

**TEREZA  
FASHION  
WEEK**

**DESIGN  
PEPPERS**

# TEREZA FASHION WEEK

Representative design materials for Tereza  
Fashion Week event aimed on the elderly

Veranopolis,  
Rio Grande do Sul,  
Brazil



# SCENARIO



In Brazil, during the industrial revolution, there were changes in values, production potential appeared and the ability to work in production became more valuable than wisdom or life experience. This in turn has led to a growing apathy of society towards the elderly and their needs. Society perceived the elderly as a dead weight, and also considered the elderly as «outdated», a lot of body shaming. Therefore, our task was to create a concept aims to revert the old people devaluation culture and contribute to the elderly empowerment: self esteem revitalization, self body and particularities acceptance, feeling of belonging and self importance inside a sistem

# TEREZA FASHION WEEK

is a fashion show. It aims to revert the old people devaluation culture and contribute to the elderly empowerment. We had to present the event in accordance with the requirements and restrictions. Our task was to create for our event: tickets; instagram templates; divulgation images; and an architectural component, which includes the building in which the fashion show would take place.

# **GRAPHIC DESIGN PRODUCTION**

# LOGO OF EVENT

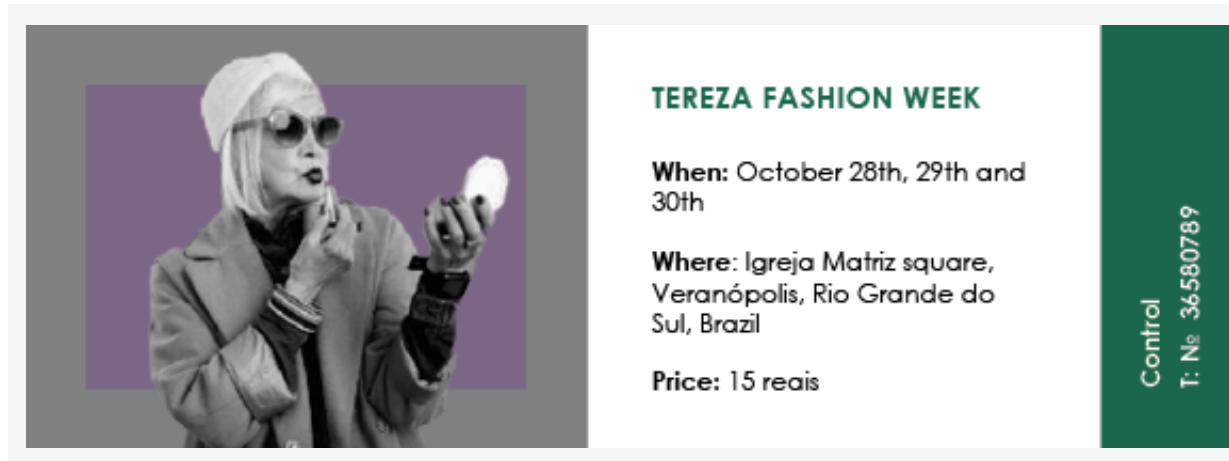


for a dark background

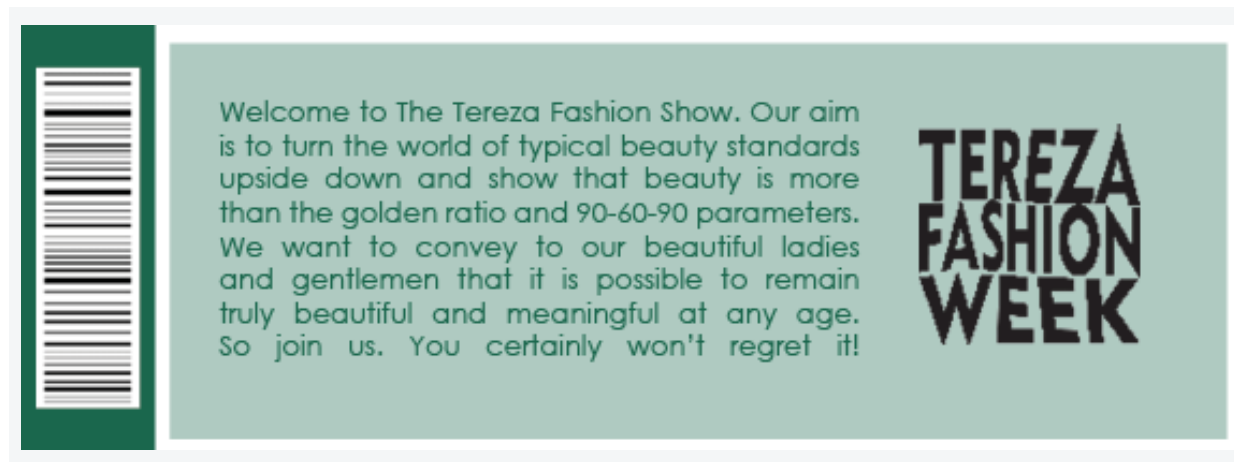


for a light background

# TICKET TEMPLATES FOR EVENT



front side



back side

# INSTAGRAM TEMPLATES FOR EVENT

for post



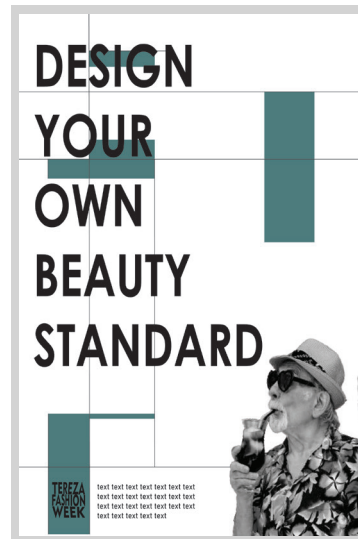
for instagram stories



# POSTER

initial stages of creating poster

final decision





# FONTS FOR TEMPLATES



1. Futura Md BT (Medium) – header
2. SansSerif (Regular) - The paragraph
3. SansSerif (Regular) – title
4. SansSerif (Regular and Bold) – text



1. Century (Regular) – Header
2. SansSerif (Bold) – text
3. SansSerif (Regular) – text
4. Minion Pro (Regular) – title

# FONTS FOR POSTER



1. Century Gothic (Bold) – poster main caption
2. Century Gothic (Regular) – text

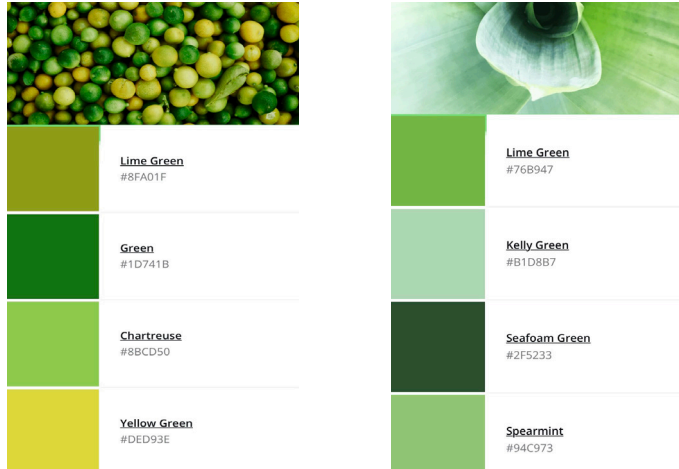
# REFERENCES FOR THE POSTER



Our partners offered us to make our project in the style of Russian constructivism, so we selected references for our graphic elements, fonts, including the architectural part

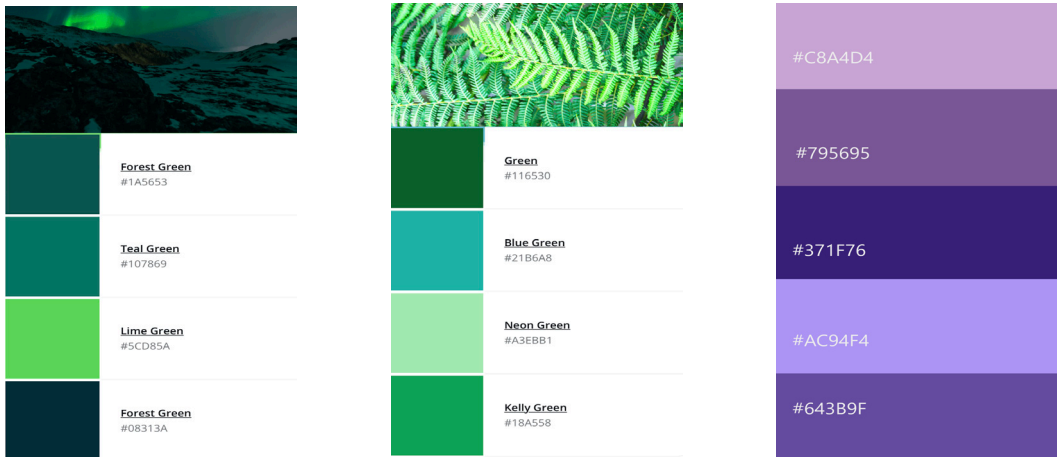
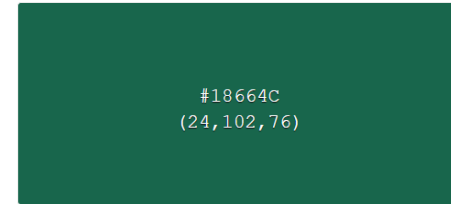
# COLOR SCHEME

