

# MOD

Building a Brand

**Jacob Pesenson**

AD 490 | Building A Brand From Fashion To Environments





MOD



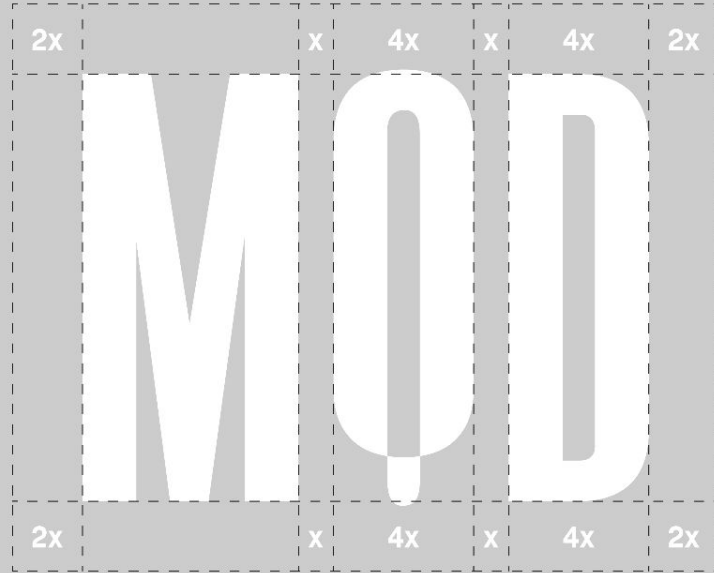
*Modern, Modular, Modified*

**MOD**

## **Brand Name**

Modern, Modular, Modified; Mod

The MOD wordmark is a simple use of the typeface *Fokus* with the "O" modified to appear like the extruder head of a 3D printer.



## Logo

Wordmark & Iconography





## Colors

1960's Mod

**MOD**

#F24326

**MOD**

#FFFFFF

**MOD**

#1E1A1A

**Colors**

Bright & New



**Origin**

Accommodating Disability





**Origin**

Orthopedic Support



# 15%

**Or around 1 billion live with a disability.**

**Demographic**

The Largest Minority

Source: <https://www.un.org/development/desa/disabilities/resources/factsheet-on-persons-with-disabilities.html>

# MOD

## ICONICALLY PERSONAL.

Committed to using 3D printing and material science to create accessible, customized furniture that enables all people and bodies the abilities to own and be proud of stylish, sophisticated furniture.



