

PAPER FLIGHT

LINK VIDEO

https://drive.google.com/open?id=1aBRTSn_-mp8UvW5nV_aM5y9705wyF31d

PROJECT DESCRIPTION:

"A shower of wings and stars, where flowers and leaves also travel in flocks."

"*Vuelo de Papel*" is a project created for **Antalis - Chile**, which has the representation of Arjowiggins, a French company that distributes creative paper products worldwide and is committed to the use of ecological papers, as part of a sustainable and respectful approach with environment. This project puts together a sample of Arjowiggins high-end creative papers, in order to make known all the virtues of a great materiality. The creative challenge consisted in designing a visual scenario of delicate finishes through a light and friendly design object. This kinetic art object highlights all the possibilities that a great materiality provides to graphic design. The printed object was sent to companies and designers all over Chile, who are linked to the world of creativity.

The metaphor of "a trip" in this project lies in that different birds that inhabit Latin America and the world represents a type of paper. This is how *the Crane, the Owl, the Finch, the Hummingbird and the Dove* give life to this project. Through a kinetic art approach, each flight seeks to break with the static and bi-dimensional condition of the impression, presenting itself as birds in full flight, through the aesthetics of the movement that occurs when sliding the inner sheets under the paper screen of the cover stimulating the eye through simple visual effects. For each piece of paper that slides by the screen, we see a bird flying, stars twinkling under a sky of different paper types, and on the back side, we see birds with different floral universes and harmonious with each other.

This "winged box" holds in its interior creative papers like **Curious Skin / Esmerald, Curious Metallics / Lime, Curious Skin / Orange, Curious Matter / Black Truffle, Curious Skin / Pink, Conqueror Laid / Wax, Rives Tradition / Le Rouge**, added to an impression that accentuates the oneiric character of the project through its design, printing on folia, stamps, laser cutting and the use of special and metallic colors. It was made in conventional Offset printing on different types of papers with color pulp. **Curious, Rives and Conqueror**, from **Arjowiggins**, build a universe that is as opaque as it is luminous, providing the pleasure of feeling the texture of a great materiality.

This kinetic art object was the result of a teamwork effort between designer and printing professionals. Its complexity lies, among other things, in the use of laser technology for cutting high-grammage papers. We were able to produce very thin and slightly separated windows, creating the paper screen that allows visualizing the nature of each flight. Printed and assembled by hand in the workshops of Ograma Impresores - Chile.

All the papers used in this project have the F.S.C. certification. This means that all papers are made of fiber produced from forests managed under strict environmental and sustainability criteria. In order to use the F.S.C seal, it is necessary to comply with the chain of custody, which implies that all the agents involved in the paper manufacturing and processing must be certified. These include forests, mill, paper distributor and printing company. In the case of the Curious Matter paper, for example, the termination of the paper on its surface is covered with microscopic spherical particles, coming from the starch of potato husks. This paper is considered as Upcycling, which is the process, by which discarded materials or damaged products are transformed into new materials and products of better quality or ecological value.

TECHNICAL SPECIFICATIONS

Format 26x17 cm. closed. Cover Box in **Curious Matter, Black Truffle** 380 gr. printed at 2/0 color (silver and gold), placed on the same paper, laser cut. Base cover in **Curious Pink Skin** of 270 gr. + plated in **Curious Matter, Black Truffle** of 380 gr. to 2/0 color (silver and gold) + 1 golden leaf. Base and cradle box in **Curious Matter, Black Truffle** 270 gr. to 2/0 colors, die-cut, armed, consider black color failure tape. 5 different pieces 23.7x14.8 cm. all plated to **Curious Matter, Black Truffle** of 270 gr. printed in 3/0 colors (white covering, silver, gold) + UV lacquer with reserve and with relief. Card 1 in **Conqueror Laid, Wax** 300 gr., Card 2 in **Curious Skin, Orange** 270 gr., Card 3 in **Curious Skin, Emerald** 270 gr., Card 4 in **Curious Metallics, Lime** 300 gr., Card 5 in **Rives Tradition, Le Rouge** of 250 gr. all printed at 2/0 colors + 1 folia + UV lacquer with reserve with relief. Box case in **Curious Skin, Pink** of 270 gr. to 3/0 colors (1 silver, 1 gold) + 1 golden leaf.