initial stages of color selection

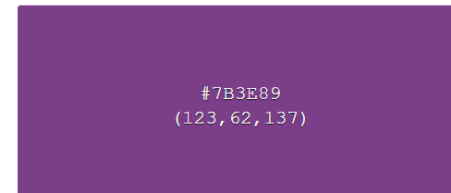


final decision

#18664c Color Hex

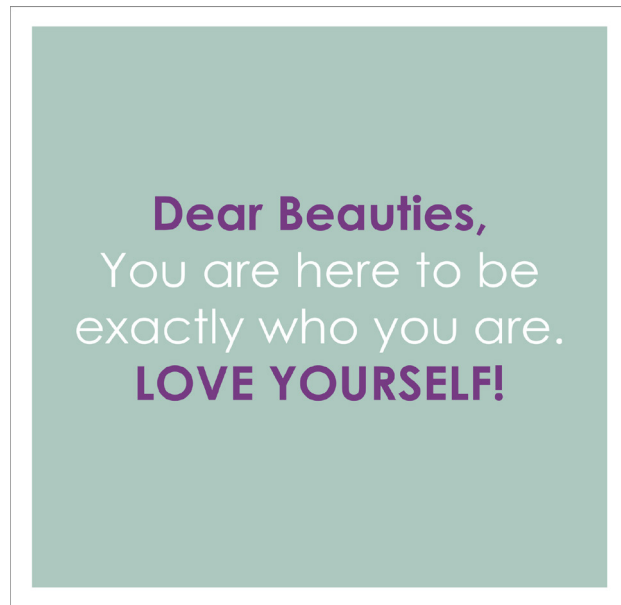


#7b3e89 Color Hex



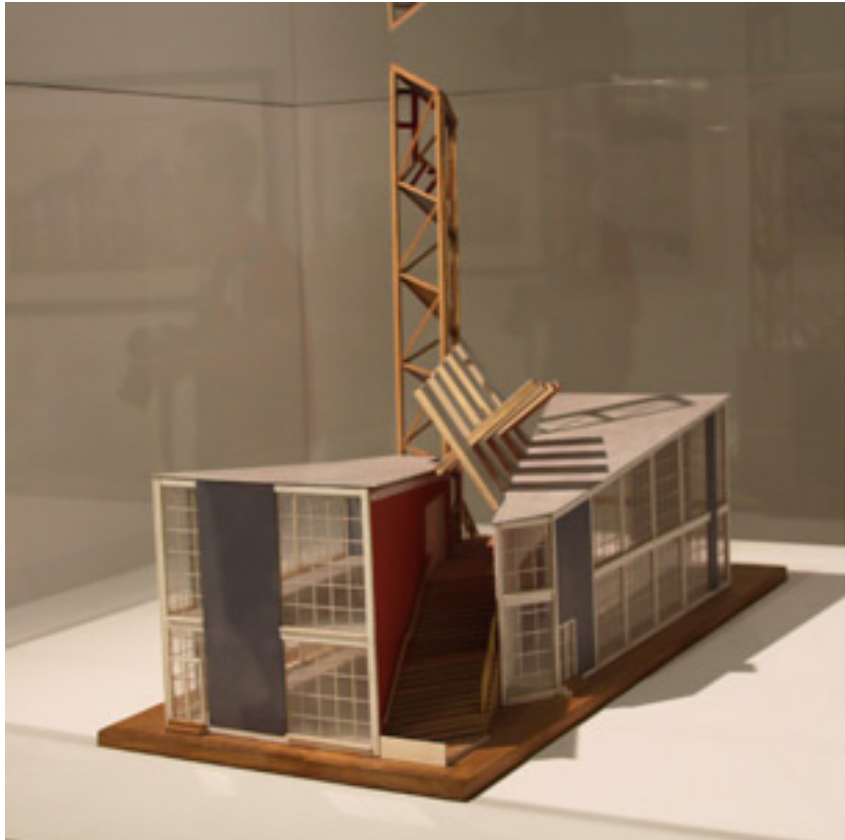
# DIVULGATION IMAGES

for Whatsapp media



The divulgation will occur by good morning Whatsapp images. It is poster, used to divulgue both the event and the elderly valorization specially between the youth

**CASA DE GRACIA  
PAVILION**



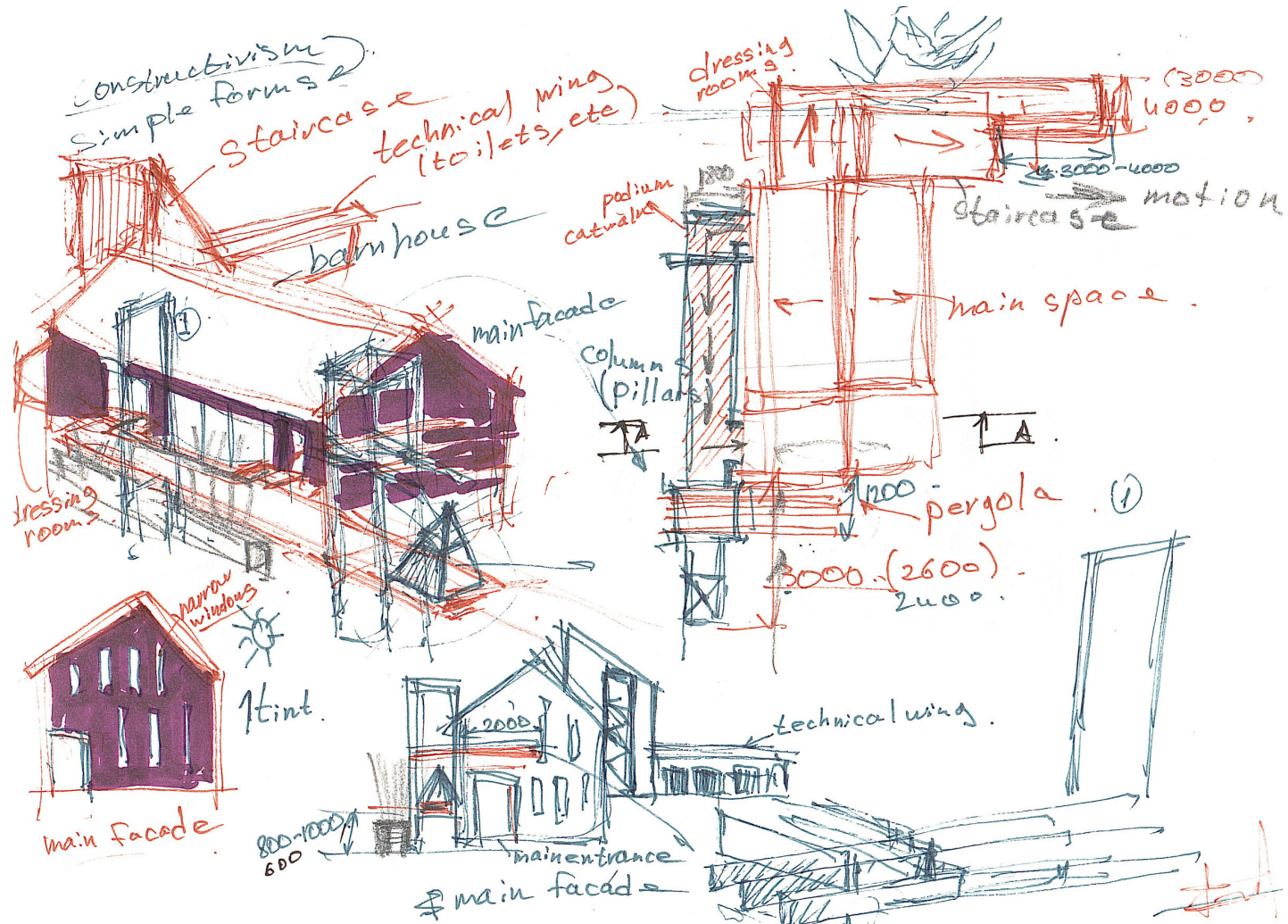
Constructivist architecture by K. Melnikov, 1925



Local architecture of Veranópolis

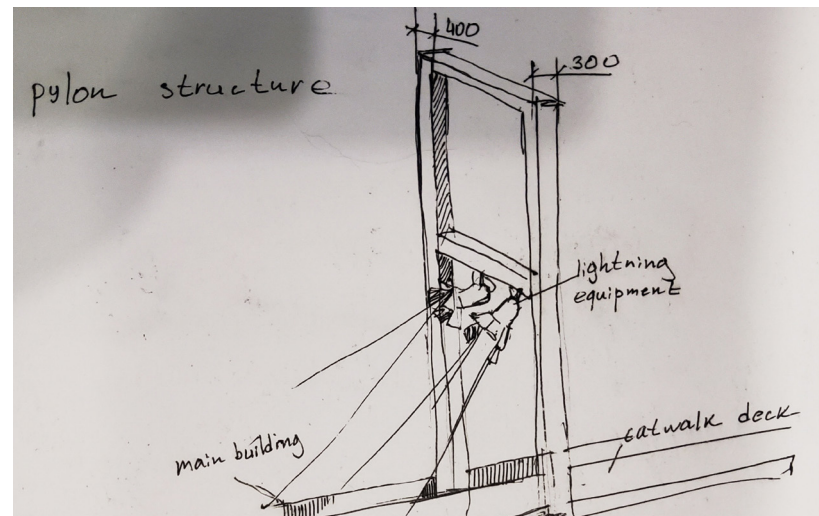
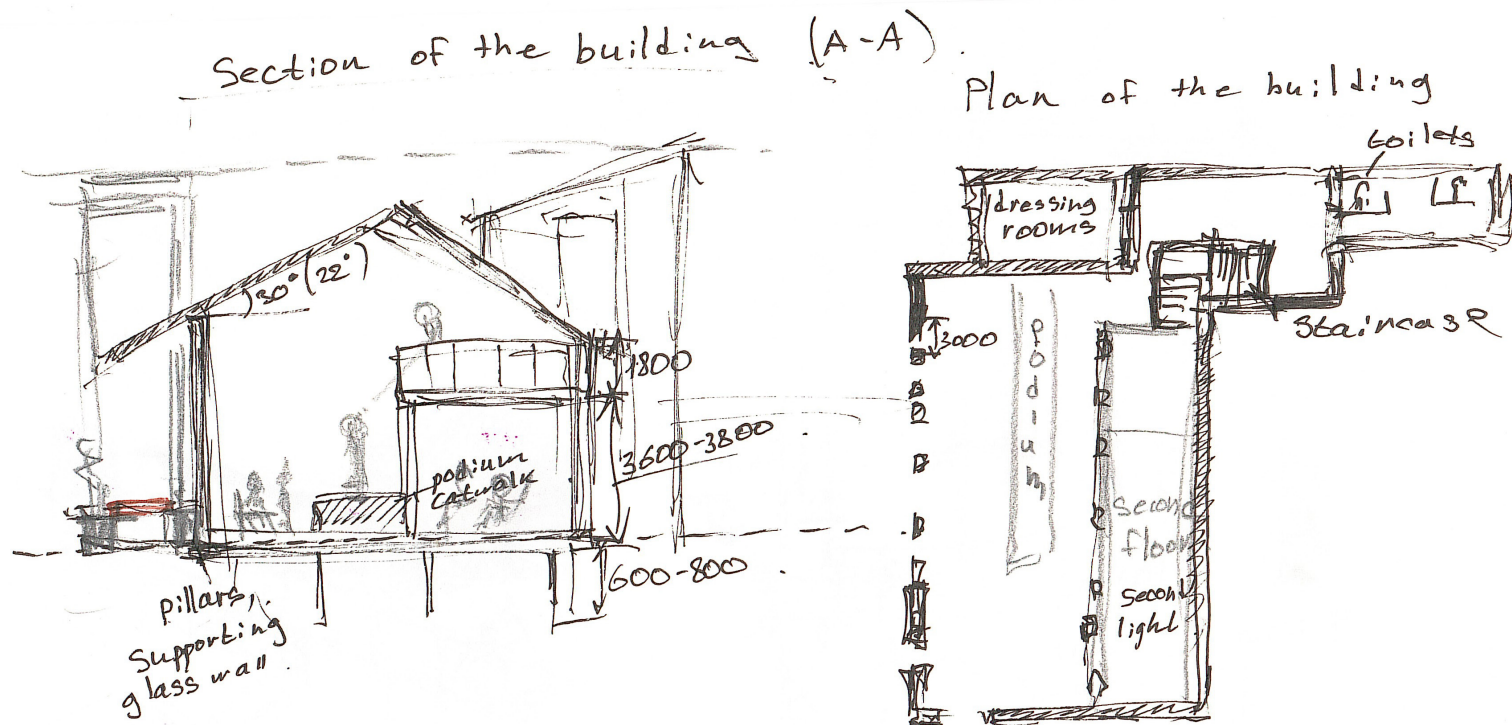
The main difficulty of the architectural part of the project was to event a stable combination of constructivism and local colonial style with its classic triangle roofs and intense colors to successfully implement the pavilion to the existing Veranópolis sprawl, but also make it some kind an art-object right in the city center. The another difficulty was to make the pavilion comfortable for visitors, especially for the elderly and disabled people.

