



BYAHE

DXBDW CREATIVE PROPOSAL

VERSION 01. 06.13.16



Copyright © 2016 by Ape Creative FZ LLE

This presentation remains the intellectual property of Ape Creative

These ideas or any portion thereof may not be reproduced or used in any manner whatsoever without the express permission of Ape Creative.

PRESENTED AND CURATED BY:



Ape Creative is a design studio that blends strategic thinking with aesthetic insight. Based in Dubai, we provide solutions ranging from graphic design, illustration, event curation, visual communication, advertising and branding strategy.

- ▶ Branding
- ▶ Graphic Design
- ▶ Illustration
- ▶ Events and Curation



Bygone



'Byahe' is an exploratory typographic & cultural project that explores the dying craft of Filipino hand painted signage & its relevance with people residing in the UAE.



'Byahe' is an exploratory typographic & cultural project that explores the dying craft of Filipino hand painted signage & its relevance with people residing in the UAE.

'Byahe' : Filipino word for

travel



'Byahe' is an exploratory typographic & cultural project that explores the dying craft of Filipino hand painted signage & its relevance with people residing in the UAE.

'Byahe' : Filipino word for

travel
trip



'Byahe' is an exploratory typographic & cultural project that explores the dying craft of Filipino hand painted signage & its relevance with people residing in the UAE.

'Byahe' : Filipino word for

travel

trip

journey

LUCKY

AUTHORIZED DEALER

LUCKY

PVC DOORS, WINDOWS & PROFILES
PVC PIPES & FITTINGS

**NO
SMOKING
INSIDE**

STRICTLY
NO SMOKING

WATERPROOF

**CORD
MARINE EPOXY**

Sphero

R-M

POLITUFF

Quilder®

Para-L

Glasurit



THE STORY OF 'BYAHE'



THE STORY OF 'BYAHE'

as our world is infinitely becoming more complex with digital technology consuming our everyday, people desire for *honest interaction* and *genuine experiences* to *reconnect* back with each other more authentically.



THE STORY OF 'BYAHE'

authenticity is expressed by acknowledging your heritage & your roots, and creating out of that place.



SIGN

N



OBJECTIVE OF 'BYAHE'

as a design studio mainly comprised of Filipinos, we went back to our heritage roots in search for a craft that is as authentically Filipino as it gets; to see how that Filipino craft can connect people with one another through the use of typography & design.



WHY HAND PAINTED SIGNAGE?



WHY HAND PAINTED SIGNAGE?

signage is one of the strongest means of communication of a message to viewers who are on the road travelling to places.

BLUMENTRITT

STA. CRUZ
RECTO

SM

C-HALL
LAWTON

TAFT
HERRAN

TAFT PGH BUENDIA PASAY
HERRAN LIBERTAD ROTONDA

BACLARAN

BLUMENTRITT

STA. CRUZ
RECTO

SM

C-HALL
LAWTON

TAFT PGH
HERRAN

BUENDIA PASAY
LIBERTAD ROTONDA

BACLARAN



THE OUTCOME



THE OUTCOME

a cultural
exchange



THE OUTCOME

a cultural
exchange

through the craft of
hand painted signage

Martha's

SALON and

BARBER SHOPPE

#153 OLD MARKET BLDG. MAGSAYSAY AVE., B.C. "DANNY"
CEL. 0973-118486

Bank

WESTERN

CULTURE + HISTORY

**HAND PAINTED
SIGNAGE**



Hand painted signage is commonplace in the Philippines. Almost so that it has been forgotten as a traditional craft that people have dedicated their whole lives and careers to throughout many generations.

Traditional sign painters in the Philippines are called 'mangleletras' translated in English to 'man who makes letters'.



The most common of places to find hand painted signage in the Philippines are mini streetside stores and transportation vehicles such as buses, tricycles, sorbetes (ice cream) carts, taxis, and the more eccentric mode of transportation in the country - the jeepney.



HIN'S Radio T.V. & Elect. Supply
 WE REPAIR ALL KINDS OF TELEVISIONS

La Generoso
 Salon & Boutique

GENG'S and ANG'S

ISUZU

HOW'S MY DRIVING?
 Call. LTRFB Hotline
444-9938
 Optr. 09185705711

AMUR Sportswear
 BASKETBALL & VOLLEYBALL UNIFORMS
 JACKETS • CAPS • BANNERS • BURDA

Amur
 SPORTSWEAR
 BASKETBALL & VOLLEYBALL CAPS
 UNIFORMS, JACKETS, CAPS, PATCHES
 BANNERS, BURDA, JOGGING PANTS etc!

1005 RIZAL AVE. MLA Tel. #
 Junior BALUT

GLOBAL FLAG

SERVICE

MARANAN SPECIAL ICE CREAM
 WE ACCEPT ORDER

11

TORRA BRIGHT TATA



WE ACCEPT ORDERS
 LOW PRICE
 P= **3,500.** ^{XX}
 1 ONE WHOLE LEGHORN

AIRCON
 LTRFB Case # 2010-00542
 Q.C. TO ANY PT. IN M. MLA.

