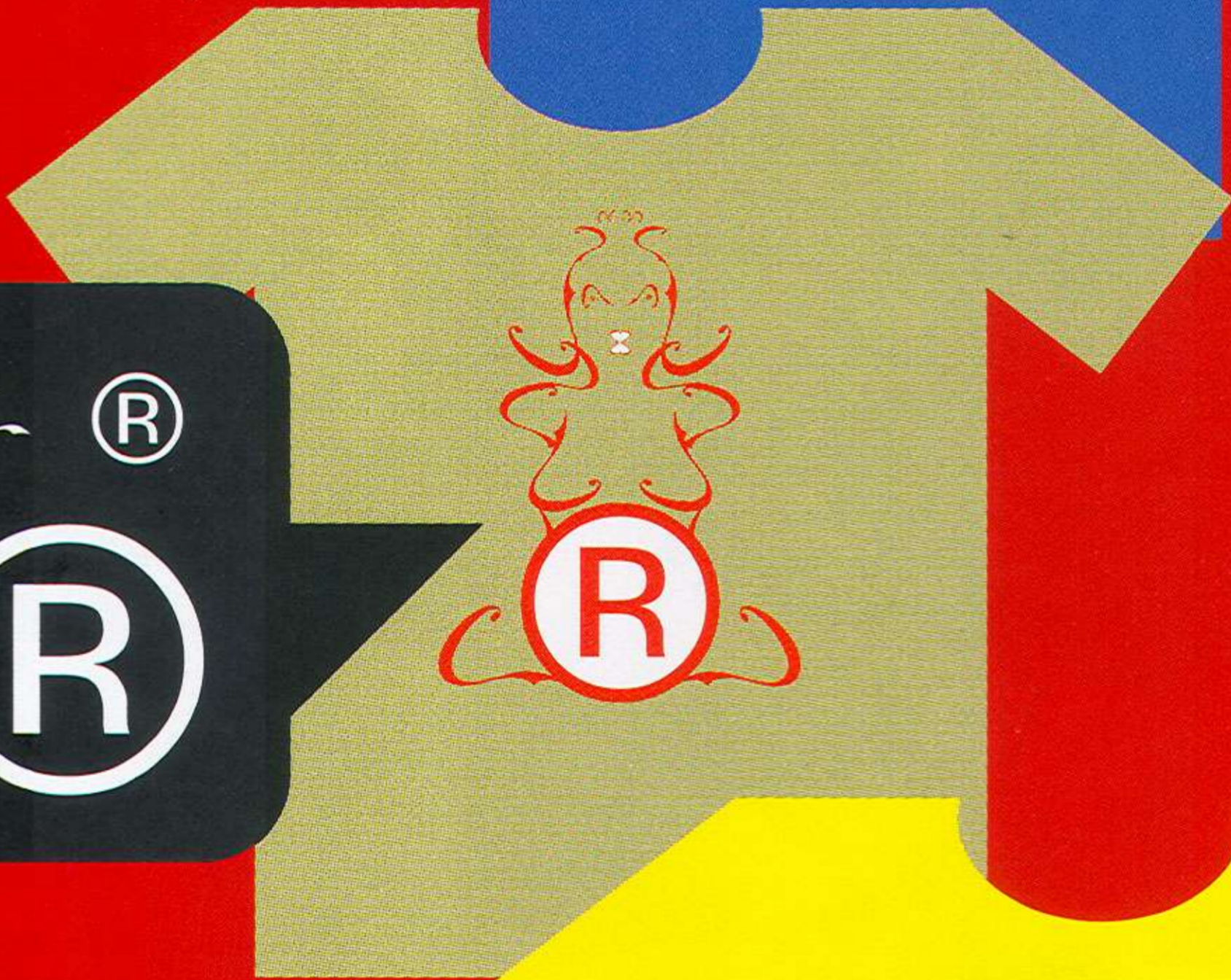
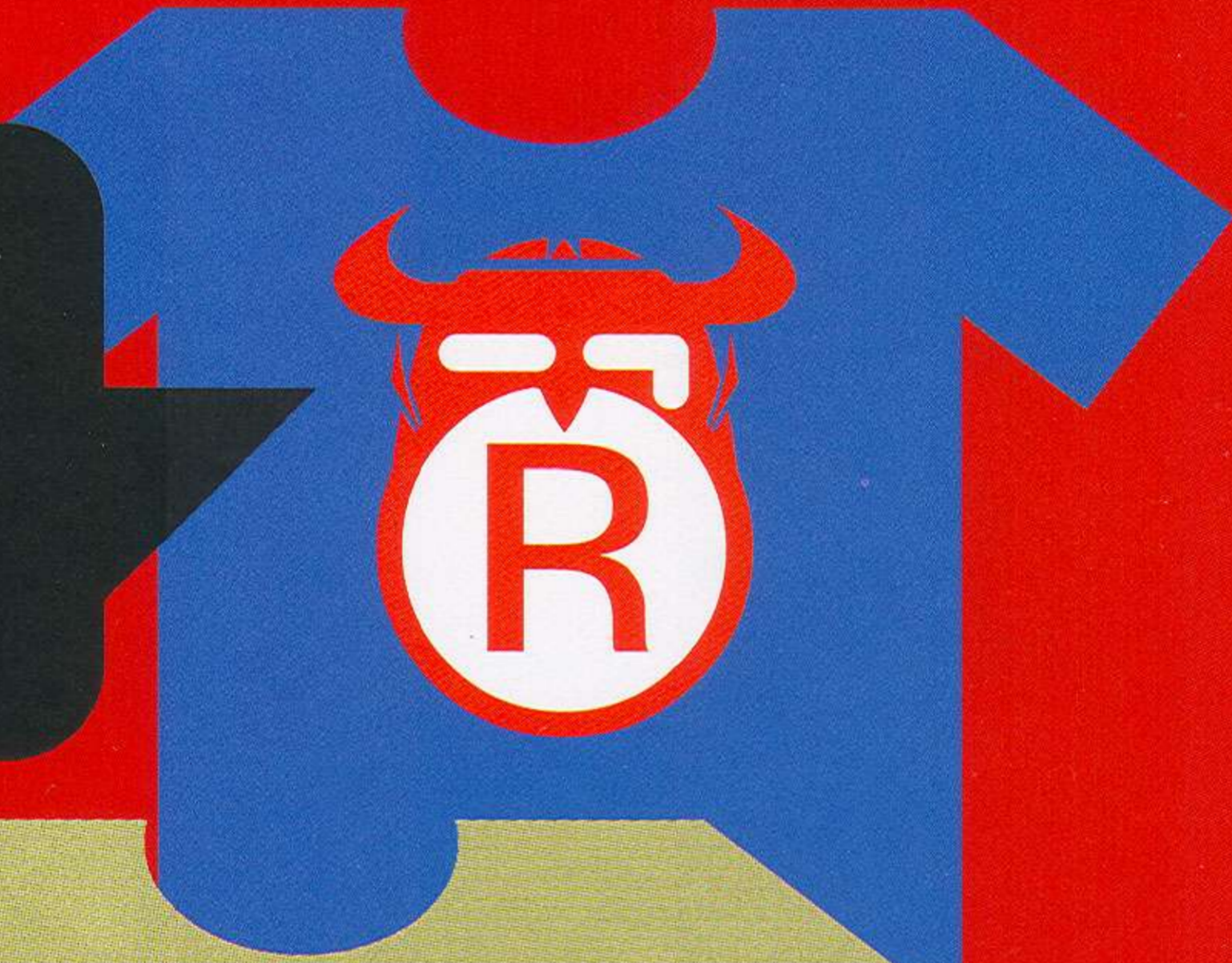
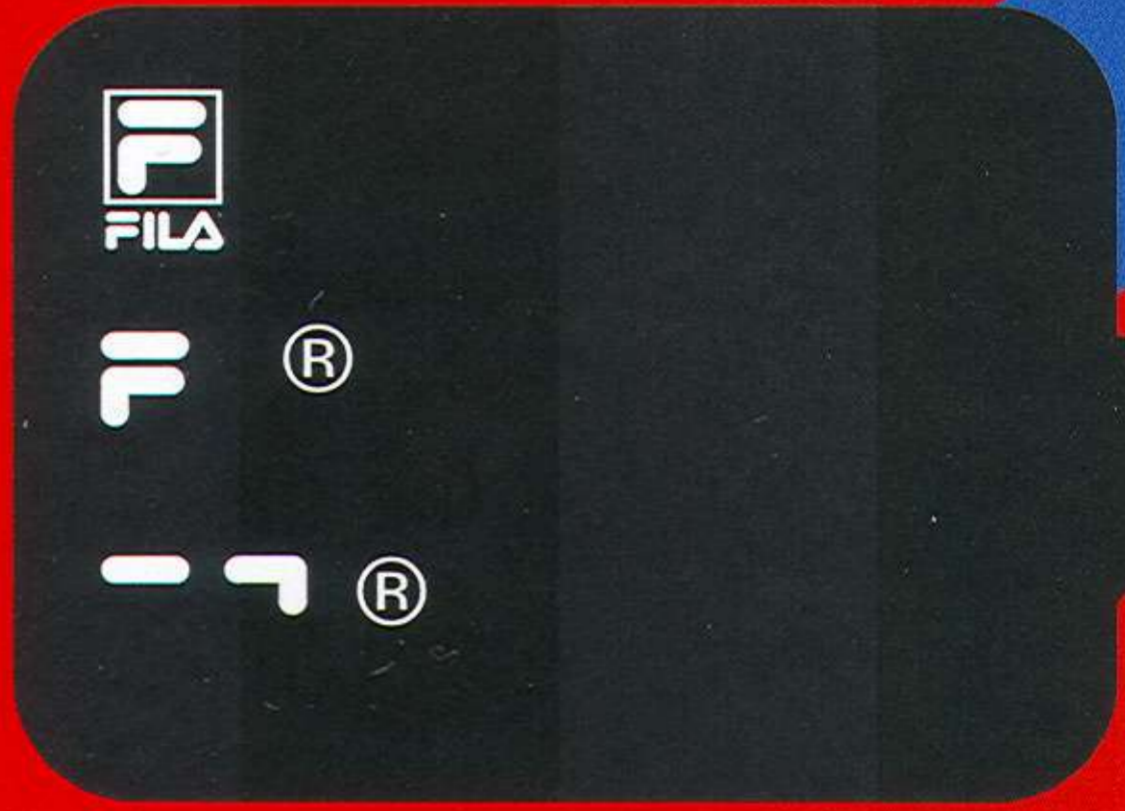




