

Design Sessions

# My name is César Sesio.

Museo de Arte de Ponce

Puerto Rico

Invitation card



César Sesio + Crescent Lodge

# I am a graphic designer with more than 25 years of international experience.

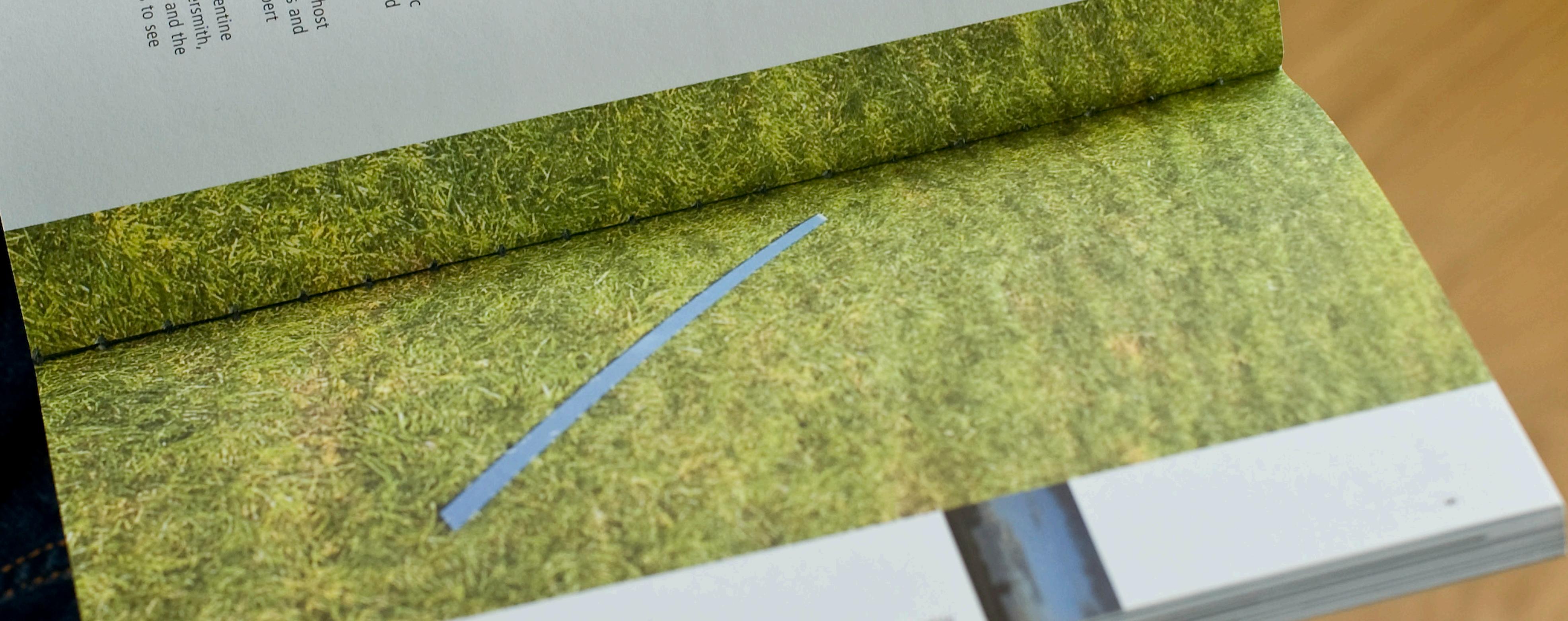
Chelsea College of Art & Design

UK

1999/2000 Prospectus

Chelsea is located in one of the most creative and diverse areas of London. The college offers a wide range of courses in art and design, from traditional subjects like painting and sculpture to more contemporary fields like digital media and design. The college is situated in a beautiful, historic building in the heart of Chelsea, which is known for its rich history and vibrant arts scene. The college has a strong emphasis on practical skills and real-world experience, with many opportunities for students to work on projects for local businesses and organizations. The college also has a strong focus on research and innovation, with many faculty members involved in cutting-edge research projects. The college is committed to providing a supportive and inclusive environment for all students, regardless of their background or previous experience. The college is also committed to sustainability and social responsibility, with a strong focus on environmental issues and social justice. The college is a great place to study and learn, and we invite you to explore our website and prospectus to learn more about our programs and facilities.

