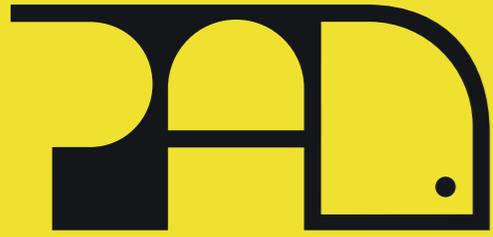




2024



PAD (Phoenix Art & Design) is a platform dedicated to supporting and raising awareness for designers, artists and creatives in Sri Lanka and the region.

Phoenix Industries is committed to fostering culture for a better society. We have created PAD to be the voice of the cultural world by promoting Arts and Design, across all disciplines. PAD is a home for all those who use culture as a vehicle to express themselves and promote culture as a benefit for society.

PAD is designed to encourage the Artistic expression, to push boundaries, to challenge the established, change perceptions, and ultimately, to build a better future for our communities.

PAD AWARDS 2024 CATEGORIES

SHOTS FOR LIFE

For Photography Enthusiasts

PRODUCTS FOR LIFE

For Product Designers

BRANDS FOR LIFE

For Graphic Designers

SCOPE

Participants were invited to explore the moods of Phoenix's 2024 Lookbook, transforming these inspirations into stunning photographs, innovative designs, and impactful brand identities.

MOODS

- Eternal
- Endless Summer
- Urban Soul
- The Whim
- Crazy About
- Nothing Hidden
- Where the Air Flows
- Cool Things
- Fantasy
- Wonderland





**FOR SHOTS
LIFE**



This photo captures the essence of Whim because after a long journey, coming to the bus stop in Pettah - one of the signs you'd see calling to you is a large LED board that says in bright red "Comfortable Rooms"

Raoul Rutnam



“There is no wonder in wonderland. It depicts the results of human behavior distorting natural wonders. It has been creatively captured to portray it in a different way. A naturally occurring hole in the center of a natural tree leaf was used to capture the object in question.”

Kaushani Bhagya



“A capture of a moment between movement and stillness, time and events yet to come and that has come to pass. A moment where the vivid lights split the darkness. A reminder that the world around you is constantly moving as you the observer stand still cool and collected in time and space.”

Nizam Raban



“In this evocative black-and-white photograph, my grandmother sits amidst a tapestry of kitchen treasures in a small urban kitchen, each object whispering stories of meals prepared with love. Her hands, skillful and seasoned, move deftly among knives, pots, and pans, the essence of home captured in every gesture. The soft play of light and shadow highlights the wrinkles of wisdom on her face and hands, revealing a lifetime spent nurturing family through food. It’s a moment frozen in time, where the kitchen bustle dances around her, creating a beautiful symphony of tradition and care. And the sunlight coming from a window reflecting on an iron plate illuminated her dramatically.”

S D Madushanka Keerthirathna



“This is a photo I have taken on the peak of bamabaragala pathana in Ella. At that moment we have finished all the things and relaxing in looking at the sunset. The sunset is something that will last forever if it rises. Hence the moment I have captured is an eternal and alluring moment that all the people who have born to this world see until they die. ”

Sasitha Nissanka



“This night-time cityscape beautifully captures the essence of "Wonderland" through the metaphor of an urban landscape. The glow of the city lights represents birth and the beginning of life, shining amidst the darkness. Growth is depicted by the variety of building sizes and structures, showcasing the development and expansion over time. The nurturing aspect is seen in the communal living spaces and interconnected streets, symbolising support and care within the community. Finally, the enjoyment phase is evoked by the lively, illuminated city, suggesting active, joyful human experiences and a bustling nightlife. Together, these elements depict a dynamic urban "Wonderland" where life is continuously born, nurtured, and celebrated.”