# FORM SEEKING IN SKETCHES



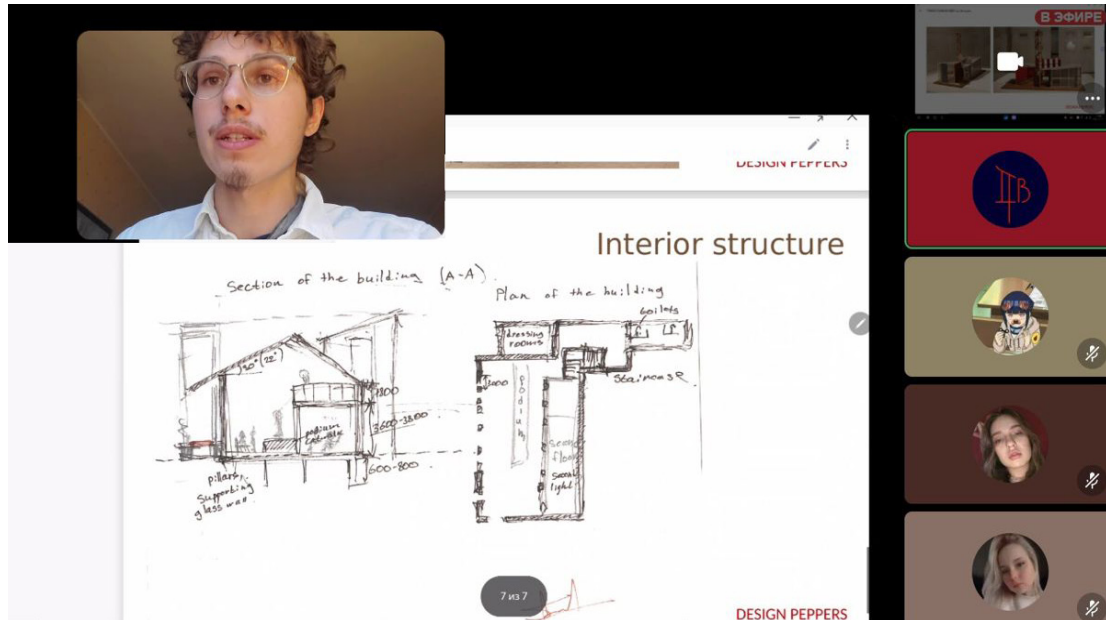
General conception sketches

# BUILDING FUNCTIONAL FEATURES IN SKETCHES



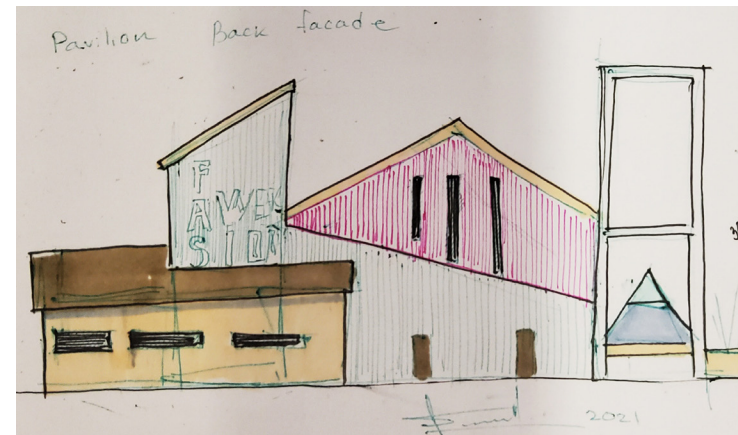


# CONCEPT PRESENTATION

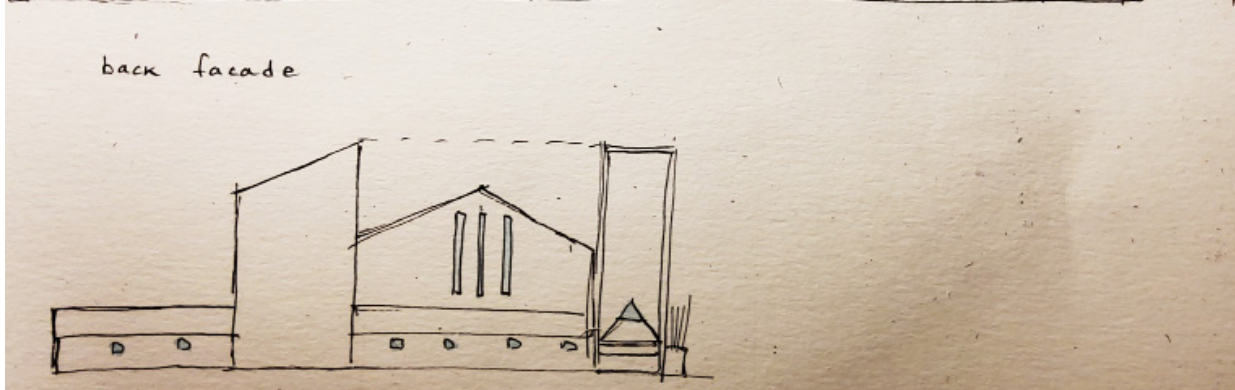
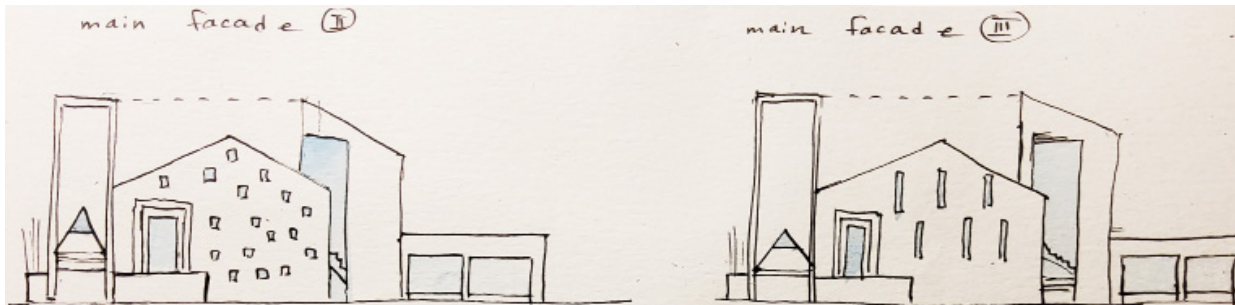
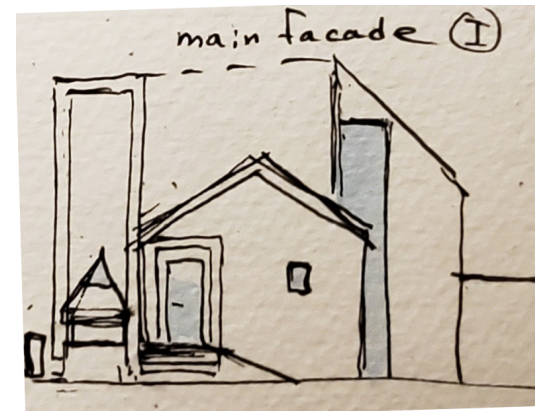
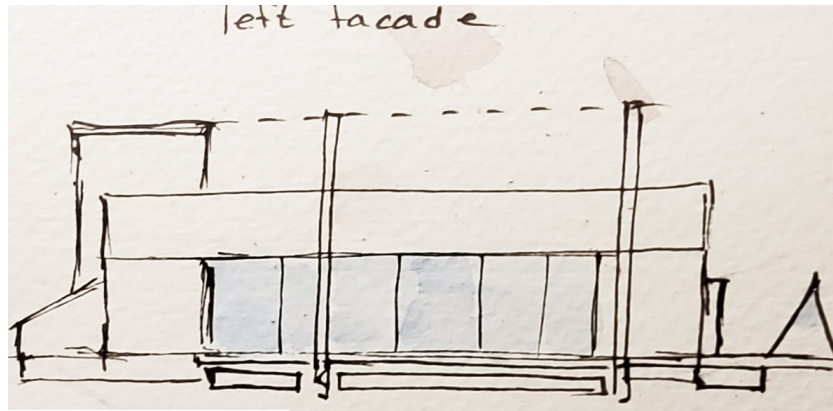


Henry Bartels introducing a pavilion concept to Brazilian partners

Below: first graphic visualisations of the architectural project



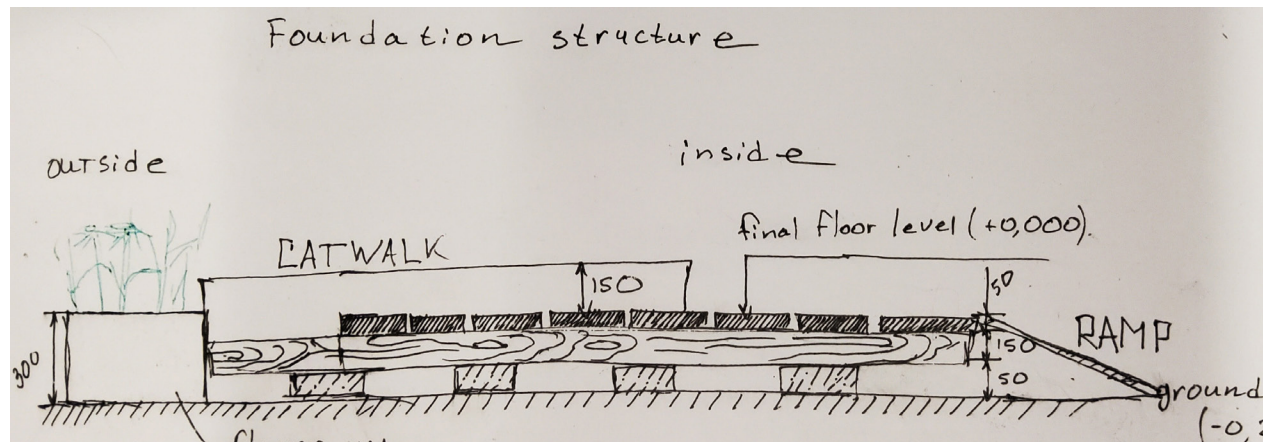
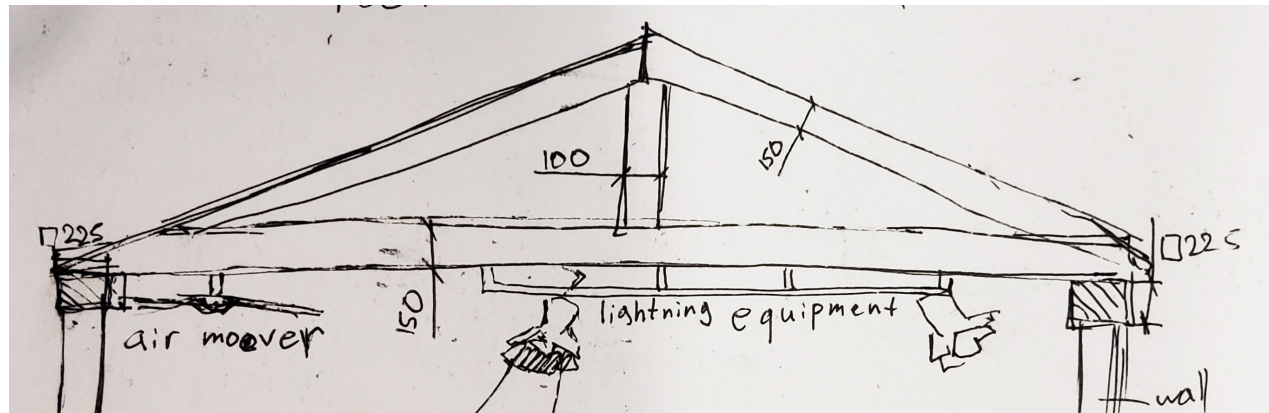
# FACADES DESIGNING



