



Irina Goryacheva | **design portfolio**

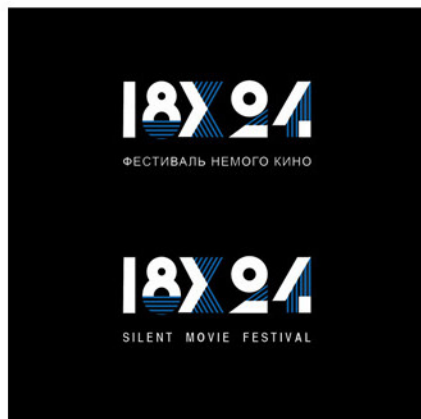
18x24 Avant-garde silent movie festival identity

Avant-garde silent movie festival which took place at the abandoned shoe factory "Red Triangle" (Saint Petersburg, Russia) was dedicated to non-objective experimental silent film era of the 1920s and 1930s.

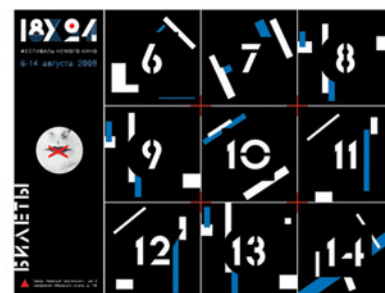
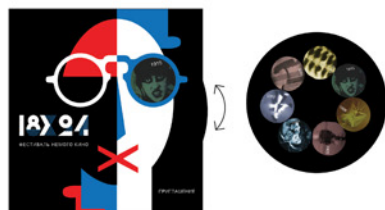
The language of visual identity of the festival is based on typography, regular geometric shapes (square, circle, triangle, point, line) and pure colors using the language of dynamics and statics, plastic composition and visual rhythm. Design includes naming, logo which have been applied on vehicles, stationary, souvenirs, exhibition and even design, wayfinding and environmental graphics.

Promotional souvenirs – t-shirts (using trompe-l'oeil effect), paper fans and glasses repeat the most popular fashion silhouettes of the 1920s and 1930s. Glasses have plastic lens through which everything around seems black and white.

A coherent concept for the exhibition space uniting the information and images was developed. Banners, signages and printing products using a square as a basic shape guide visitors through the abandoned factory creating a playful and hypnotic visual rhythm of the whole event.



18x24 Avant-garde silent movie festival identity



Museum of St. Petersburg Avant-garde identity

The new visual identity of Museum of St. Petersburg Avant-garde, which is also the only existing museum of Russian avant-garde, presents an absolutely new image of an art museum – vivid, animated, interactive, contemporary and, first and foremost, open to all kinds of audience. The new visual system is based on art theories and experiments on color, sound and perception of color of Russian cubo-futurists and avant-garde artists. Identity simultaneously reflects the Museum's unique history and tradition as well as its new future role as one of the major cultural destinations of St. Petersburg. The new visual identity should both further the museum's traditions and revitalize the museum creating a modern feel within a historic context.

The logo is inspired by an image of a crystal structure, a popular metaphor among the avant-garde artists. At the heart of the identity there is an idea of movement, of flight, a flood of light passing through the crystal, which convex and concave shapes create vibration on the plane abolishing a sense of gravity and forming a new measure of space. The composition of typography types simulates destruction of the past, of the outdated ideas and obsolete museum images with new ideas and a new approach to the exhibition design. The crystal structure is a flexible and playful composition and could be easily applied to everything from printing products and museum souvenirs to exhibition design and guidance system constructing a strong visual platform through the whole Museum.