Louise Melchior, Skyline, mirror  
BA Honours Fine Art 1997



Design Sessions

# My clients span the cultural and commercial sectors.

Ibsen Festival 2016

Norway

Monsters of Reality programme

12:45–13:45  
NATIONALTHEATRET /  
HOTEL CONTINENTAL

Moving Mountains  
Gurrik/Koren/Grotterud, NO

14:00–14:05  
TEATERPlassen

A Beginning & End  
Jesper Bøe Ellingsen/Alexander  
Ibsen/Per Egil Aske, NO

14:05–14:10  
ENTRANCE HALL

The Sirens – A Foyer Opera  
Crispin Gurholt, NO

14:15–14:45  
PUBLIKUMSFOAJEEN  
& HOVEDSCENEN

Monster Sins  
influx artist collective, GR

14:50–15:00  
HOVEDSCENEN

Blink  
blindspot theatre group, GR

15:15–16:15  
AMFISCENEN

BREAK  
souvlakis & beer

17:00–18:00  
MALERSALEN

17:15–18:30  
PUBLIKUMSFOAJEEN

18:30–19:00  
PUBLIKUMSFOAJEEN

19:15–20:00  
HOVEDSCENEN

20:30–21:00  
HOVEDSCENEN

21:00–21:15  
HOVEDSCENEN

22:00–22:40  
JAEGER CLUB  
(GRENSEN 9)

22:40  
JAEGER CLUB  
(GRENSEN 9)

Pia Ma  
(NB: Limited capacity. Re  
Workshop before performance.)

Siste Skrik – An Art Auction  
Helle Siljeholm, NO

Monster Sins  
influx artist collective, GR

Help – It's a Laiv! by the group  
formerly known as Publikum (Falch /  
Langlie/Solhaug/Wallström), NO

I Failed / Narcissus – Variations on  
Self-Accusation by Peter Handke  
Victoria Meirik, NO

Beethoven Remix  
Universet with Bård Torgersen  
& Kenneth Ishak, NO

The Ritual  
Rafika Chawishe, GR

AFTERPARTY  
with resident DJ Olanskii

Design Sessions

# I have helped them communicate in many ways:

Center for a New Economy

USA

Joseph Stiglitz conference



Design Sessions

# through a new visual identity

Mindslove, Center for Innovation in Educational Technology

Brazil

Logotype



The logo consists of the word "mindslove" in a bold, dark gray sans-serif font. The letter "i" has a small magenta dot above it. The letters are slightly overlapping.