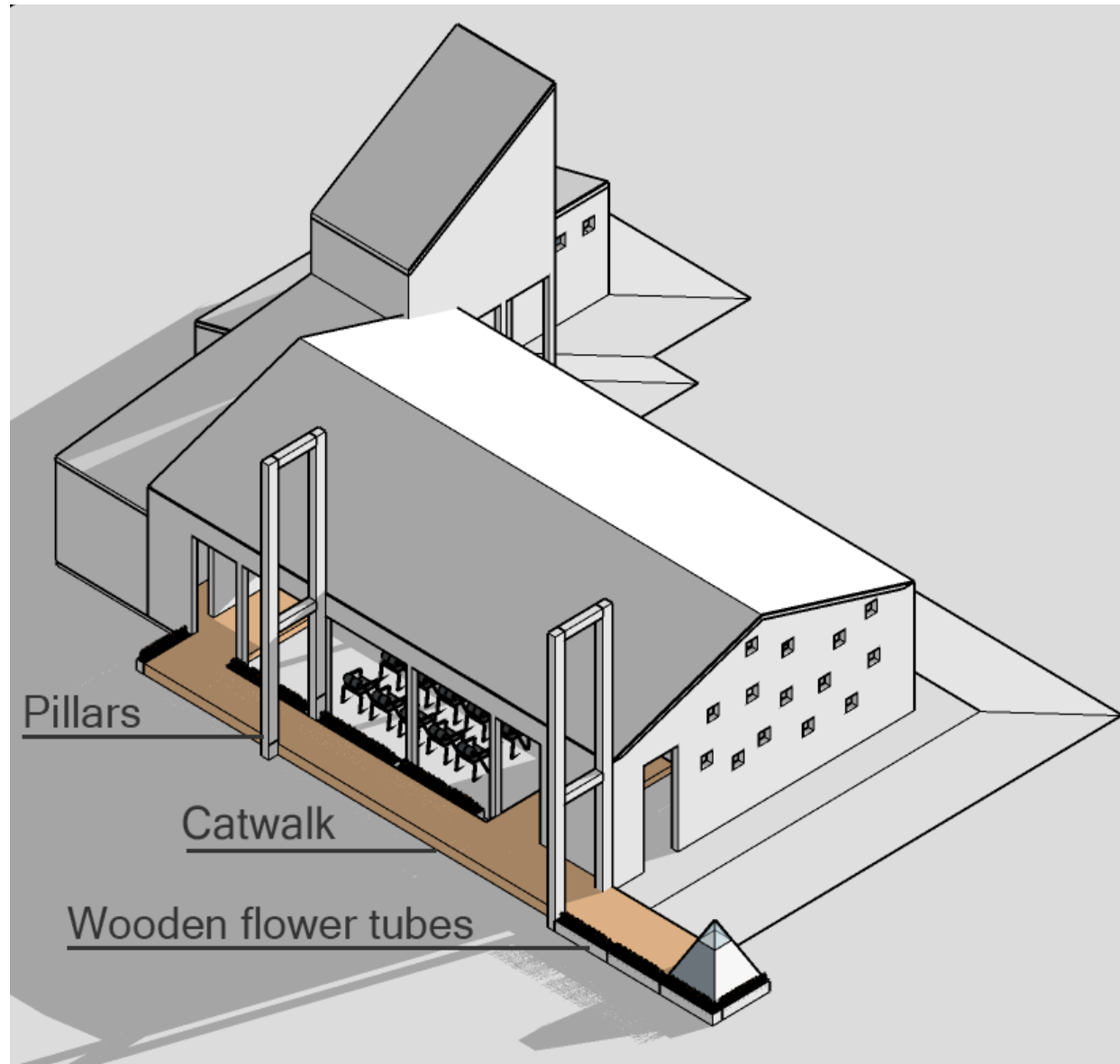
The natural light plays a very important role in the pavilion architecture, that is why much attention was paid to the composition and sizes of window frames on different sides of the building. Initially 3 variants of main facade design solutions were presented to the clients

# CONSTRUCTIONAL DETAILIES

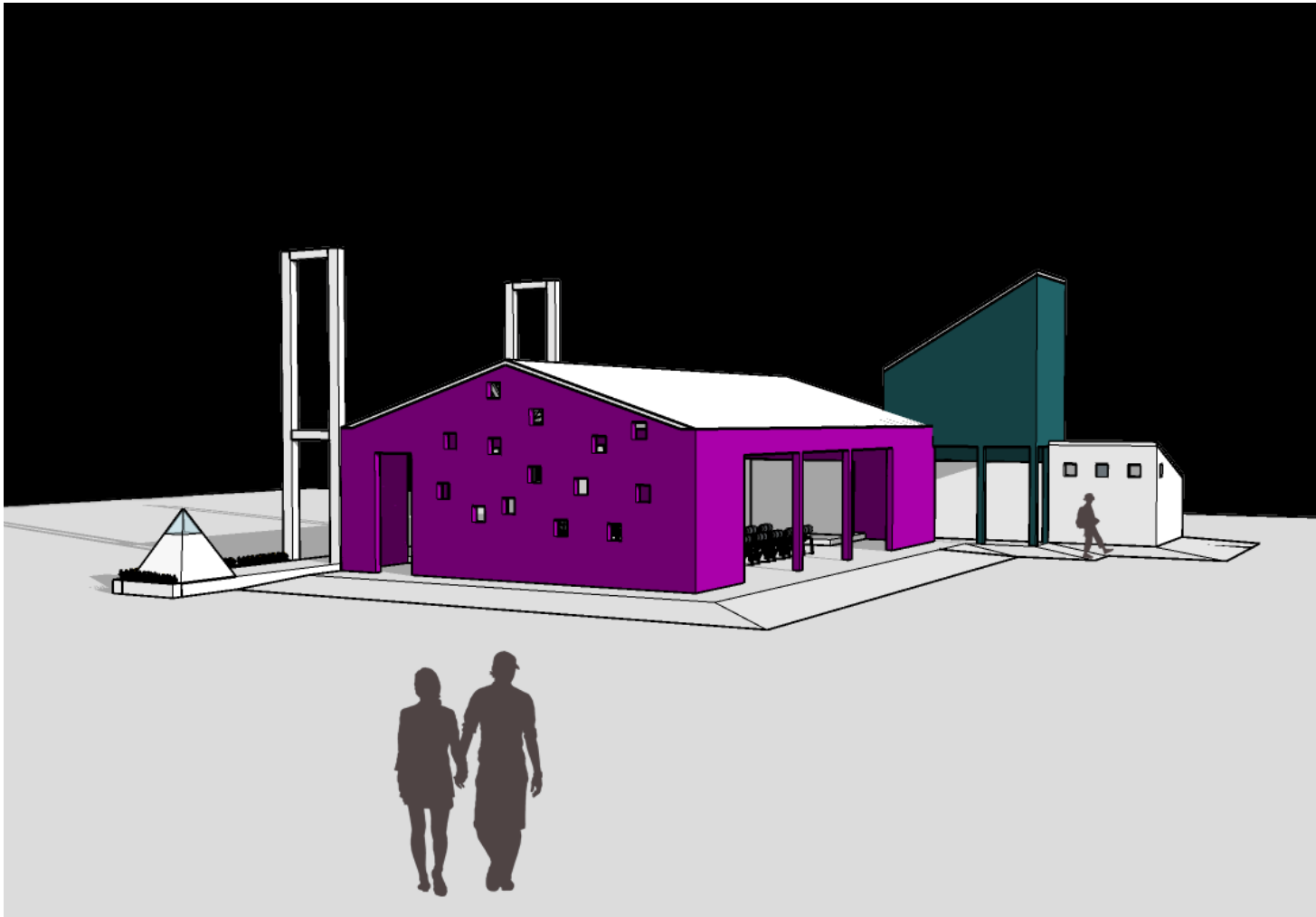
The pavilion was possessed as temporary construction that can be rapidly assembled rapidly in the course of the event. And this point was very important in the further process of foundation, beams and walls design. These engineering solutions were also presented and discussed with clients.



