

LICÍNIO ANJOS

Multidisciplinary Design Portfolio

[05] . SIGNAGE, **CASE STUDY (Pag. 04/07)**

"An idea is just a tiny spark, brimming with enthusiasm yet lacking form.

My role is to ignite that spark, shaping it into a resonant and memorable experience, even if it's a fleeting moment in a temporary endeavor".

[Contains 08 pages]



***As a versatile designer with experience in museum and heritage exhibition design, retail, hospitality, events, branding, and graphic design, I specialize in creating engaging and impactful experiences. By seamlessly blending aesthetics with storytelling and integrating intellectual, emotional, and sensory interactions, I design spaces that educate, inspire, and captivate audiences.**

My portfolio features a diverse range of projects, including static and itinerant space designs and events. Notable examples include the Wimbledon Lawn Tennis Museum's "Science in Tennis" projection and the audiovisual content for the BIOSCOPE Theme Park. In 2008, I collaborated on Barclays Bank's Middle East headquarters with Rareform Dubai.

Inspired by the work of Freeman Tilden, a pioneer in modern interpretation, I believe in the power of guiding people to explore and appreciate our world. By using authentic objects, firsthand experiences, and illustrative communication mediums, I strive to unveil the meaning and relationships behind the stories we tell.

Through my work, I aim to create spaces that not only **educate and inspire** but also **engage and attract audiences**. By understanding the unique goals and objectives of each client, I tailor my designs to **deliver exceptional value and achieve desired outcomes**.*



[index]

This portfolio serves as a comprehensive showcase of my design journey, and it is organized into five sections:

Explore case studies showcasing my ability to design functional and aesthetically pleasing environments.

Discover how I've transformed spaces into immersive experiences through exhibition design, brand activations, and event planning.

View my work in branding, logo design, and other visual communication projects.

Explore my storytelling skills through storyboards and audiovisual program design.

Discover my expertise in creating effective and visually appealing signage solutions.

[01] . RETAIL, OFFICE, AND HOSPITALITY SPACE DESIGN, CASE STUDIES (Pag. **04/19**)

[02] . EXHIBITION DESIGN, BRAND ACTIVATIONS, AND EVENTS, CASE STUDIES (Pag. **20/37**)

[03] . BRANDS AND VISUAL COMMUNICATION, OTHER DESIGN CASE STUDIES (Pag. **38/61**)

[04] . STORYBOARDS AND AUDIOVISUAL PROGRAMS, CASE STUDIES (Pag. **62/67**)

[05] . SIGNAGE, CASE STUDY (Pag. **68/71**)

05

SIGNAGE DESIGN, CASE STUDY

[05.1]

Project Title:
[SINALÉTICA PORTO AMBIENTE]

Project Description:
As a seasoned designer and project lead, I spearheaded the creation of a cutting-edge signage system for Solid Waste Collection Equipment at Porto Ambiente, the Department of the City Council of Porto.

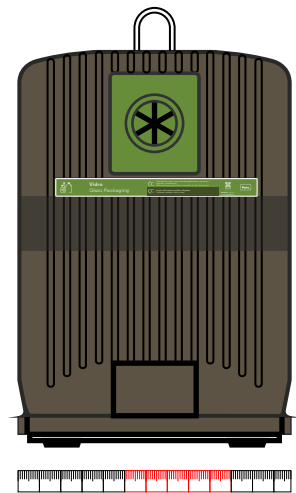
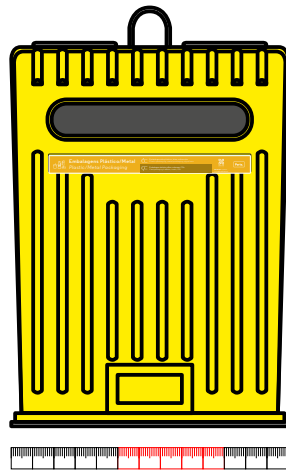
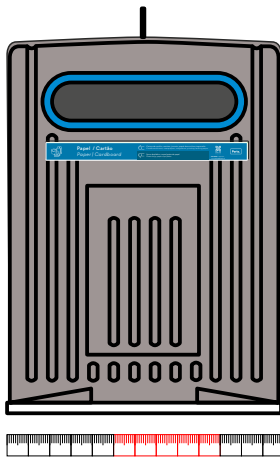
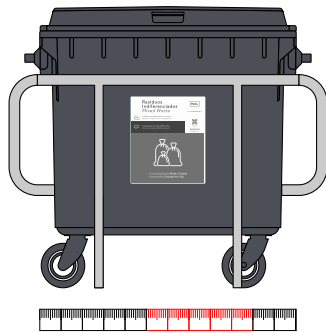
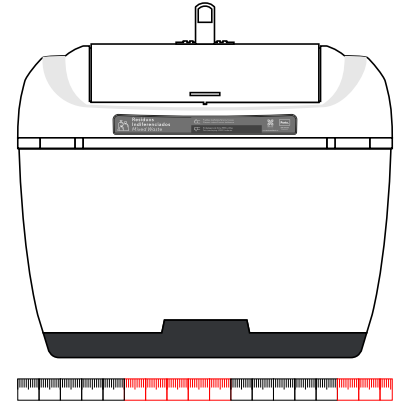
Challenges: The project began with a comprehensive survey and documentation of all equipment types within the city. I then embarked on developing an innovative iconography system covering various themes and collection cycles. To ensure responsible separation of waste, I introduced a second level of information via QR codes.

Results: Over the course of one and a half years, our team successfully implemented this project, significantly enhancing the efficiency of waste collection and promoting environmental responsibility











PORTUGAL

Travessa Sidónio Pais,
26 3º DT
Nogueira
4475-499
Maia
Portugal

tlm.+351 917688595

licinioanjos@gmail.com