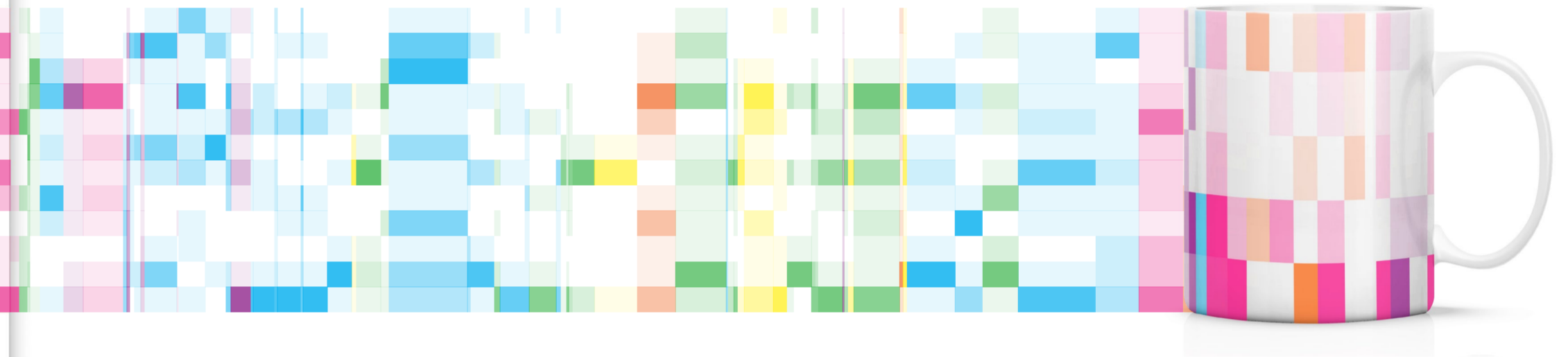




Hear how a visual identity looks



Jean Sibelius - Finlandia.mp3



BRIEF

To create a visual identity for Sibelius Academy that reflects the heritage of Finnish national composer Jean Sibelius.

INSIGHT

Jean Sibelius "suffered" from a symptom called synesthesia, a neurological condition where you see colours and forms when you hear music.

SOLUTION

To recreate what Jean Sibelius saw when listening to music we developed a piece of software that analyzes music and transforms the data into a unique visual pattern according to pitch, timbre and tempo. We called this software "The Synthesizer". The pattern it created formed the basis for a dynamic visual identity which embraces both music and Jean Sibelius' gift to see how music looks.