Raoul Rutnam



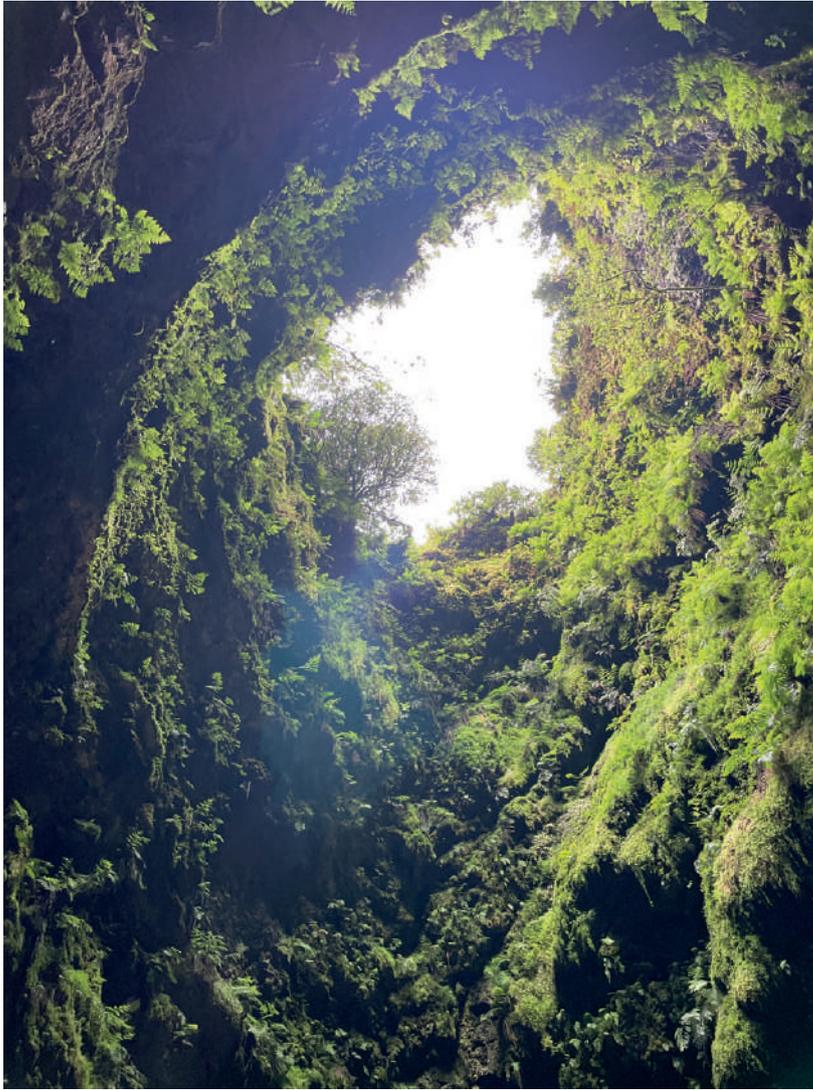
“Amid the decaying facade of the Rio Cinema, a glimmer of urban pride emerges. The sinuous form of the performer adds movement, vibration, and chaos, while shadows, like subtle transgressions, bring an air of mystery to the scene. Together, they reflect the overarching theme of the URBAN SOUL.”

Johann Latiff



“Nothing Hidden...”

A A Daminda



“Where nature meets imagination: endless green, boundless skies, and a touch of fantasy.”

Maja Pienkos



“This boy playing traditional musical instrument at the Chariot Festival at Hindu Temple. With the smoke and sunlight in the back it makes some cool feeling.”

H M Thushara Sewwandi Abhayaratne



“The washed clothes were nicely hanged in a laundry village to dry under the sun and air.”

H M Thushara Sewwandi Abhayaratne



“I recently began admiring someone deeply—my husband’s 74-year-old father. Despite his age, he remains dedicated to working on his tea estates. Every morning, he commits to his timeless ritual of reading the newspaper, cover to cover. This daily practice, a soulful habit, reflects his unwavering passion and the eternal beauty of his nature.” - ‘ We need to respect everyone's choices.’”

Melody Wijendra



About

Introducing Summer Breeze, a plastic chair brand designed for ultimate comfort and style. Inspired by the lightness and ease of a summer day, Summer Breeze chairs combine sleek design with durable materials, making them perfect for both outdoor and indoor spaces.

Story

For the logo and colour palette inspired from the "Breeze" chair shapes and angles. The color palette is inspired by the warmth and tranquility of a perfect summer day. It blends soft, refreshing tones with vibrant accents to create a sense of ease and relaxation

Icon

Icon create from the side angle of the breeze chair model, rotate 45 degree like a square of the phoenix logo rotate endlessly and created the icon for the endless summer it's featuring sun of summer

PHOENIX

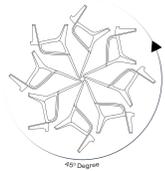
Inspired from 45° rotated square of phoenix logo



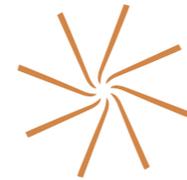
Breeze Chair silhouette side view



Endlessly rotated final output



Final shape from the rotated output



Endless Summer



Patterns

Another component of the visual identity is the pattern. This pattern has been developed from the graphic forms found within the logomark. The modular repeating pattern reflects the natural flow of Endless Summer, creating an instantly recognizable identity that is unique to the brand.



