



WELCOME TO MY MIND
ROBERT STRONG 2024

STAATLICHES

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Regime Round Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm Regular
NnOoPpQqRrSsTtUuVvXxYyZz

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



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

but I am a maker and
an artist first

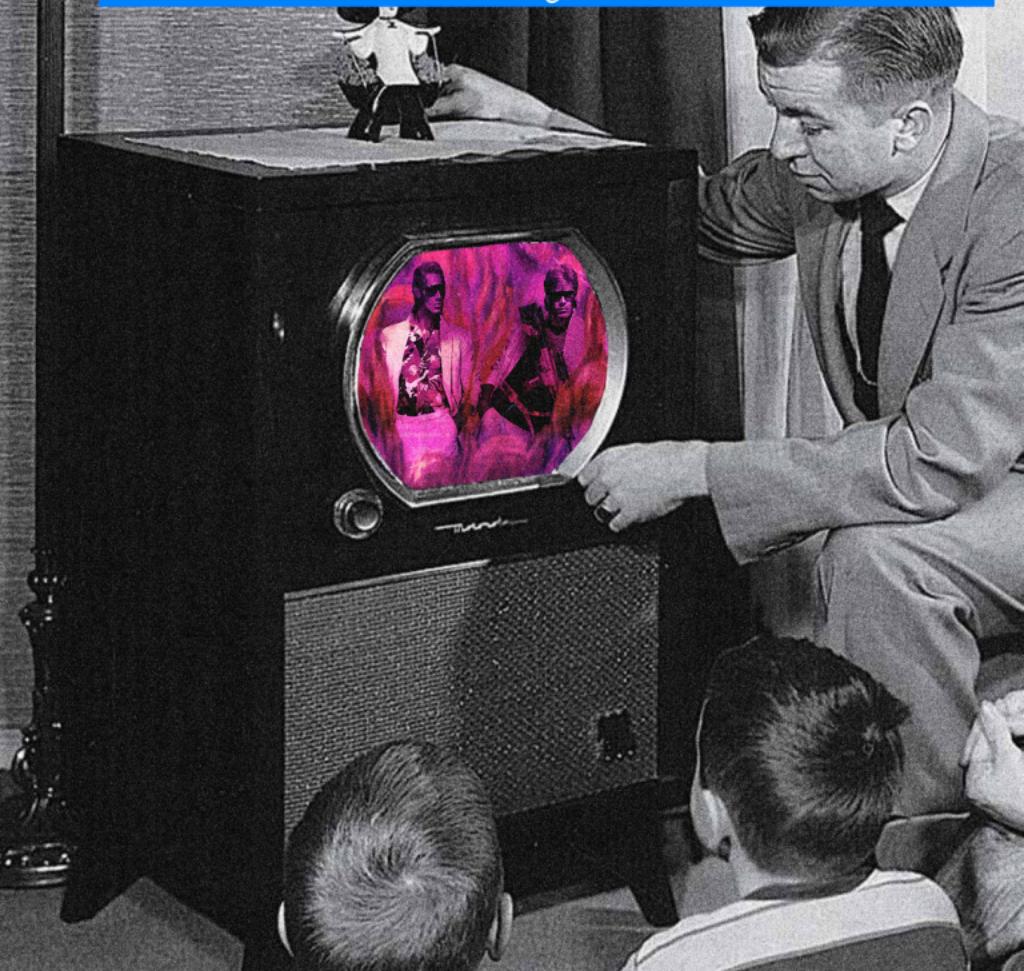
In my practice I try to
meld the two, finding
beautiful solutions to
utilitarian concerns

LANEY

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



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 Surprise



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



ELONÍM

ELONÍM

ELONÍM

ELONÍM

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.

ROBERT EVANS STRONG

Los Angeles, CA 90007

ADDRESS

(303) 763 0771

NUMBER

bobby@strong.bingo

EMAIL

www.bobby.bingo

WEBSITE