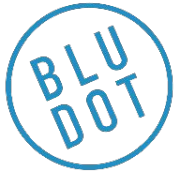


HermanMiller

Knoll



Steelcase



west elm

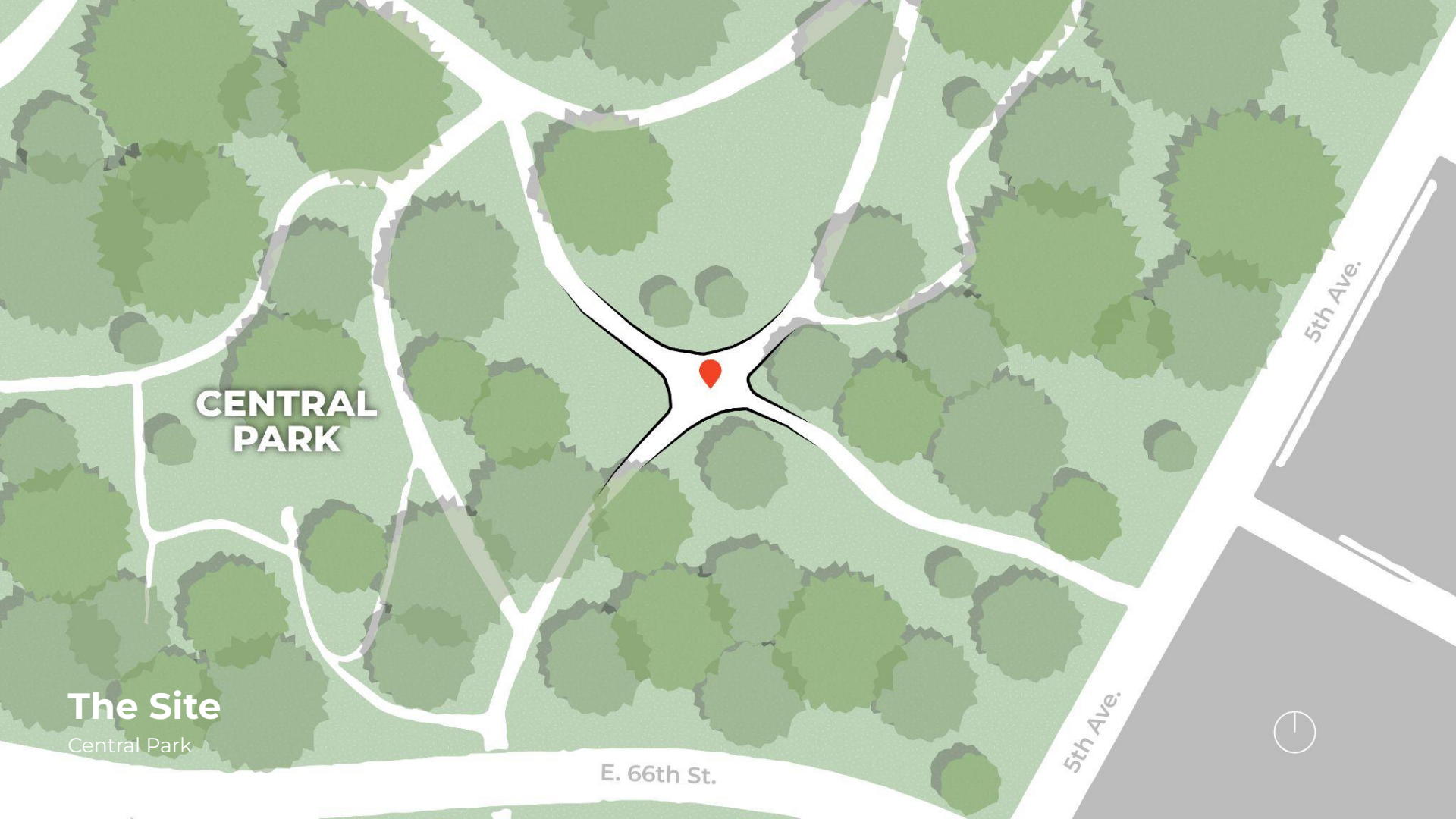
**vitra.**

Room&Board

## Competitors

None of Which Provide Customs





