



**WELCOME TO MY MIND**  
**ROBERT STRONG 2024**



This book was intended to breakdown my practice into its critical pieces...



and get me a job.

I hope you find something you like.

Bobby

I entered USC as a mechanical engineer and came out a designer,

RAW PLYWOOD  
STEEL BAR  
TINTED PLEXI



TRUE TO ERA  
COMPONENTS

THIS IS A 70'S  
PLEXI STYLE TUBE  
AMP I BUILT

but I am a maker and  
an artist first

In my practice I try to  
meld the two, finding  
beautiful solutions to  
utilitarian concerns

WALNUT NECK

YELLOW MAPLE  
FRETBOARD

THIS IS A GUITAR I MADE FROM SCRATCH  
IN THE STYLE OF EDDIE VAN HALEN'S  
ICONIC STRATOCASTER

CYPRESS  
BODY



*I was raised on movies and music and worked in the film school while I was a cinema minor at USC. I am now a freelance designer of concert visuals.*



**I LOVE  
ENTERTAINMENT  
AND POP CULTURE**



*Here are a few posters I've made:*



**ELIZABETH OLSEN**

## Laguna Sunrise

[illegible]



# MAD

## FRIDAY

TAME IMPALA - THE CROWLERS - GOTH BABE - HONEY -  
BIG WILD - BRONKH - KIRILANDIN - LOREM IPSUM - LOREM IPSUM - LOREM  
EM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM  
IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM

## SATURDAY

ODESZA - RUFUS DU SOL - PEACH PIT - PEKING DUK - METRONOMY -  
JAI WOLF - POND - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM -  
LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM  
IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM

## SUNDAY

MGMT - DECLAN MCKENNA - WALLOWS - MANSIONAIR - PASSION PIT -  
POST ANIMAL - WILD HIGH CLUB - LOREM IPSUM - LOREM IPSUM - LOREM  
LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - IPSUM -  
LOREM IPSUM - LOREM IPSUM - LOREM IPSUM - LOREM IPSUM

# HANDS

MORENO BEACH, LAKE PERRIS, CA  
**FEBRUARY 26-28, 2021**  
**MADLANDS.ORG**

**what is**



**MADLANDS IS PSYCHEDELIC ROCK  
FESTIVAL CONCEPT SET IN  
THE CALIFORNIA DESERT**







## FESTIVAL MERCH



## BOTTLE OPENER





## FESTIVAL MERCH



## BOTTLE OPENER



is any of that applicable  
to the bureaucratic realities  
of the design world?

I'm not sure,  
but this next project is.

# **COLUMBIA**

**is a classic American sportswear  
brand so why do I only see  
Patagonia in LA?**

A tactful rebrand would attract style-focused younger consumers and mainstay mountaineers alike.



# Gotham

**Is a strong font well suited  
to the outdoors**



Infinite implies  
everlasting  
quality

Throwback palette and logo target the younger  
generation's desire for vintage clothing ...

and everybody else's nostalgia.

Paired with a streetwear collaboration Columbia  
could completely revamp their presence in fashion.





Columbia x Kith Quarter-Button Fleece + Vision Sunglasses



Columbia x Kith Quarter-Button Fleece



Columbia x Kith Wind Pants + Water Shoes



Columbia x Kith Wind Breaker + Pants

**what's next?**



Recently, I have been creating concert visuals  
for artists like Elohim and Lil TJay  
and brands like Gucci



EL ONÍM

EL ONÍM

EL ONÍM

EL ONÍM

You can watch some of my work in motion here:  
<https://youtu.be/5Juj3IK4q70>



I also just planted 66,000 trees by hand, doing what the BBC calls “the hardest job in Canada”



thank you for your time.

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