

Make Unique Designs  
by Combining Blocks



# Mel Choyce-Dwan

@melchoyce





Block building  
building blocks

# Basic Blocks



# Paragraph

# Heading



List

Quotes



Media

# Layout Blocks



# Spacer

# Separator



Group

# Columns

Cover

# Media & Text

# Latest Posts



The background features a solid blue field. On the right side, there are large, overlapping organic shapes in orange and yellow. The orange shape is a large, teardrop-like form that curves from the top right towards the bottom. A bright yellow shape is partially visible behind it on the far right edge.

Examples in the wild

## **We exist to unite independent thinkers through a great flavour experience.**

Our approach is to be independent in everything we do – questioning convention and positioning ourselves against the ordinary. We seek real collaborations and partnerships with people who do the same.

We are a bohemian bunch, authentically ourselves, and driven by radically thoughtful, creative and collaborative impulses. Our people are our difference, and it sure keeps things interesting.

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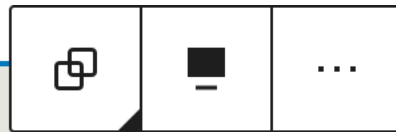
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Featured case ASICS HQ

# A WAY TO HEALTHY INNOVATION

Drag to view

We took ASICS' mission statement - 'a sound mind in a sound body' - and gave it physical form by developing a new regional HQ that proactively stimulates a healthy and sustainable life and workstyle. For the design of Japanese brand ASICS' regional headquarters, we drew on the architectural tradition of the palazzo, creating a central atrium space that is symbolic

of company values as well as facilitating social interaction. At the heart of the atrium we placed a three-dimensional showcase that displays the ASICS' brand and functions as a podium, meeting space and design center. We replace the functions of a conventional office lobby with the atrium's informal meeting space and a public and prominent exhibition space.

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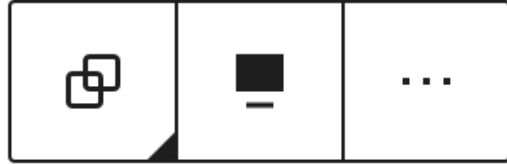
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L.E/MIAMI

05 - 08 OCTOBER  
2020  
MIAMI BEACH

ONLY THE MOST REBELLIOUS, INDEPENDENTLY-MINDED NEED APPLY.

WHAT WE DO

MEET THE COLLECTIVE

JOIN THE MOVEMENT

L.E/EVENTS

CONTACT

LET'S  
COLLABORATE

Want to be front and centre at L.E/Miami and position your brand as an industry leader?

MAKE IT HAPPEN

HEADLINE PARTNERS



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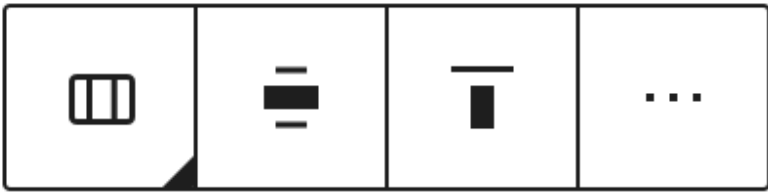
MAKE IT HAPPEN

Button

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# The Aromas of Trees: Five Practices

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Aroma is the primary language of trees. They talk with molecules, conspiring with one another, beckoning fungi, scolding insects, and whispering to microbes. Aroma is also our primal tongue, a direct link to memory and emotion, an inheritance from the communicative networks that sustained the first animal cells. The receptors in our nasal passages are ready to listen. We have over one hundred different olfactory receptors, able to discern at least ten thousand odors. The English language is too meager to categorize this multiplicity, but our bodies know how to respond. Noses, though, need the help of conscious intention to put them in the right place.

As a child, my nose poked everywhere. Between the pages of a freshly printed newspaper, into the spice jars of the kitchen, over the goods at the fish market and cheesemonger's, through steam from pots on the stove, and among the leaves of the garden. Later, grown older, I forgot to attend in this way. My eyes and ears asserted their self-proclaimed supremacy.

The rich, layered aroma of a ponderosa pine growing in the mountains of Colorado called me back. Sitting under its boughs, I reawakened to the delights of odor and the curiosity that comes from following my nose. I felt that the tree had flowed into me, lodging some of its stories in my body. Since then, tree aromas have been my teachers and guides.