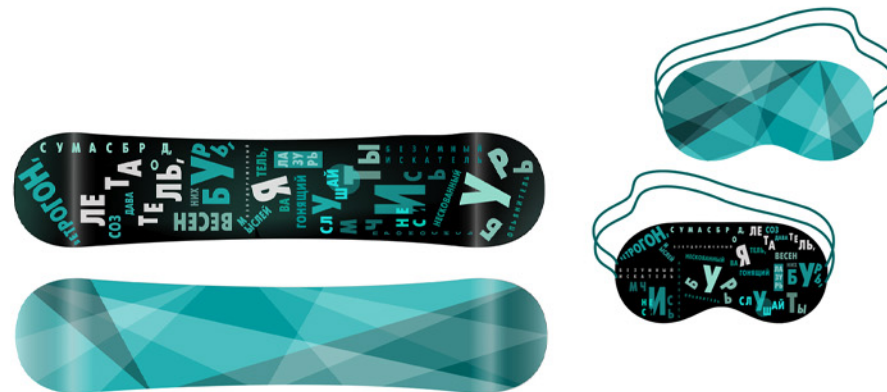


reddot design award
winner 2011



Irina Goryacheva | design portfolio | www.heatherhermit.com

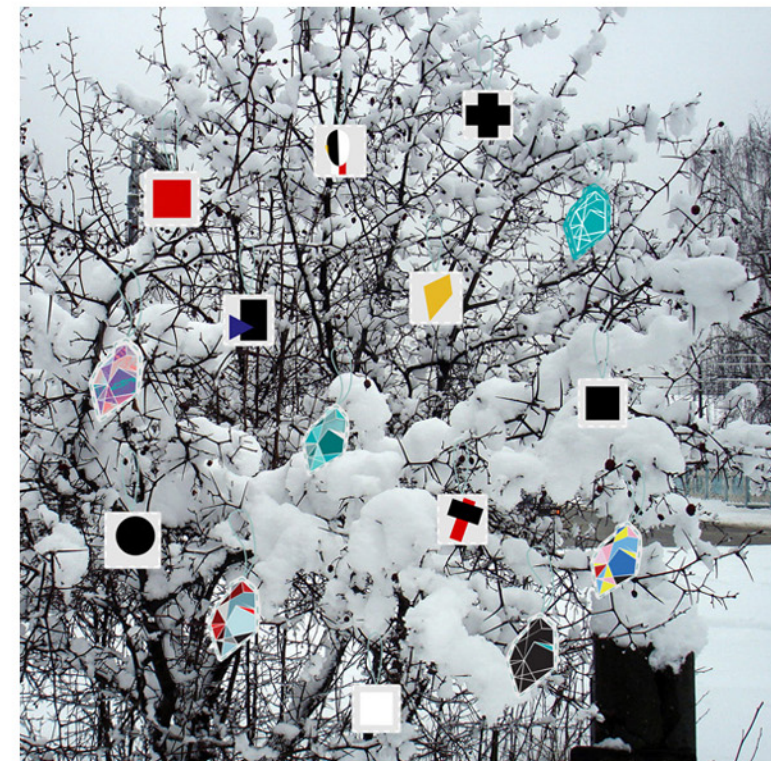
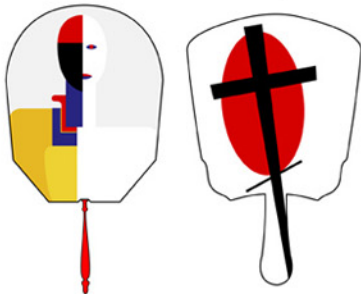
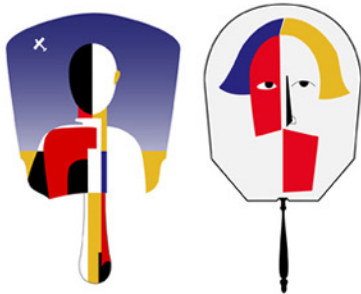
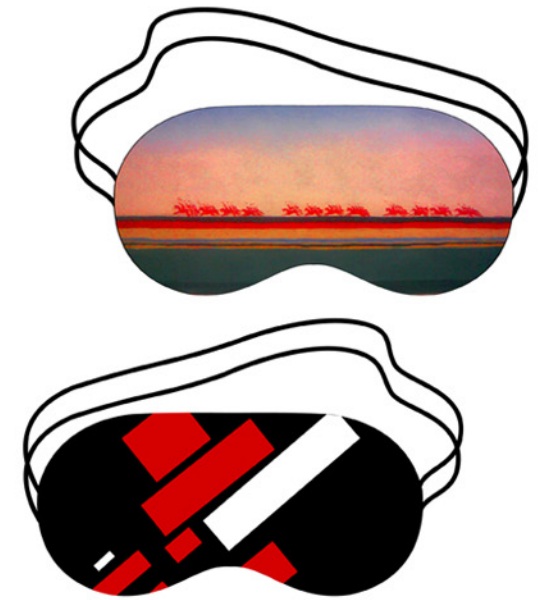
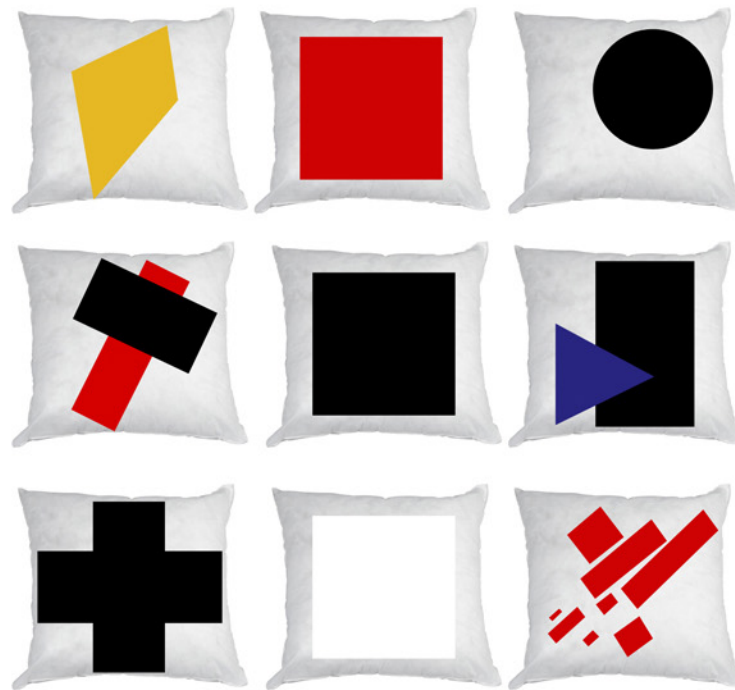
Museum of St. Petersburg Avant-garde identity



