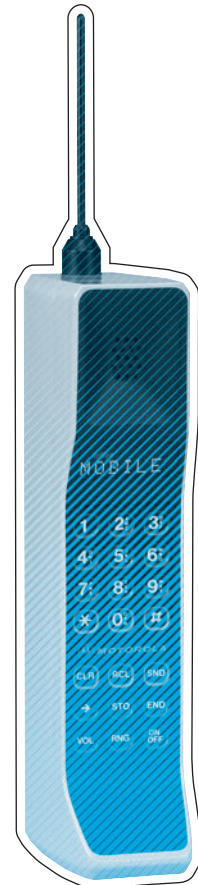
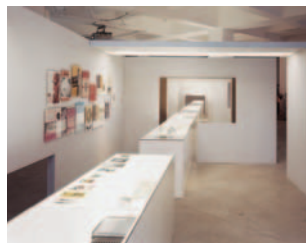


# MOTOROLA MOBILE EXHIBITION GRAPHICS

FIBRE  
INFORMATION  
#0372



## PICTURE A MAN SPORTING A POCKET PEN

a clunky 'brick' phone and a high degree of geek chic. Inspired by this image, Fibre turned it into a pop art icon celebrating the mobile phone's everyday ubiquity with Andy Warhol soup-can style. The final hand-on-phone image played up the retro hip cachet of old technology and served as the core identity for Mobile, Motorola's exhibition commemorating the history of the mobile phone. Fibre deployed this pop treatment across the show, from its exhibition graphics to the catalogue and website. Indeed as a fitting tribute to its success, Mobile's invite, a die-cut, life-size DynaTAC phone, still hangs over editors' desks at style mags across London.

## 'FIBRE'S POP ART MAKEOVER OF AN ARCHIVE IMAGE PERFECTLY COMMUNICATED THE VISION OF THE SHOW'

Jethro Marshall – Producer of Mobile

This project was commissioned for Motorola by The Fish Can Sing

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