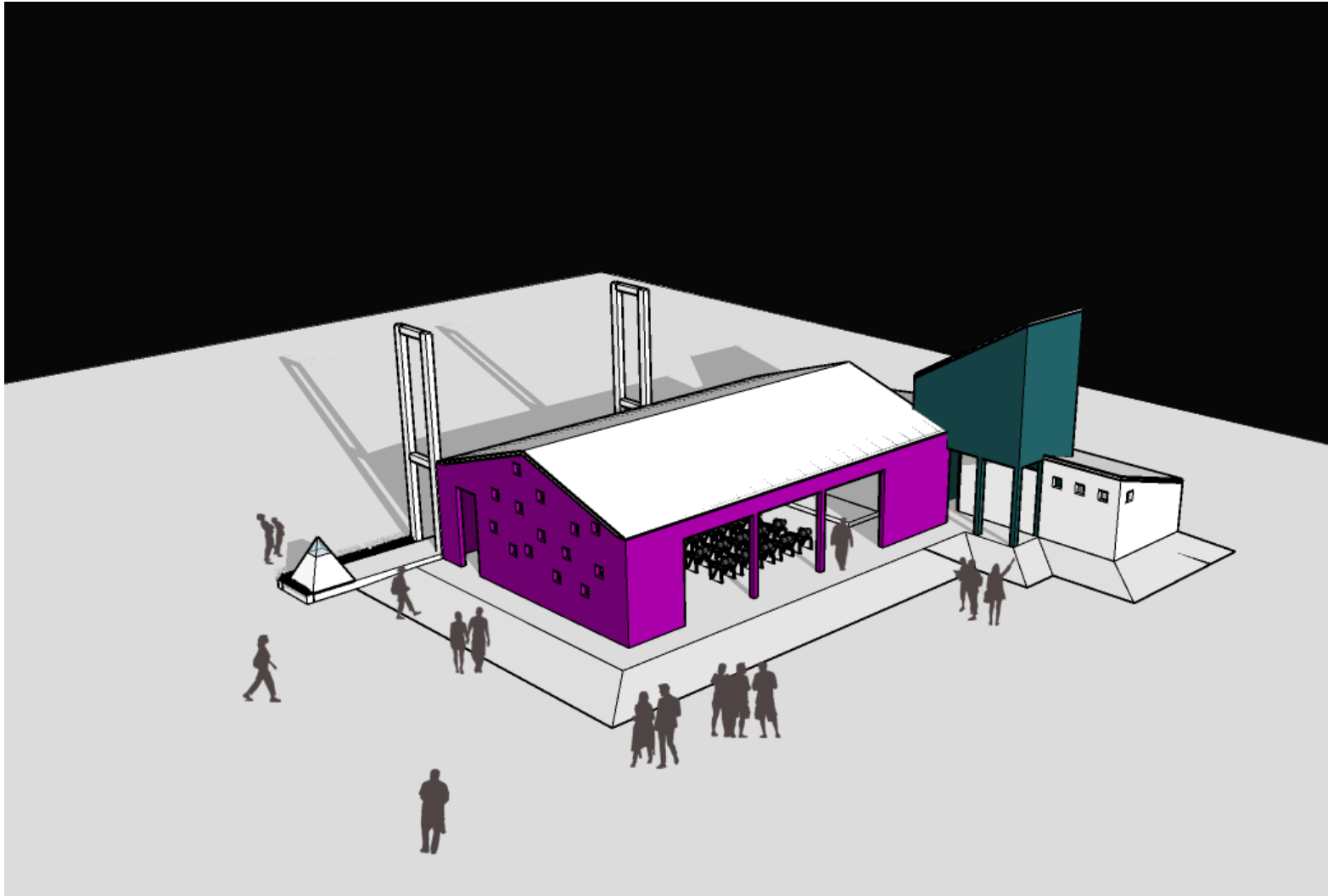
# FUNCTIONAL SCHEME



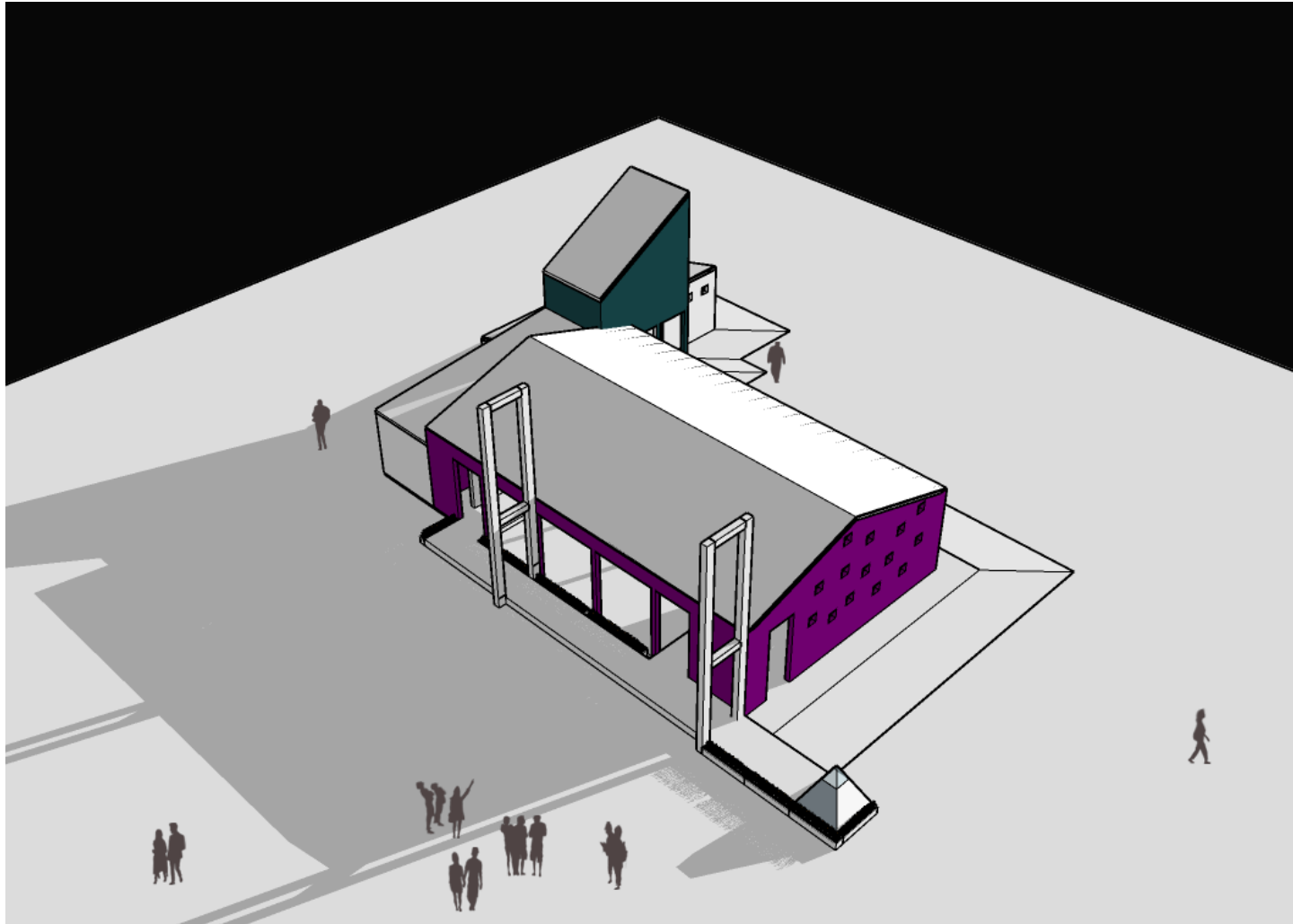
# EXTERIOR VISUALISATIONS



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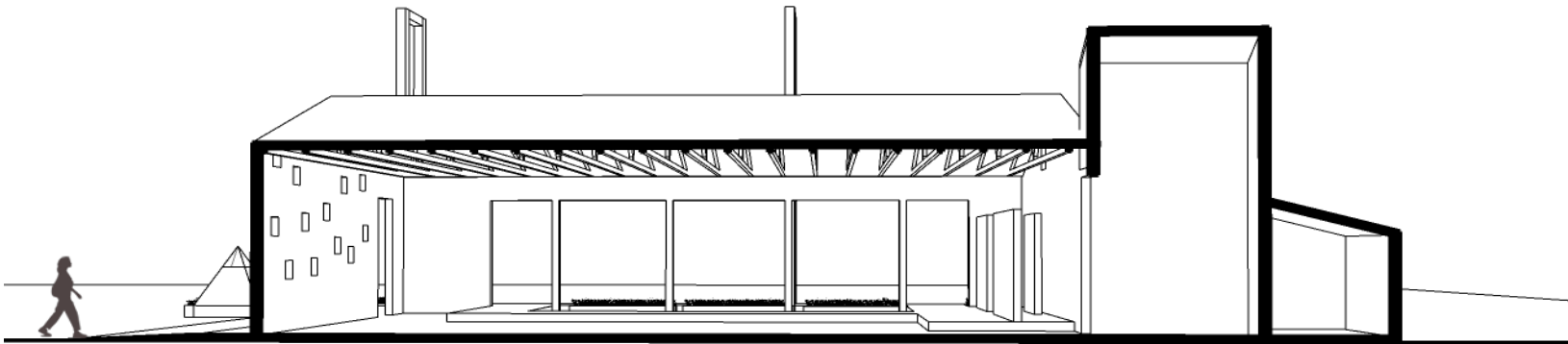


# EXTERIOR VISUALISATIONS





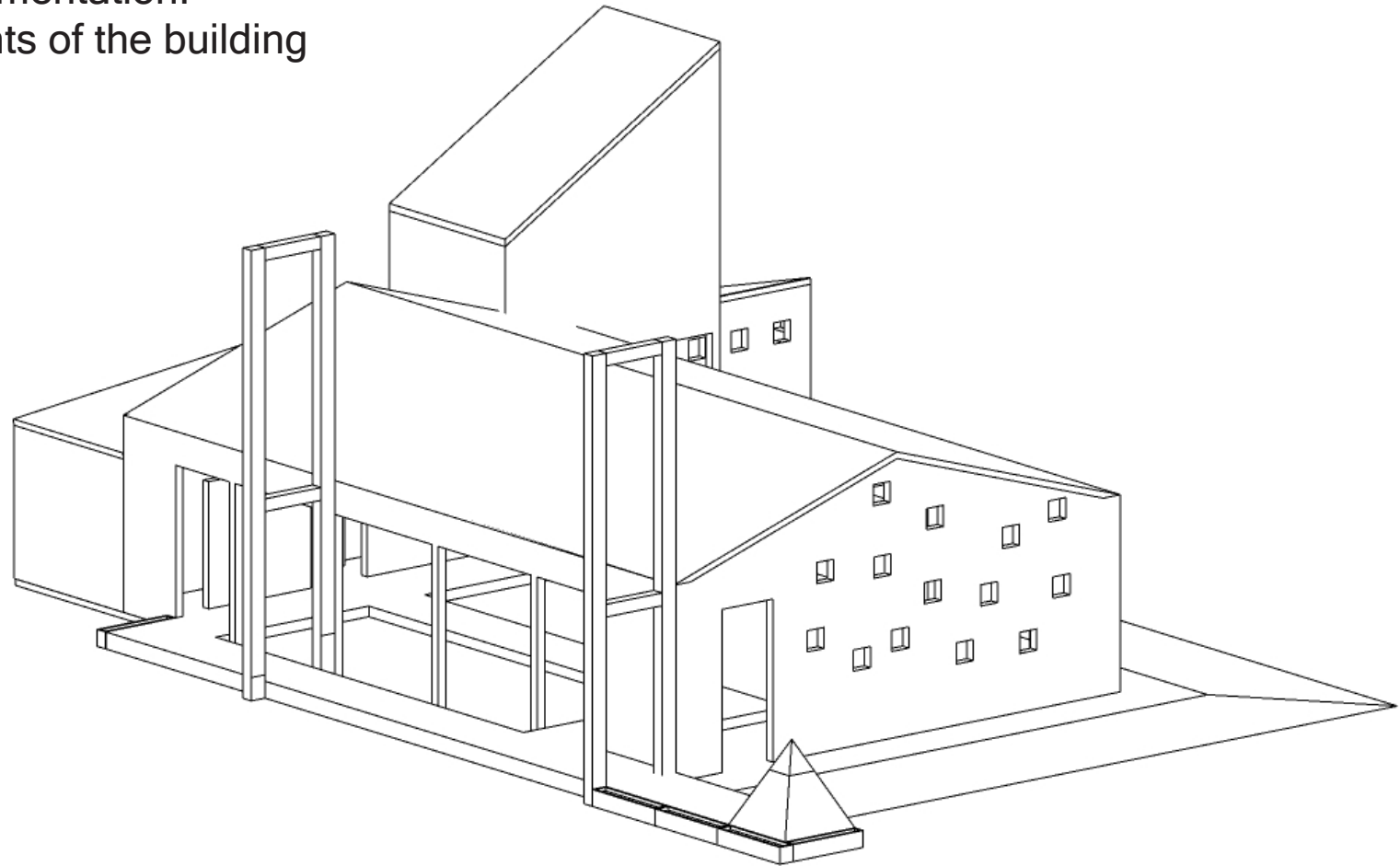
# INTERIOR VISUALISATIONS



# CASA DE GRACIA

Veranopolis, Brazil

Event pavilion technical documentation.  
General architectural blueprints of the building