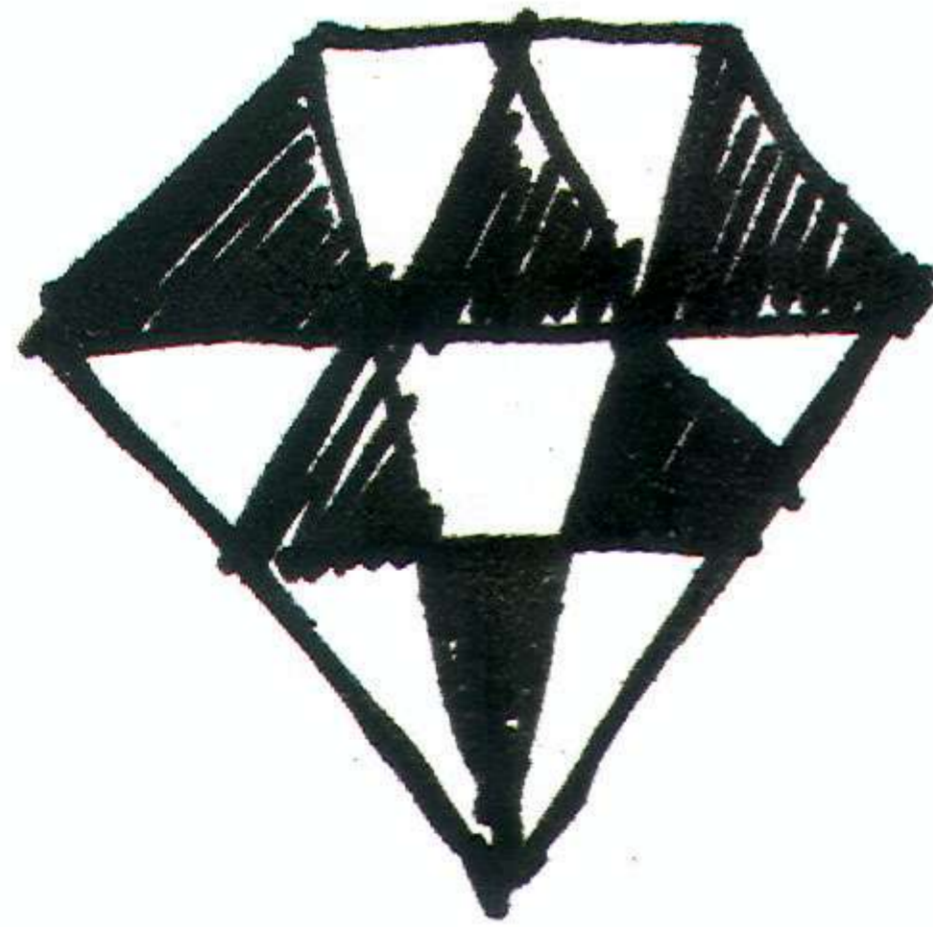
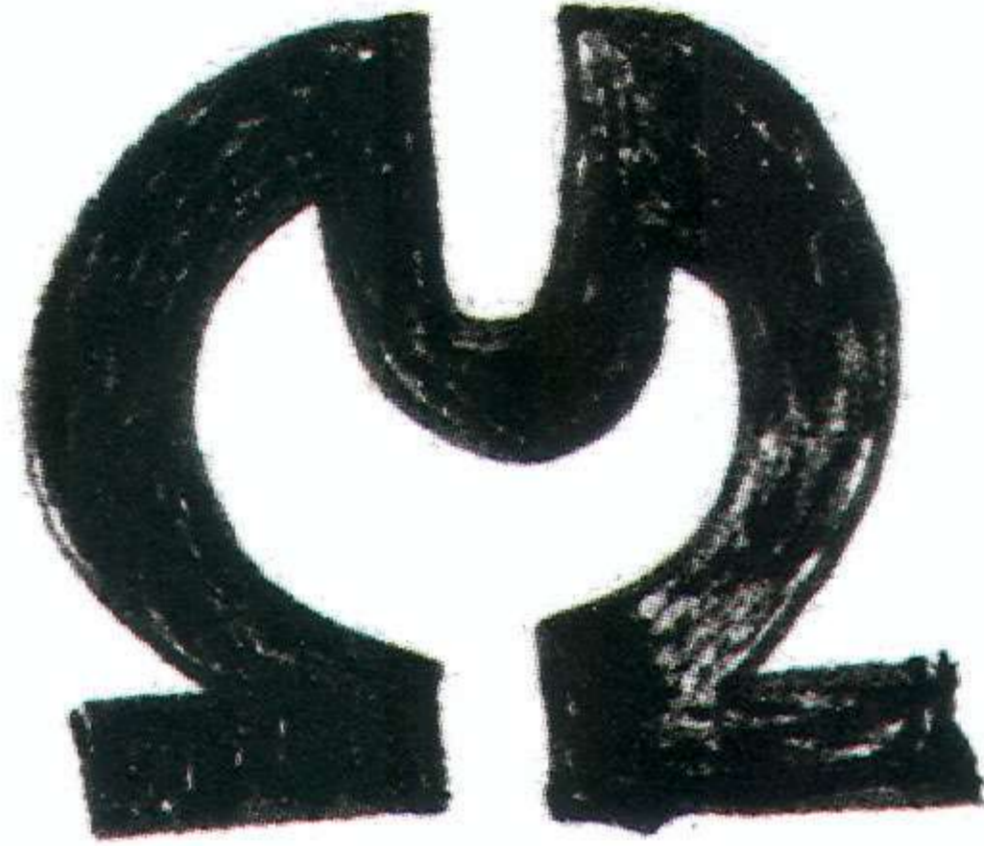




