

STF-2018-10 This is Lupina

Markmið: This is Lupina aims to be an independent design studio based in the village of Kirkjubæjarklaustur. The main goals are: - To offer a specialized, inovative and more close service in the field of design - print, digital, webdesign - in the Skaftárhreppur área. - To use design as an important marketing tool to help businesses to launch products, brands and ideas. - To evolve organically the studio using a local approach that firmly can root to the area. - To welcome clients into the creative process. - To strengthen the cooperation between foreigners with specialized skills and locals.

Lýsing: After a collaboration for the Uppskeru-og þakkarhátíð Skaftárhrepps 2017, to whom Lília Carvalho designed the event leaflet, she realized a need and a problem related with design services, in the Skaftárhreppur area. Lília decided to start a project with the aim to bring to the area specialized knowledge in graphic design, digital design, web design and web development. In one hand to contribute to a better design practices in the area and in another hand to contribute to the decentralization of these services, most of them concentrated in Reykjavík. As well to create her own job and new jobs opportunities in the future. The aim of the project is to start “This is Lupina”, an independent design studio based in Kirkjubæjarklaustur. A studio to help and support the community of Skaftárhreppur to find visual communication solutions always in a forward-thinking design work. It goes across a range of disciplines including brand identity design - logotype, business cards, e-mail design, product packaging - web development , websites, digital presentations, banners, advertising campaigns, posters, brochures, leaflets.

The name comes from Lupina, a plant imported from North America with a strong presence in the southern region of Iceland. Beautiful while in bloom, and an important ally in stopping topsoil loss and combat erosion, is an invasive species in Iceland, threatening local plant life. Lupina will be the key of “This is Lupina” concept and branding. The name is a metaphor about the current times in Iceland, especially if we talk about tourism, foreigners, locals and small villages. An historical moment of the development of the country of which, as a foreign living in a small village, Lília is also a part. “This is Lupina” aims to reach it goals in a collaborative and close approach working base, involve the clients throughout the design process, going “under the skin” of businesses, brands and people to understand their world as well “This is Lupina” work. A marketing analisys and a marketing campaign will be carried out, in the Skaftárhreppur area, focuses on a winning and keeping clients; to find out facts, objectives and strategies to achieve the project goals.

Verkefninu var úthlutað kr. 840.000.- árið 2018.

Upplýsingum úr framvindu- og lokaskýrslum verkefnisins verður bætt hér við eftir því sem verkefninu vindur fram.