Design Sessions + Small Design Firm

# through exhibits,

Audubon House

USA

Information panels



César Sesio + Timon Botez

# signage systems,

Nobel Peace Center

Norway

Wayfinding



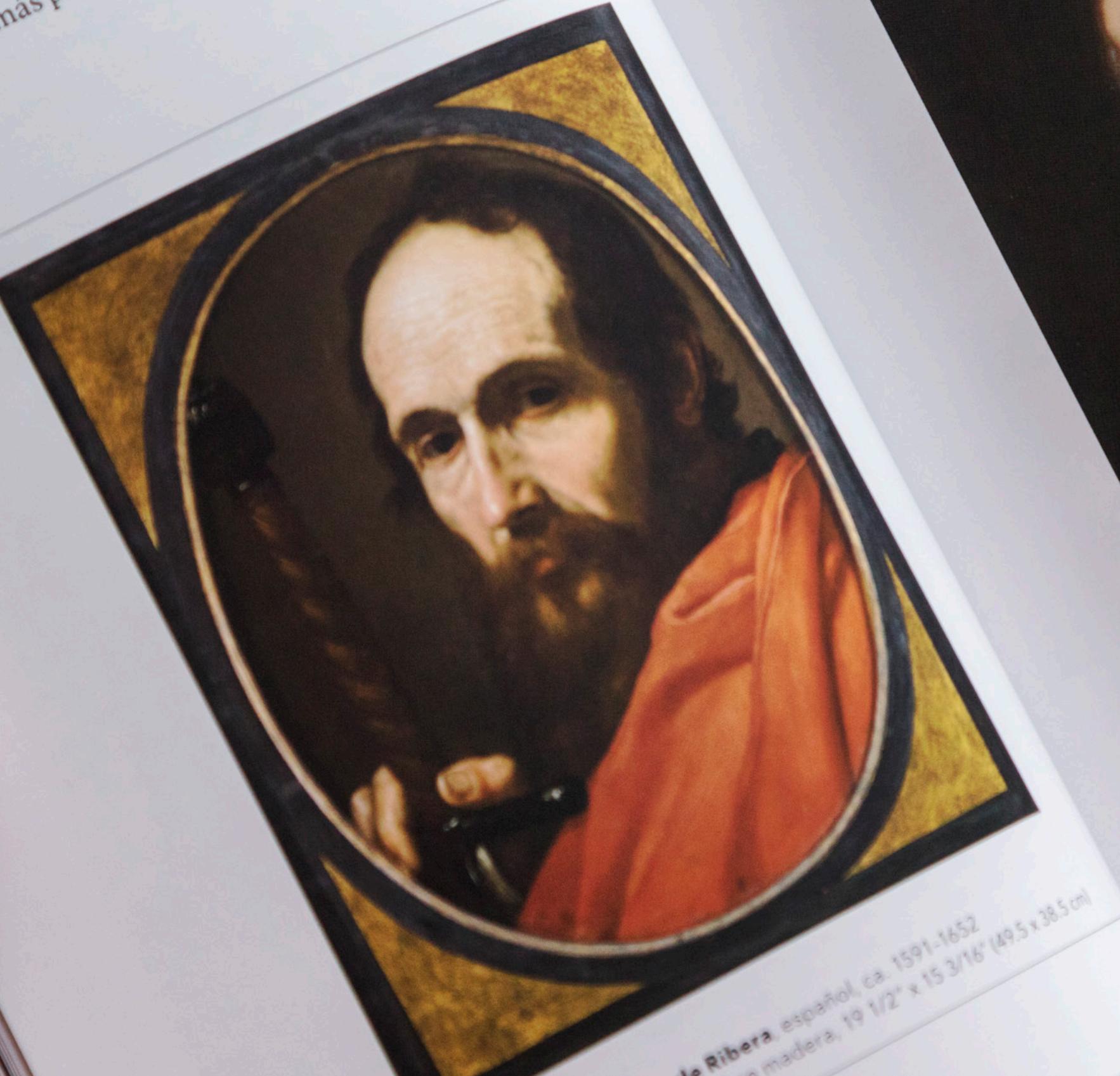
# Design Sessions

# publications,

# Museo de Arte de Ponce

# Puerto Rico

# Exhibition catalogue



San Fa  
ento de

El talento de Jusepe de  
éste, que parece sacado de  
adoptiva del artista. Ribera pintó a Sa-  
que parece tener vida. Nacido en Játiva (cerca  
a Roma en la década de 1610, cuando su estilo ostenta  
obra tardía de Caravaggio. Al final de la década se mudó a Nápo-  
convirtió en el pintor más poderoso y famoso de la ciudad.



A close-up detail from the painting 'The Three Magi' by Peter Paul Rubens. It shows a hand holding a small, ornate object, possibly a gift or a piece of jewelry. The hand is rendered with fine detail, showing fingers and skin texture. The background is dark and textured.

A photograph showing three people interacting with a large, interactive digital panel. In the foreground, a woman with grey hair and glasses, wearing a green sweater, points at the screen. Behind her, another woman in a blue sweater looks on, and to the right, a young woman in a blue top also observes the screen. The screen displays a grid of letters and symbols, including 'a b c d e f', 'I M N O P Q R S', 'V W X Y Z', 'space', and 'Replay'.

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# and digital interfaces.

Folger Shakespeare Library

USA

Interactive digital panels

Design Sessions

I am integrally involved in every stage  
of the project, from conception and design...

Móvil

Argentina

Promotional poster

Design Sessions

...to production and implementation.

Children's Orchestra of DC

USA

Visual identity



César Sesio + García Balza/González

# I am based in Buenos Aires

Museum of Architecture

Argentina

Visual identity

Museo de arquitectura  
Sociedad Central  
de Arquitectos



Sede: Torre de agua  
Callao y Libertador  
Buenos Aires, Argentina



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but collaborate with colleagues  
around the world