**CENTRAL  
PARK**

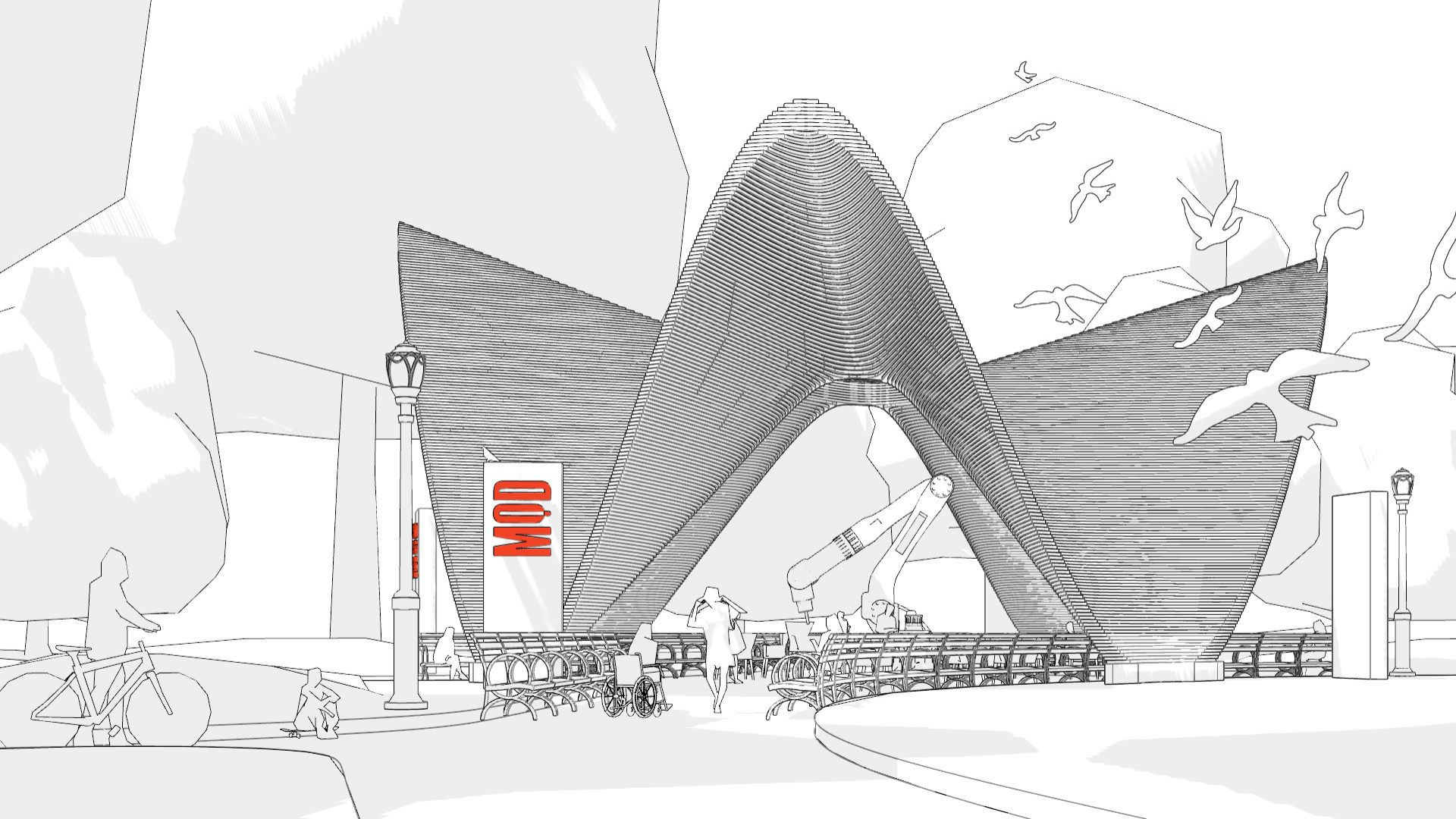
**The Site**  
Central Park

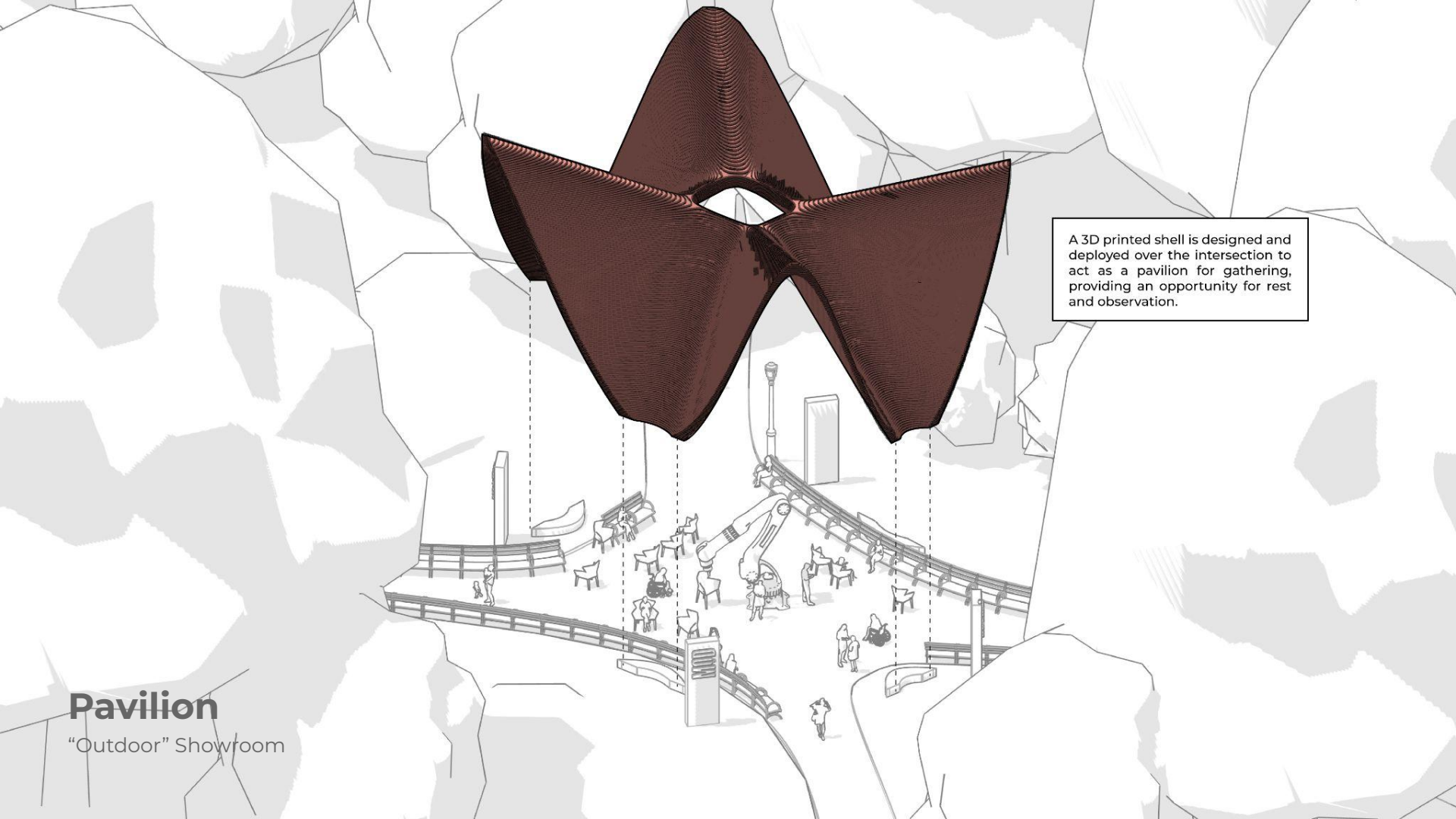
E. 66th St.

5th Ave.

5th Ave.