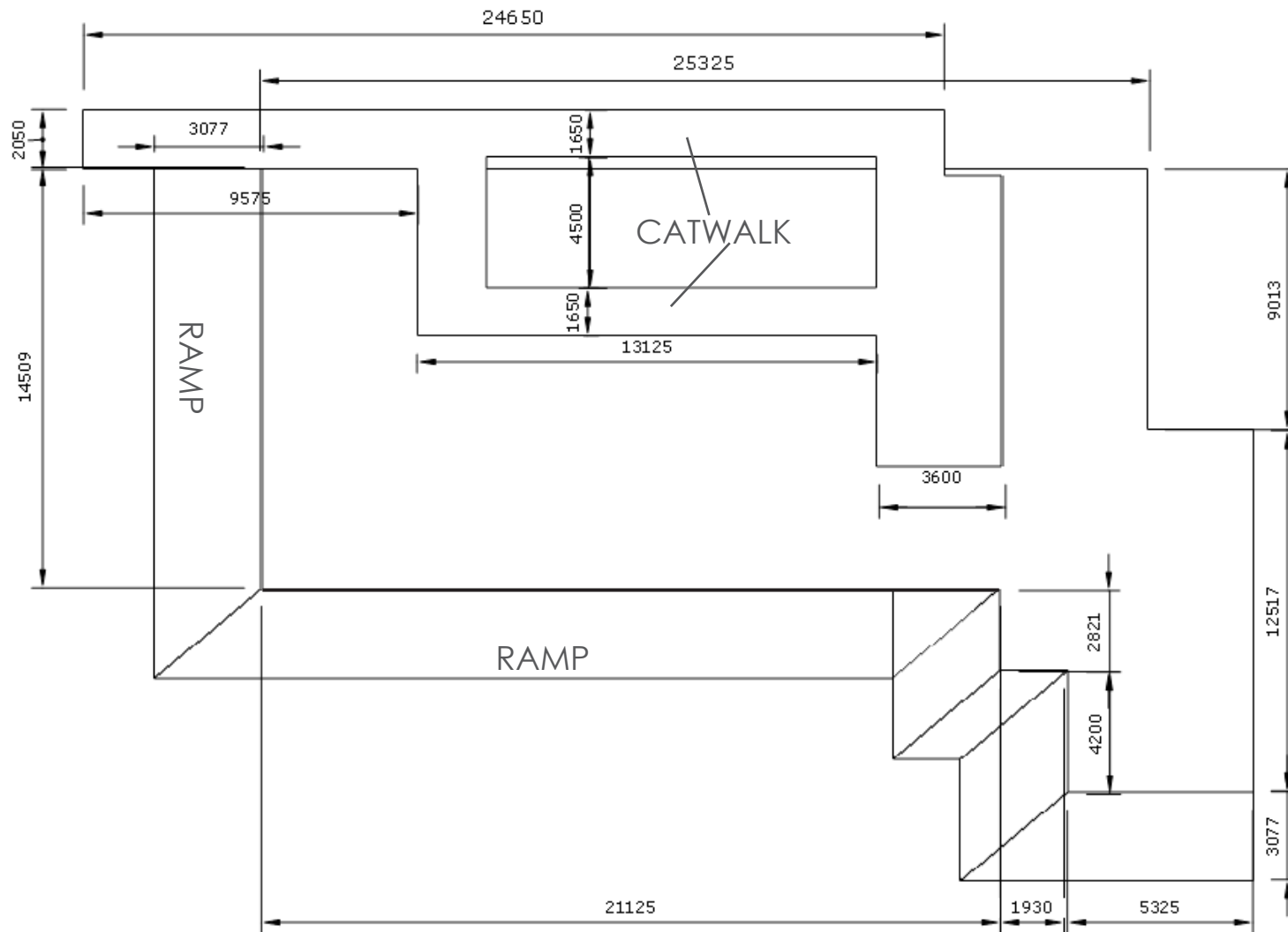
TEREZA  
FASHION  
WEEK

DESIGN  
PEPPERS

By Henry Bartels; Mila Dmitrieva

# CASA DE GRACIA

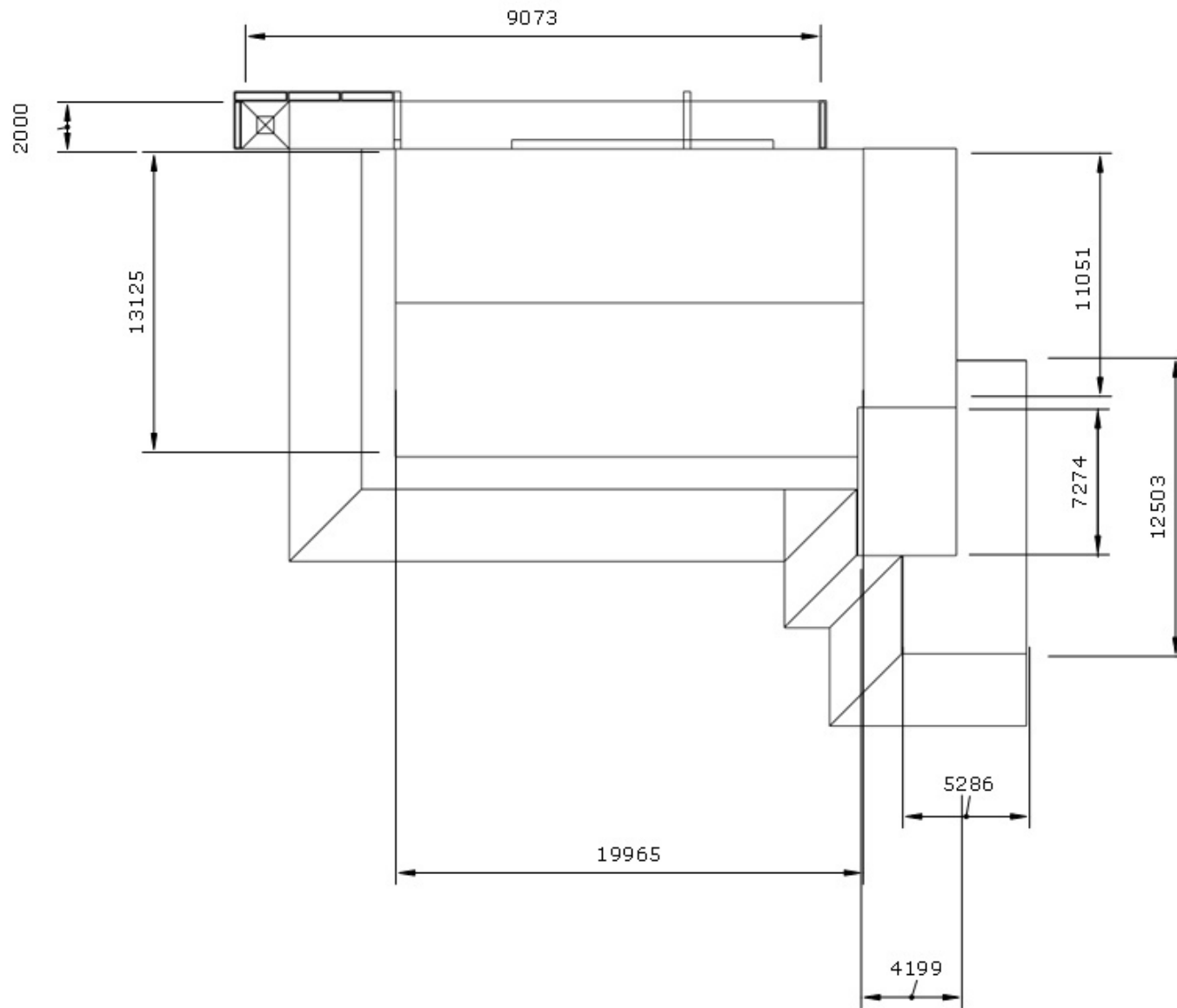
Base



\*technical images are not completed in exact scale

# CASA DE GRACIA

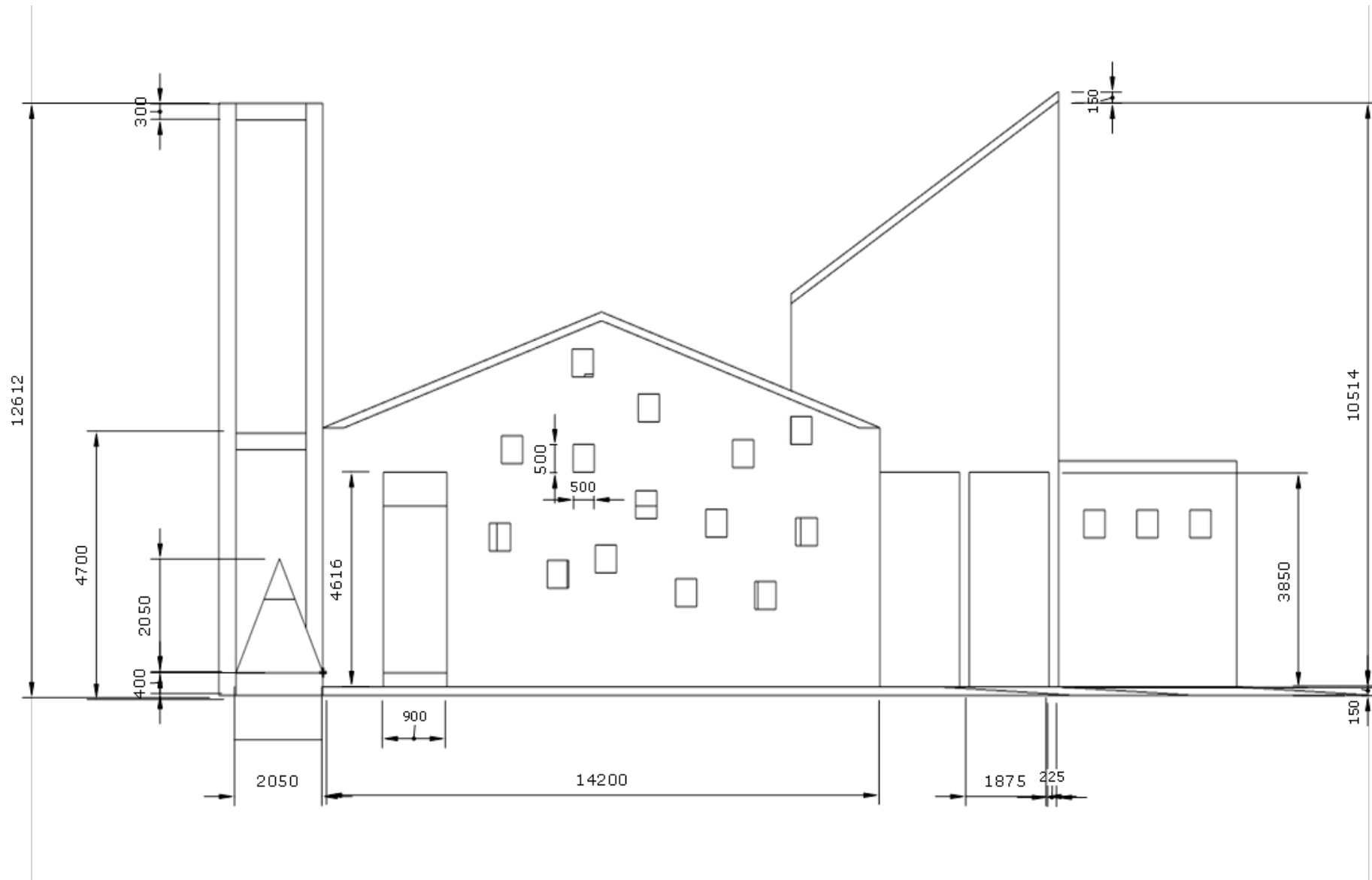
Top view



\*technical images are not completed in exact scale