"Be like Malevich". Design of souvenir series for Museum of St. Petersburg Avant-garde.

This souvenir series "Be like Malevich" was exclusively designed for the Museum of St. Petersburg Avant-garde, inspired by Suprematist works of Kazimir Malevich. "Be like Malevich" series includes: Suprematist pillows, fans, pocket mirrors, neckties, sleeping masks, cuff links, necklaces, brooches, cube games, kaleidoscopes, pottery, wrapping paper Suprematist felted Christmas-tree decorations.

The project became a winner of New Museum Token design contest held by ACM (Association of cultural managers).



Loft Project Triangle Corporate Identity and Branding concept

Taking a holistic and flexible approach, the visual identity of the Loft Project Triangle cultural centre in St. Petersburg reflects its special architecture and history. The centre includes 80 buildings and occupies the territory of 32-hectare former industrial area, where Russia's largest factory for rubber products, Krasnyi Treugolnik (Red Triangle), operated until the mid-1990s.

The challenge was to focus on the problem of conversion of former industrial areas and saving its unique architecture.

The corporate design integrates elements of Russian Constructivism and industrial art from the 1920s and reinterprets them in the light of contemporary design trends.

**ЛОФТ
ПРОЕКТ
ТРЕУГОЛЬНИК**



reddot design award
winner 2012

**"When morning
factory sirens
are roaring
on the working
outskirts – it is
not the call
of slavery: it is
the song of
the future".**



Loft Project Triangle Corporate Identity and Branding concept



Loft Project Triangle Corporate Identity and Branding concept



State Mikhail Bulgakov Museum identity ("The Odd Flat")

The new visual identity of Mikhail Bulgakov State Museum presents an absolutely new image of a state literary museum – vivid, animated, interactive, contemporary and, first and foremost, open to all kinds of audience..

ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ УЧРЕЖДЕНИЕ КУЛЬТУРЫ Г. МОСКВЫ
МУЗЕЙ М. А. БУЛГАКОВА

ИЗ ЦИКЛА
«БУЛГАКОВСКИЙ РЕПЕРТУАР»
**СПЕКТАКЛЬ ТЕАТРА
«КОМЕДИАНТЪ»**

«СТРЕМИТЕЛЬНЫЙ ГОД»

Адрес: М. МАЯКОВСКАЯ, УЛ. В. САДОВАЯ, Д. 10, ВХОД В АРКУ, 6 ПОДЪЕЗД, 4 ЭТАЖ. +7 (495) 699-53-66

WWW.BULGAKOV-MUSEUM.RU

ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ УЧРЕЖДЕНИЕ КУЛЬТУРЫ Г. МОСКВЫ
МУЗЕЙ М. А. БУЛГАКОВА

**«БИБЛИОГРАФИЯ
М. А. БУЛГАКОВА»**

встреча с хранителем
Информационного центра
«Булгаковского собрания»
В. И. Рокотанским

14 ИЮЛЯ, 17.00

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МУЗЕЙ М. А. БУЛГАКОВА

ПРЕЗЕНТАЦИЯ
КНИЖИ МЕМУАРОВ
ДЗМДРЫ И ВИКТОРИИ
ТУБЕЛЬСКИХ

**«СТАЛИНСКИЙ
ДОМ»**

30 НОЯБРЯ, 18.00

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**СПЕКТАКЛЬ ТЕАТРА
«КОМЕДИАНТЪ»**