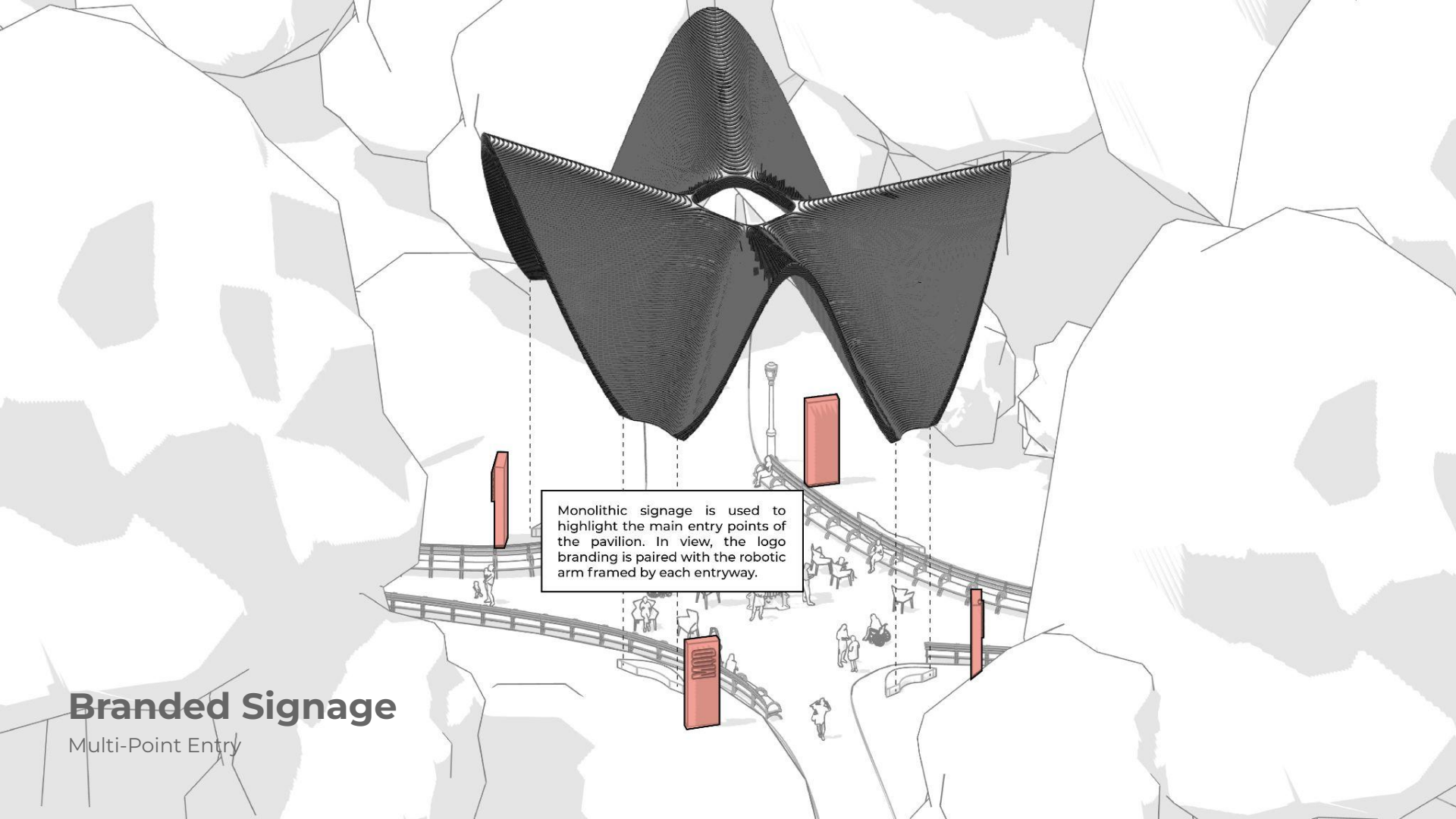


A 3D printed shell is designed and deployed over the intersection to act as a pavilion for gathering, providing an opportunity for rest and observation.