Every tree offers us a wordless sensory experience, a connection that unites human bodies and consciousness to

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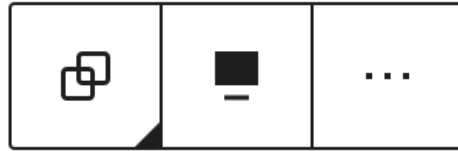
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WHEN?

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SEPTEMBER 27<sup>TH</sup>  
2019, 17.00

WHERE?

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PRINSESSE  
MARIES ALLÉ 11,  
1908 FRB.  
COPENHAGEN

WHY?

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MIGHT NOT  
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ANYMORE, BUT  
WHY NOT?



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Bei CONTROVA begegnen Ihnen offene, umgängliche und motivierte Fachpersonen. Unsere Kunden schätzen den guten Spirit und die kollegiale Atmosphäre an unserem Sitz in Zürich.

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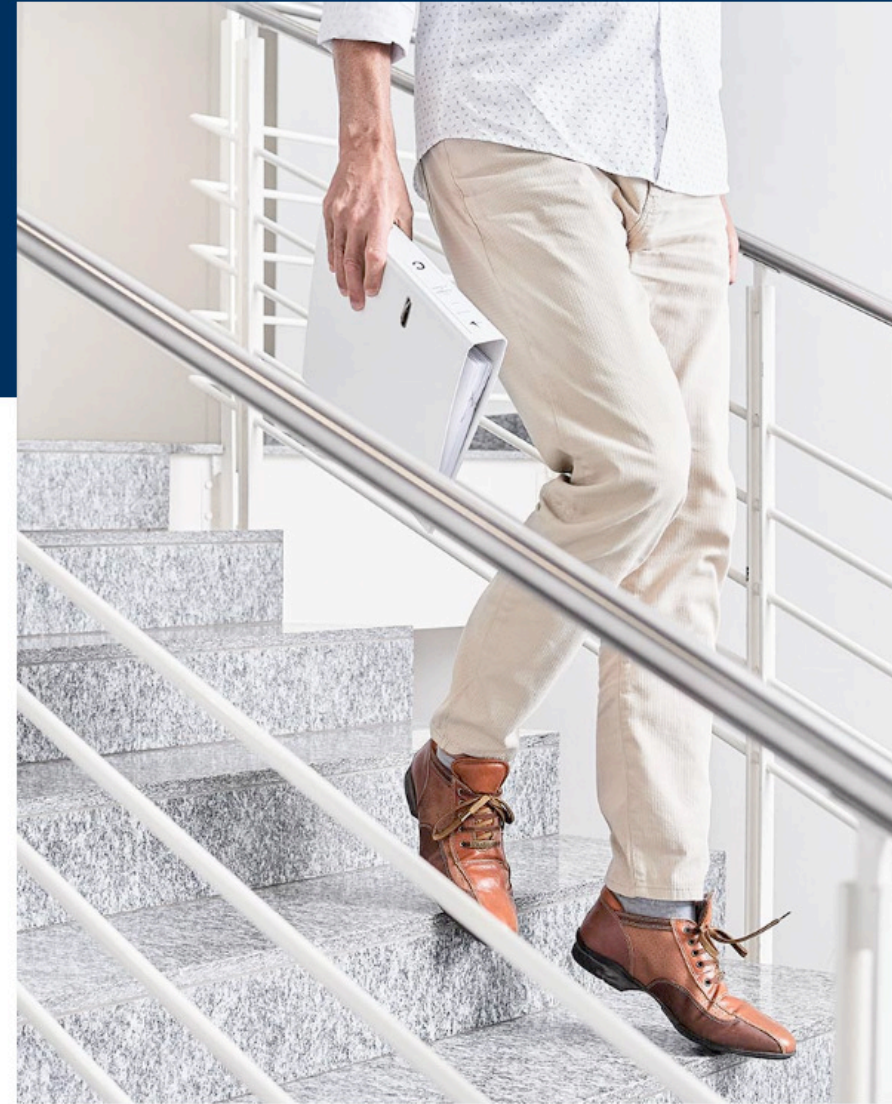


