

Coming Soon? is a socially engaged art project that uses techniques in speculative and science fiction to creatively democratize visions for the future. Under-represented communities in Downtown Greensboro, NC are invited to collaboratively imagine how empty storefronts and uninhabited commercial properties could better serve their constituents.

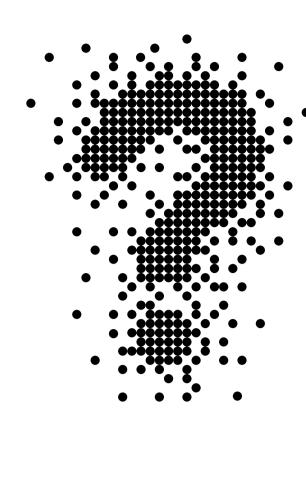
Visit comingsoonquestionmark.com to learn more.



The goal was to create the visual identity for Coming Soon? as an entity for communal collaboration. As I spoke with the project's developer, Adam Carlin, he described his ideas for mystery and excitement as the direction for the project.

I obversved conventional "FOR SALE" signage for the color palatte and used the theme of bringing people together for the logo.

Coming Soon?



Gilroy Light

Gilroy ExtraBold

#00000

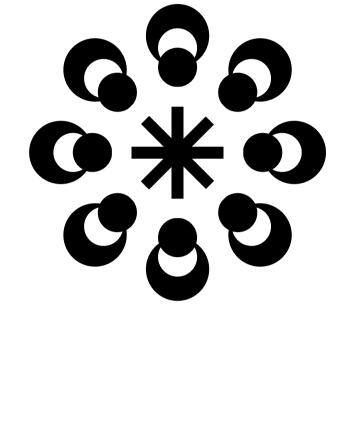
#ED312F

After Coming Soon?'s identity was developed, we then interviewed a local organization to speculate an innovative hub for Greensboro refugees.

#EEE6D6

With Every Campus A Refuge, we defined a community portal as a solution, to connect refugees with loved ones. Adam wanted to convey the idea for a bright and uplifting tone in color with an emphasis on community service..

COALESCE COOPERATIVE



ROUND BOLD

#EEE6D6

ALL GOTHIC

GOTHIC MEDIUM

ALL ROUND

#ED312F

I really admire how this project explored unconventional and innovative ways of thinking. I was exploring Al generated art at this time and wanted to incorporate imagery illustrated by our definitions of this new institution.

These identity elements were to be used for printed banners. Adam wanted to shift the viewers'

developing this cooperative intstitution in real life. Until they understand the bottom disclaimer.

expectations as to what they were reading, to guide them to believe that Coming Soon? would be