# Pavilion

“Outdoor” Showroom

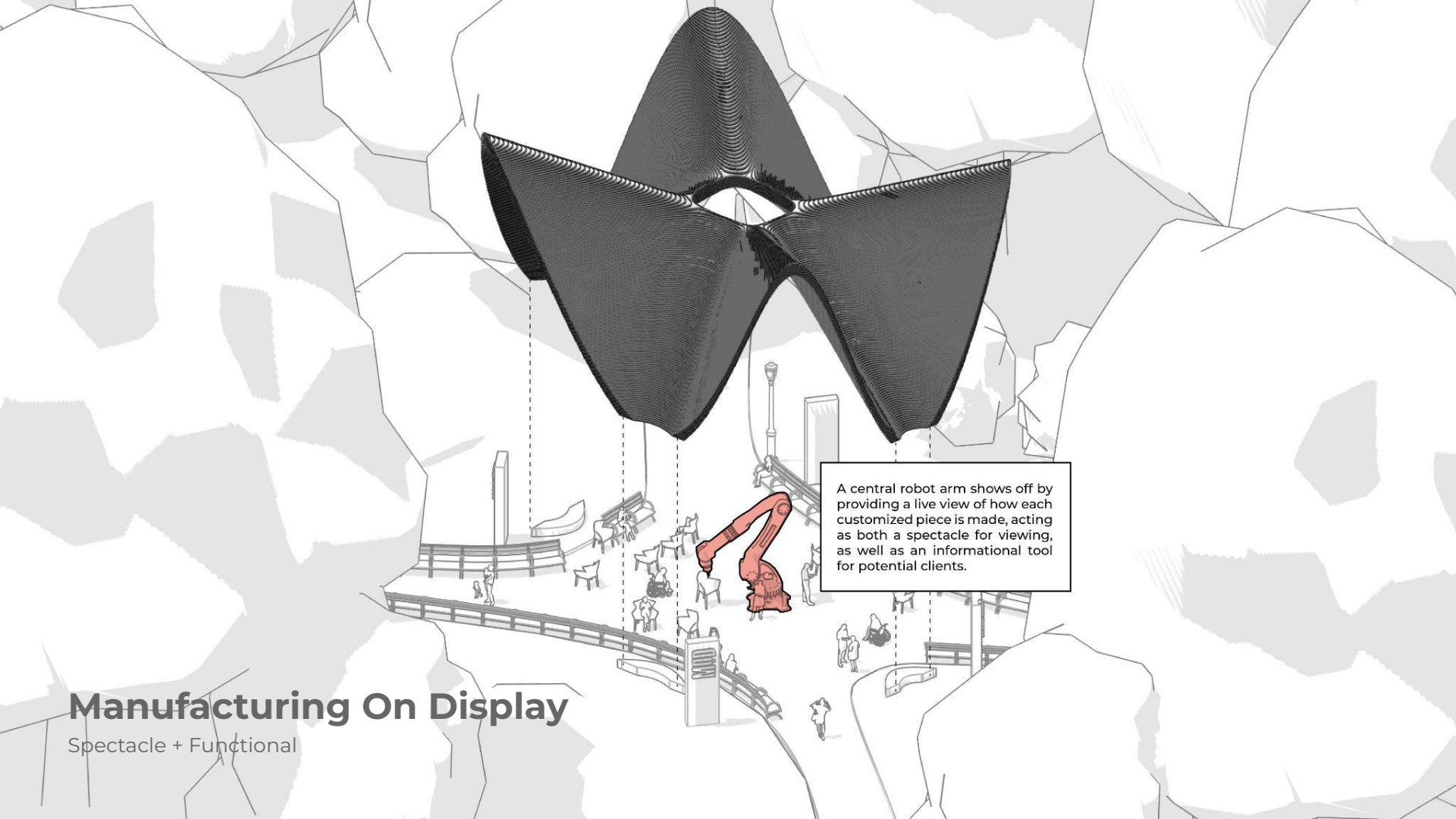




Monolithic signage is used to highlight the main entry points of the pavilion. In view, the logo branding is paired with the robotic arm framed by each entryway.