Spacer

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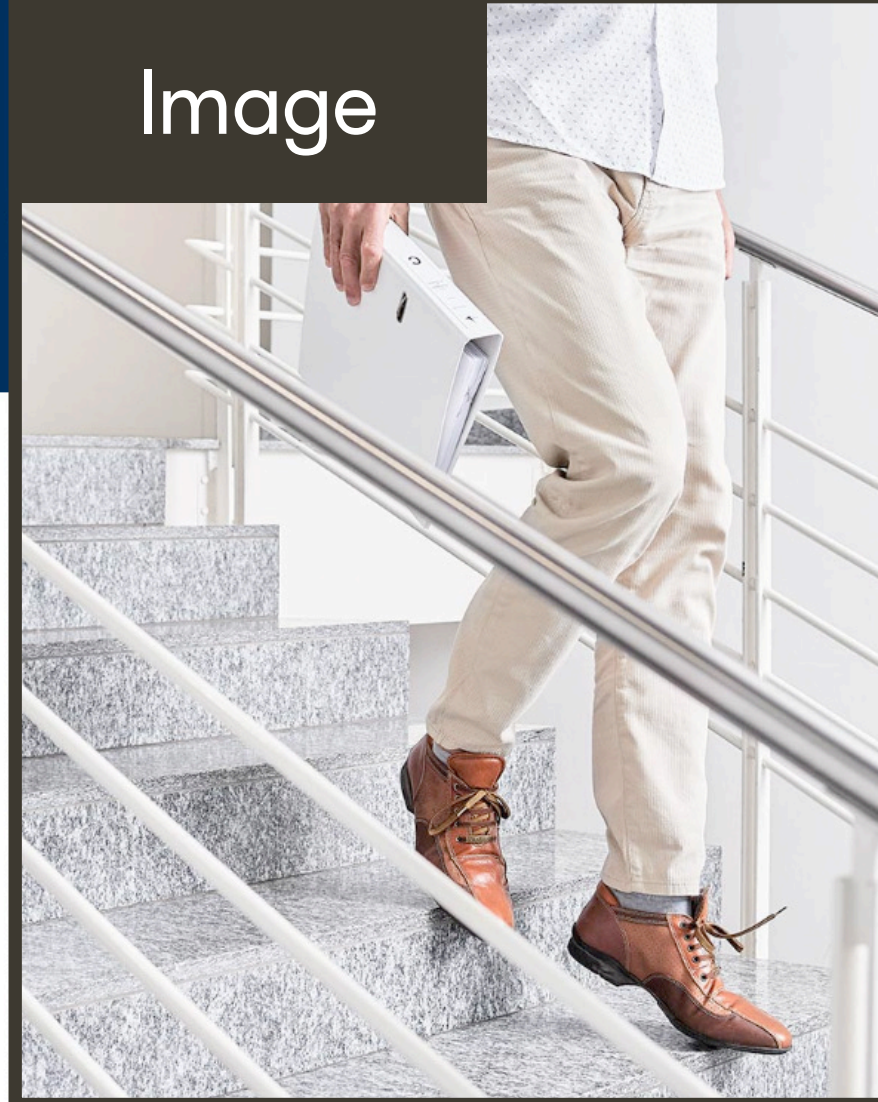
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