MALANDAY MALINTA MURPHY BACLARAN LRT DON BOSCO SAN JUAN AGORA
 MABINI PUNTA KALETONG PASAY ROTONDA SM CHALL MONUMENTO
 CARTIMAR LEVERIZA QUIRINO MORIONES MALINTA
 MORAYTA STA. MESA ILAYA VITO CRUZ STA. CRUZ

DAN'S
 BUYER OF GOLD SILVER OLD COINS ROLEX
 WELCOME Robert dela Cruz CHAIRMAN
 K Perla del Rosario
 A Norbie Camandong
 G Ernesto Abalos
 A Maricar Perez
 W Natividad Salandanan
 A Joven Espinol

QUIAPO CENTRAL BLUMENTRITT DIMASALANG QUIRINO REMEDIOS
 SM CHALL UNILAWTON PEDRO GIL KALAW UN-PSGH LUNETTA

BRGY. 350 ZONE 35 DIST. 3, MANILA
 MAYOR ALFREDO S. LIM
 VICE MAYOR ISKO MORENO
 CHAIRMAN NA DA ANGPING
 LINISIN | KARANGAL | MAYNILA
 CHAIRMAN PHILIP FALCON COUNCIL
 CHAIRWOMAN ROMAVIE CARREON COUNCIL



'BYAHE' WILL BE EXECUTED IN FOUR DIFFERENT WAYS:



'BYAHE' WILL BE EXECUTED IN FOUR DIFFERENT WAYS:

ONE

.....
**EXHIBITION
OF CRAFT**



'BYAHE' WILL BE EXECUTED IN FOUR DIFFERENT WAYS:

ONE

.....
**EXHIBITION
OF CRAFT**

TWO

.....
FILMS



'BYAHE' WILL BE EXECUTED IN FOUR DIFFERENT WAYS:

ONE

.....
**EXHIBITION
OF CRAFT**

TWO

.....
FILMS

THREE

.....
**CRAFT
AS GIFT**



'BYAHE' WILL BE EXECUTED IN FOUR DIFFERENT WAYS:

ONE

.....
**EXHIBITION
OF CRAFT**

TWO

.....
FILMS

THREE

.....
**CRAFT
AS GIFT**

FOUR

.....
**CRAFT
AMPLIFIED**

EXECUTION

ONE

**EXHIBITION
OF CRAFT**



Hand painted signage on several metal plates (similar to signage found on buses and jeepneys in the Philippines) will be created and curated by Ape and displayed as a whole installation art piece.

TIMELINE: DURING DXBDW





EXECUTION



TWO

FILMS



Two short films will be created to be displayed in conjunction with the installation piece.

TIMELINE: DURING DXBDW



Two short films will be created to be displayed in conjunction with the installation piece.

TIMELINE: DURING DXBDW

ONE: documentation of immersion process with Ape



FILM ONE

DOCUMENTATION OF PROCESS

The first short film will take people on the journey and process of our design studio, Ape, in creating the art + design for 'Byahe' installation piece.

It's important to document the process + journey to understand and explore the culture underlying the craft of Fiiipino hand painted signage.

Shots in this film will include the study and practice of hand painting some signage and the collection of material, with an overall behind the scenes feel of footage.





Two short films will be created to be displayed in conjunction with the installation piece.

TIMELINE: DURING DXBDW

ONE: documentation of immersion process with Ape

TWO: relevance of the project to the prevalent culture in UAE



FILM TWO

RELEVANCE OF PROJECT TO UAE

The second short film will tell the story of bridging a cultural divide, and a cultural exchange through art + design.

'Byahe' is created to connect people residing in the UAE with one another through art + design; to acknowledge the places that people have come from (before residing in Dubai) and to know that the journey from your hometown back home to where you are situated now is an important one.

Shots in this film will include people being given hand painted signage created by Ape, with a customized message on the plate from their loved ones. This short film will document their reactions and responses to 'Byahe' given as a gift and how that relates to their lives here in the UAE and back home.





Two short films will be created to be displayed in conjunction with the installation piece.

TIMELINE: DURING DXBDW

ONE: documentation of immersion process with Ape

TWO: relevance of the project to the prevalent culture in UAE

THREE: third film is to be created *after* DXBDW, documenting the history of the craft with an interview with the local 'manleletras' in the Philippines.



FILM THREE

HISTORY + MANLELETRAS INTERVIEWED

For the third film, our hope is to journey together as a design studio back to the Philippines and document and immerse in the lives and culture of the 'manleletras' of Manila.

The lives that these men and their families lead is very different from that in the UAE so it would be interesting to delve into the roots of Filipino hand painted signage. The interviews with the 'manleletras' will indulge in the challenges, rewards, and hopes for this craft in this era of the prominent digital.

Shots in this film will include documentation of the 'manleletras' hand painting signage and vehicles in the Philippines, a look into their daily lives, and interviews with them.





Film references:

Manong Silverio (<https://vimeo.com/46873897>)

East Avenue (<https://vimeo.com/64087444>)

Sign Painters Official Trailer (<https://vimeo.com/61006621>)

Wayne Rueben Sign Painter (<https://vimeo.com/18646886>)

EXECUTION

THREE

CRAFT AS GIFT



Similar to the installation piece, 'Byahe' can be taken home as a gift to loved ones. People will be able to buy 'Byahe' typographic designs that is customized with a message and name on it and be able to gift to their loved ones.

TIMELINE: DURING DXBDW





EXECUTION



FOUR

CRAFT AMPLIFIED



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW

craft amplified into:



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW

craft amplified into:

talks



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW

craft amplified into:

talks

workshops



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW

craft amplified into:

talks
workshops
microsite



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW

craft amplified into:

talks
workshops
microsite

social media



Taking the craft from its beginnings in the handmade, we will amplify its potential & influence to communicate to a wider audience through print and the digital arena.

TIMELINE: AFTER DXBDW

craft amplified into:

talks
workshops
microsite

social media
book (compilation)



During this exhibition, 'Byahe', we hope to introduce the Philippine culture in a fresh perspective through art + design, and in turn reach out to not only the Filipinos in the UAE but a wider spectrum of cultures from around the world.



PLEASE CONTACT

ROLLAN RODRIGUEZ

M. 050 428 4021

E. rollan@theape.co

THANK YOU