Pattern 01



Pattern 02



Pattern 03



Pattern 04



Pattern 05

Type

We have one typeface we use for all of our headlines: New York. With its fine details, moderate contrast, and slightly unusual anatomy, this typeface can take center stage as a bold and proud hero or serve as a subtle supporting actor in a wide range of designs.

New York

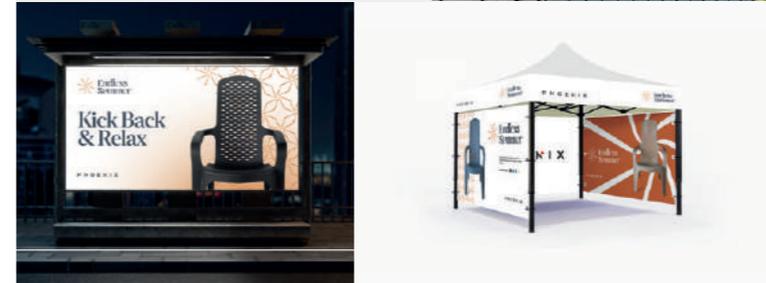
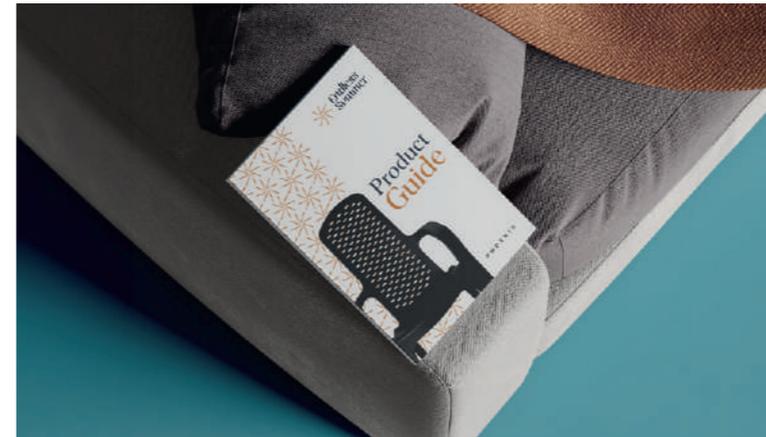
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Secondary Type

Our secondary typeface is Helvetica. It's used across all body copy when we need to prioritize clarity and readability over expressiveness. We primarily use Helvetica Regular, with Helvetica Semi Bold occasionally highlighting key words or phrases.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&



Designed by
Pasindu Dhananjaya

product : little monsoon

lookbook theme : wonderland

prompt : a portal to soothing escape

prompt explained :

gardening is a hobby, something we do to relax. most of us hustle hard, working 8-5 jobs or juggling household work. it's not easy work; it's exhausting. even though we set hours for work, we often get sucked into it, carrying the exhaust throughout the day and take it to the next day just to repeat the same cycle. enter the little monsoon, a portal to soothing escape. as you finish your busy day, take a moment. step outside and do a little gardening. listen to the showers of little monsoon and feel yourself transported into wonderland. a wonderland not of fantasy, but your real life, the nature around you, the family, friends, pets, and simple joys we often miss while worrying about the busyness of life. yes, life is hard, but it's actually a wonderland. let showers of little monsoon help you see it, feel it better...

why the little monsoon and how does it relate to the prompt :

i chose the little monsoon watering can because it represents more than just a gardening tool, it symbolizes a peaceful escape from the stresses of daily life. the prompt, "a portal to soothing escape," captures the essence of gardening as a relaxing hobby, offering a chance to step away from the exhausting cycle of our busy lives. for most of us who often carry the workday's stress throughout the day, the little monsoon provides a moment of tranquility. it invites everyone to reconnect with nature and find calm through simple, mindful gardening. inspired by the prompt, this product reflects the idea that while life can be hard and overwhelming, a small act of nurturing plants can transport you to wonderland, reminding anyone of the beauty and joy already present in life.