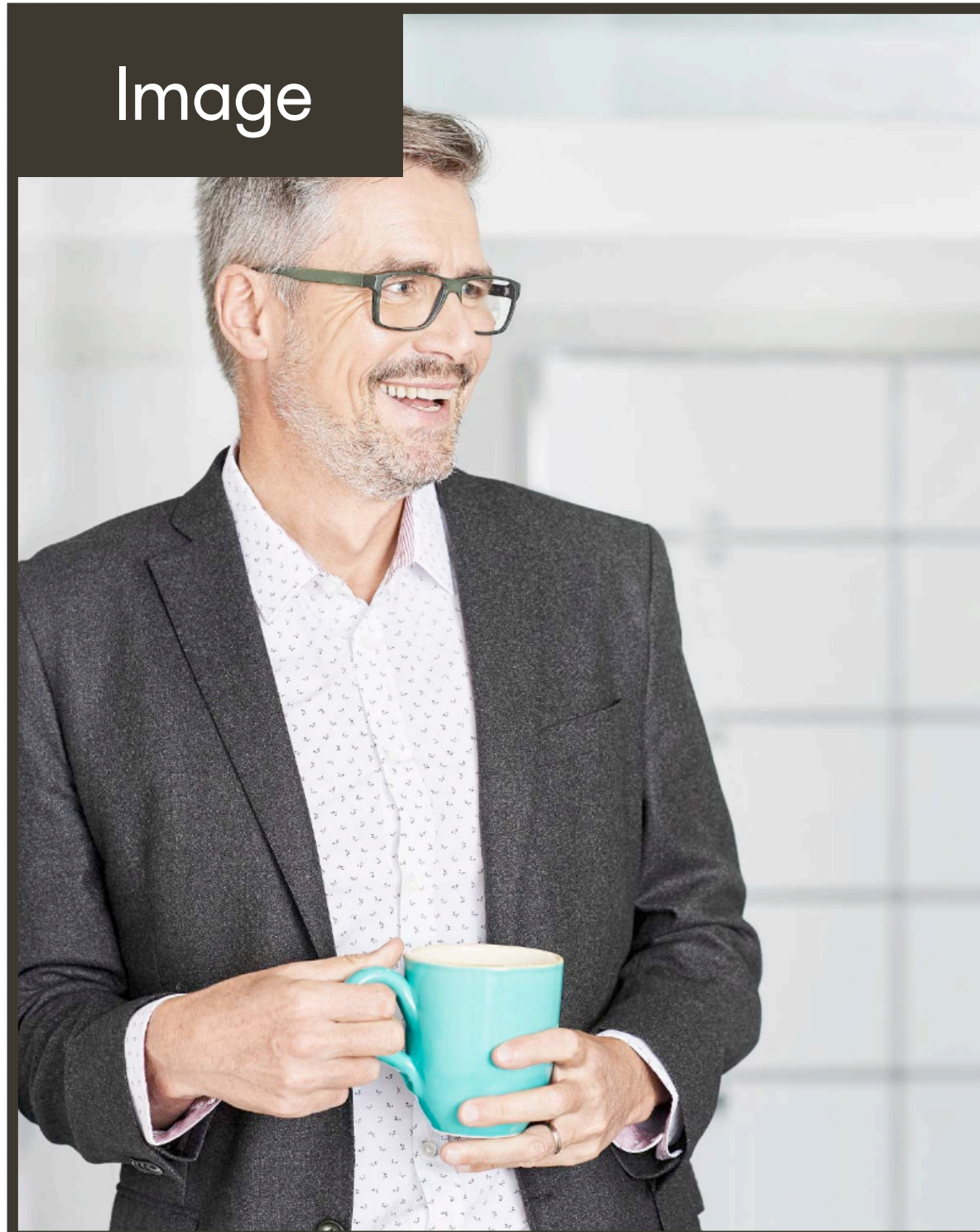
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