

DIALOGUE WITH

Ana Milena Hernández Palacios

Masquespacio Studio



Can you share your childhood dream?

As a child I've been introduced to the world of decoration by my mother, who was an event planner. I've always been interested by crafts just like my mother. Maybe I can see my actual career, is like a childhood dream coming true.

How did you become a brand designer?

I've always being interested in brands and in particular the brand experience. When I founded Masquespacio 4 years ago with my partner specializing in marketing, I had the chance to learn more about branding and brand culture.

Can you share the changes of brand designs in the last few years?

More and more designers and architects from different disciplines are incorporating branding into their services. We think it's a positive evolution on one hand as we think that brand and space are inseparable. Brand space is not just about adding a logo to a space, for us it is the trick to translate the brands value through its selling point.

As a brand designer, how do you convey positivity and maintain constant creativity?

We think every brand has something positive to transmit: its history, its culture or maybe just the people behind it. We think that transmitting positivity is just a matter of being able to work for a brand that transmits positivity through one of the factors before mentioned, but mainly if there is positive relation between our client and us, it's pretty easy to create it for the brand.

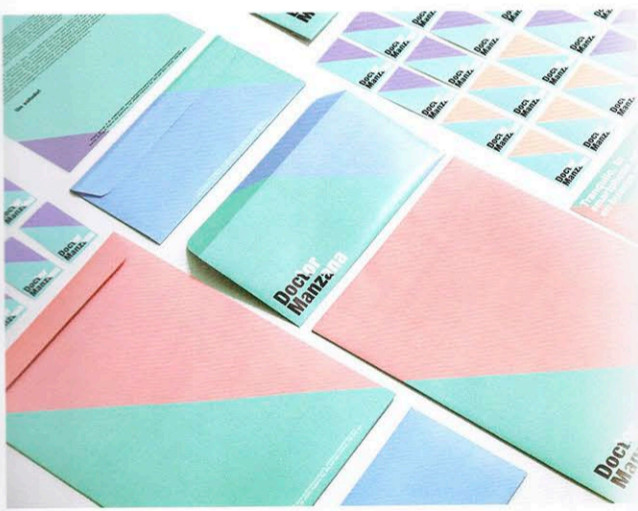
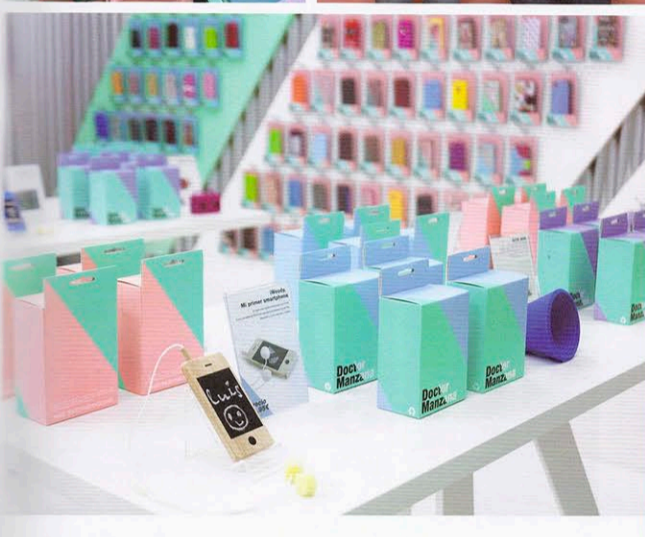
Certain design elements build an image full of positivity. Which design elements are they?

We think colours are a very good element to create emotions, but also textures and materials. We like to use them all, blend them or just separately.

What kind of brand design can excite you?

We are particularly in love with Aesop. We think their selling points are a perfect example of how to support a strong brand with a strong image through its selling point. Every Aesop store is different, perfectly adapting to local culture, but still recognizable. An Aesop store doesn't need an Aesop logo to be recognizable. @

The Source of Positivity



DOCTOR MANZANA

Design: Ana Milena Hernández Palacios "Masquespacio" 2013

Photography: David Rodríguez

Masquespacio designed the brand and space for Doctor Manzana, an online store specialized in providing technical service for smartphones and tablets and selling design gadgets for mobile devices. Its first physical point of sale located in Valencia, Spain. Inspired by the principal axis of the company 'the touchscreen', the logotype starts from a reflection of it that creates an angle of 54 degrees appearing continually in their original form and fragmented into different applications to the graphic and interior design. In terms of the colours, blue and green are used as a reference to the first word of the brand - doctor. In order not to create a conventional design, the salmon colour for the fashionists and the purple for the fresks.

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