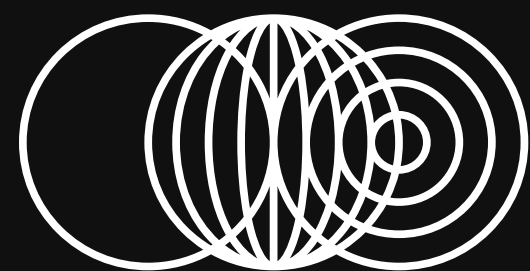


2023

credentials

monopo

WE ARE A DESIGN—LED CREATIVE AGENCY. BORN IN TOKYO, GROWING UP → IN LONDON.



monopo was founded in Tokyo in 2011 as a creative design agency. Yoshi and Shun – two Japanese musicians – felt that the digital space was losing its groove. It was creating characterless brands. Anonymous businesses. A sea of sameness. Together with a collective of artists and engineers, they set up monopo to bring personality back to brands.

Since then, monopo has grown beyond digital and beyond Japan, but our focus remains unchanged: help brands and businesses be their most inspiring selves. Own their quirks – their edge – their culture. Help them be confidently attractive.

11 people in the
London office



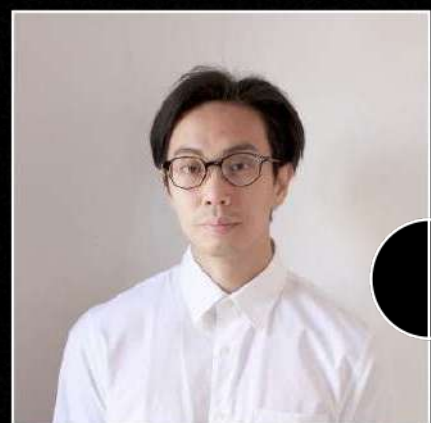
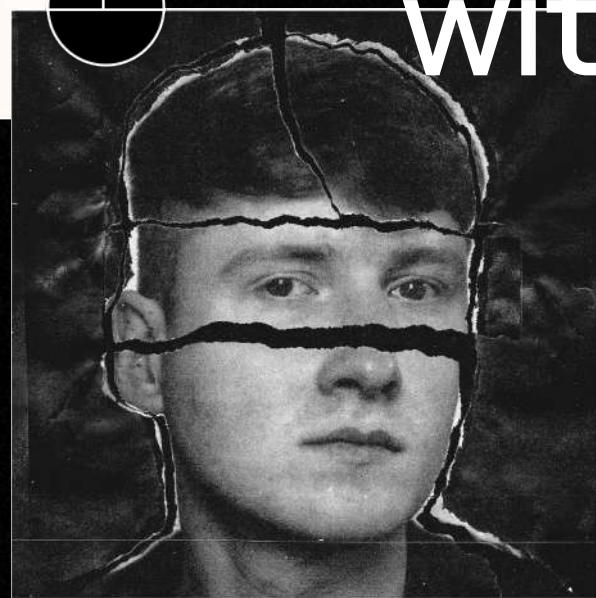
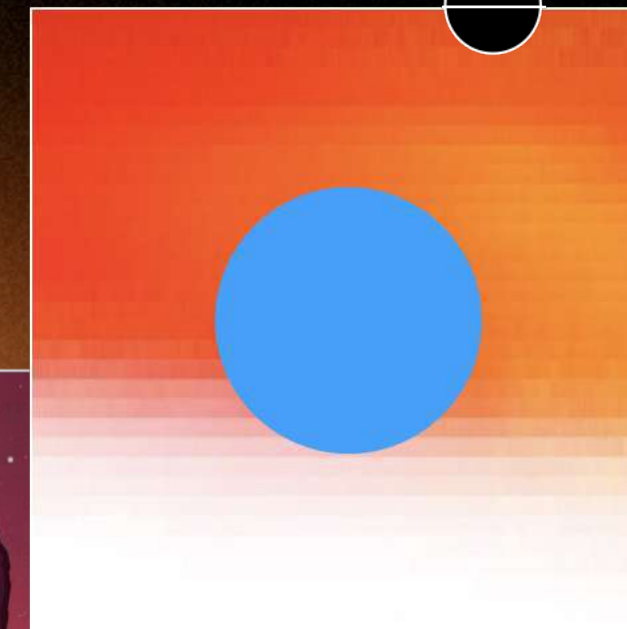
Founded in 2019

11 people in London,
30 people in Tokyo,
3 people in New York

30 people in the Tokyo office

Founded in 2011





Collective creativity in action:
monopo is also a big family of
talented souls that we collaborate
with on a project-basis.