submark



 the submark can be alternated for the logo in an occasion where the product in consideration is know to be the 'little monsoon'. it can be used as a watermark, or a badge.

brand elements



these are a few additional elements to create a better visual impact, and they can be used in any of the colours in the brand palette and they can be used in any of the colours in the brand palette.

the logo is a simple and modern one to suit the style of our time. It comes in a full colour version, grey version and white version and should be alternated based on the background. the colours and gradient for the full coloured version is curated to convey a wonderland.

colour palette

primary colours	#ffffff	#7d7d7d	#378fb6	#00a999
				
secondary colours	#fcb34d	#f4795b	#d3435c	#5a489c
				

Notes of Summer
includes vibrant and happy colours, ones that you may witness in a wonderland!
the primary colours are the main brand colours, and should be used dominantly when curating materials. Secondary colours can be used as accents and highlights.

typeface

primary font

Playwrite DE Grund

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

secondary font

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

these are a few additional elements to create a better visual impact, and they can be used in any of the colours in the brand palette and they can be used in any of the colours in the brand palette.

social media content



carousel posts with a call to action directing customers to buy the product.



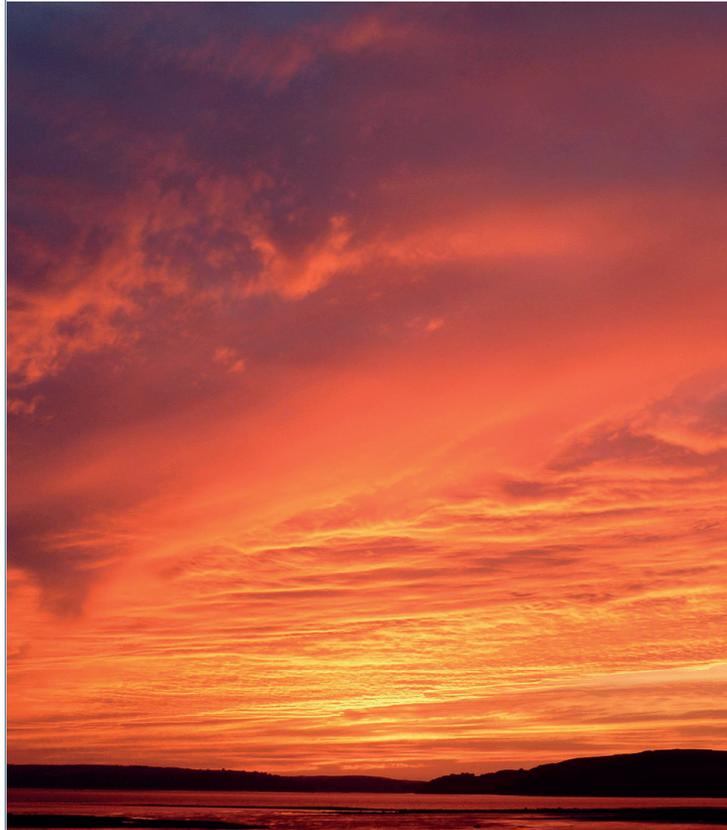
a series of social media posts with the brand elements, and explaining how the little monsoon is indeed a portal to soothing escape.

Sun Child

Ceylon Summer Fragrances

Sun Child is a Sri Lankan fragrance brand crafted for free-spirited individuals who embrace the essence of summer.

The fragrances capture the natural beauty of Sri Lanka, from its sunlit beaches to its lush forests, evoking nostalgia for those unforgettable moments spent in paradise.



ESTD  2024

SUN CHILD

FRAGRANCE


Sun


Wind / Sea
Fragrance trail


Sunset / Beach

Sunset	Primary Font
Sand	Aa
Lagoon	Secondary Font
Deep Sea	Aa
Seaside	Tertiary Font



2ND

RUNNER-UP

Designed by
Shenal Mendis

Logos

A unique hand drawn logo with soft edged letters

The letters of chilled are placed in an arc to give a bouncy fun effect

Two colour variations to fit the theme cool and warm and to show the difference in the flavors

Using Dina Condensed font type placed apart to give some rigidity to the bouncy counterpart

Logo mark created from the first and last letters of the word chilled, along with an illustration of an iced tea cup

Placed inside a vibrant circle for social media conveying the ice beverage message

Logos

The entire logo consists of two parts, the chilled completely hand written with a fun arc to show the themes of summer, fun times, sunshine and to have a chill time.