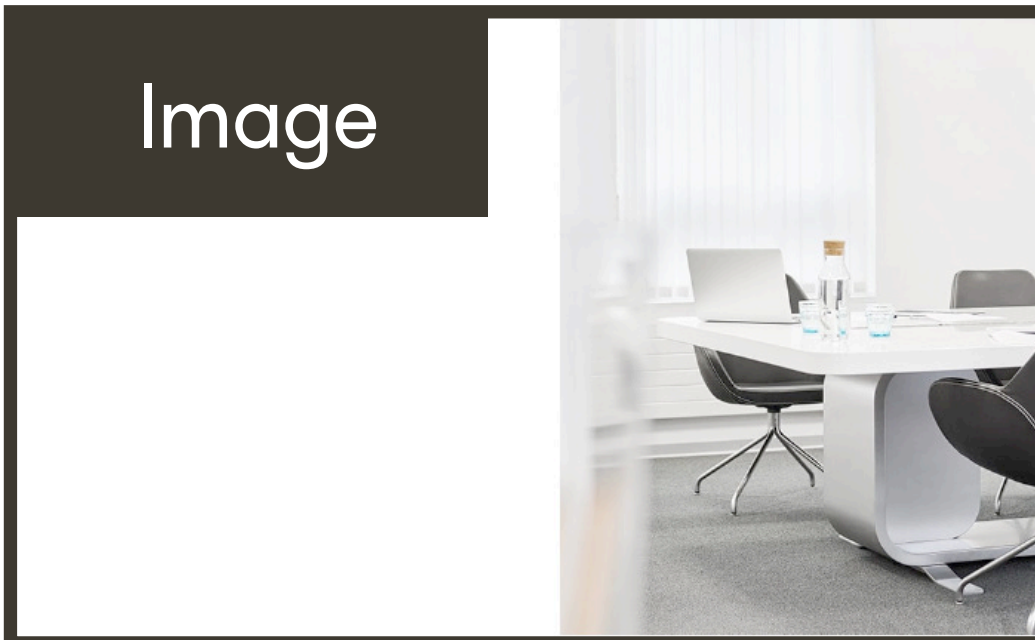
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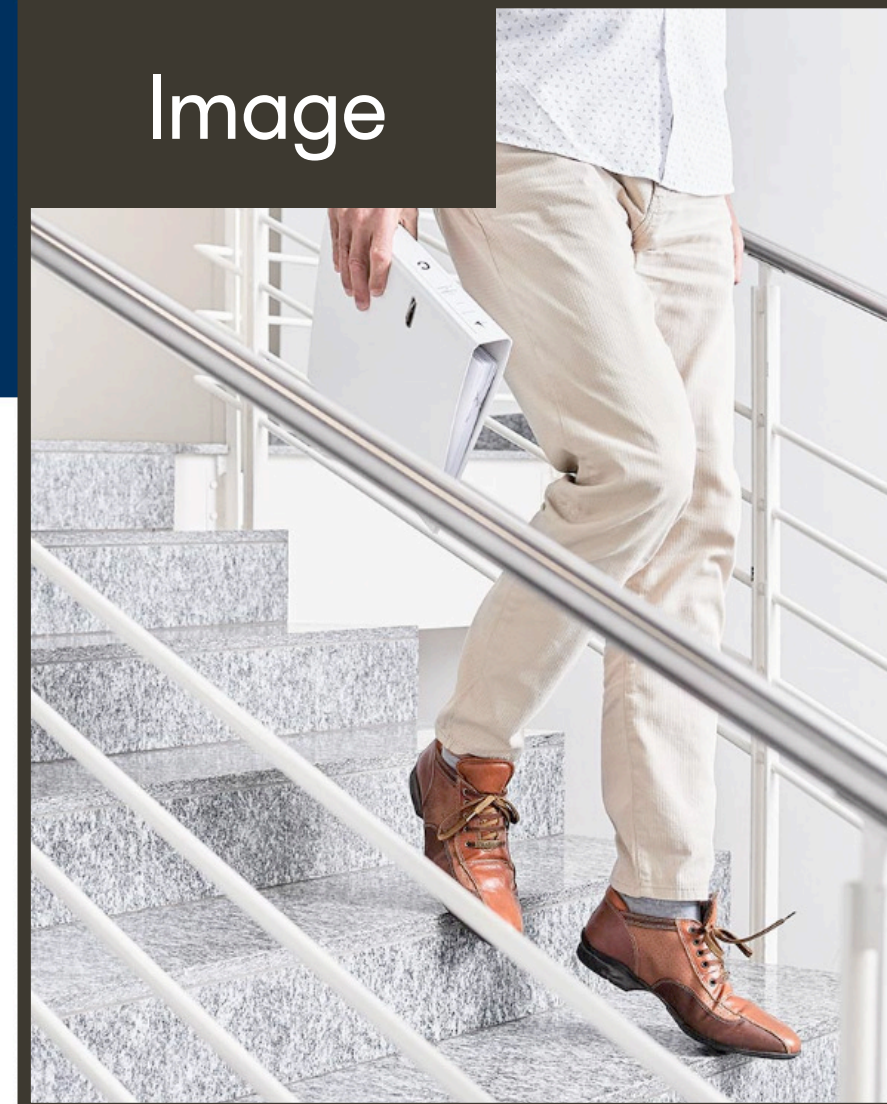


