



AT₂ SP₄ DIGITAL DESIGN
MELANIE DUNSHEA

DEEP WATERS

WINTER 2021

“We are like islands in the sea, separate on the surface but connected in the deep.”

- *William James*

William James (1842-1910), was a philosopher and psychologist, who was inspired by evolutionary theory. James' analytical perspective on psychology became known as functionalism, which sought causal relationships between internal states and external behaviours. From James' quote the distinguished underlying meaning implies that we are individuals working together to protect the world; we are the islands, we must stay connected to ground the future.

Rest by the sounds of the ocean waves and let the calming reset of nature consume you. Relaxing to where your mind goes into the depth of thought and imagination; surrounded amongst the soft sand, rock exterior and salty air.

Explicit narrative connections implemented throughout the curated spaces are exemplified through the lifestyle editorial with white coral, fresh seafood and water. To endorse the narrative further, implicit styling decisions include the use of cool tones, reflective surfaces and textiles styled as rolling waves. The sensory ocean narrative is further embodied through the use of line, shape and form, emphasising the organic and bold characteristics of the crashing ocean waves, natural rock formations and rippled sand. A low key colour palette aids the focus on texture, tone and direction throughout the environments to depict the scenic motion of rolling waves. Let your eyes direct your vision and relax amongst the movement.