New York Historical Society

USA

The Federal Wall



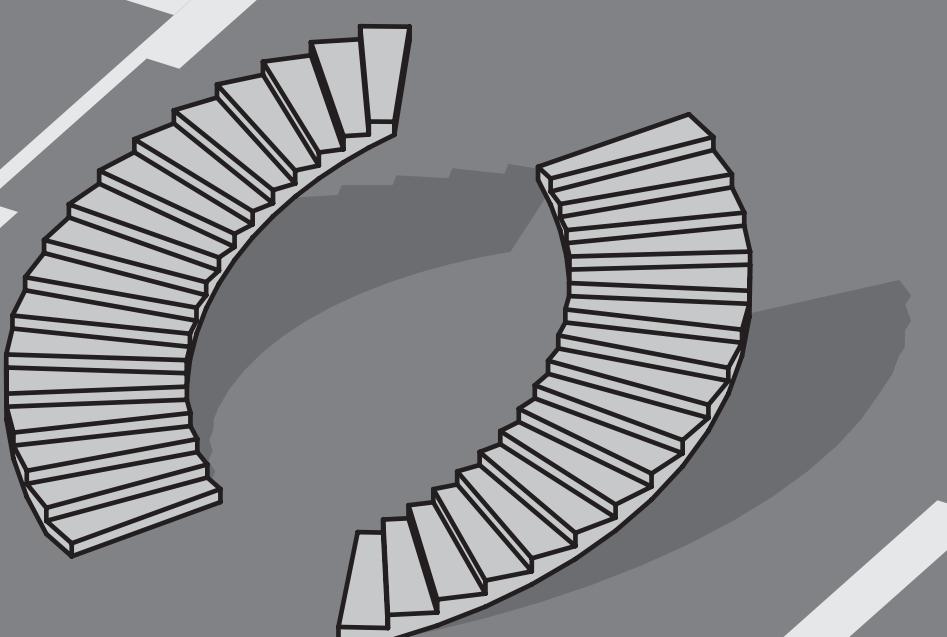
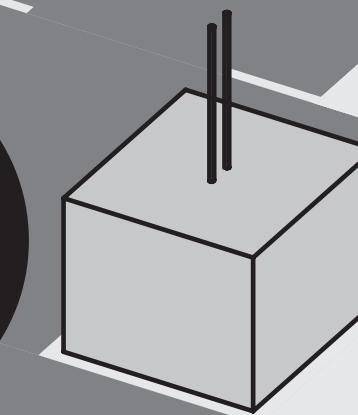
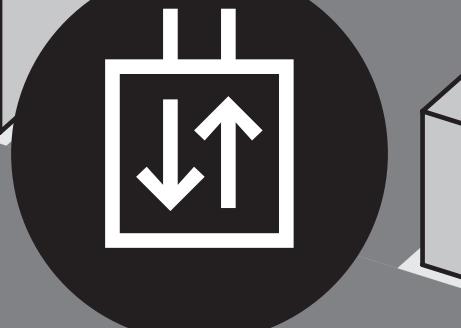
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and can assemble the team best suited  
for a project's individual requirements:

Museo de Arte de Ponce

Puerto Rico

Museum's plan



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# industrial design,

Museo de Arte de Ponce

Puerto Rico

Gallery labels



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# enviromental design,

Museo de Arte de Ponce

Puerto Rico

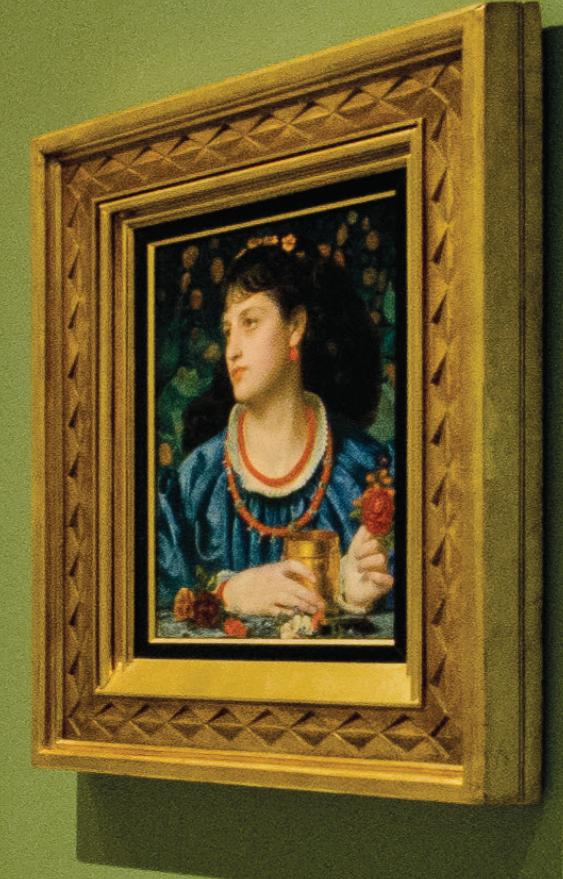
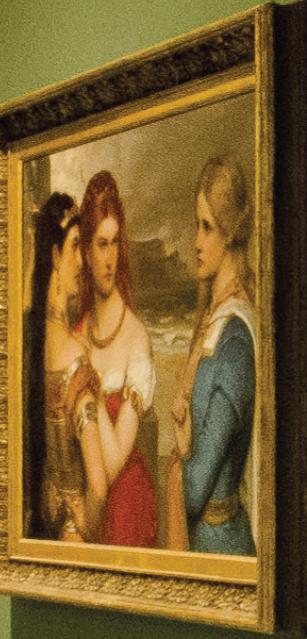
Gallery information



MIGUEL POU

La obra pertenece a la colección permanente del Museo de Arte de Ponce. Fue adquirida en 1990. Se trata de un óleo sobre lienzo que refleja la influencia del pintor francés Gustave Courbet. La obra muestra a una mujer sentada en un sillón, vestida con un vestido rojo y dorado, que parece estar descansando o leyendo. El cuadro es representativo del Realismo Francés, que buscaba la representación directa y honesta de la vida cotidiana.