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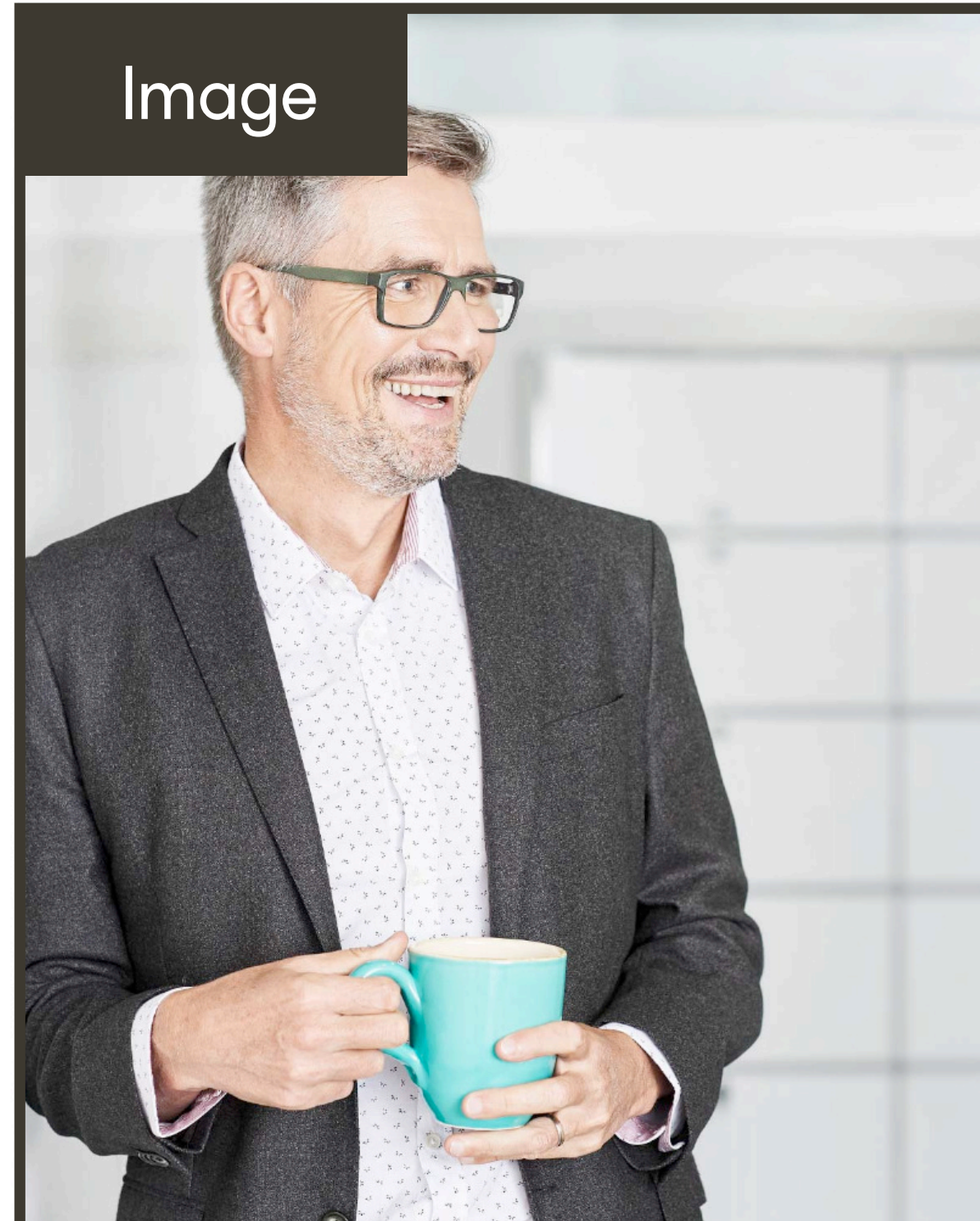
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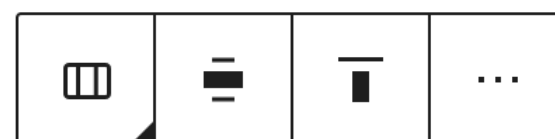
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Putting it together

(Live Demos)

Go forth and build

# Thanks!

@melchoyce