We build expressive brands.

Across branding, communications and digital, we help brands be their most inspiring selves. Own their quirks - their edge - their culture. Help them be confidently attractive. At home, and abroad.

01

BRANDING

BRAND STRATEGY
VISUAL IDENTITY
COPYWRITING
CREATIVE DIRECTION

02

COMMUNICATIONS

ADVERTISING
PRINT
SOCIAL MEDIA
PHOTOGRAPHY & FILM
ART DIRECTION
RETAIL ASSETS
PRODUCTION

03

DIGITAL

WEB DESIGN
AUGMENTED REALITY
DIGITAL EXPERIENCES
INSTALLATIONS

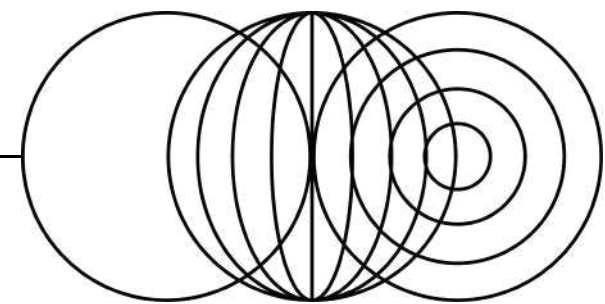
We work with brands that are as ambitious and driven as we are. From large domestic brands, small start-ups, to global, multi-national companies.