The painting belongs to the permanent collection of the Museo de Arte de Ponce. It was acquired in 1990. It is an oil on canvas that reflects the influence of the French painter Gustave Courbet. The painting shows a woman sitting in a chair, wearing a red and gold dress, who appears to be resting or reading. The work is representative of French Realism, which sought to depict life directly and honestly.



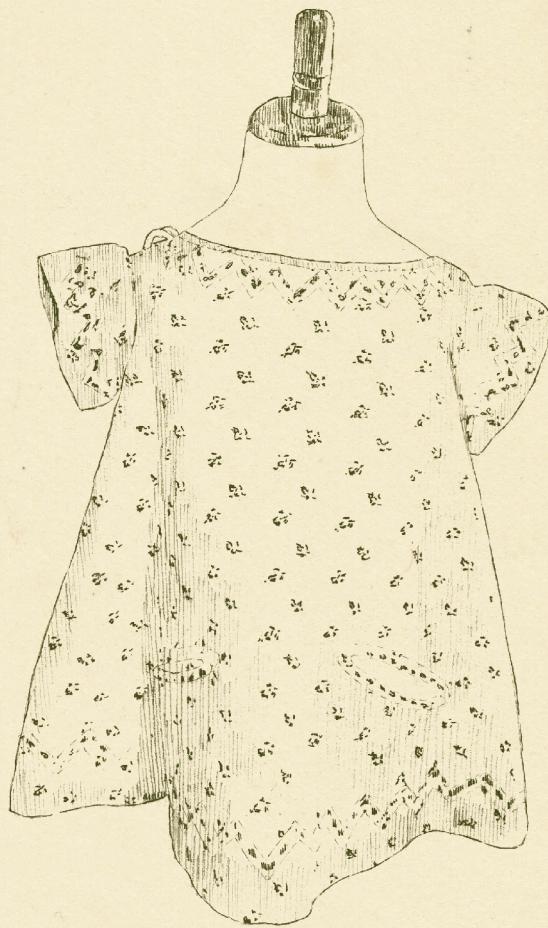
Design Sessions + Small Design Firm

# image retouching and colour management,

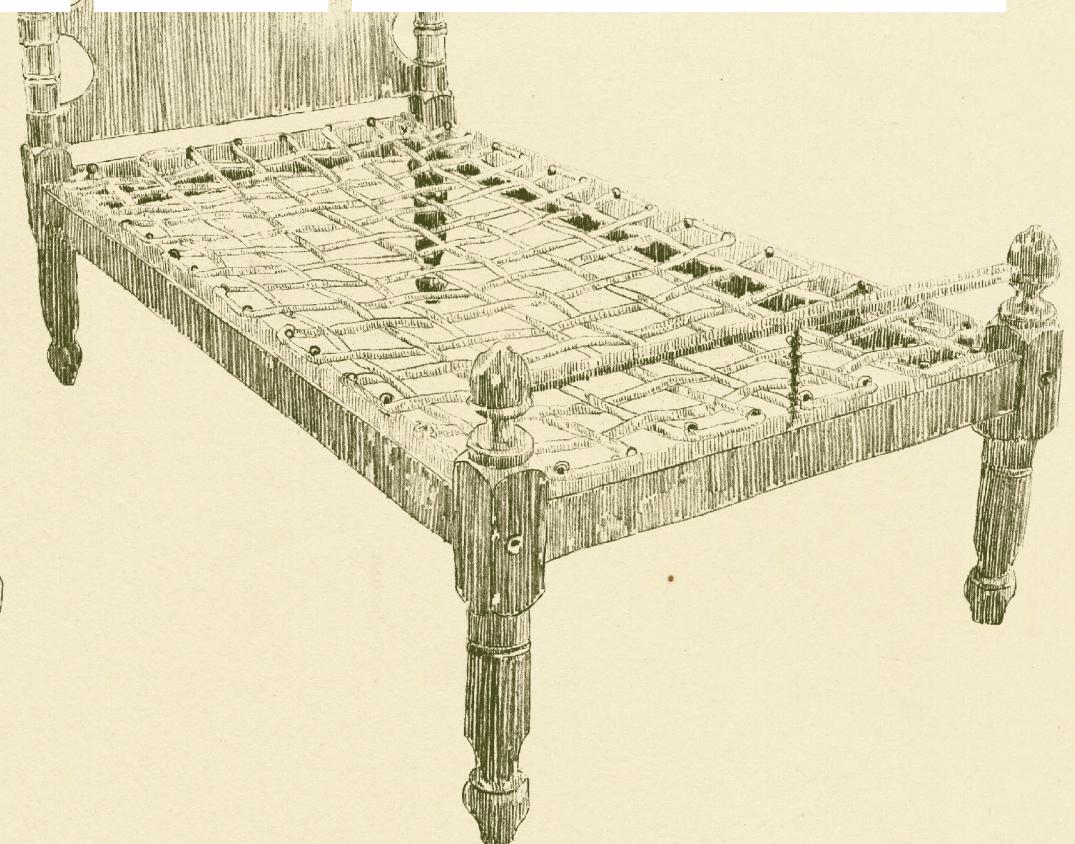
Audubon House

USA

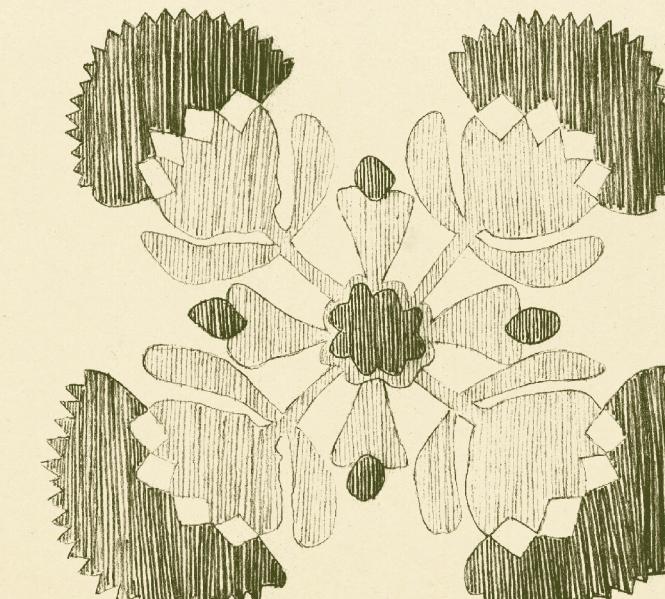
Information panels



Child's Print Cotton Dress,  
c.1815-20, American



