



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

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MUSEU DA IMAGEM E DO SOM DESIGN BRIEF

Develop a design concept that has stopping power for MIS for the new authorial master exhibition about the filmmaker BILLY WILDER.

Background

MIS – Museu da Imagem e do Som (*Museum of Image and Sound*) is a Brazilian museum in São Paulo devoted to all kinds of image and sound themes, such as cinema, music, photography, games, new media, etc. The museum has an archive composed of over 200,000 items, including oral and video testimonial records, equipment, photographs, films, rolls, documents, movie posters, and pictures, among many others.

For over five decades, MIS has been at the forefront of showcasing thematic exhibitions in the realms of image and sound. Some past exhibitions have successfully celebrated cinema legends such as François Truffaut, Tim Burton, George Méliès and Alfred Hitchcock and movie genres such as musicals and thrillers. We now aim to continue this tradition by dedicating an authorial exhibition to Billy Wilder, a filmmaker with an extraordinary and enchanting oeuvre.

For this new exhibition, Mr André Sturm, General Director and curator of the show, has selected some movies directed by Billy Wilder to provide them with a special gallery. All selected movies will be on show and mentioned in a certain way. The exhibition design follows the atmosphere of each highlighted film, reproducing its main scenario and moments.

All MIS shows have a special dedication to the visitor's experience, offering much more than a traditional show – a deep dive into the world of the honoured personality or theme. The exhibition works as an educative, curious and sensorial experience, promoting a connection between the audience and the exhibition object. In that way, the show not only displays a lot of archival content of various types but also promotes an inspiring moment for both longstanding visitors – fans and habitués – and new audiences, who will experience their first contact with the themes through the museum.



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About Billy Wilder's show to date:

The exhibition design is very well defined and advanced, just like the highlighted films. The museum is working with a cinema professor specialising in Billy Wilder's career and filmography. The research team is working on finding items elected by the curatorship and contacting collectors and archives to have the work list finished by the end of June.

The Challenge

The main challenge in the development of this visual ID is creating an immediate connection between the audience and the exhibition and, at the same time, introducing the name 'Billy Wilder'. Unlike other filmmakers, Mr Wilder isn't as famous as some iconic scenes from his movies. Everybody had seen a picture, a frame, or a video of Marilyn Monroe in a white dress blowing in the wind in the subway ventilation or even of Audrey Hepburn in a very charming fashion close-up. The scenes and Hollywood names are bigger than Billy Wilder, a name in the collective memory of the 21st century.

The visual identity must stress this point and clarify it. Introducing a not-so-well-known name, who has nevertheless been behind an extremely popular and famous production. The brand also has the challenge of being versatile. It must be used in all communication material about the exhibition, from the museum façade to all graphic materials, official products, social networks, etc.

Target Audience

MIS has a very diverse and large audience. For this exhibition project, we are targeting:

- spontaneous audiences aged 18 and over (members of the public that go to the museum without an official, prescheduled guided tour with the educative department)
- people interested in cinema in general
- people interested in Hollywood and 1930s–1970s stories



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- cinema students and researchers
- school groups; young audiences that don't know Billy Wilder
- people interested in pop icons and historical moments
- families and seniors' groups looking for an educational and entertaining cultural moment/activity.

Insight

The key thing is an easy comprehension of what it is. MIS is famous for big shows and very creative exhibition projects, so the insight must be this: "Even without knowing this name, I can identify this scene/icon, and I want to learn more about it."

Strategy

We're looking for a design concept that has stopping power and will intrigue and invite people to attend the exhibition. We're looking for innovative thinking – something that will surprise people and encourage them to attend. Think about people walking past the museum entrance and glancing at it. How do we convey the brilliant director and his movies so that most people are intrigued?

Key Message

This is the place to learn, have fun, connect with memories and discover new worlds.



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Personality

Brand ID/personality: The show is cool and innovative and connects old themes with a new reading. It is, at the same time, sophisticated and popular.

Attitude: The show is brave, new, unprecedented, intelligent and exciting. It's provocative and innovative and intends to show you something you've seen already before but don't know when or where.

Tone of voice: The voice is kind but at the same time imposing. It's the voice of an old person who tells an interesting, engaging and fascinating story to a young person.

Campaign Dos and Don'ts

Do

- develop an identity that can be applied across various materials and platforms. The image should also be easily applied to products for the museum store such as pencils, notebooks, mugs, keychains, etc.
- use a clear font considering the fact that Billy Wilder is not widely known in Brazil.

Don't

- use the Courier New Font for the exhibition title
- use cinema's obvious elements, such as film rolls, directors' chairs, Hollywood letters on the mountain, hall of fame, movie clapperboard, etc.
- use other words besides Billy Wilder in the title
- focus on just one of the director's films as the theme
- use an abbreviation of the exhibition title
- use the curator's name or the museum name as part of the brand/visual ID.



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Attachments

1. MIS brief history and highlights from the last years [MIS_2024](#)
2. Exhibition head profiles and exhibition design Project [BW_PROJECT](#)
3. Billy Wilder's filmography, with highlighted movies (those who have their own gallery/section in the exhibition) [BW_Films](#)

Additional information

- 1) The show will begin in August 2024.
- 2) Think about a catchy subtitle to catch the public's attention.
- 3) The design should incorporate:
 - ❖ The exhibition title 'Billy Wilder'
 - ❖ Museum name and addresses: Museu da Imagem e do Som | Avenida Europa, 158 | Jardim Europa, São Paulo-SP | www.mis-sp.org.br | @mis_sp
 - ❖ Date when the exhibition goes live: From August 2024
- 4) Think about an innovative way to display the exhibition title at the museum entrance space.
- 5) Create a design concept well used in positive and negative ways.
- 6) The concept should be easy to reformat for different purposes – merch at the store, Instagram posts, etc.
- 7) Include a pocket guide for how to use the brand/visual ID, including fonts (principal and parallel), major colours, dos and don'ts, etc.

Specific Deliverables

Each team will be submitting an A3 format entry that showcases their creative design. This must include:

1. a digital presentation image – a visual overview of your work concisely summarising the brief



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2. A three-part written submission – to give more context to your work. This includes:
 - a. background – overview of the brief, objectives, etc.
 - b. creative idea and insight – including brand relevance and target audience
 - c. execution – design elements, design touchpoints, design development process, etc.
3. **OPTIONAL:** a digital supporting image – digital images that may support your entry in the Jury room.