OUR COLOUR

OUR COLOUR

OUR COLOUR

OUR COLOUR



THEME



OCEAN OCEAN OCEAN OCEAN OCEAN OCEAN OCEAN OCEAN OCEAN OCEAN

TREND



HERO IMAGES

DEEP WATERS WINTER 2021





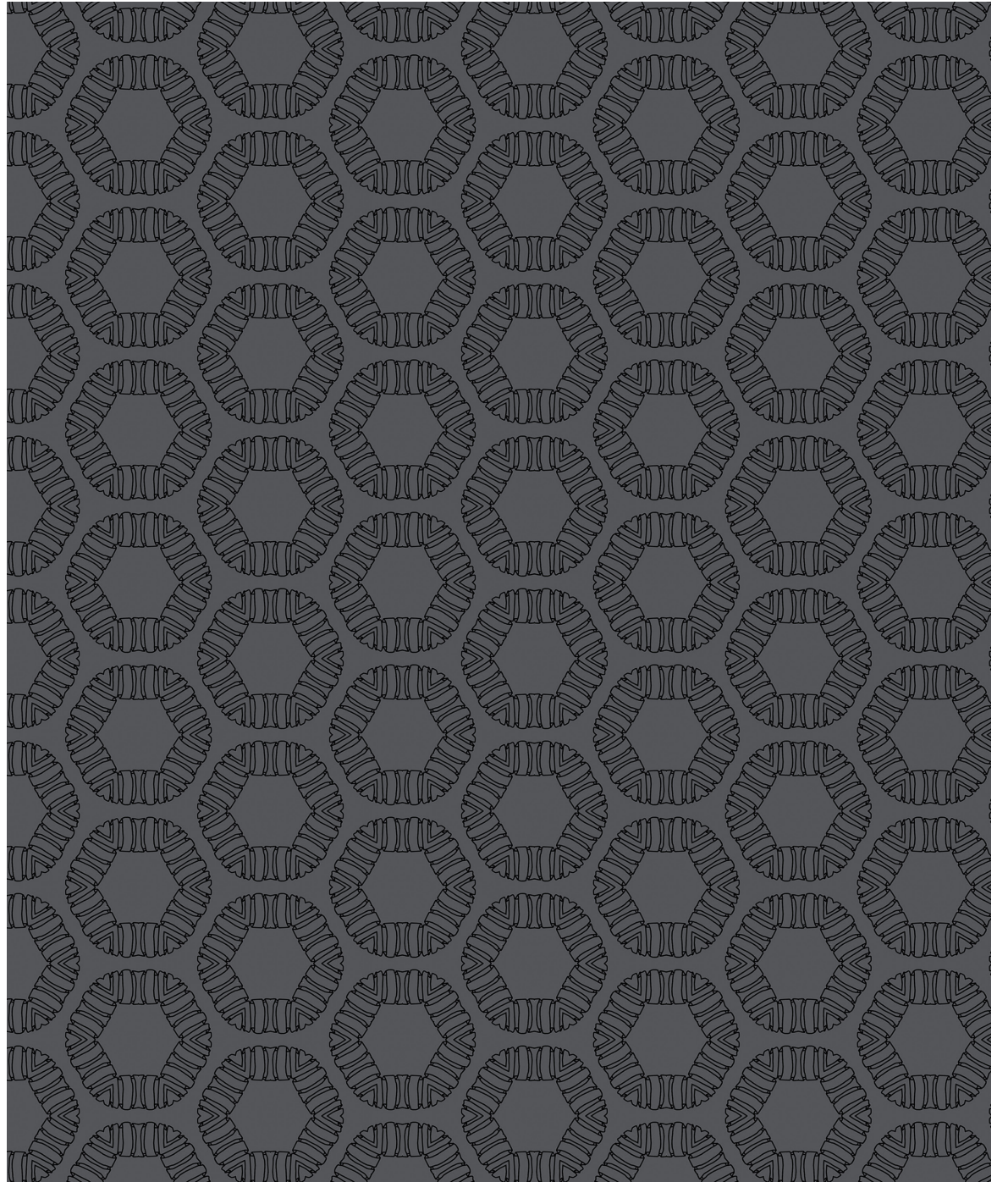


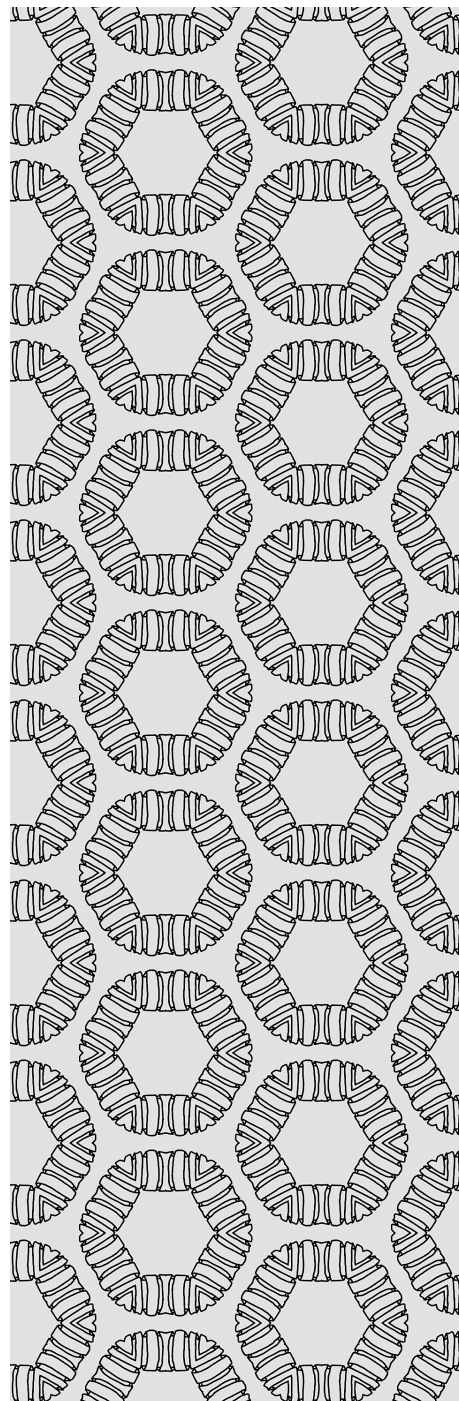
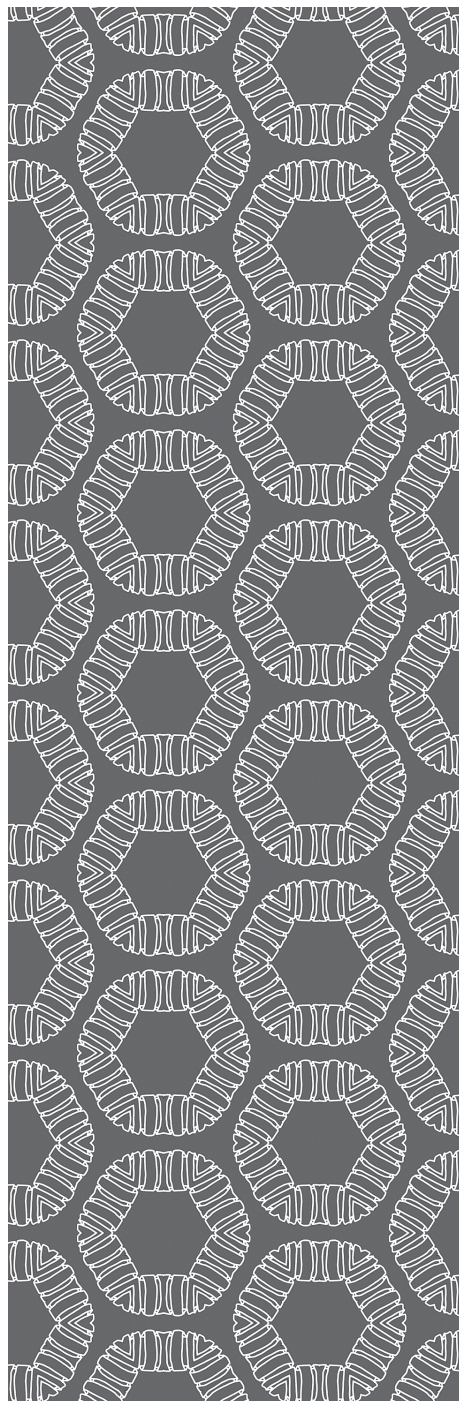