# CASA DE GRACIA

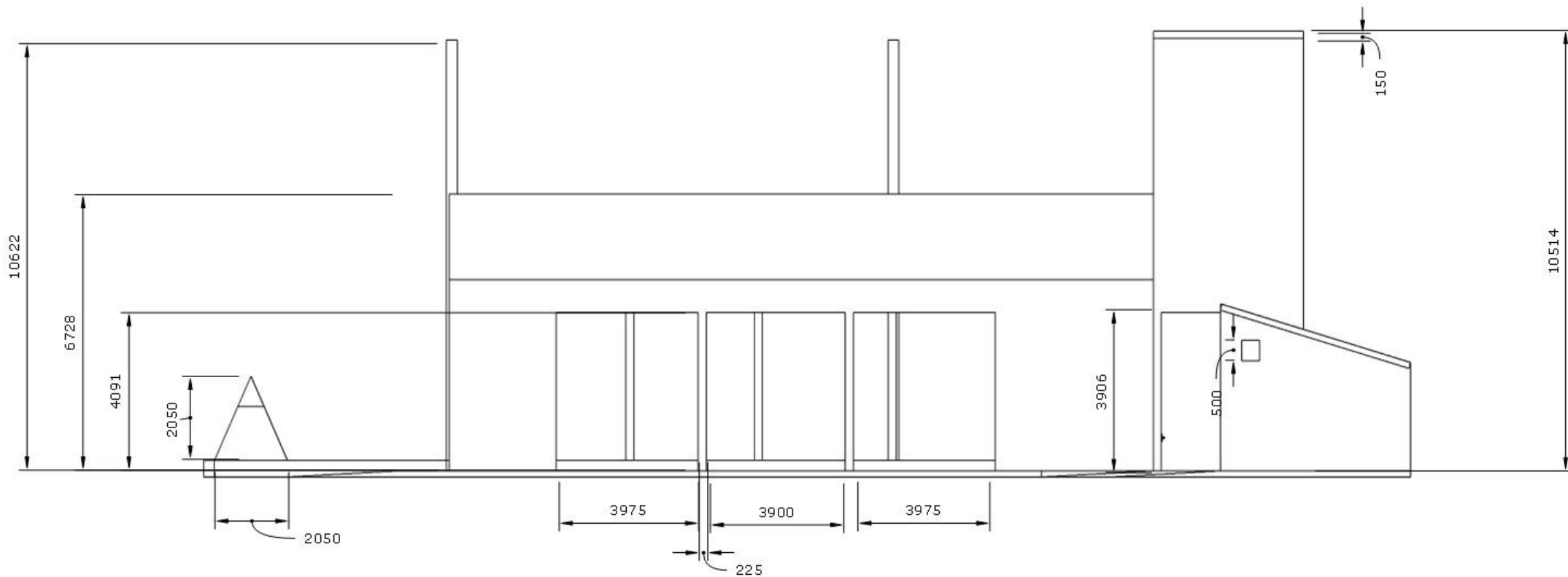
## Main Facade (front side)



\*technical images are not completed in exact scale

# CASA DE GRACIA

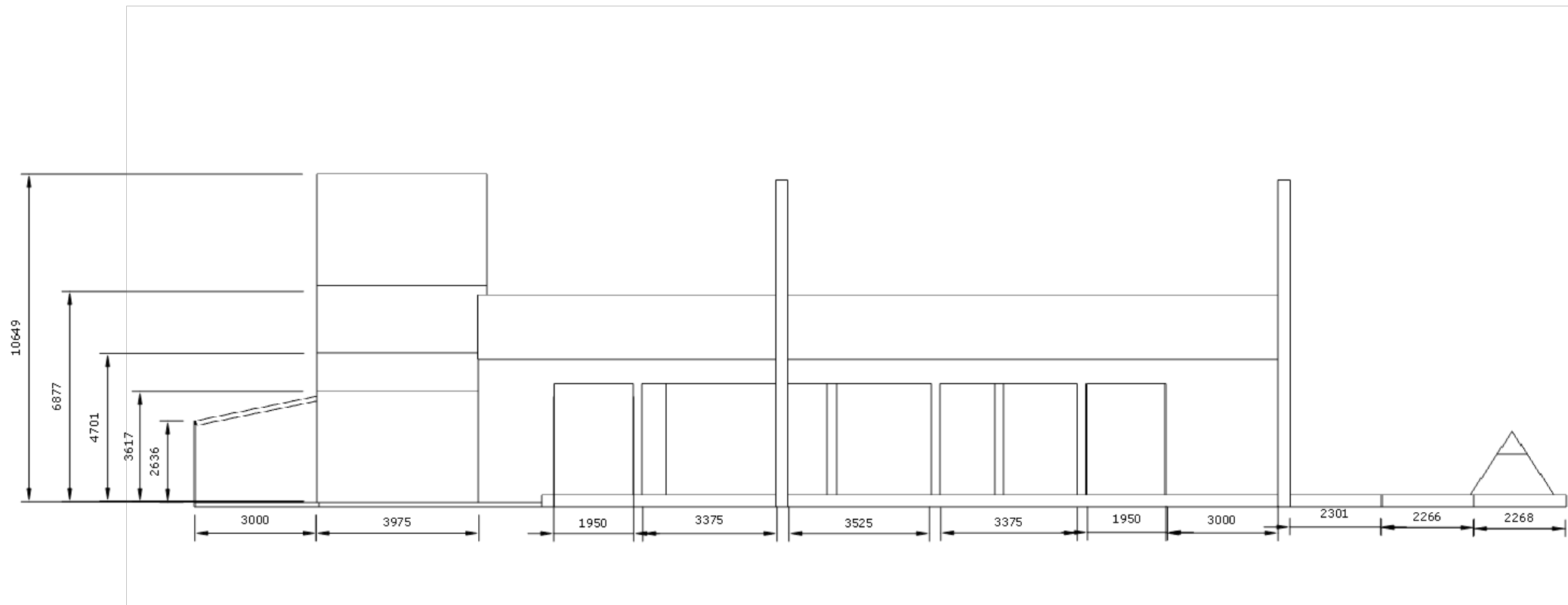
## Right Facade (right side)



\*technical images are not completed in exact scale

# CASA DE GRACIA

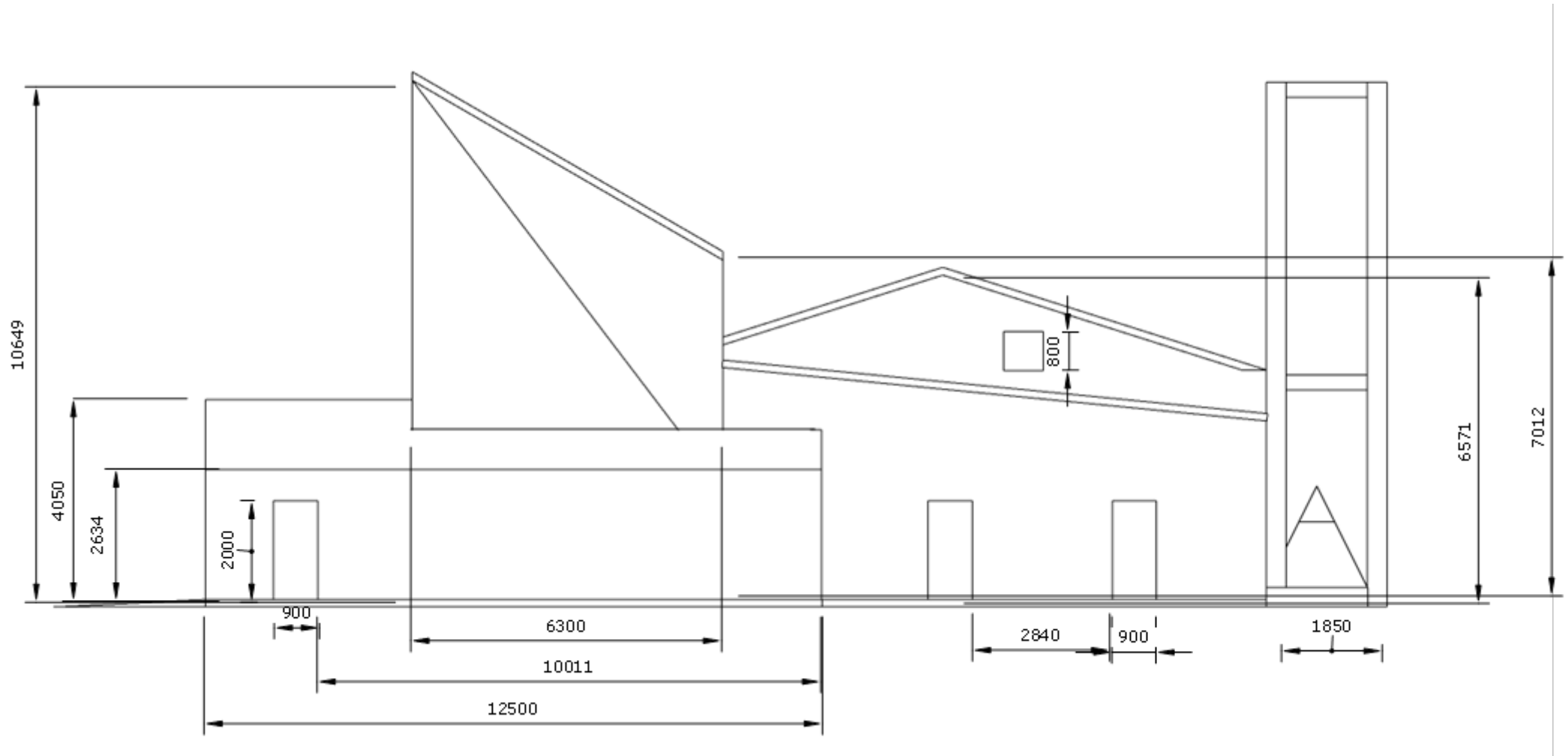
## Left Facade (left side)