Painted Red Rope Bed with Acorn Finial,  
c.1830-50, Berks County, Pennsylvania



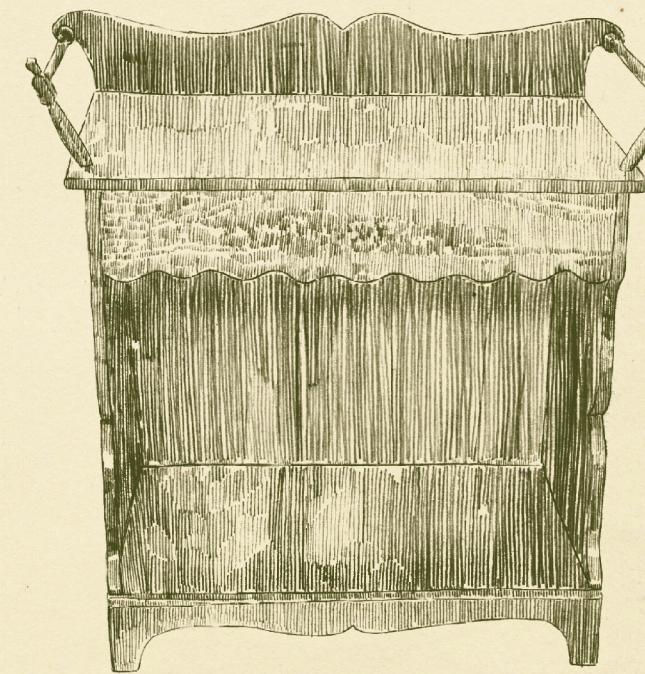
Whig Rose Variation Quilt, c.1840

“Women at Twenty-One – When a young girl reaches the age of fifteen or sixteen years, she begins to think of the mysterious subject of matrimony, a state, the delights of which her youthful imaginations shadows forth in the most captivating forum. It is made the topic of light and incidental discourse among her companions, and it is recurred to with increasing interest every time it is brought upon the tapis.”

*Key West Enquirer Newspaper*, December 5, 1835.

“Captain John Geiger raised a large family of beautiful and attractive daughters...”