PRINT MOODBOARD

PRINT

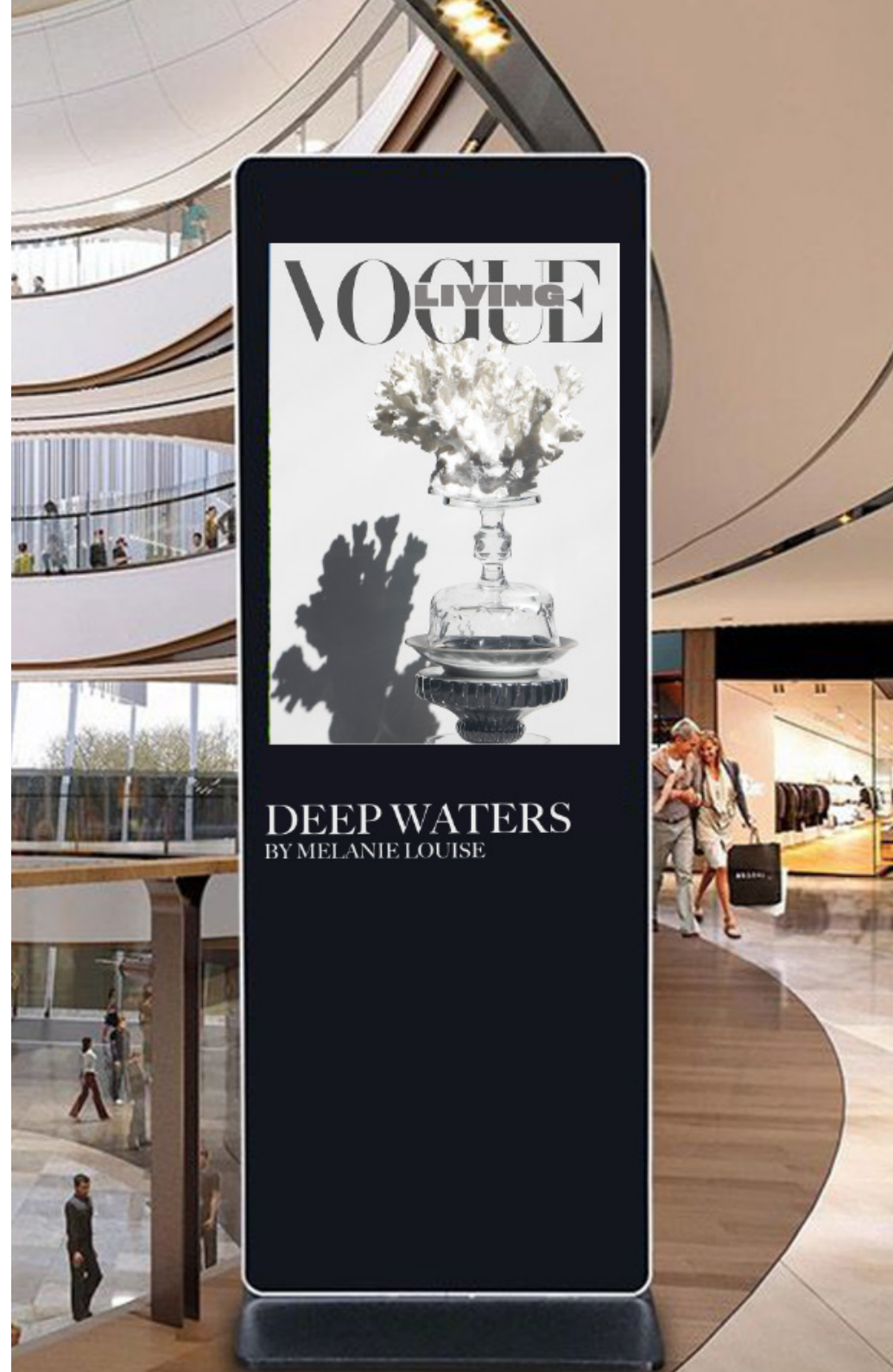
DEEP WATERS WINTER 2021





OUTDOOR ADVERTISING

DEEP WATERS WINTER 2021



VOGUE LIVING

DEEP WATERS
BY MELANIE LOUISE



DEEP WATERS
BY MELANIE LOUISE

melanie.louise.com

DEEP WATERS

BY MELANIE LOUISE

@melanie.louise_design
#deepwaters



Wilson Parking



DEEP WATERS



Mussels in white wine sauce with angel hair pasta \$18

Spaghetti Marinara \$16

Bruschetta on sourdough bread with balsamic vinegar- 2 serves \$10

Half a dozen oysters Kilpatrick \$20

Salt and pepper calamari \$18

Prawn cocktail \$15

Battered flathead and chips \$16

Spicy Miso Ramen and roasted chilli salmon \$20



www.front: THE UNDERGROUND MUSEUM

MELANIE LOUISE

MELANIE LOUISE

Pop up Store



REST BY THE
SOUNDS OF THE
OCEAN

Handmade in Australia



MELANIE LOUISE

COLLATERAL

AVAILABLE ONLINE
AND INSTORE

DEEP WATERS WINTER 2021



DEEP WATERS

WINTER 2021

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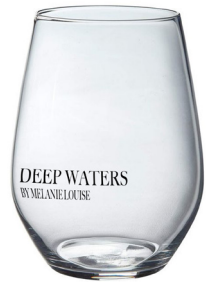
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HERO SPREADS





'Transparent waters'
Deep Waters teardrop
glass cup 200ml - set of 4
\$100 AUD



'Rocky site'
Deep Waters 3 piece dining
set - set of 4
\$300 AUD



'Classic Tote Deep Waters'
White canvas tote with
black ribbed handles
\$30 AUD



'Printed Tote Deep Waters'
Charcoal print canvas tote
with black ribbed handles
\$30 AUD