## Branded Signage

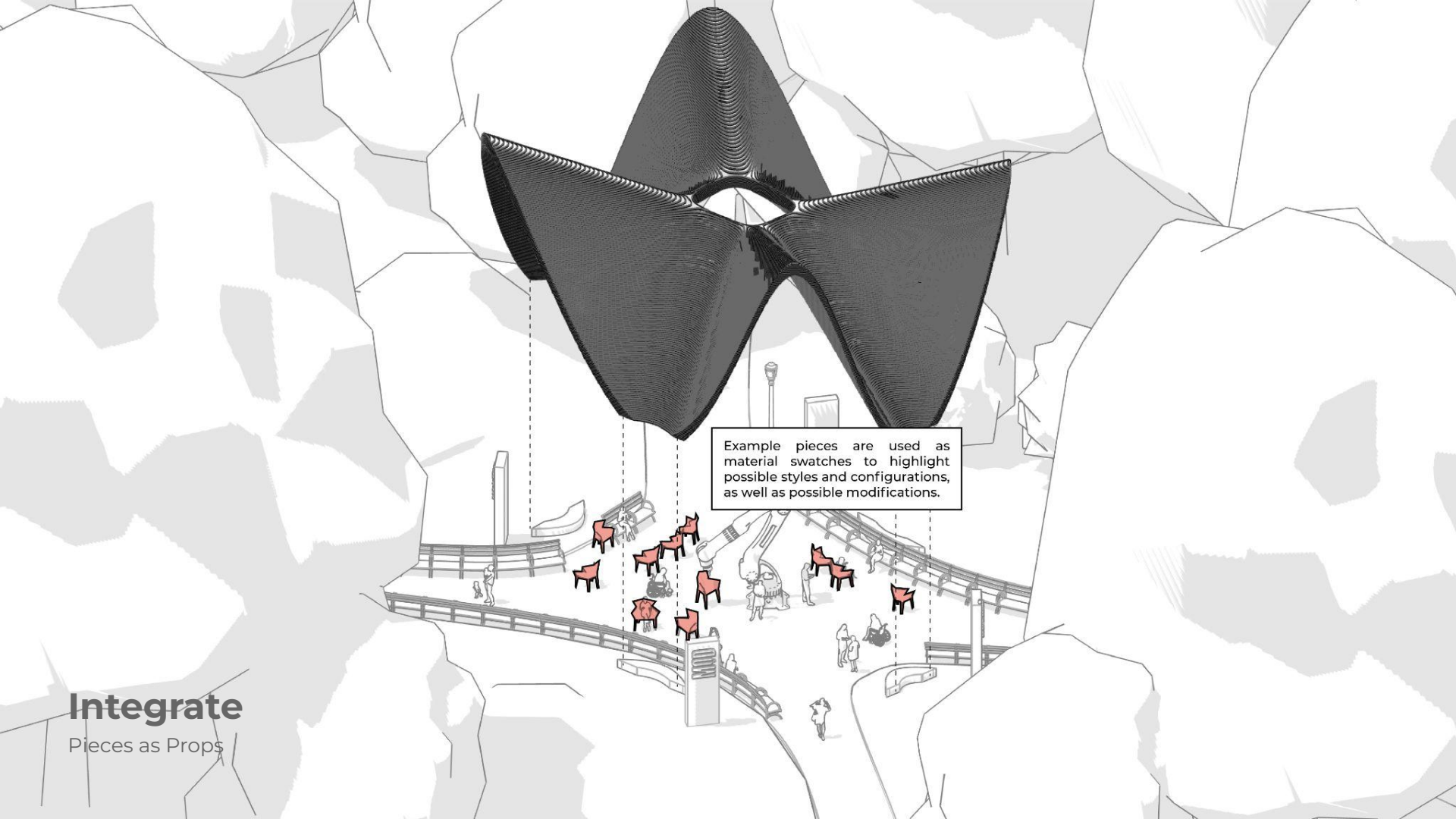
Multi-Point Entry



A central robot arm shows off by providing a live view of how each customized piece is made, acting as both a spectacle for viewing, as well as an informational tool for potential clients.