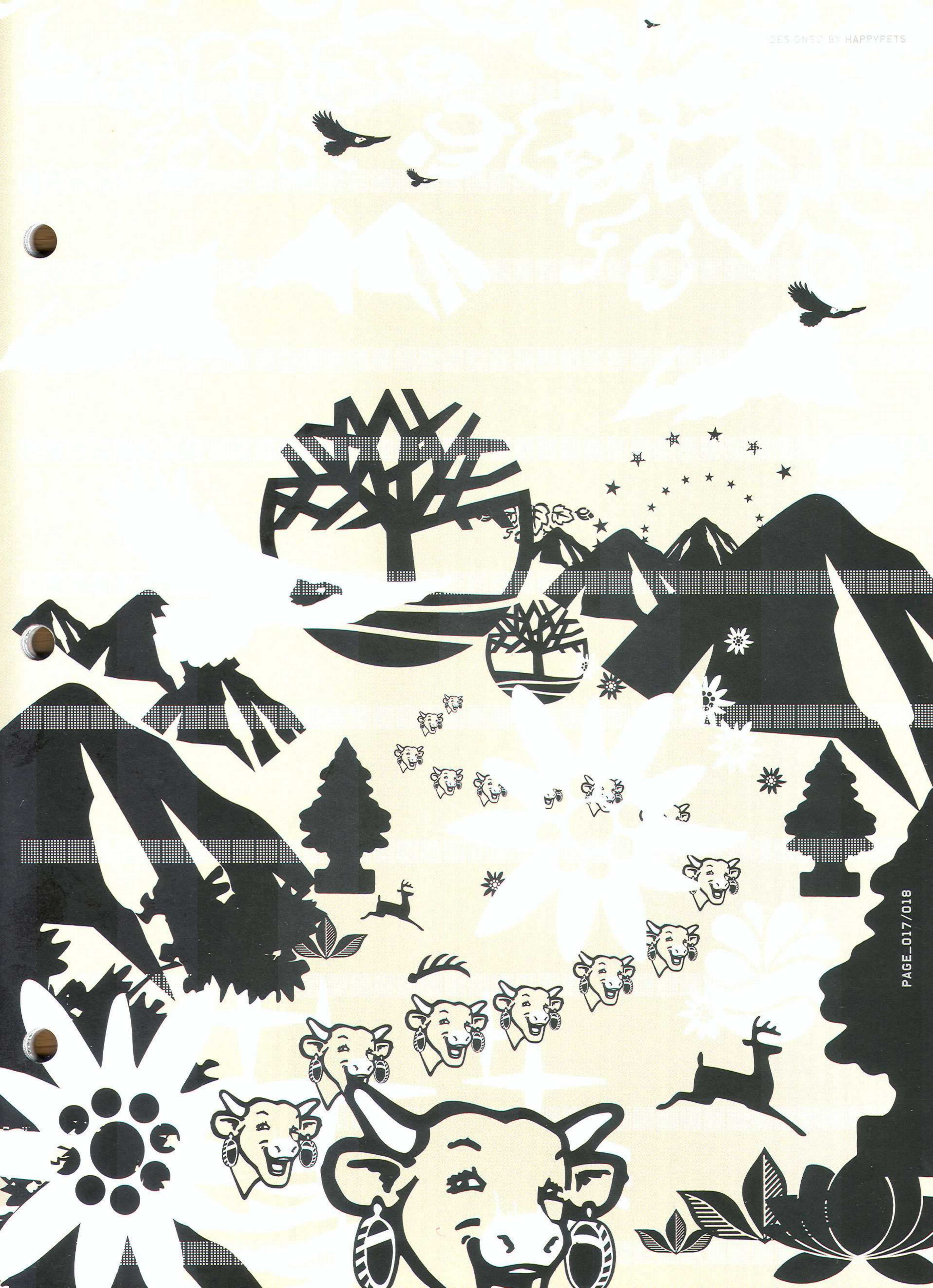














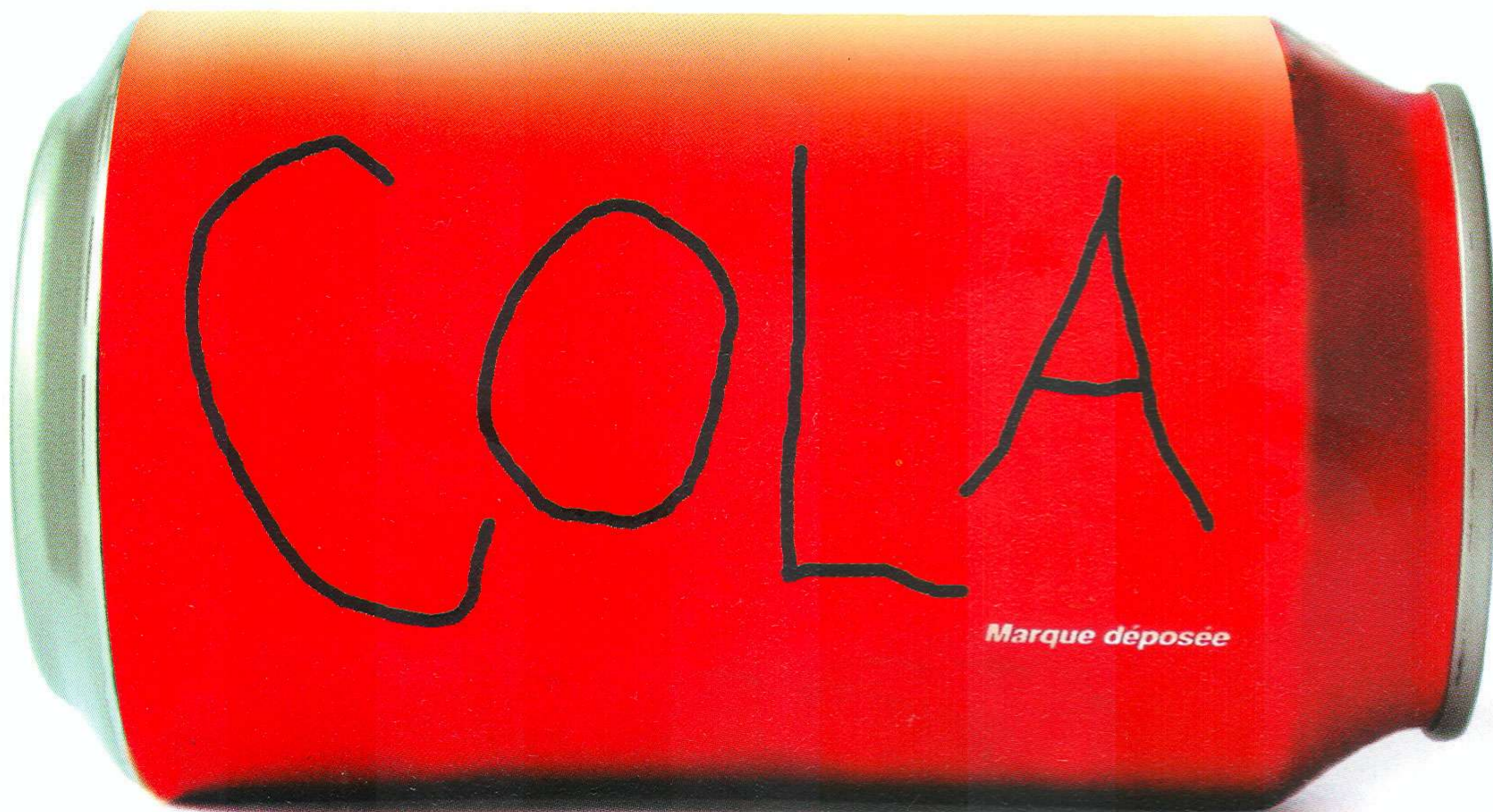
DESIGNED BY POWER GRAPHIX



DESIGNED BY POWERGRAPHIX













nooo®









# ALEX



# SAGEX

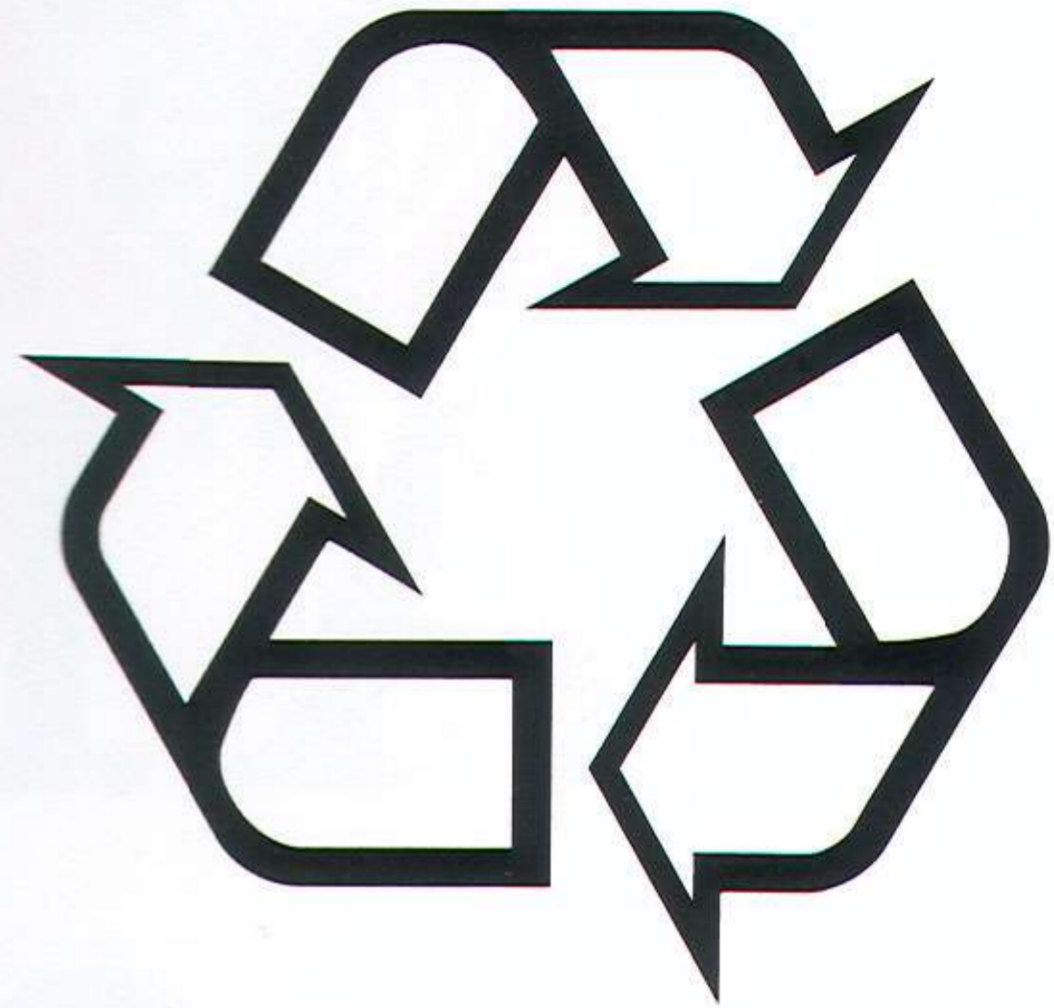
SINCE 1974 MADE IN SWITZERLAND