→ CALL US /F

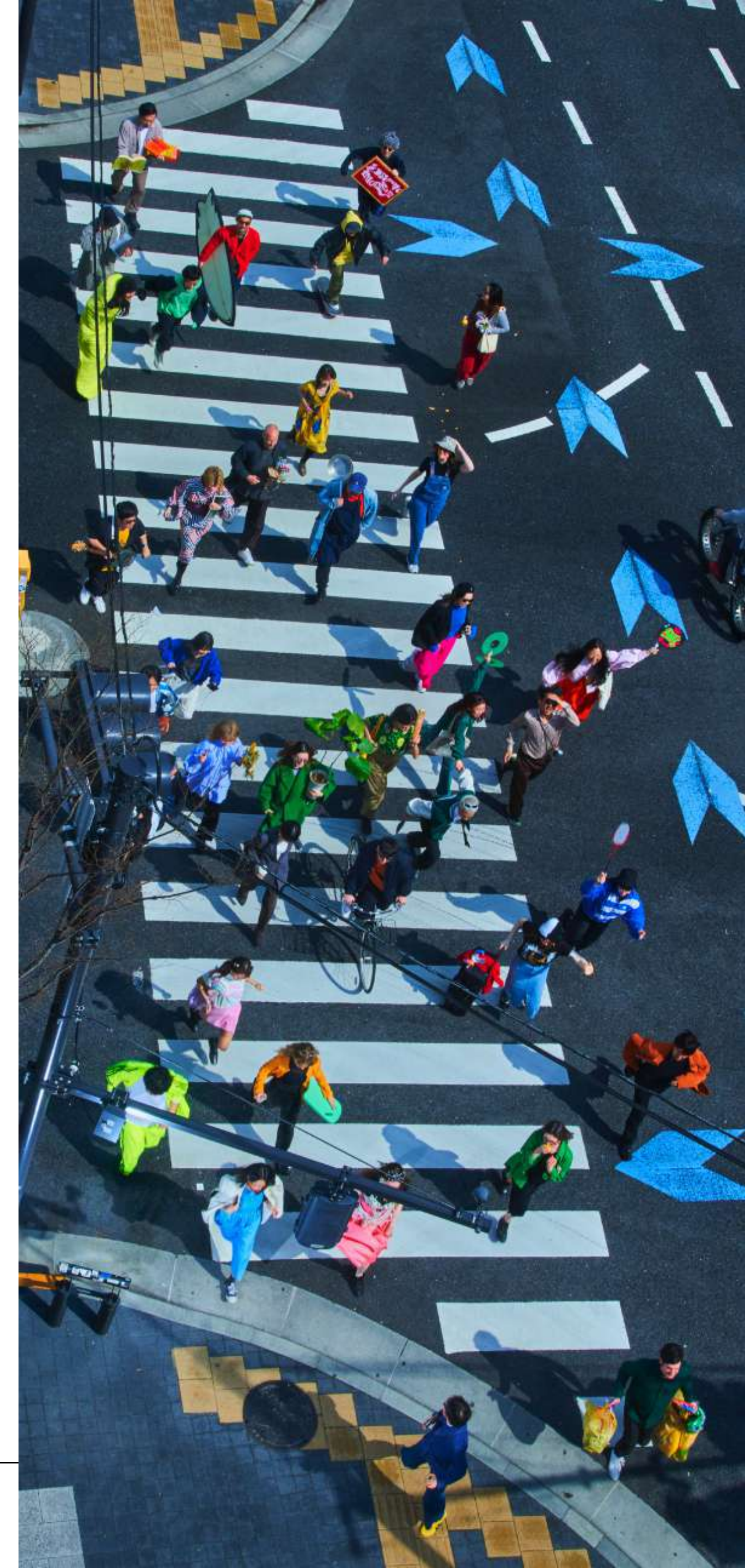
You need a fresh → perspective

Uniting a diversity of perspectives, in and around the agency.

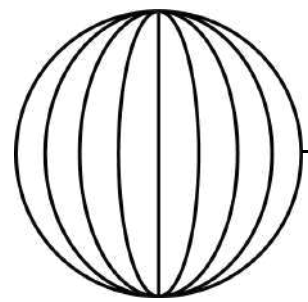


Born in Tokyo, growing up online, we have worked for over a decade to grow a diverse community of talent that we love to work with. What it means for you is that by definition, we'll bring a different perspective.

A view from a different culture, a different discipline, a different angle. A crucial ingredient, we feel, to develop creative work that feels truly fresh.



You want to capture → the imagination



We are design — driven.

We approach problems visually. In a scroll-through world, we aim for instant visceral impact. Our work is designed to speak to the imagination of global audiences.

Design-driven work allows us to inject personality into every interaction. To bring character to an otherwise templated world. To challenge the codes of a category and establish the brand as a leader within it.



YONEX ARCSABER 11 • GLOBAL LAUNCH CAMPAIGN

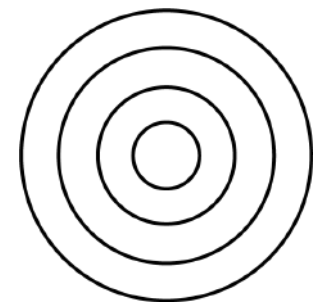
[SEE IT LIVE →](#)

“We believe in visual ideas that travel globally and work instantly. monopo is able to boil down our innovation stories into striking visuals that resonate in any culture.”

CASEY YONEYAMA,
BRAND DIRECTOR AT YONEX

You are looking for a partner rather than a supplier

Working collaboratively towards a shared goal.



Working together means building a creative relationship that is collaborative rather than hostile. While we do a lot of making, we do even more listening.

We don't pretend to know everything about everything. So let's work together, combine our strengths and welcome fresh perspectives.



THE CELLULAR AGRICULTURE SOCIETY

[SEE IT LIVE →](#)

“From the start, monopo has been a true partner to CAS. Happily sharing perspectives beyond the core of the project and helping us think more broadly about the brand.”

KRISTOPHER GASTERATOS
CAS FOUNDER & CD

CASE STUDIES

FEATURED PROJECTS

GHOST MESSAGING BRAND UNIVERSE

Brand Strategy
Art Direction
Illustration
Motion Design
Sound Design

GHOST

monopo london was invited to brand the new messaging platform Ghost – a supercharged messaging app for Gen-Z, founded by a former Giphy product and engineering team to make messaging more expressive.