**«САДОВАЯ, 10,
ДАЛЕЕ – ВЕЗДЕ»**

ЭТЮДЫ
ПО БИОГРАФИИ
И ТВОРЧЕСТВУ
М. А. БУЛГАКОВА

Адрес: М. МАЯКОВСКАЯ, УЛ. В. САДОВАЯ, Д. 10, ВХОД В АРКУ, 6 ПОДЪЕЗД, 4 ЭТАЖ. +7 (495) 699-53-66

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МУЗЕЙ М. А. БУЛГАКОВА

**ТЕРМЕНВОКС
В «НЕХОРОШЕЙ
КВАРТИРЕ»**

ВЫСТУПЛЕНИЕ
ОПЫТ МОЛАНКИ,
ЕДИНСТВЕННОЙ
ТАЛЬКОЕ
НА ТЕРМЕНВОКСЕ
«СИСТЕМЫ
КОВАЛЬСКОГО»
МАСТЕР-КЛАСС
НА ТЕРМЕНВОКСЕ.

**ЛЕКЦИЯ
«ЛЮДИ БИГЕЛОУ
РОЗЕН –
АПОСТОЛ
ТЕРМЕНВОКСА»**

ВЕДУЩИЙ – ПЁТР
ТЕРМЕН

27 СЕНТЯБРЯ, 19.00

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МУЗЕЙ М. А. БУЛГАКОВА

**ТЕРМЕНВОКС
ОТ ЛЕНИНА
ДО
ГАННИБАЛА
ЛЕКТЕРА.**

**СЕМИНАР-КОНЦЕРТ
ВЕДУЩИЙ – ПЁТР
ТЕРМЕН**

16 АВГУСТА, 18.00

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**«КОНЦЕПЦИЯ
РАЗВИТИЯ
МУЗЕЯ»**

Адрес: М. МАЯКОВСКАЯ, УЛ. В. САДОВАЯ, Д. 10, ВХОД В АРКУ, 6 ПОДЪЕЗД, 4 ЭТАЖ. +7 (495) 699-53-66

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МУЗЕЙ М. А. БУЛГАКОВА

**ПРОВЕДИТЕ ЛЕТО
В НЕХОРОШЕЙ КВАРТИРЕ!**

**ЧТО
ВАС
ЖДЕТ**

НЕОБЫЧНЫЕ КОНЦЕРТЫ
ЗАХВАТЫВАЮЩИЕ ЛЕКЦИИ
И СЕМИНАРЫ
ЛЕКЦИЯ ШКОЛА ДЛЯ ДЕТЕЙ
НОВЫЕ ЭКСКУРСИИ –
ОТ МОСКВЫ... ДО КИЕВА
КАРЬЕРА СПЕЦИАЛИСТА
А ТАКЖЕ КИНОПОЛКАМИ
И КИНОДИСКОВ

СВЯЖИТЕСЬ ЗА НЕДЕЛЮ ДО НАЧАЛА
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ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ УЧРЕЖДЕНИЕ КУЛЬТУРЫ Г. МОСКВЫ
МУЗЕЙ М. А. БУЛГАКОВА

ЦИКЛ ЛЕКЦИЙ
Дименко В. Ф.

**«ОТ МУЗЕЯ
К МУЗЕЮ»**

из опыта работы
Бюллетеня «Музей М. А. Булгакова»

Адрес: М. МАЯКОВСКАЯ, УЛ. В. САДОВАЯ, Д. 10, ВХОД В АРКУ, 6 ПОДЪЕЗД, 4 ЭТАЖ. +7 (495) 699-53-66

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**МУЗЕЙ
М. А. БУЛГАКОВА**

Крупный
шаг

О. Булгаков. Дом №30 «Нехорошая квартира»: Экспозиция. Булгаков «Платон кире»: Контакты
События: Экскурсии. Выставки. Театр. Концерты. Науч. Семинары. «Новая Москва»

Архитектура дома

Элена Галкина. Дом Пугача: архитектура и история

Дом на улице Большая Садовая, ставший первым
новорожком прихода Мухоморова Архангела Булгакова
основан 1921 года, был построен в начале прошлого века.
Он принадлежал известному московскому купцу
и помещику Юрию Давыдовичу Пугачу, владельцу табачной



State Mikhail Bulgakov Museum identity ("The Odd Flat")