The word chai is written in upper case letters and gives a sense of structure to the logo, balancing out the funky nature of the top part.

Fonts in action

Colour Palette

#138A7F

#99D5A2

#4CC3AF

2 shades of a bright yellow to match the vibe of sunny summers, sand with golden tea.

#F1C643

#FFF46C

3 shades of bluish green and mint greens to give the cool refreshing feeling of iced tea, soothing beaches and calmness.

Brand in action

Brand in action

Fonts

DINA CONDENSED
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 0123456789

BARLOW SEMI BOLD
 ABCDEFGHIJKLMNO
 PQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 0123456789

Brand assets and illustrations

Every single element was hand drawn and specified to match the flavours of each drink from watermelons + lime and apples + mint.

These appear in the packaging designs

Promoting + marketing direction

Partner up with local influencers and TT creators to create relatable content enjoying #ChilledChai at social parties and trendy events

Creating visually appealing content in tropical settings showing off Chilled Chai as the ultimate refresher.

Influencer collabs

Social media content

Pop up events + sampling

Interactive Promotions + Giveaways

Holding giveaways and social media challenges offering exclusive merchandise and free products to users who post the best content of enjoying Chilled Chai

Organizing events and pop up at places that you g adults often frequent such as gyms, cafes, universities and other youth events and create pe interactive activities that allows them to sample the flavors of Chilled Chai.

DUNHINDA

COOL THINGS PERFECTLY WORKING.

BRANDING DESIGN COLLATERAL APPLICATIONS

FASHION - FUELED OUTDOOR WEAR.

DUNHINDA

EXPEDITION CRITICAL OUTDOORWEAR.

SEPTEMBER 2024 PPD AWARDS.

ERABADU STUDIO/24

THE ORIGIN

Dunhinda, is an attempt to create a brand which is Sri Lankan by spirit, yet global by the execution. Dunhinda stands for all the passion and hardwork true adventurers put to achieve great heights for the sake of humankind.

Nested in the peaks of central highlands of Sri Lanka, Dunhinda falls offers a unique and challenging environment for the ones who dare. The rush of adrenaline is allowed to be experienced, and the beauty embraced. Dunhinda - the fashion fueled outdoorwear takes that inspiration to greater heights. It stands for comfort, functionality and personality of each and every individual who encounters the brand. Dunhinda pays respect to its roots, protects the core values and compete head to head with the global competitors of its kind with bold, innovative and highly standard design practices.

WHITERABBIT

WHITERABBIT IS FOR THE SUBTITLES, SUBTEXT AND DETAILS WITH A BOLD APPEARANCE. WHITERABBIT CONVEYS A SENSE OF DIRECTION, ADVENTURE AND IMPACT.

SUB TEXT [ADRENALINE DROP]

SUB TITLE [THE SELECTION PREMIERE]

DETAILS [FASHION - FUELED OUTDOORWEAR]