あきかんはリサイクル

**ORIGINAL PICTURE**



**Ni-Cd**

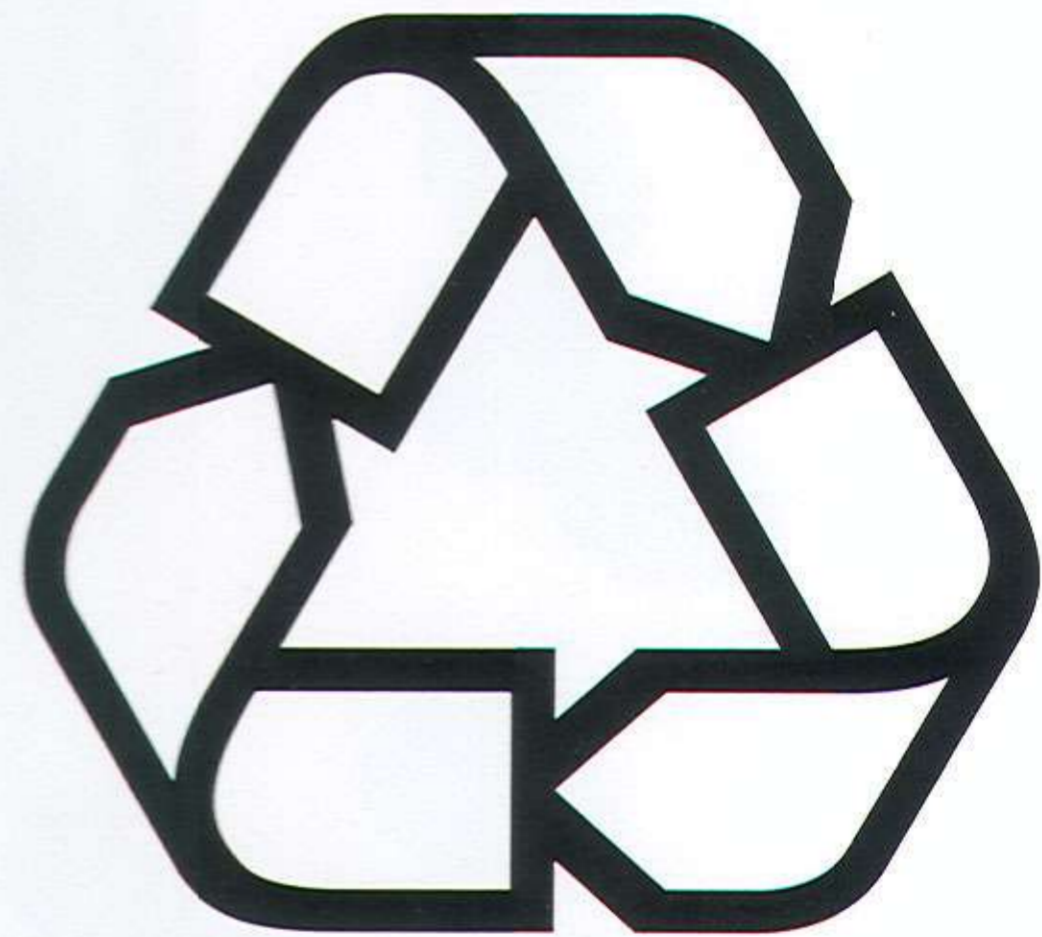
**ORIGINAL PICTURE**



**RECYCLE STEEL**

**AFTER RE-DESIGN**

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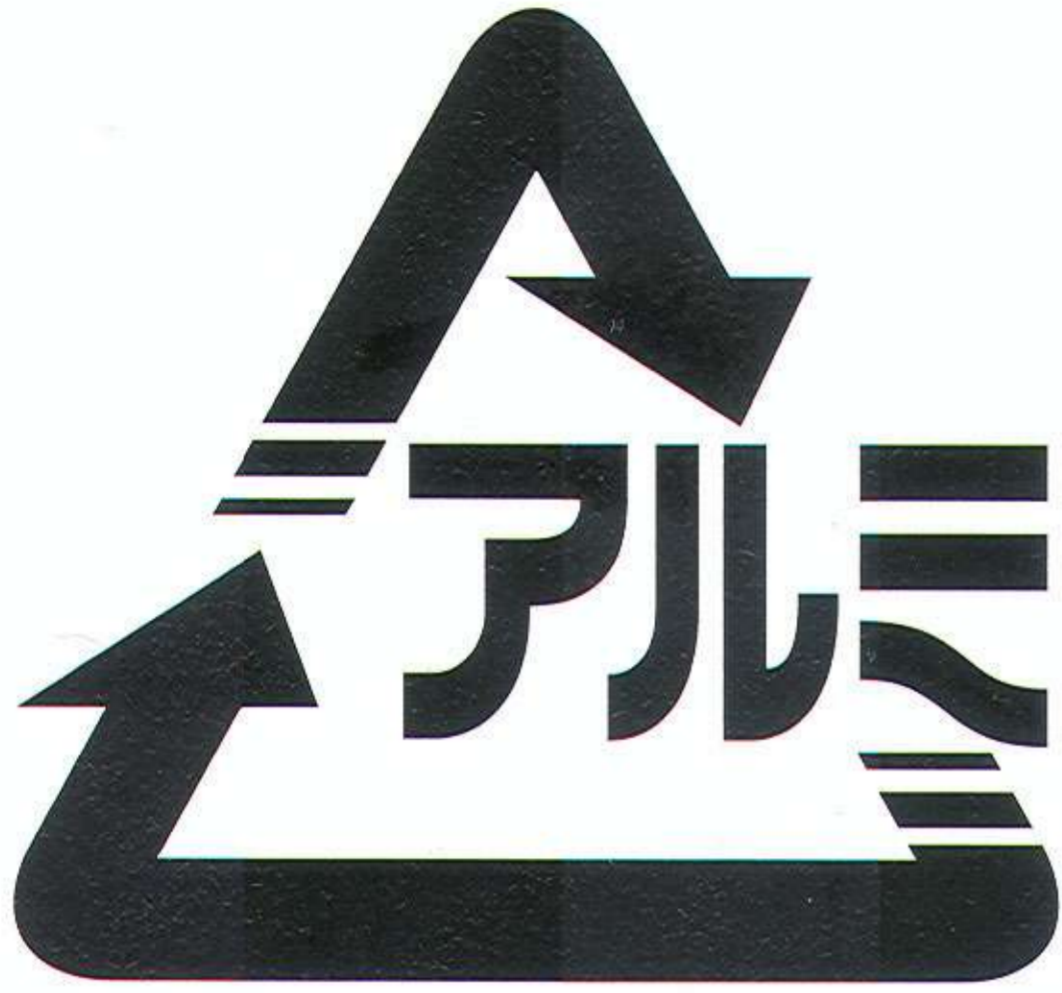