# Manufacturing On Display

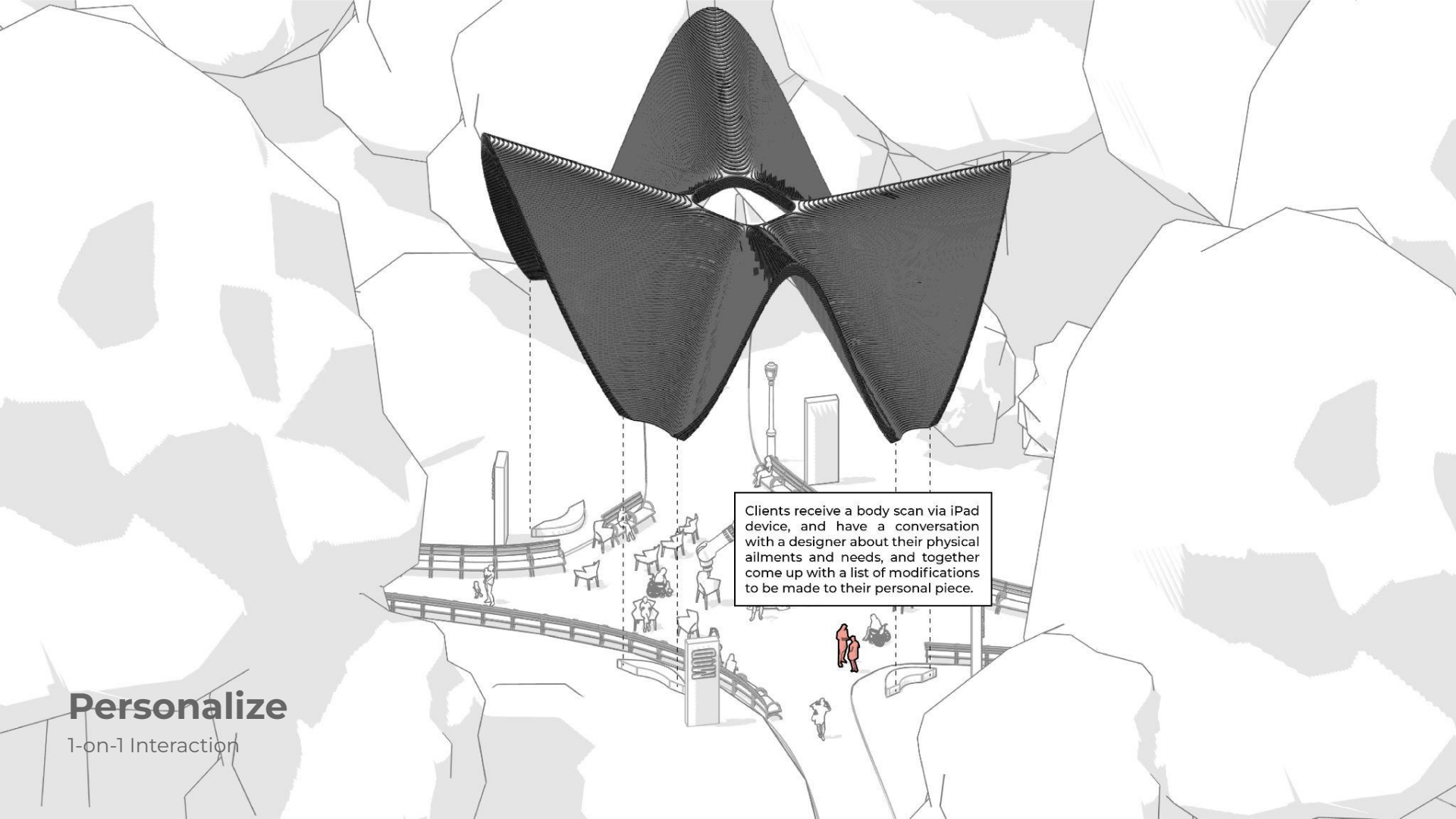
Spectacle + Functional



Example pieces are used as material swatches to highlight possible styles and configurations, as well as possible modifications.

