

Lifestyles

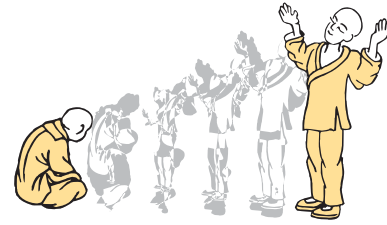
Healing & Martial Arts



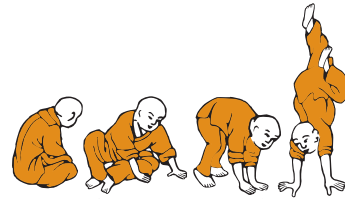
This client wanted to portray the beneficial health effects of his service. As a specialist in Chinese medicine and practices, we decided to illustrate the potential physical progress enjoyed by his clients.

From a static sitting pose through to movement to the eventual handstand demonstrates the activities and healing benefits achieved through this process.

The client is also very environmentally aware and we selected an unusual recycled stock upon which to print his stationery. The unusual shaped envelopes had to be hand made in order to contain the letterheads which were produced to a different size than the traditional A4.



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Initial Ideas