The Fifth Dimension of "The Odd Flat" project identity

Mikhail Bulgakov Museum with its Fifth Dimension of the Odd Flat Project became the winner of the VII grant contest "Changing Museum in a Changing World" in the Socially Oriented Museum Programs nomination. This museum contest is held by Vladimir Potanin Foundation annually since 2003. Museum intends to present its audience with an absolutely new image of a literary museum – vivid, animated, interactive and, first and foremost, open to everyone including the visually challenged visitors, people with weak eyesight. One of the most innovative contemporary sound systems was installed at the museum. This fills the whole space with musical compositions created by contemporary sound artists and composers specially for "The Odd Flat". Thus, the museum became accessible to those people for whom hearing and sense of touch are the only ways of information perception. Besides special sound excursions-trips, a series of concerts, seminars and readings was held within the bounds of the Project.

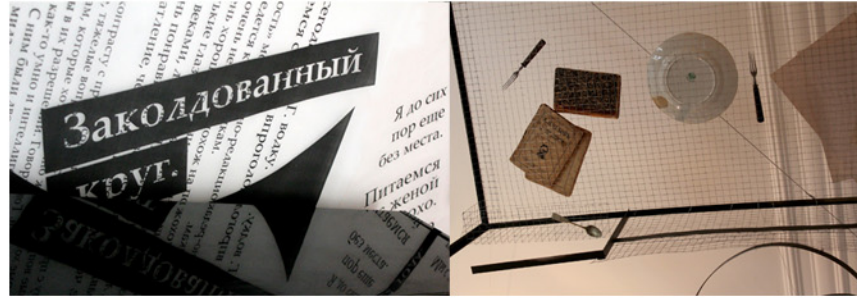


Exhibition-installation "Nowhere Shall I Go From Moscow" (Bulgakov Museum) exhibition concept, design and typography work

This exhibition-installation was dedicated to the 90th anniversary of Mikhail Bulgakov's arrival in Moscow (in 1921). Bulgakov's early years in Moscow were a long and difficult period of survival and endless search of shelter, work, food, rest, money, home. Communal apartment № 50 became a symbol and an essence of insecurity, nervousness and anxiety of Moscow's early 1920s.

The exhibition reflects multilayered reality of the early 1920s: poor living, fatigue, illness and loneliness, first literary disappointments, the writer's painful and tender memories and dreams of his native Kiev and the Civil War, fussy Moscow life at the times of New Economic Policy and, finally, the world of creativity, art produced in these walls.

Typography posters include most poignant extracts from Bulgakov's diaries, letters and novels of 1921-1924. The spatial design combines the installation of metal, media elements (newsreels) and graphic works.



"Road to Master" Exhibition concept and design (Bulgakov Museum)

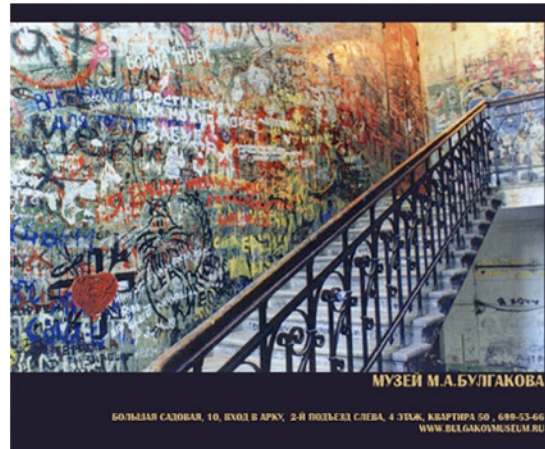
Exhibition "Road to Master" dedicated to the now lost graffiti and murals of Mikhail Bulgakov house staircase (so-called "The Odd Staircase"), painted all over during 1970-2000s by the writer's admirers.

Tinted windows of the exhibition space and walls painted green represented the atmosphere a typical Soviet staircase.

All the visitors had a chance to draw on the museum walls.

An original design of the exhibition catalog ("Diary" _ was developed so that it might be used as an art-book or a diary.

The exhibition was the winner of the grant contest held by Moscow Department of Culture with the support of the Ministry of Culture.



Series of social posters
against demolition
of Constructivist buildings

The Project became Malevich Prize finalist
(2012).



— "Featureless bedroom suburbs instead of Constructivist buildings?!"
— "No to the destructive general plan of reconstruction of Moscow!"



— "Fitness centers instead of Constructivist buildings?!"
— "No to the destructive general plan of reconstruction of Moscow!"



— "Featureless offices instead of Constructivist buildings?!"
— "No to the destructive general plan of reconstruction of Moscow!"

Thank you for your time.



**follow
your
dream**