**Integrate**  
Pieces as Props

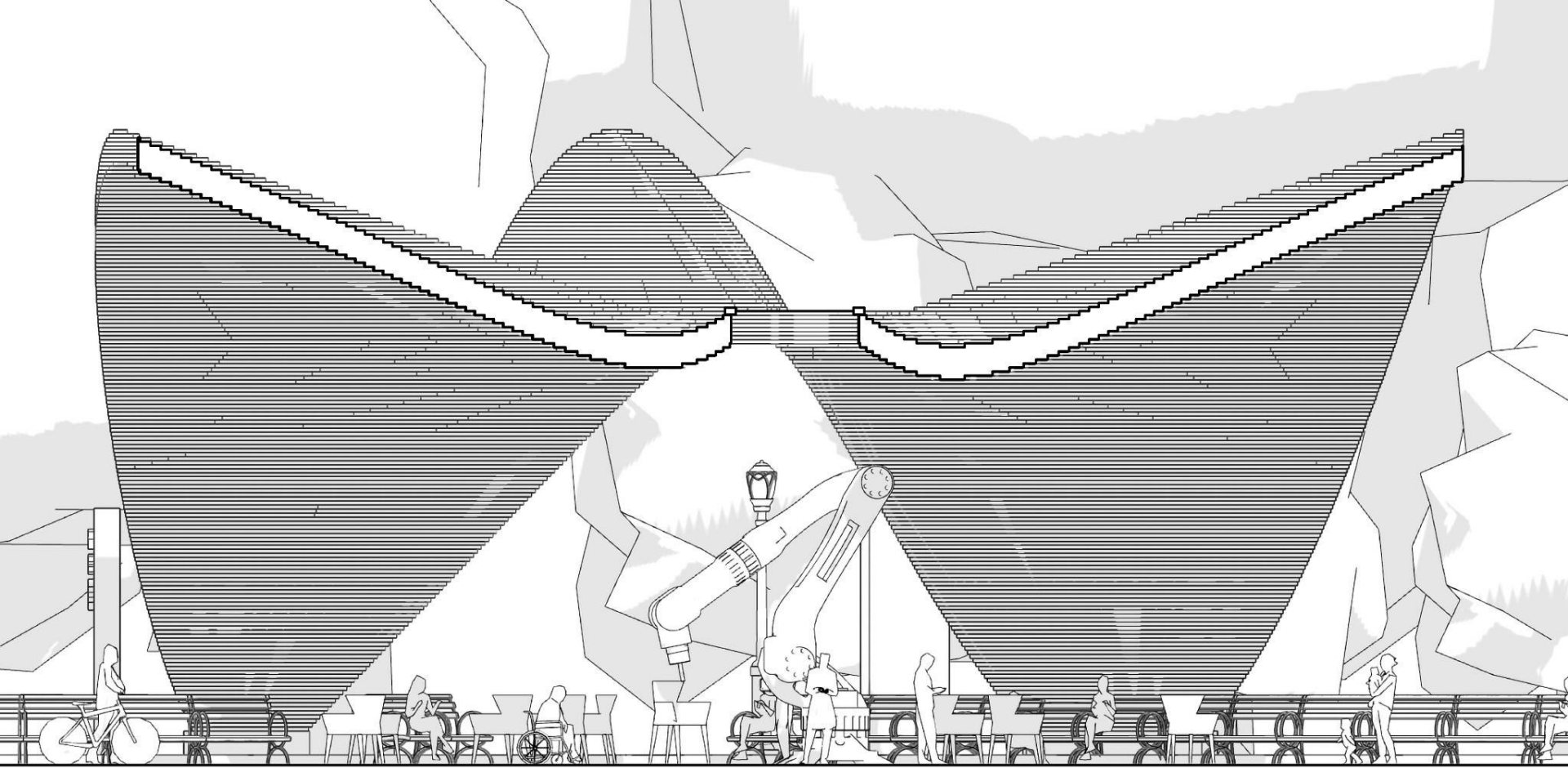


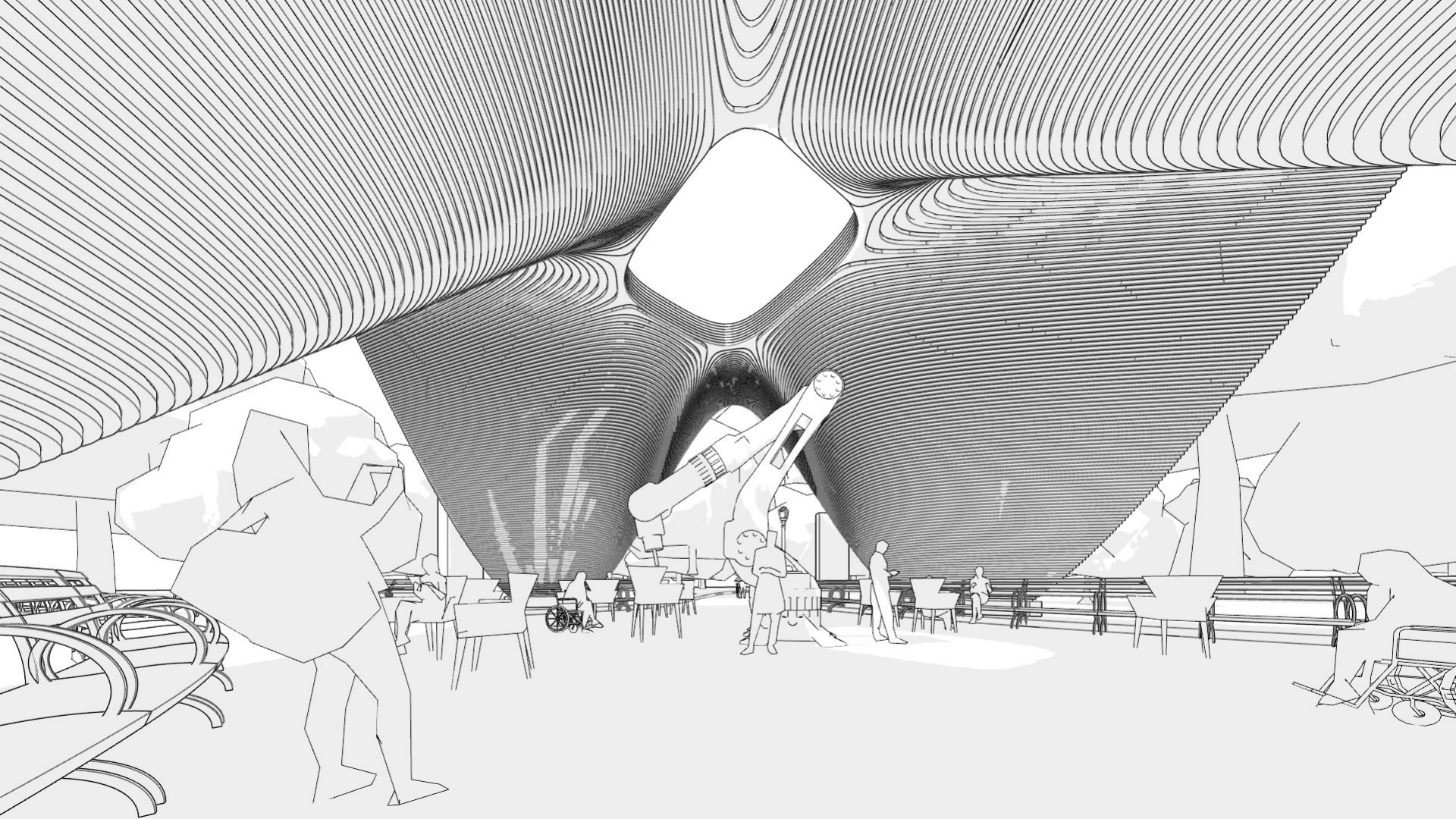


Clients receive a body scan via iPad device, and have a conversation with a designer about their physical ailments and needs, and together come up with a list of modifications to be made to their personal piece.

# Personalize

1-on-1 Interaction





**MOD** is a brand dedicated to providing sophisticated design tailored to the needs of individuals with disabilities, a demographic often overlooked in design considerations. We create furniture that not only enhances comfort and style but also offers customizable features to accommodate various needs and preferences. **MOD** is a brand for everyone, but built with disability in mind.



## Conclusion

Why MOD?