\*technical images are not completed in exact scale

# CASA DE GRACIA

## Back Facade (back side)

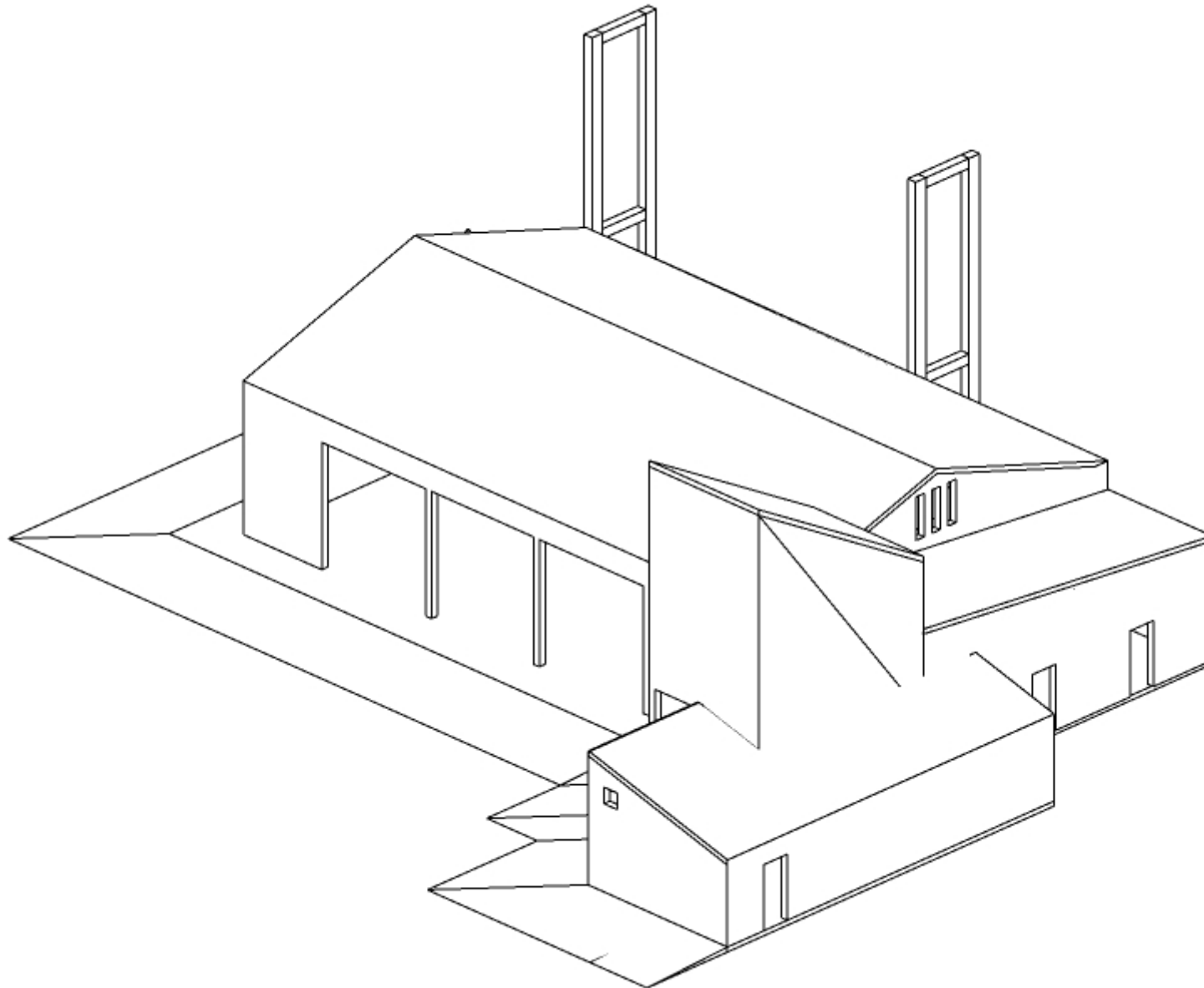


\*technical images are not completed in exact scale



# CASA DE GRACIA

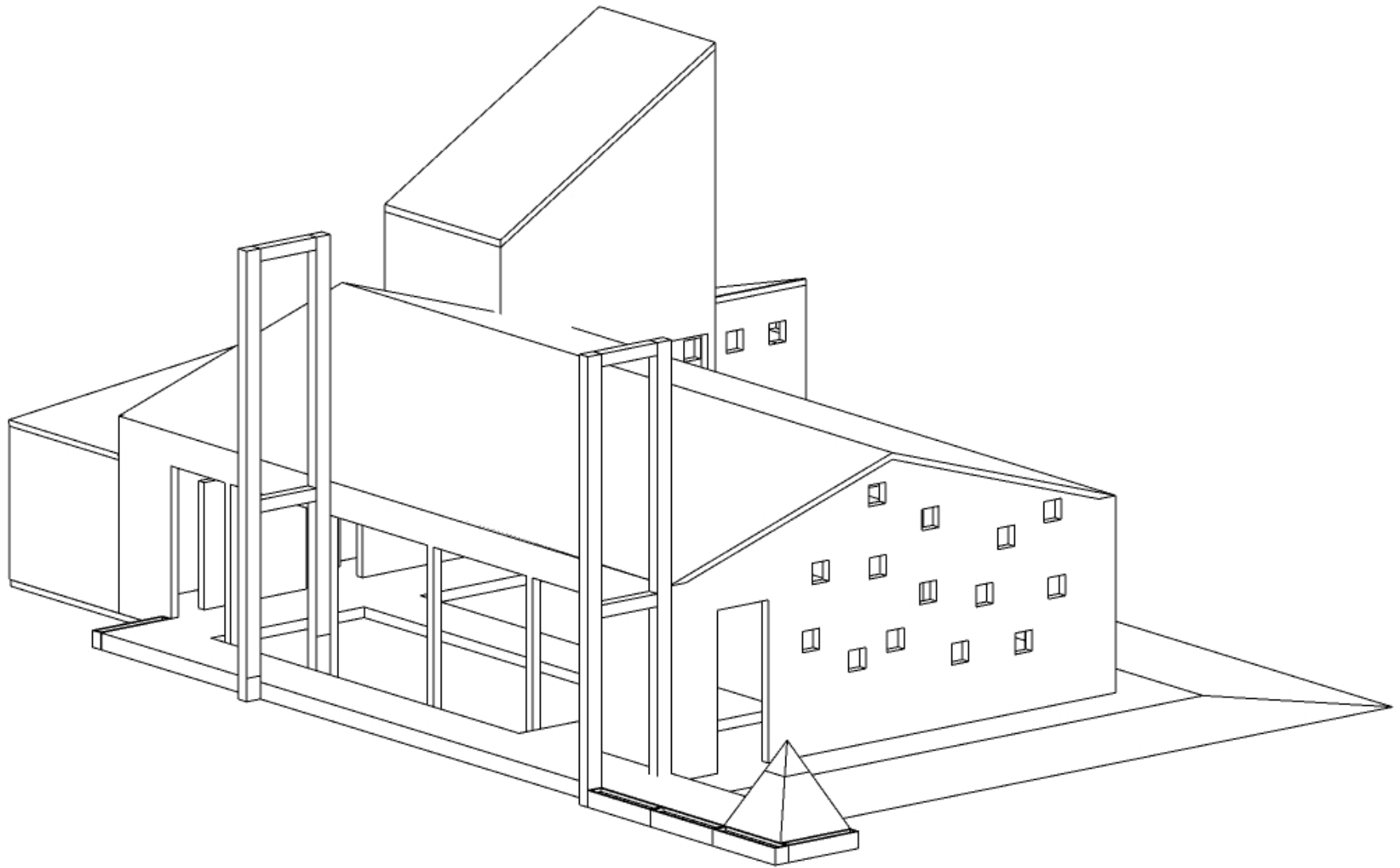
Isometric projection (from back side)



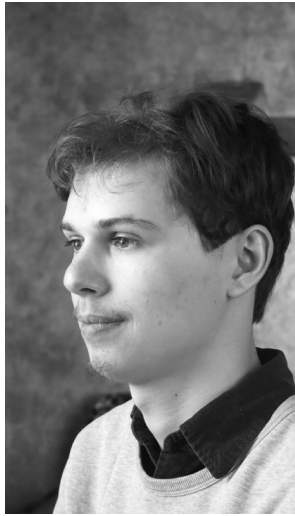
\*technical images are not completed in exact scale

# CASA DE GRACIA

Isometric projection (from front side)



\*technical images are not completed in exact scale



Project management  
Grafic design  
Modelling, technical documentation  
Project Consultant  
Presentation materials

Bartels Henry  
Asanova Nuraida, Kozlova Irina  
Dmitrieva Mila  
Semichevskaya Tatiana  
Asanova Nuraida, Bartels Henry

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The pavilion was designed for Tereza Fashion Week event aimed on elderly empowerment as a part of Global Studio 2021 project. The Pavilion is a part of the fashion show brand materials designed by the Team from Russia including Henry Bartels, Mila Dmitrieva, Irina Kozlova and Asanova Nuraida for the Team from Brazil in 2021. These materials can be published either Brazilian or Russian mentioned Teams involved in the project (including GS tutors) in the blogs, official sources and websites with full copyright protection and indication of authorship.

The Pavilion (Casa de Gracia) was designed by Henry Bartels, technical documentation and computer model of the building were prepared by Mila Dmitrieva. All architectural materials are joint intellectual property of Henry Bartels and Mila Dmitrieva as a part of DESIGN PEPPERS Team. All graphic design materials for the TFW show are joint intellectual property of DESIGN PEPPERS Team (Henry Bartels, Mila Dmitrieva, Irina Kozlova and Asanova Nuraida).

Veranopolis, Rio Grande do Sul, Brazil  
Moscow, Russian Federation

DESIGN YOUR OWN  
BEAUTY STANDARTS

TEREZA  
FASHION  
WEEK