**NI-CD**

**AFTER RE-DESIGN**

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**ORIGINAL PICTURE**



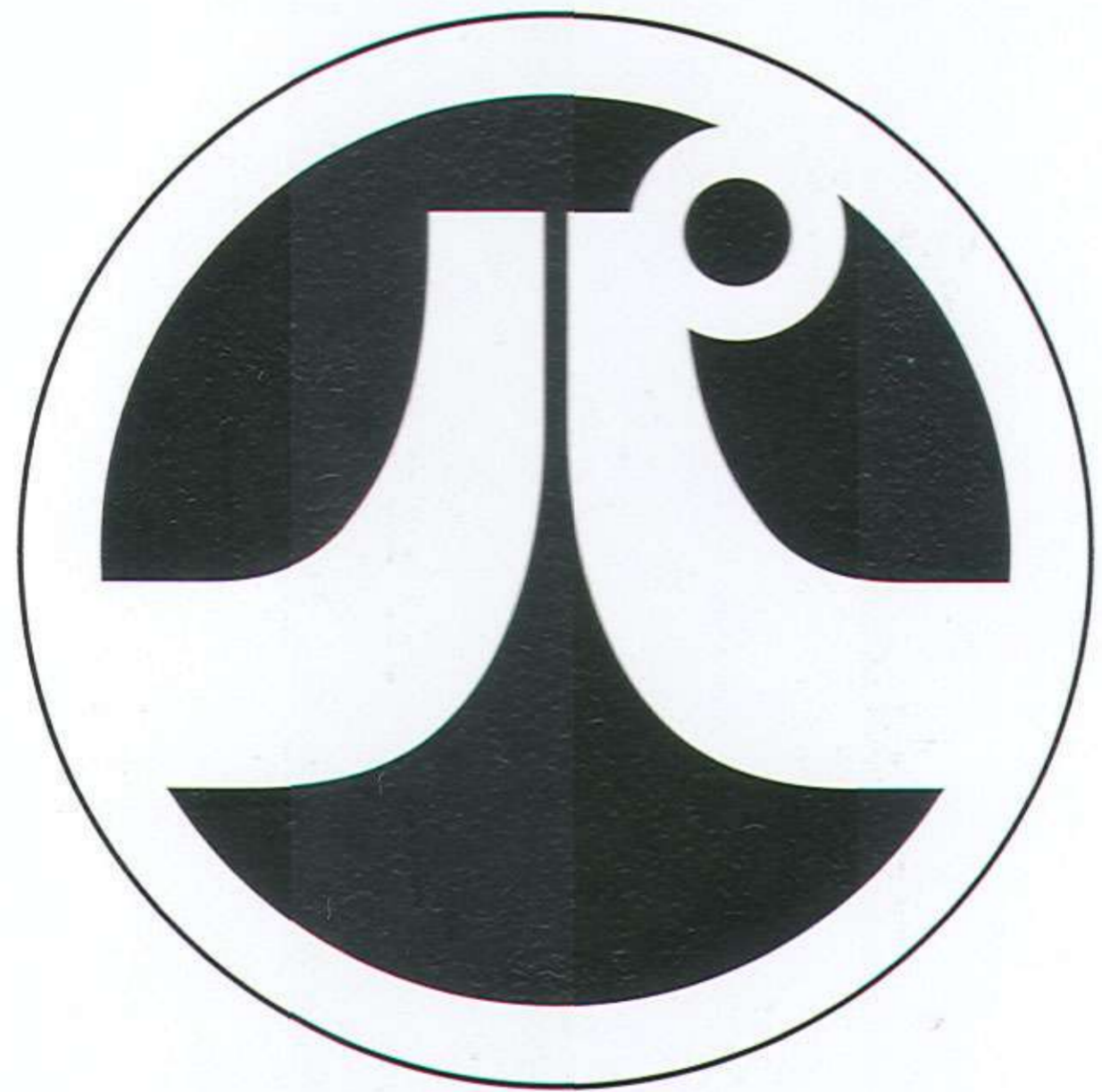
**ORIGINAL PICTURE**



RECYCLE ALUMINIUM

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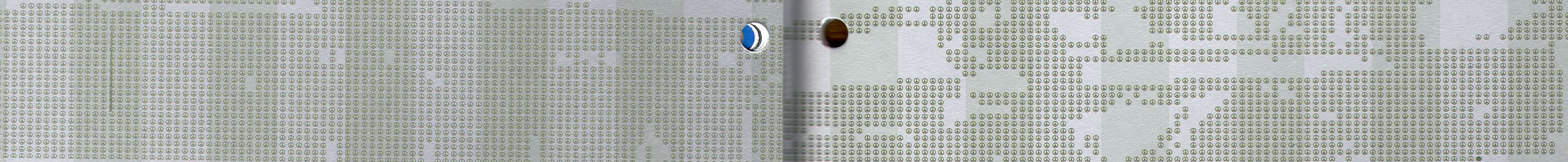
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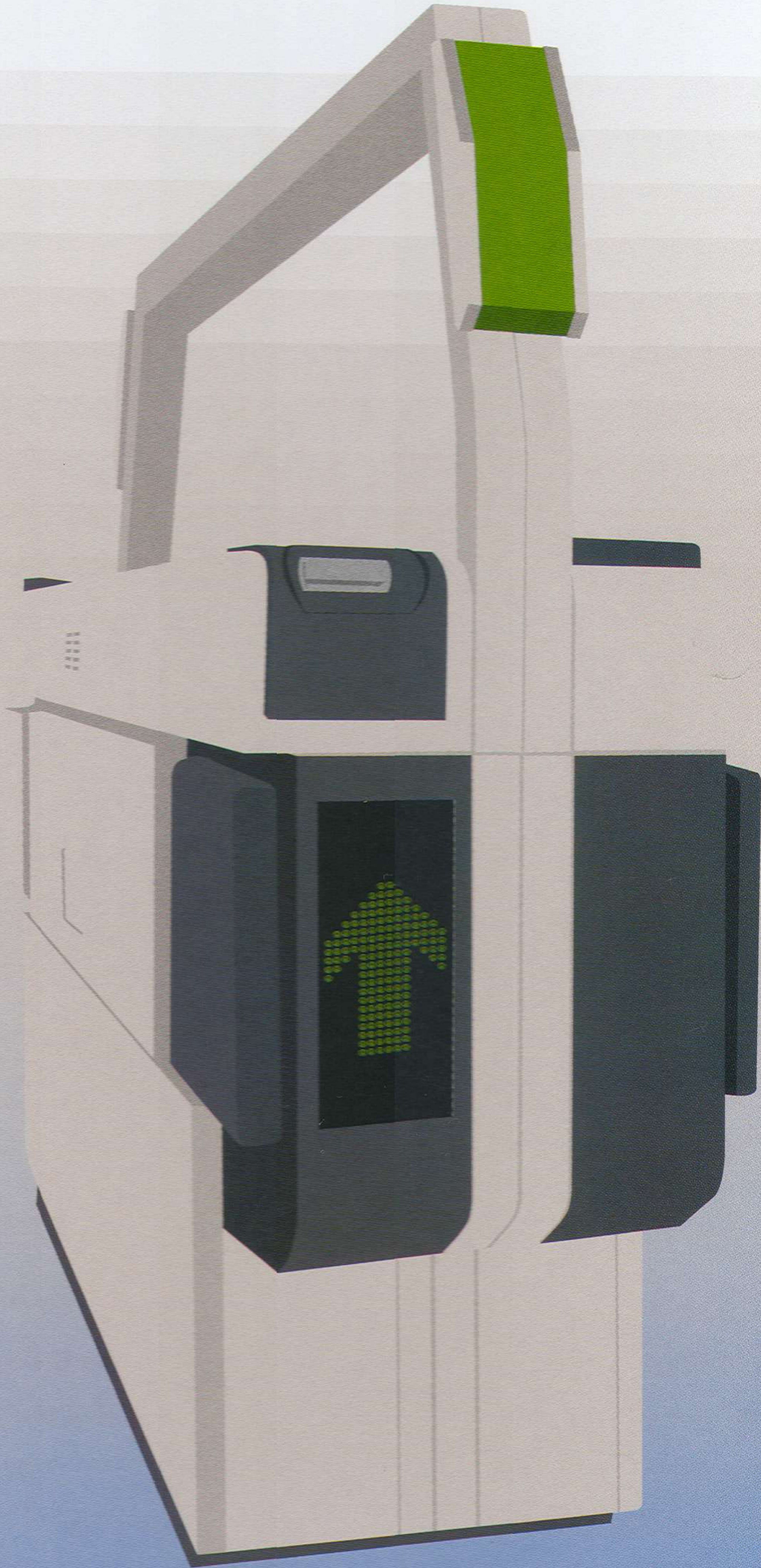