Browne, Jefferson Beale. *Key West, the Old and the New*. 1912.



Country Washstand in Rosewood and Floral Design, c.1830-50, New York State



César Sesio + Wayne Ford

# illustration,

Haymarket Media Group

UK

World Business magazine

## Northern stars

Altitude of cultural, institutional and economic conditions make the Nordic countries the envy of the world. But exporting this special mix may not be easy

BY Poul Funder Larsen  
ILLUSTRATION BY César Sesio

Despite high costs, heavy taxation and a sizable government sector – all factors that, theoretically, should make it difficult to get off the ground – the Nordic economic model is flying high in international competition rankings. In the World Economic Forum's annual competitive rankings (see page 66), the five Nordic countries of Denmark, Finland, Iceland, Norway and Sweden come out near the top. In the WEF's most recent Global Competitiveness Report, Finland clinched the number one spot, with Sweden in third place, Denmark in fourth, and Iceland and Norway in seventh and ninth, respectively.

These countries, which are outperforming the big eurozone economies in terms of growth and have far lower levels of unemployment, are now attracting the interest of economists and business leaders. Their success seems to disprove the popular theory that low-cost destinations with little government intervention are always the most competitive. "People are beginning to try to understand the reasons behind the region to try to understand the reasons behind the success," says Mikael Lindholm, a senior editor at the Danish think-tank. "But

economic ties. Most immediately apparent, from an economic point of view, is the common commitment to generous welfare spending, financed by high taxes. Government spending unfailingly hovers at 45% to 50% of GDP, and the state often seems omnipresent. Ove Kaj Pedersen, director of the International School, says that other cultures typically perceive freedom as opposition to the state, but the Nordics don't feel they truly have freedom without the state to safeguard it.

A recent report on competitive advantages written by the House of Monday Morning for the Nordic Council, an intra-governmental organisation, identified the region's eight core values: equality, trust, proximity to power, inclusion, flexibility, respect for nature, the Protestant work ethic and aesthetics. While these values are not exclusive to the Nordic nations, their particular combination can be seen as characteristic, argues Lindholm. "It's the interplay of these values that creates a cultural and economic system. And competition in the future will increasingly be about the ability to innovate and produce value-creating solutions that are difficult for others to copy," he says.

Many Nordic corporate success stories appear to have been inspired by this set of values. The strong tradition for top-notch industrial design that derives from aesthetics, for example, has been crucial in creating such brand leaders as phone-maker Nokia, toy company Lego and hi-fi manufacturer Bang & Olufsen. Similarly, egalitarianism can be perceived as an important impetus behind companies that stress affordable yet well-made products for the masses, such as clothing company H&M, retailer Ikea. It can also be seen in the open-source software movement, which was drafted initially by

ensured Nordic



57°57' N / LONGITUDE 10 DEG 42 E

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# typographic and icon design,

EVES

VIERNES

WIPR-TV

Puerto Rico

Weather icons



57%

87°

77°



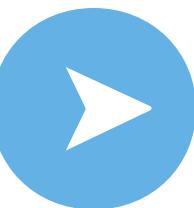
N



53%

84°

77°



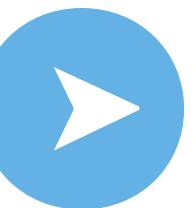
NE



22%

89°

77°



NE

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# copywriting, editing and translation.

Hiscox

UK

Double Take exhibition catalogue

## OONA CULLEY

Born 1975, United Kingdom. Lives in London.

Stumbling between memory and oblivion, Oona Culley's work traces the absences left by old presences, restoring commonplace scenarios that lay buried among the ruins of memories. Through her subtle projections and installations, what was previously forgotten or lost quietly reawakens and now returns to us with the mistiness of an apparition.

Drawing on the mysterious qualities of the ephemeral, Culley's work means that immateriality gains visibility and comes alive. Objects recuperate qualities of their past or imaginary life as she marks shadows in a delicate pen or projects flowers are restored trompe l'oil. Through her fictitious compositions, flowers appear covered in vases or dry pebbles appear covered by turquoise water. This play with perception is further explored in her collection of flick books which

track such moments of depletion or restoration through the turning of the pages. Culley's illusory constructions easily melt with reality and instantly appear to be part of it. Even once we have discovered the nature taken over by the device, we remain taken over by the dreamy atmosphere of these pieces.