DEEP WATERS BY MELANIE LOUISE



'Salty Structure'
Black rock pebble vase
\$50 AUD

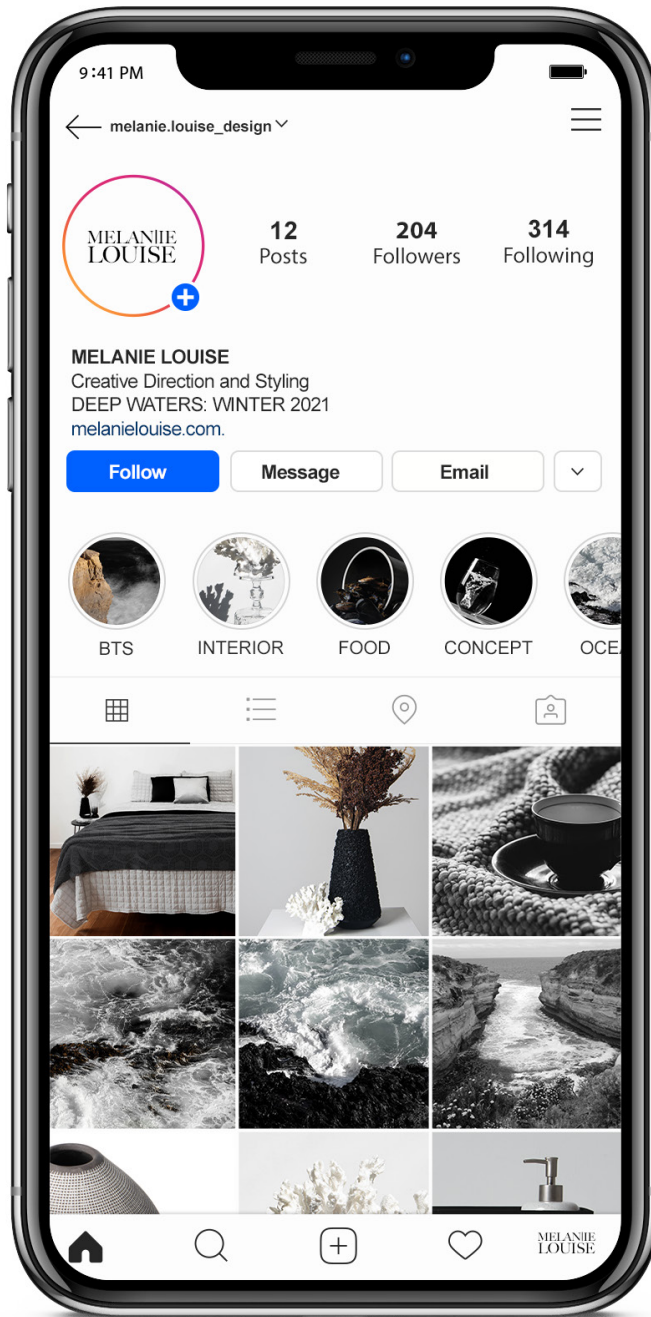
'Rocky face'
Wallpaper design
Custom price



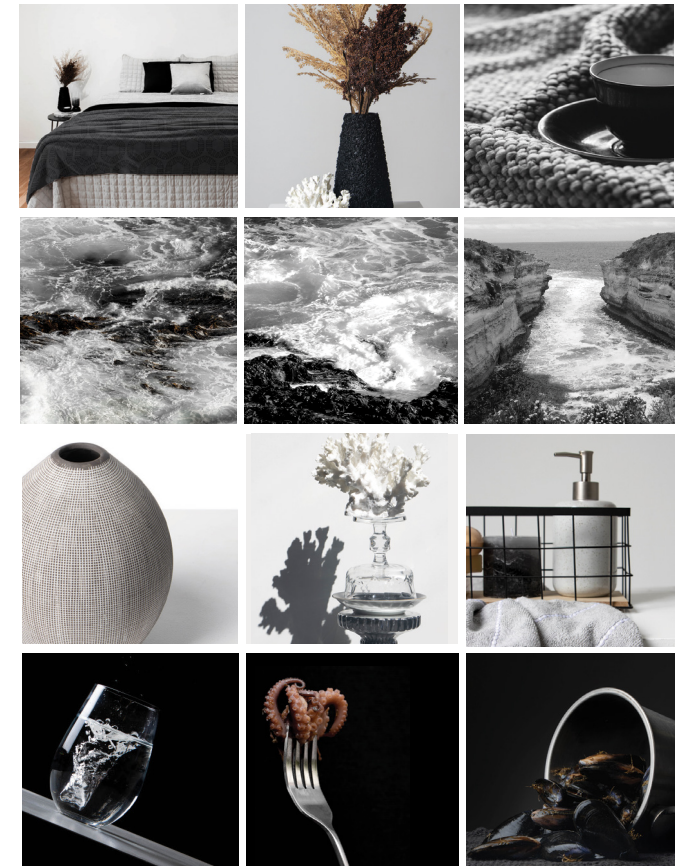
DIGITAL ADVERTISING

DEEP WATERS WINTER 2021





INSTAGRAM



@melanie.louise_design

MELANIE LOUISE

FASHION



'Rocky face'
Wallpaper design
Custom price



INTERIOR



'Transparent water'
Deep Waters washcup
glass cup 200ml - set of 4
\$100 AUD



'Rocky site'
Deep Waters 3 piece dining
set - set of 4
\$120 AUD



'Classic Tone Deep Waters'
White canvas tote with
black ribbed handles
\$70 AUD



'Printed Tone Deep Waters'
Charcoal print canvas tote
with black ribbed handles
\$70 AUD

ABOUT US



'Salty Structure'
Black rock pebble vase
\$120 AUD

ILLUSTRATION

DEEP WATERS WINTER 2021



DEEP WATERS

BY MELANIE LOUISE

DEEP WATERS WINTER 2021