GHOST MESSAGING

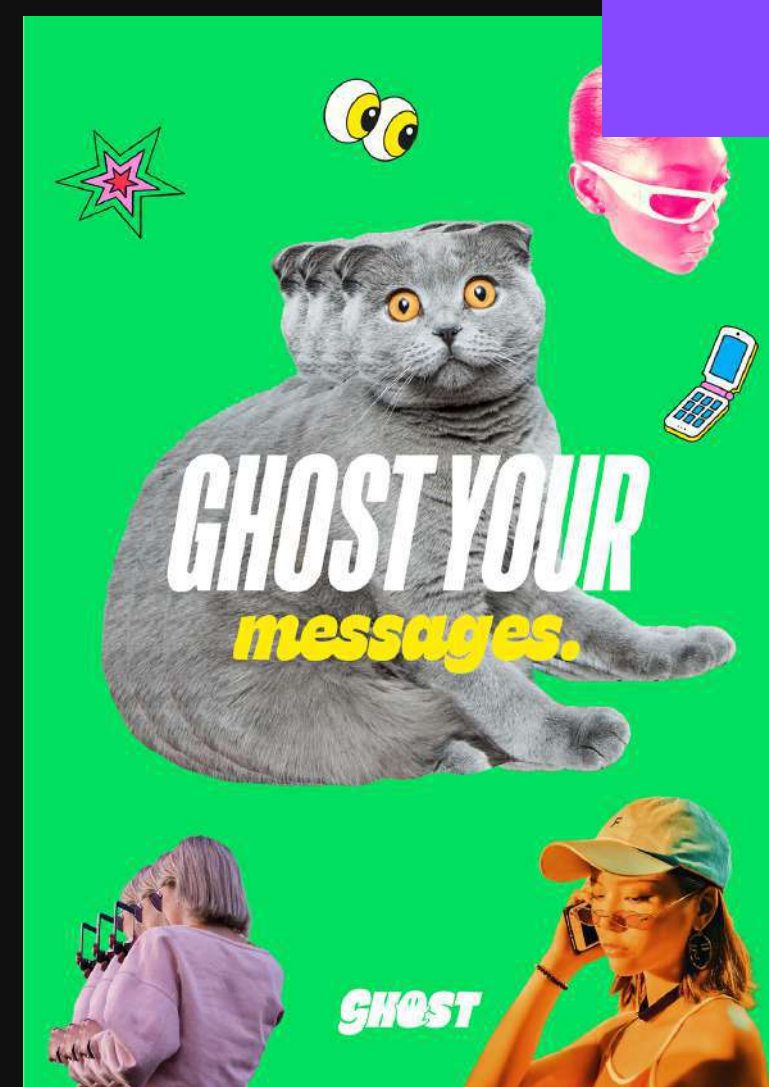
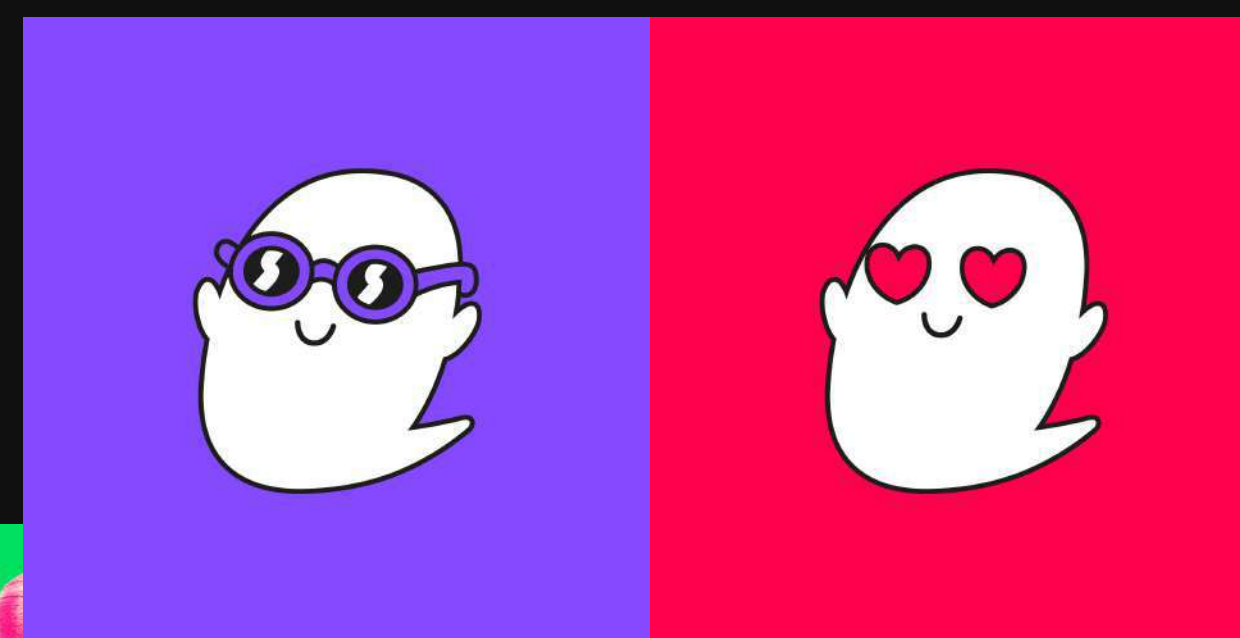


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➔

”

We designed Ghost to feel like it is created and owned by the **Gen-Z** community that uses the app, leaning into a colourful **digital DIY** aesthetic.



YONEX ARCSABER 11 LAUNCH CAMPAIGN



Yonex invited monopo to launch a subculture-driven visual identity and campaign for the global release of its new ARCSABER 11 racquet. A global social, digital and print programme which harnesses local badminton communities and pro-athletes alike.

Comms Strategy
Creative Direction
Art Direction
Design & Motion



'' A subculture-
driven campaign
for a cult
badminton
racquet



THE ART OF FILM AR TOUR BERLIN

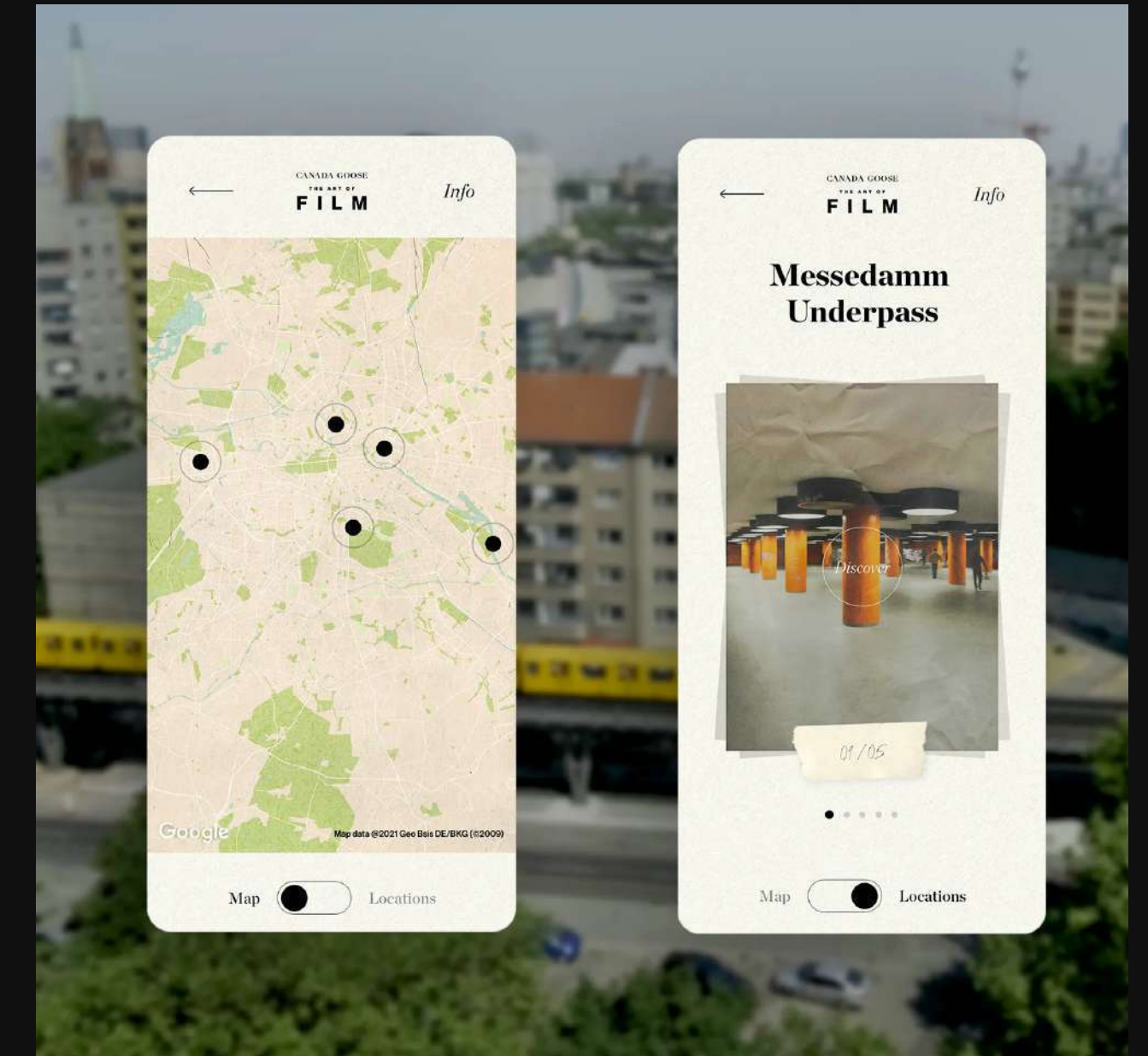
Conception
Creative Direction
Art Direction & Design
Digital Production
Video Production
Print Production