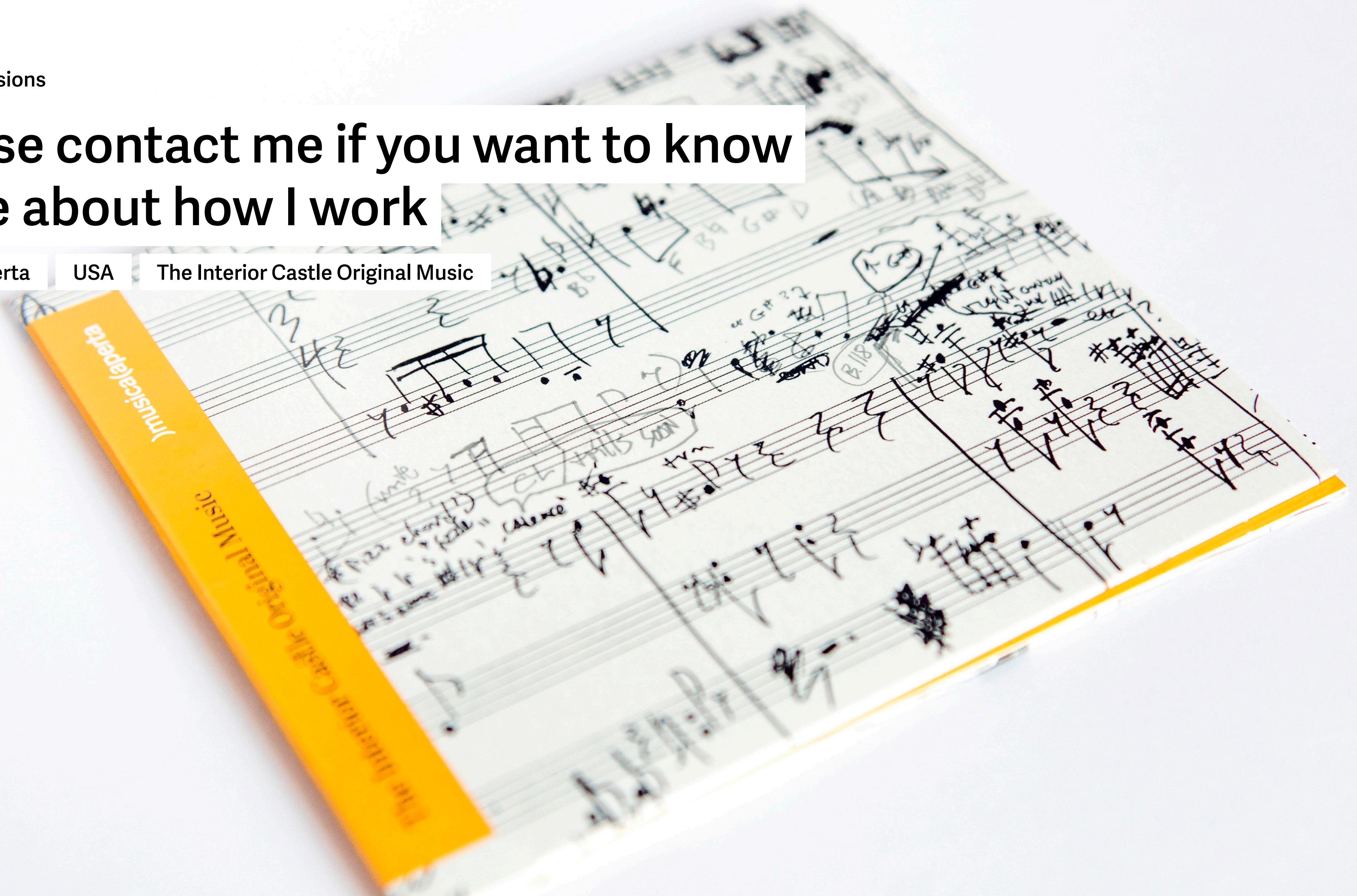
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Please contact me if you want to know  
more about how I work

Musica Aperta

USA

The Interior Castle Original Music



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...or how to tackle your specific  
design needs.

RSA Arts and Ecology

UK

No Way Back? poster

THE ITCH RAISER





Design Sessions

# César Sesio

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[www.design-sessions.com](http://www.design-sessions.com)

Móvil

Design Sessions

# Thank you!

Musica Aperta

USA

Mystics brochure

The Prisoner  
**LA Música Ca**  
for piano. No. 1 and 2.  
Federico Mompou

Entrance of The Guard  
Quasi una Fantasia

string Quartet No. 3  
H. Dvorák-Kodály-Purcell  
Transcendental Music  
Henrik Czerny

Intermission  
**LA Música Callada**  
for piano. No. 1 and 2.

texts by  
St. John of the Cross  
de Castro

...silent m  
echoing: