



*DESIGN* EVERYTHING

# Desert Harmony

## Inspiration

In Phoenix, unmatched scenic desert beauty meets urban sophistication. More than a bustling western town of days gone by, it's America's fifth-most-populated city, the heart of the Sonoran Desert, and the gateway to the Grand Canyon. The modern, active lifestyle of Phoenix is a testament to its rich history and western spirit of American Indians, ranchers, miners and settlers.





# Desert Harmony

Phoenix, Arizona

## Concept

With its unique multicultural fusion, Phoenix has a vibe of its own which can be seen through its musical heritage. To honor this melting pot of performing arts, the internationally-acclaimed Musical Instrument Museum (MIM) has gathered over 15,000 instruments from around the world. These sights and sounds led us to develop the “Desert Harmony” meme.



## Artistic Execution

Captivated by the clean lines and textures of the museum building, and playing on the vibrancy of the live musical events held within the MIM walls, we chose to focus on the actual instruments showcased in the museum. Walking to the beat of our own timbale, we highlight the various museum pieces with splashes of color and amusing patterns to create a unique visual harmony in each piece of art.