Canada Goose trusted monopo with the conception, creation and production of a virtual tour of Berlin that shines a light on underrepresented artisans in the film industry. We launched a web app encouraging people to explore 5 iconic Berlin film locations and discover all about the artisans of film through AR and VR content.

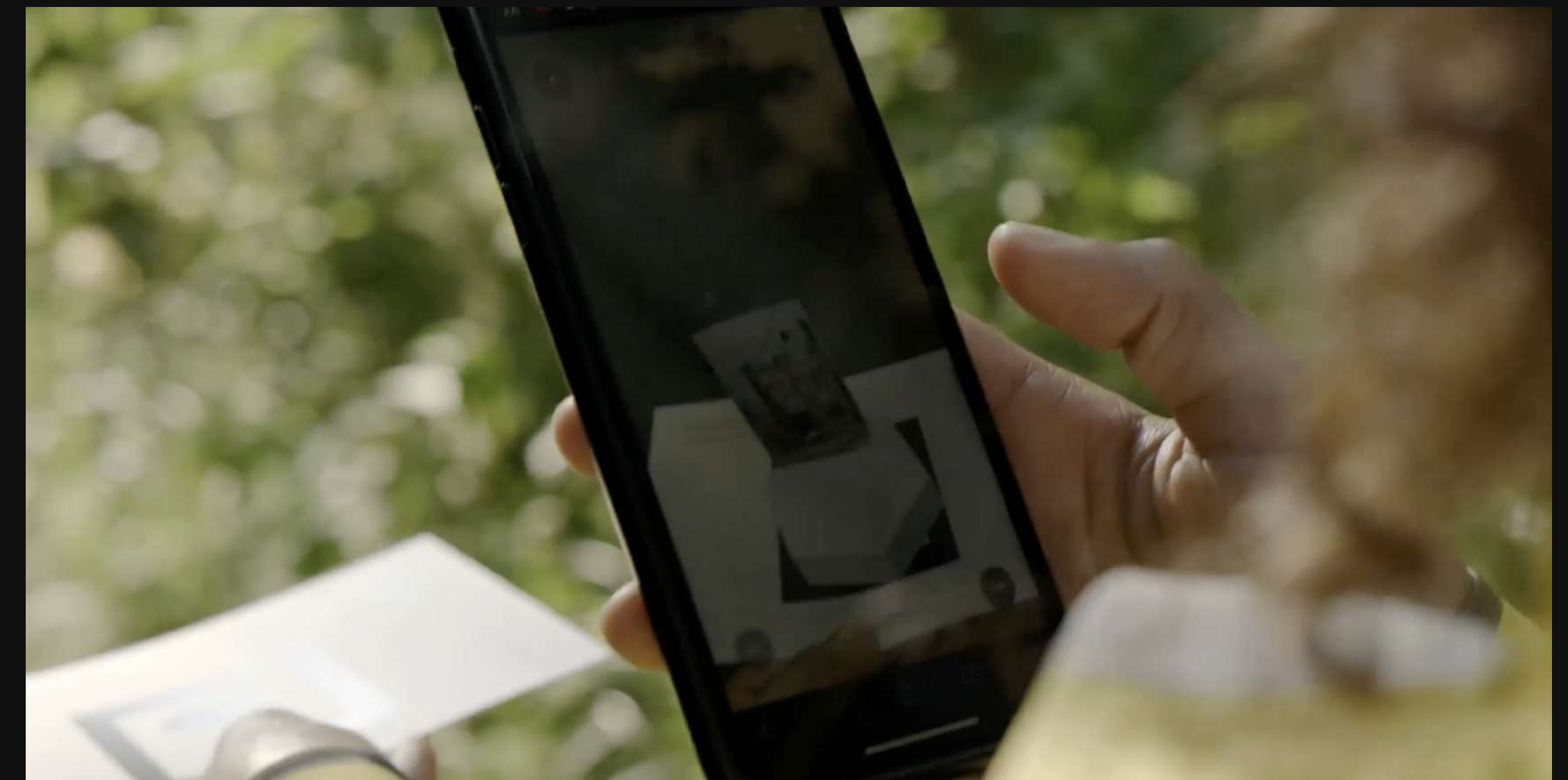


“ Celebrating the artisans of film that typically live *behind* the camera.



The idea was to create an augmented reality tour, guiding users through five iconic Berlin film locations and providing them with behind-the-scenes content of the films that were crafted there. We designed and developed the "Canada Goose: The Art of Film web app" and launched it both in Berlin for residents and through social media for remote visitors.

With 'Live in the Open' as Canada Goose's tagline, we wanted to motivate people to go outside. The web app guides visitors through five locations, where behind-the-scenes content is triggered. Berlin residents could pick up a free postcard at the Canada Goose Berlin store and use it as an AR trigger to view the content at the exact location where the films were shot.



BABETTE'S

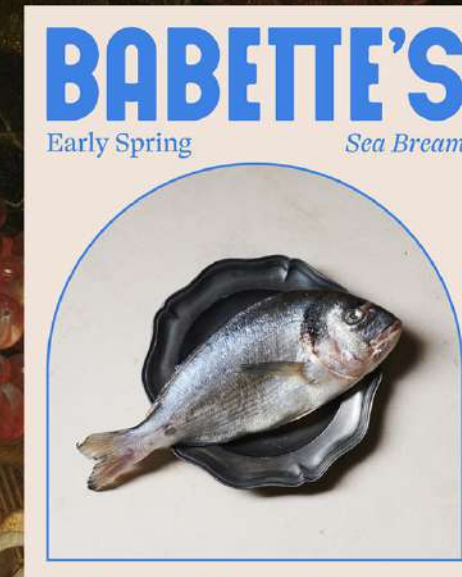
BABETTE'S – BRAND IDENTITY

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IT LIVE
→



Injecting a level of **drama** back into food. **Glorifying** the ingredients that really make a meal but got lost in the era of processed food.



The concept for Babette's was born from a frustration with traditional convenience stores and the bad decisions they nudge shoppers into. Unwelcoming environments that incentivise laziness and poor quality. Babette's is a modern alternative; making it easy to access the produce that chefs use and sharing the know-how that chefs have, to help you build a quality meal without having to go through the traditional convenience channels.