ARIMO

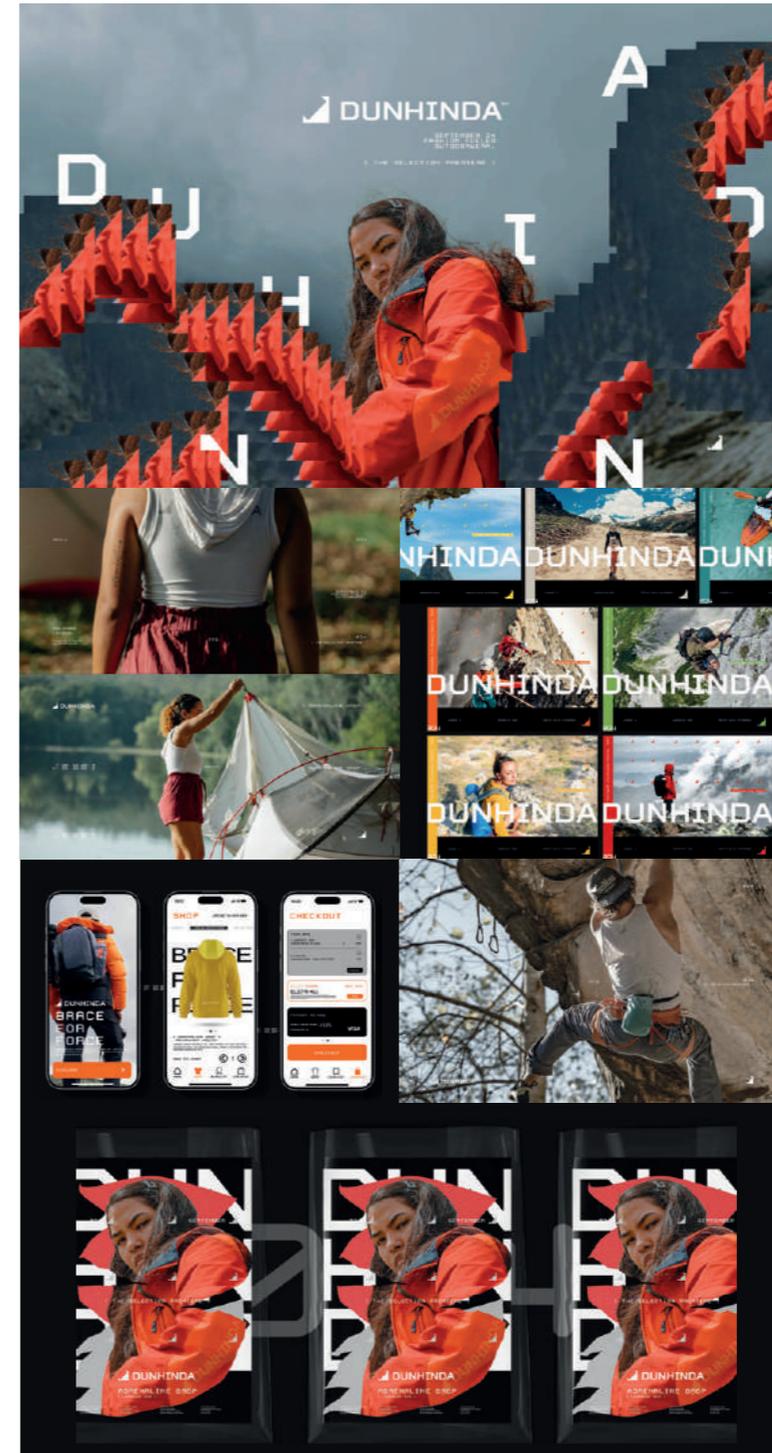
BRACE FOR FORCE

BRACE FOR FORCE

HEAD TEXT

SUB TEXT

INFO TEXT



SPECIAL MENTIONS

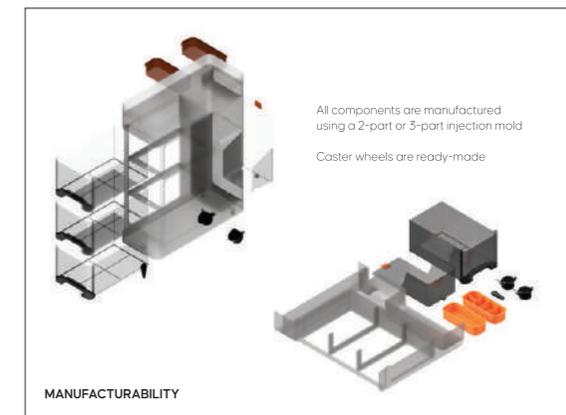
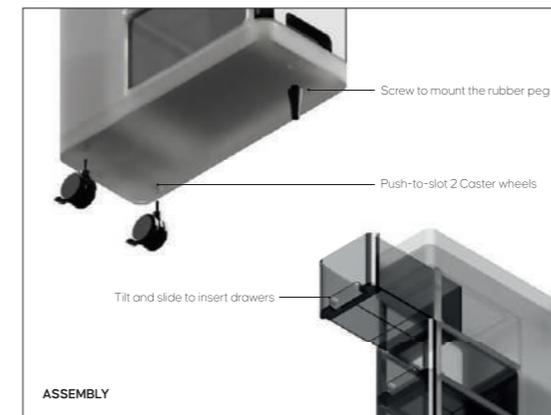
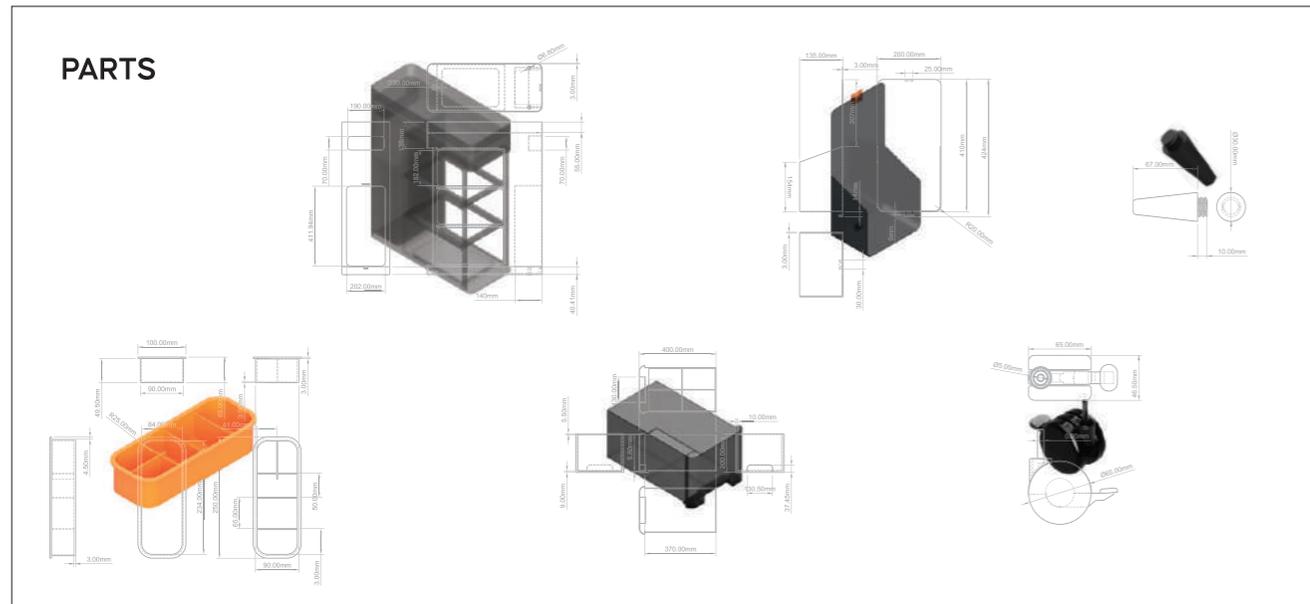