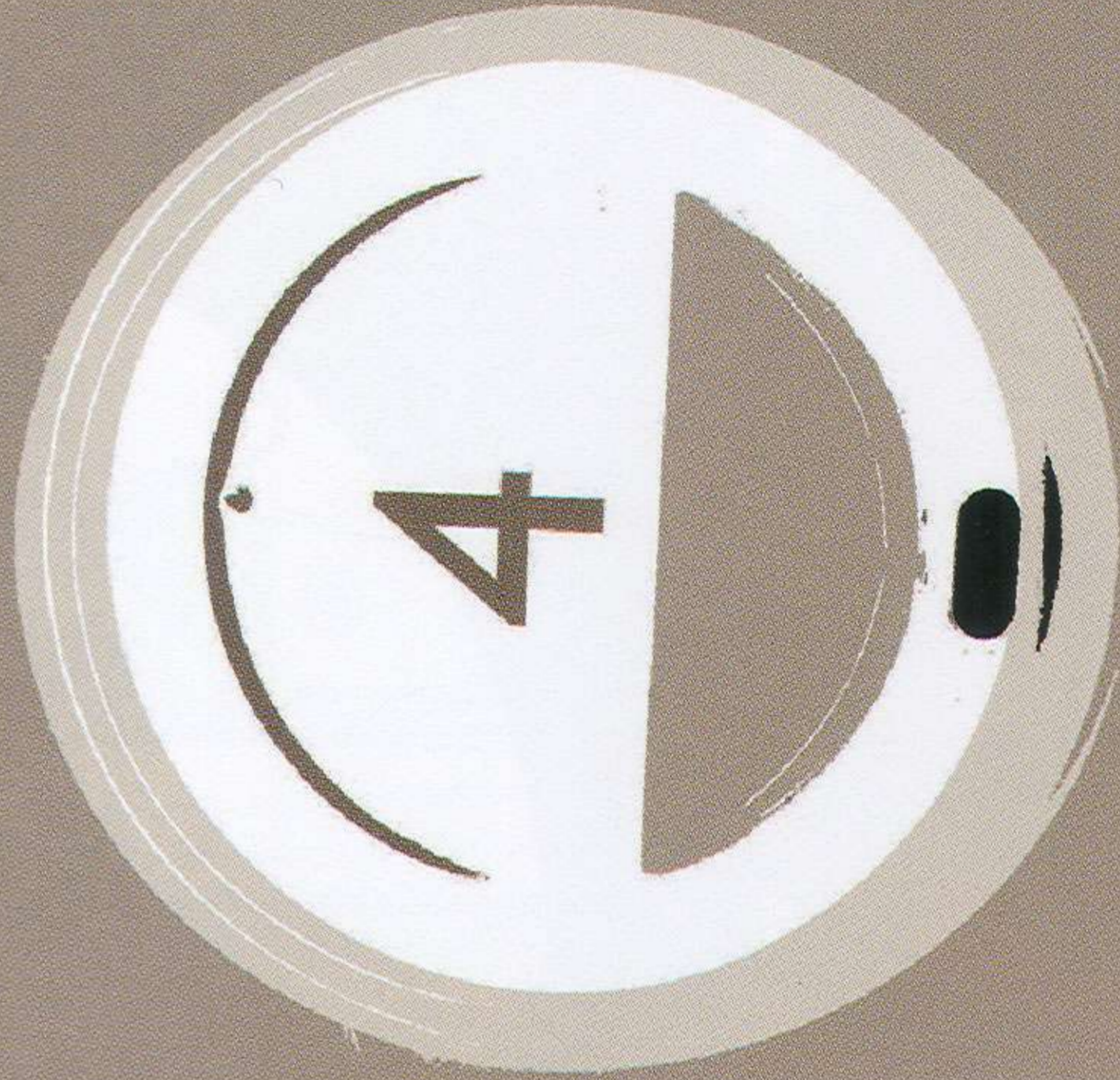




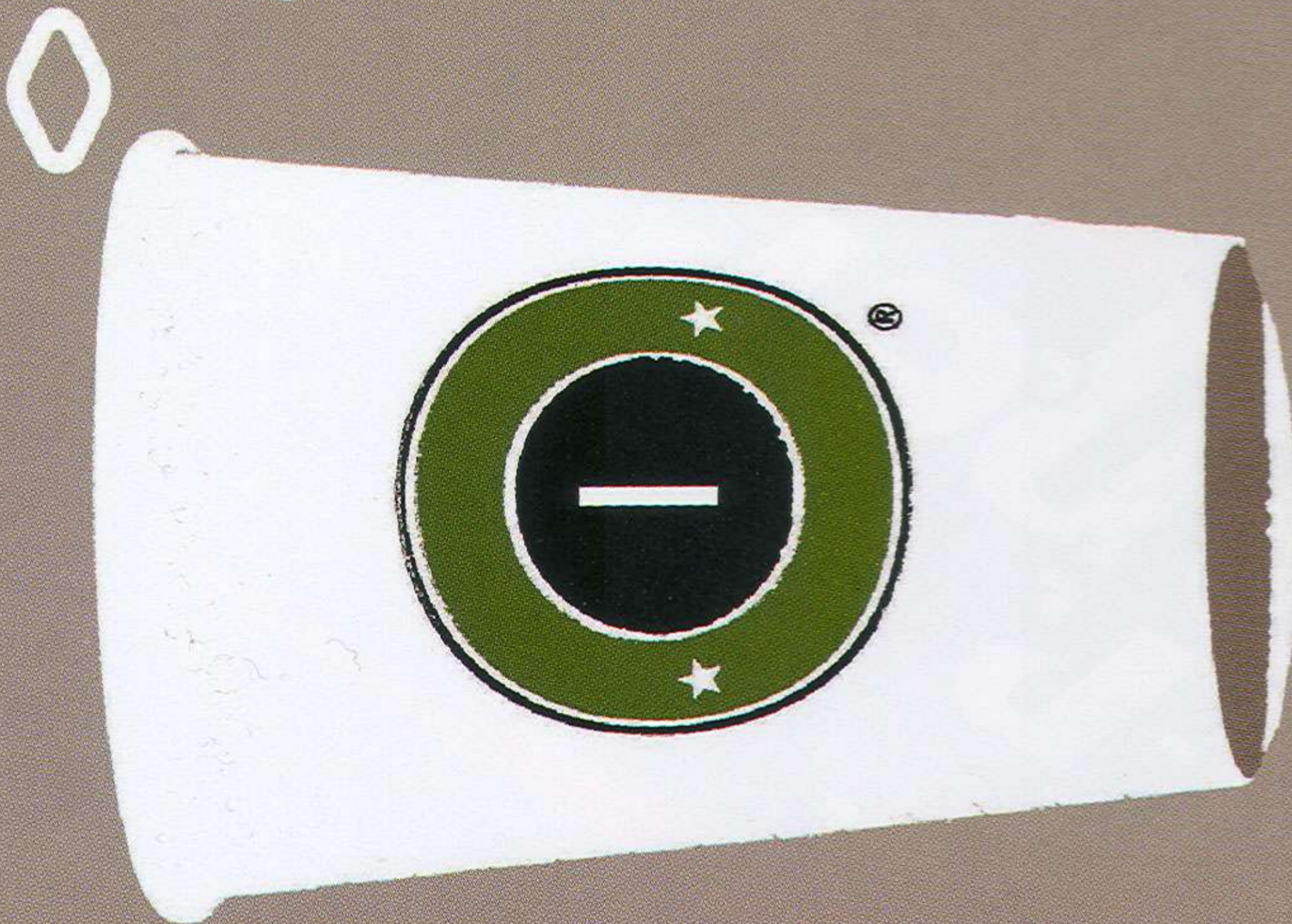




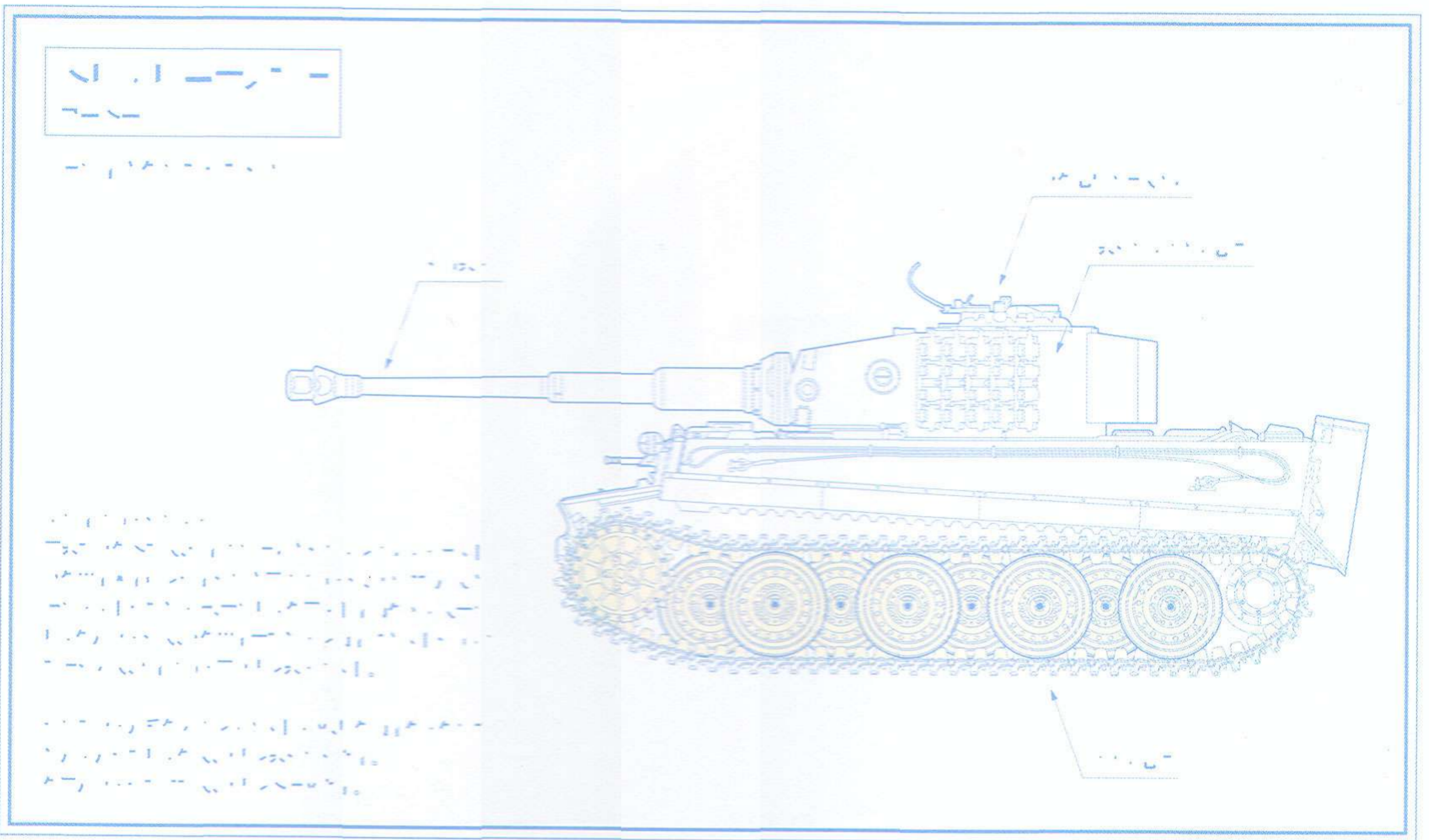
JOE MAGEE



6







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ミリカリーフロント

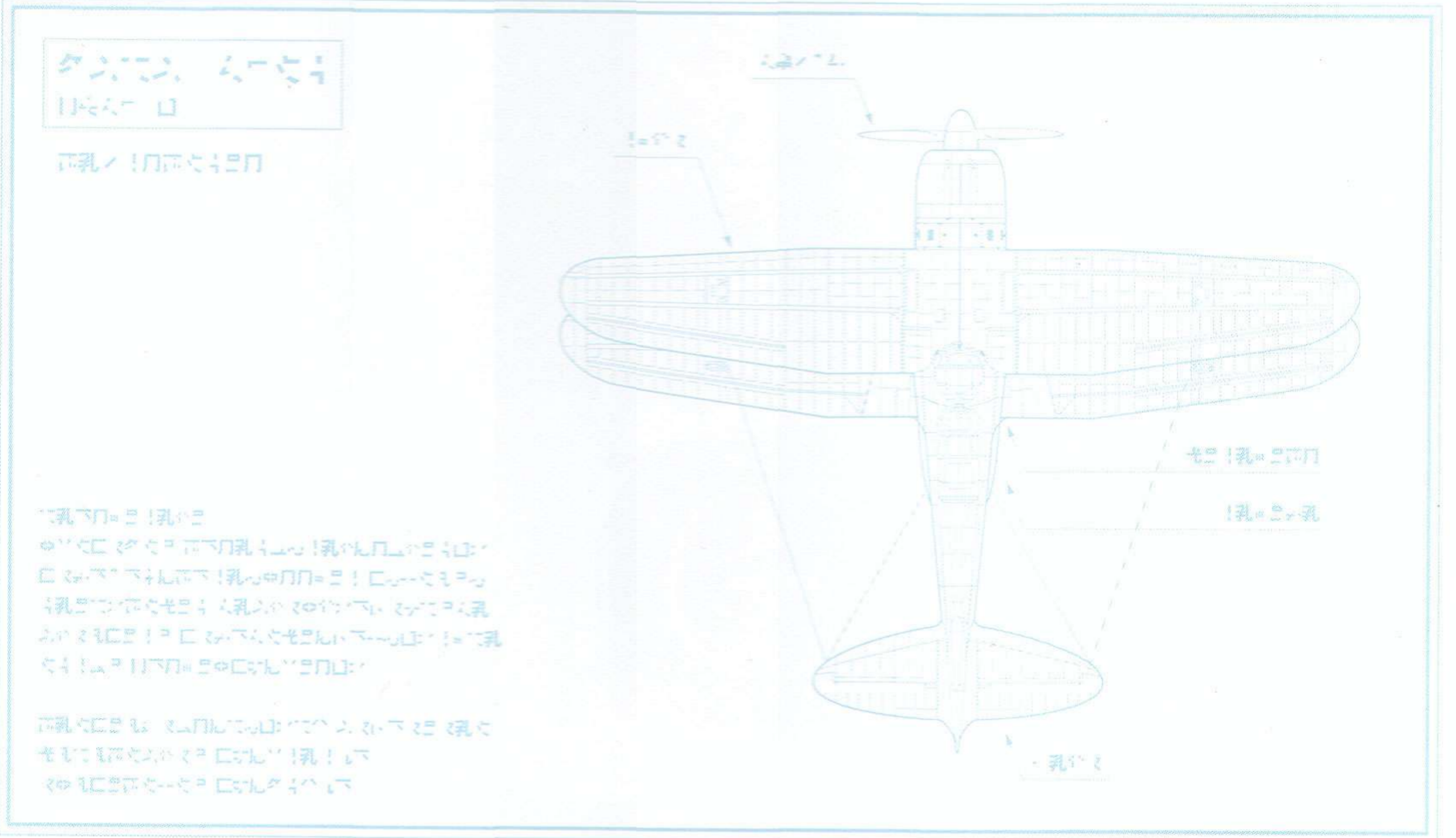
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操縦席  
履帯  
駆動輪

