

1
hat-κiη case study

2
boss

3
boss
big excuses

4
boss
big excuses
print



6
**“you’re not going to believe this...
that’s all very well but the thing is...**

7
**“you’re not going to believe this...
that’s all very well but the thing is...**

8
**“you’re not going to believe this...
that’s all very well but the thing is...
no one is more concerned than me,
however...**

9
**“you’re not going to believe this...
that’s all very well but the thing is...
no one is more concerned than me,
however... i’m really sorry about
this, it’s just that...**

10
**“you’re not going to believe this...
that’s all very well but the thing is...
no one is more concerned than me,
however... i’m really sorry about
this, it’s just that... you’ll never
guess what, but in actual fact...**

11
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nobody could have foreseen this,
but it just so happens...**

12
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that’s all very well but the thing is...
no one is more concerned than me,
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guess what, but in actual fact...
nobody could have foreseen this,
but it just so happens... this has
been totally out of my control and
to tell you the truth...”**



14
“you’ll never match that from cmyk...”



16
**“greens are always difficult
to print...”**

17



18

**“the finishers burnt down
at the weekend...”**

19



20

**“the price of paper has gone
up again – due to deforestation...”**

21



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Design & Art Direction Annual
Design Week Awards



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big excuses