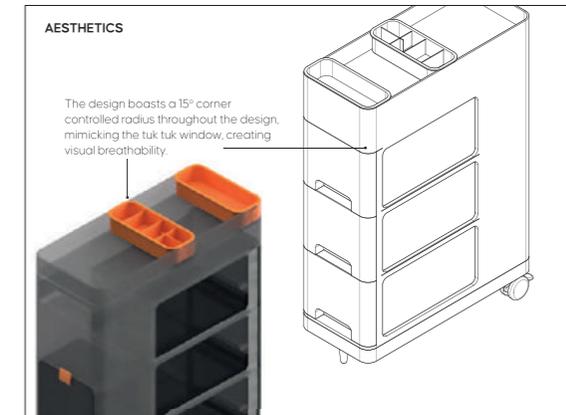
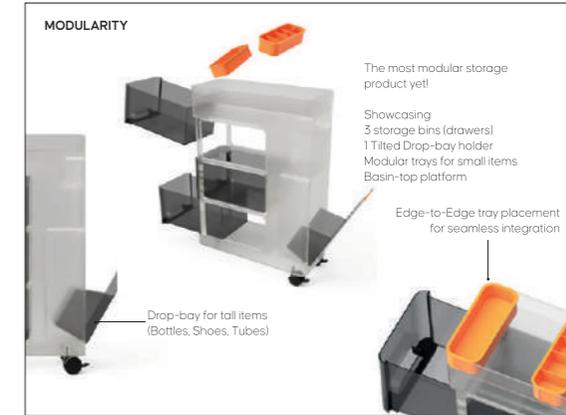
Designed by Sandaru Sandeepa



PRODUCTS
FOR LIFE



An ergonomically designed storage caddy, inspired by the dynamic shapes and functions we encounter in everyday life.



Stay tuned for...



P H O E N I X