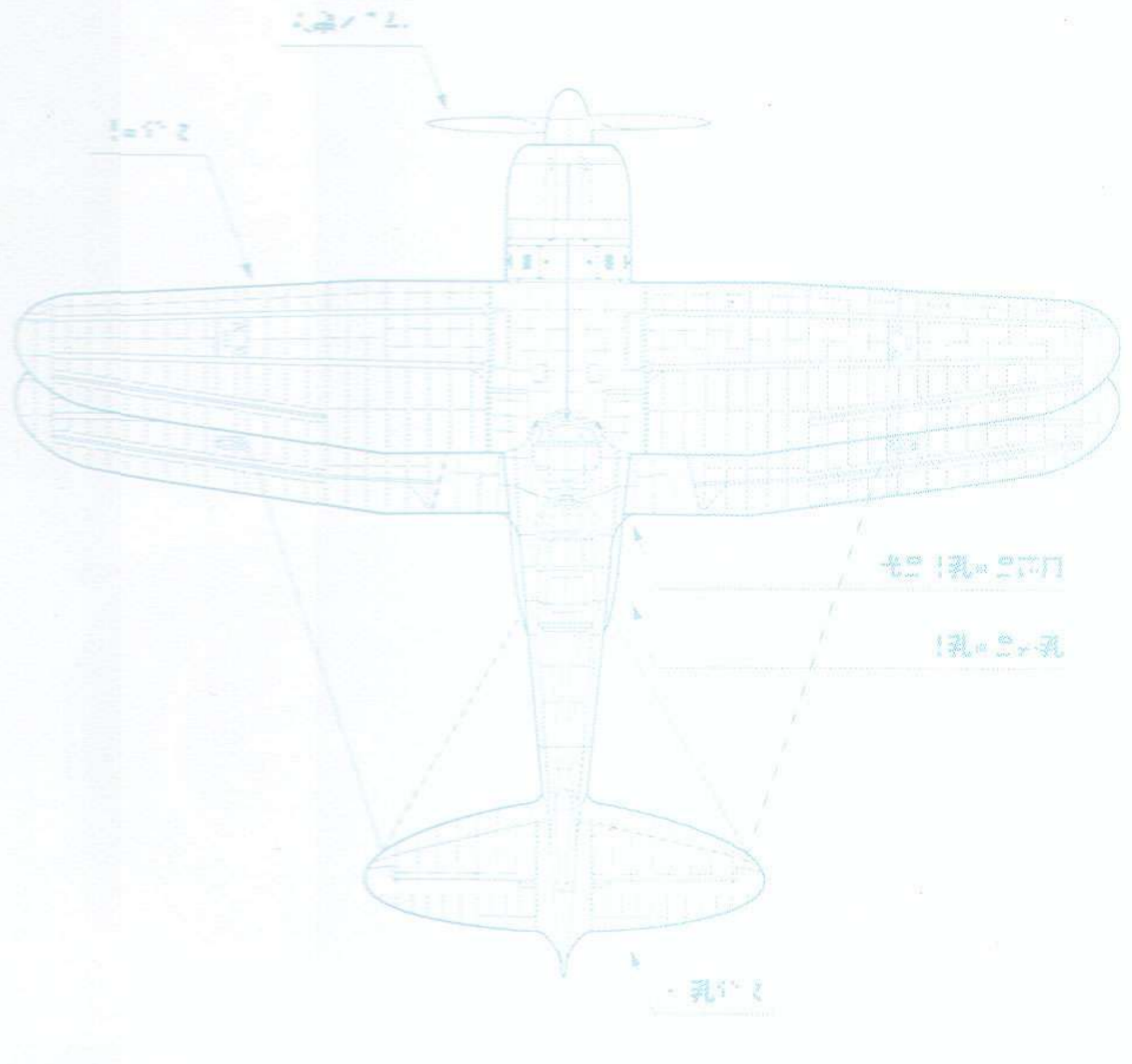


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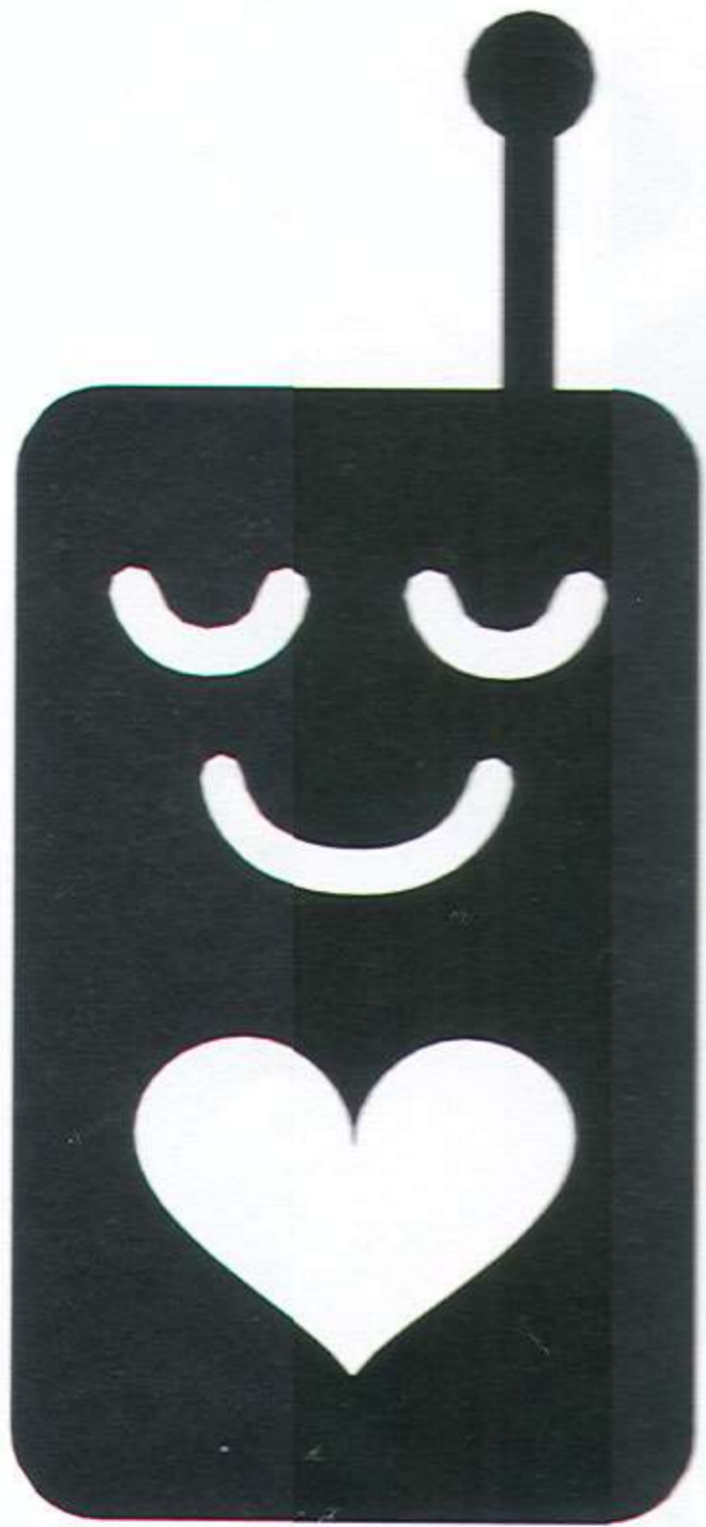
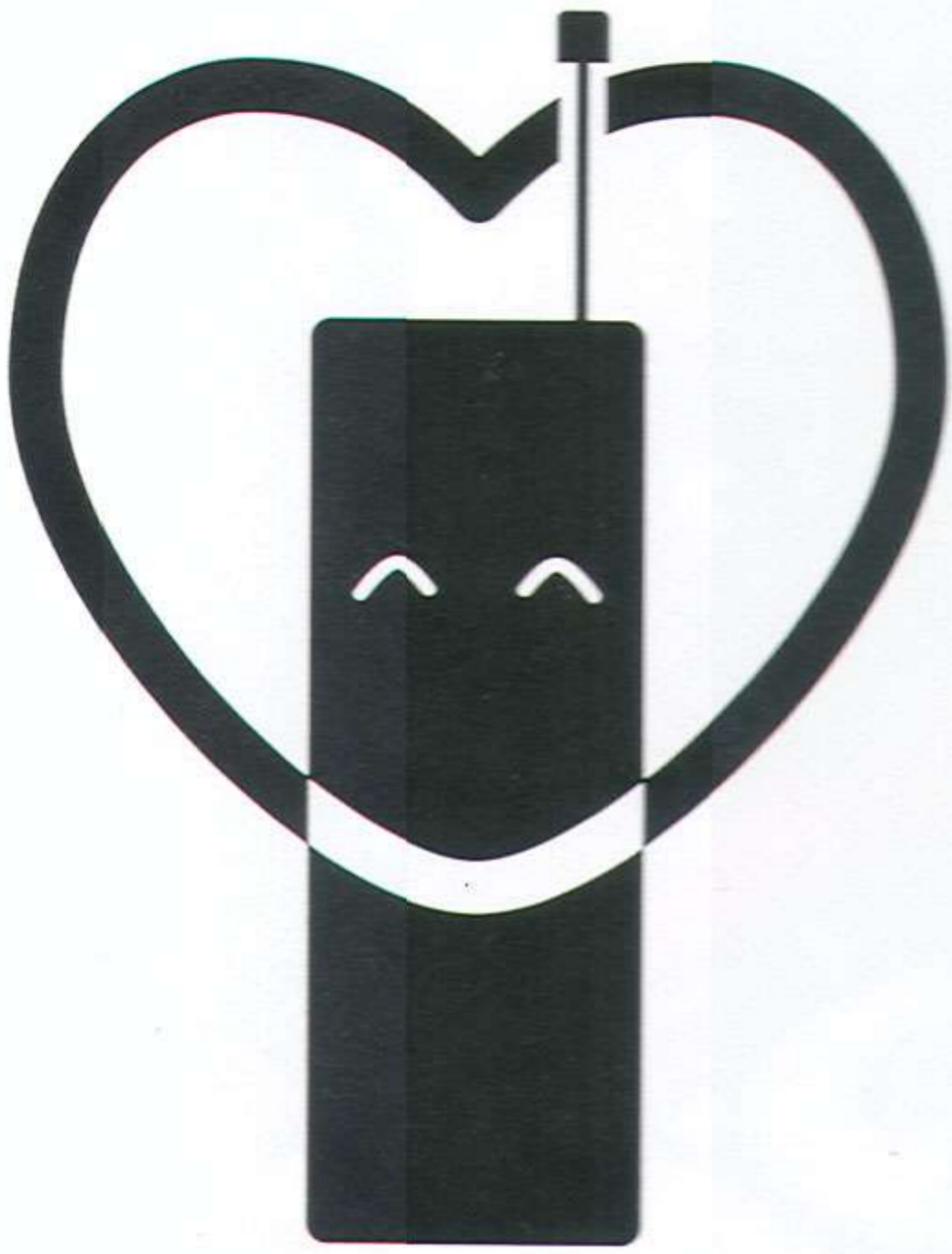
エンジン  
操縦席  
翼  
尾翼  
起落装置

