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#### INTERPRETATION AND COMMUNICATION DESIGN

We are an experienced and highly qualified interpretive and exhibition design team. We have extensive experience in the design and project management of complex interpretive design projects that involve innovative ideas and techniques, a high degree of interactivity, catering for a diversity of audience types and ages, and the engaging use of a wide range of materials and media.

For the past 18 years MAUHAUS has sought to specialise as a service provider for State and Local government in the area of design communication. MAUHAUS have extensive experience in project work for State and Local Government; sensitive community issues such as ethnicity and language, government policies and business development practices which demand appropriate design awareness. MAUHAUS designers are experienced, professionals with strong customer facing skills.

MAUHAUS has worked on a number of interpretation projects, most recently completing interpretive signage design at the prestigious Port Arthur Historic site, Tasmania and interpretive exhibition design documentation for the Atturaif Living Museum World Heritage Site in Riyadh, Saudi Arabia. These are examples of creativity within the context of public space; meeting all compliance and health & safety requirements whilst honouring the unique principles of multilingual World Heritage Sites. MAUHAUS is located in Victoria Street, Brunswick. Nicholas Mau is the director of MAUHAUS with over twenty years design experience in Corporate, Local and State Government sectors, including work for the community arts sector.

We are currently interpreting Victorian Aboriginal artists' work and translating to a screen printed medium. Each work is then carefully printed in limited edition runs of 50 archival screen prints. It is a joint venture funded by Rogue Planet to assist Aboriginal artists to reproduce their paintings and sell to a wider audience. We also offer marketing opportunities to raise the profile of these artists.

As a team, we bring to our projects expertise and experience in:

- Interpretive exhibition design
- UX design focusing on user accessibility and satisfaction in exhibition design
- High quality and visually engaging graphic design
- Imaginative and interactive display and exhibition design
- Strategic Brand Management research and design

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ROGUE PLANET PTY LTD TRADING AS MAUHAUS ABN 65 089 171 791

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M 0436 529 245

Top right: New wayfinding and interpretive signage for Port Arthur Historic Site in Tasmania, a World Heritage Site. Right second: Education Centre at Mt Martha Sewerage Treatment Plant with bold new graphics and digital media. Right third: Trevor Turbo Brown, paints in our Brunswick studio for our printmaking venture of limited edition archival screenprints. Right bottom: Nillumbik Shire Anzac Memorial signage features concrete low wall interpretive elements.



#### INTERPRETATION AND COMMUNICATION DESIGN



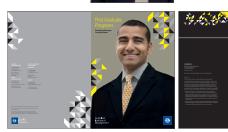
Visual Identity Ove Colour Paper and b Typography Graphic des and binding



#### Brochure covers

Brochure cover designs are designed to be elegant only ever using the PMS range of greys, black or yellow as a background colour. A colour shift can help differentiate products. All covers can be printed in CMYK.

It is important to keep the triangle sizes the same, et it is acceptable to shift or alter the positions to accommodate the image. The colour of the triangle ran also change as demonstrated here. The light gray within the triangles is printed as a metallic silver, however it is acceptable to substitute this for a percentage gray solutioned in page xx of these guidelines.



ABOVE: Back cover design is to be consistent across all products. When silver is used on the front cover, silver is also used as a feature covering the back cover. When silver is unavailable use a percentage grey. Addresses, signoff and logo to be consistent across product suite.

ABOVE: Typical inside front and back cover design, however this approach is not the rule. Colours may change, and these pages can be used as text page if extra space is required.

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Above: Style guide and publication design for AIM -Australian Institute of Management.

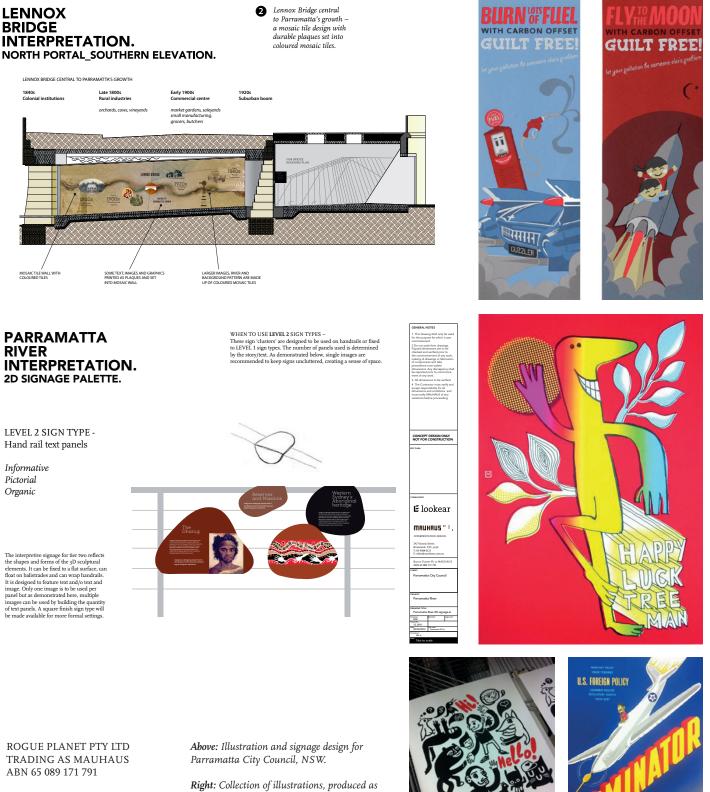
Right: Branding and illustration for malltown cafe.





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limited edition screen prints.



NO LONGER

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### INTERPRETATION AND COMMUNICATION DESIGN

### Branding



Sporting Nation showcases photo art products from many of Australia's most popular past times from the 1960's – '90's.

Under the banners of Fabric of Football, Slow Cricket, Wooden Tennis and Best of the Rest, the products combine fine art and contemporary design aesthetics with Australian sporting heritage, celebrating specific aspects of each sport from this golden era.





Typeface design

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.

## ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.

Mauhaus were commissioned to design a suite of logos for Sporting nation.

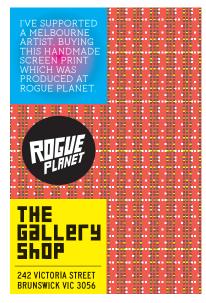
As the project grew we designed the typeface shown above which is based on the hand-painted type used on the historic scoreboard at Adelaide Oval.



CAFECITO







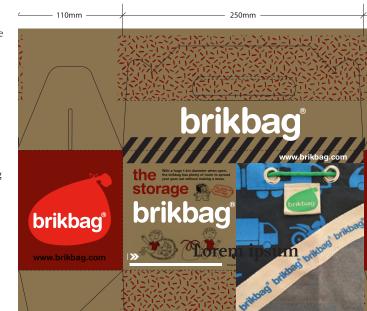
The Gallery Shop was a Rogue Planet/Mauhaus retail outlet in Brunswick Melbourne selling Melbourne-based artists work.

A very successful product, Brikbag was designed for parents to keep their kids Lego in one place. Mauhaus designed the logo, packaging, textile patterns and marketing material over a 3 year period.

Hungry birds café commissioned Mauhaus to design a logo for their Mexican inspired hole in the wall and garden eatery in Brunswick, Melbourne. The typography was handpainted to mirror signage styles in Mexico City.

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