エンジン  
操縦席  
翼  
尾翼  
起落装置



エンジン  
操縦席  
翼  
尾翼  
起落装置

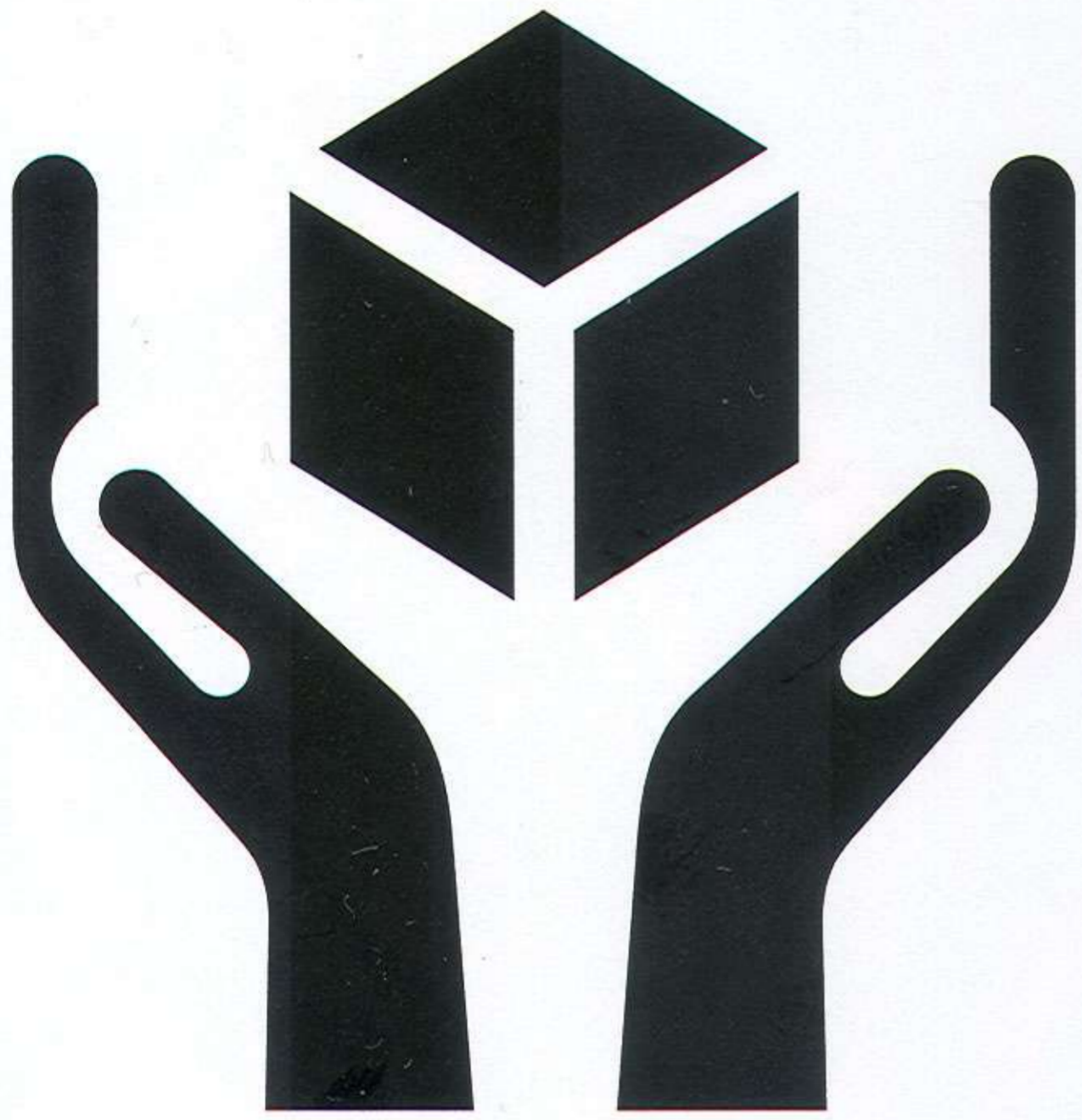




***Take care to use mobilePhone here***

***"Handle carefully" on a parcel***





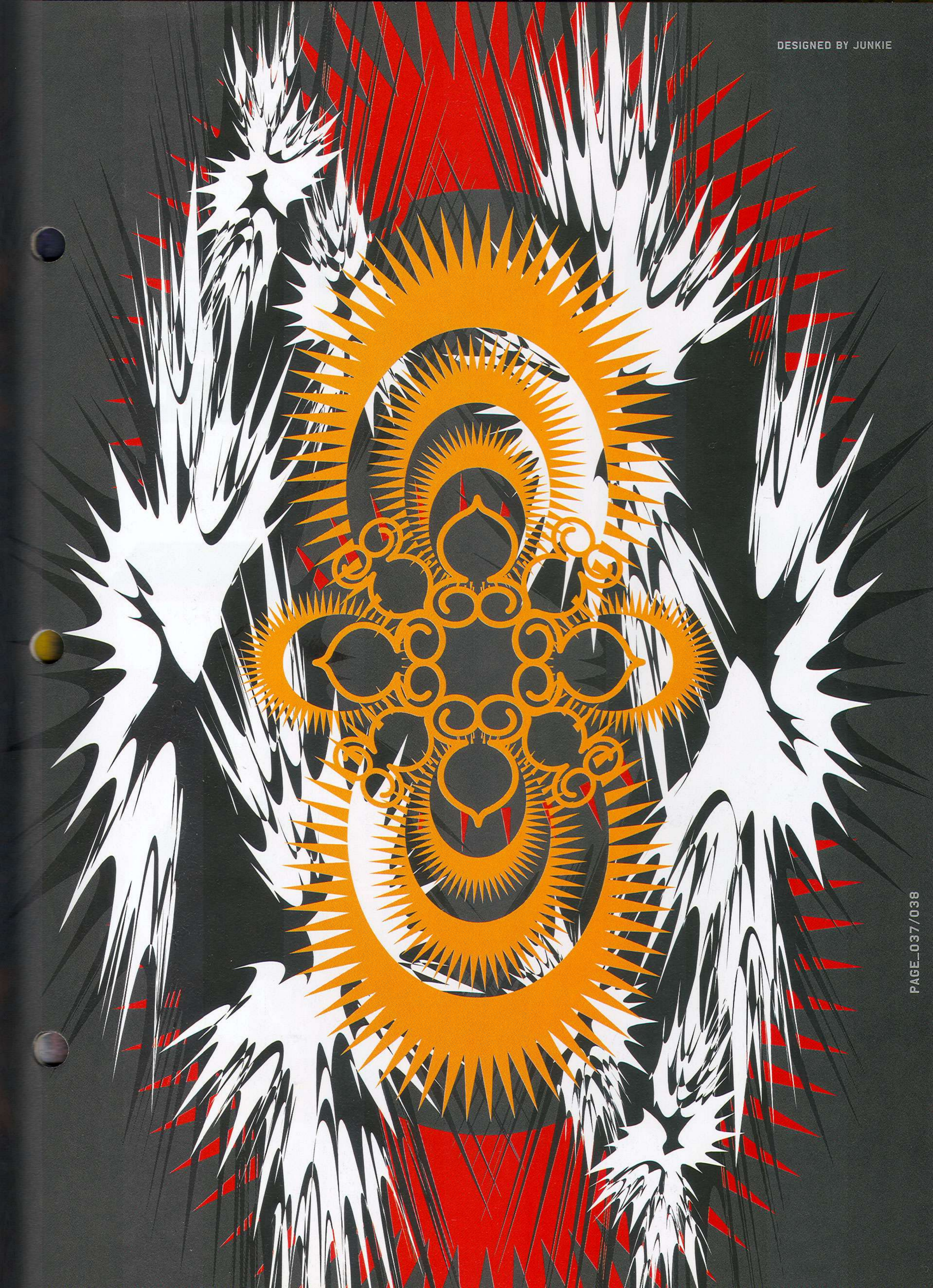
**"Do Not Damp" on a parcel**

**Quiet please**











DESIGNED BY MLEE/  
SHELLMOONSITE

# 西門嘉小







しばらくお待ちください



李小門



FIRE SAMURAI



JOE YEUNG!  
no shit talking, man



FIRE BUNNY



DESIGNED BY MLEE/  
SHELLMOONSITE