MERIDIAN BY MATT DESLAURIERS

Art Direction
Book Design
Event Production

MERIDIAN

monopo collaborated with renowned generative artist Matt DesLauriers to design his debut book on his generative art collection, Meridian. Meridian is an extension and encapsulation of Matt DesLauriers's generative art project released on Artblocks in 2021.

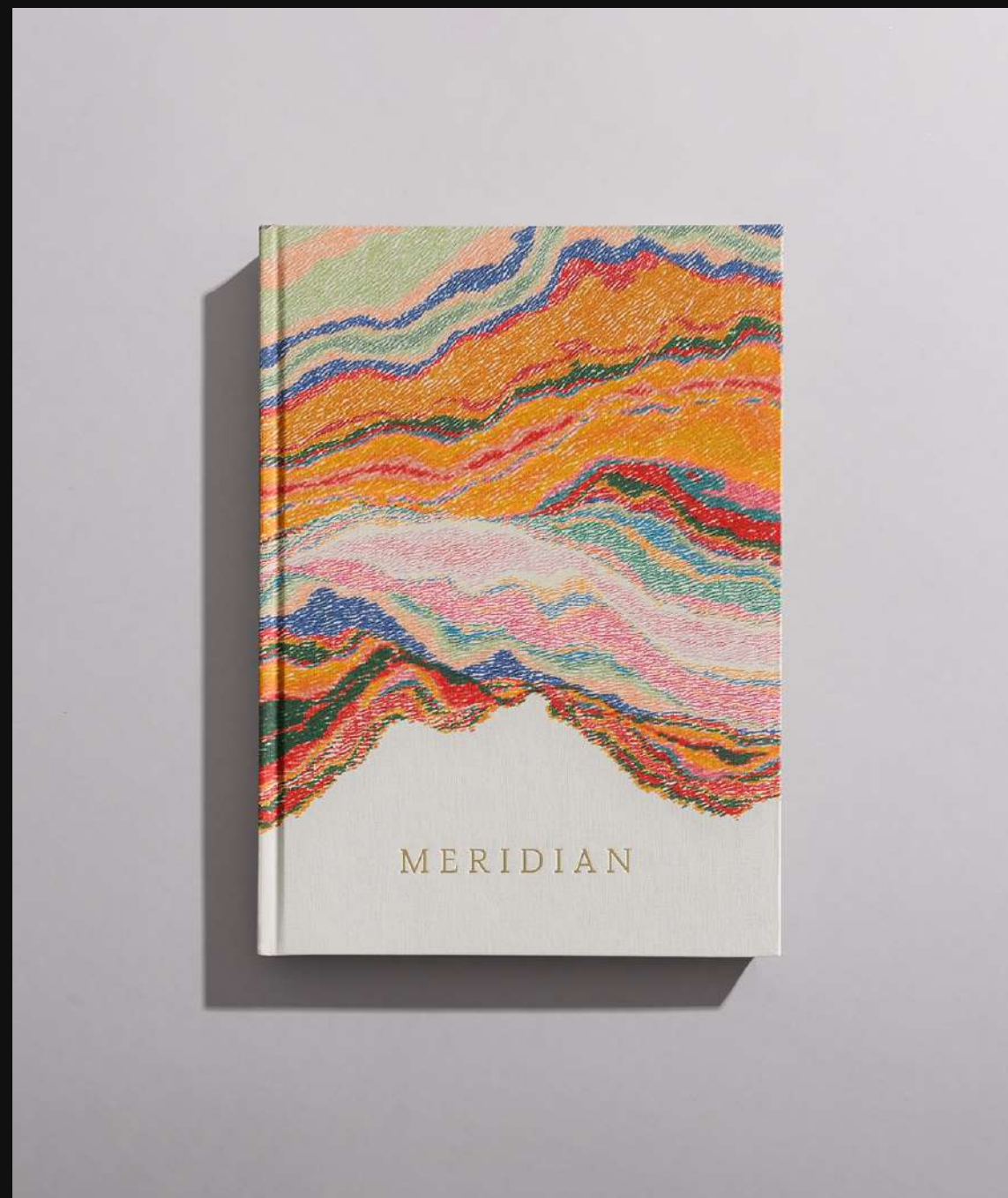


MERIDIAN BY MATT DESLAURIERS

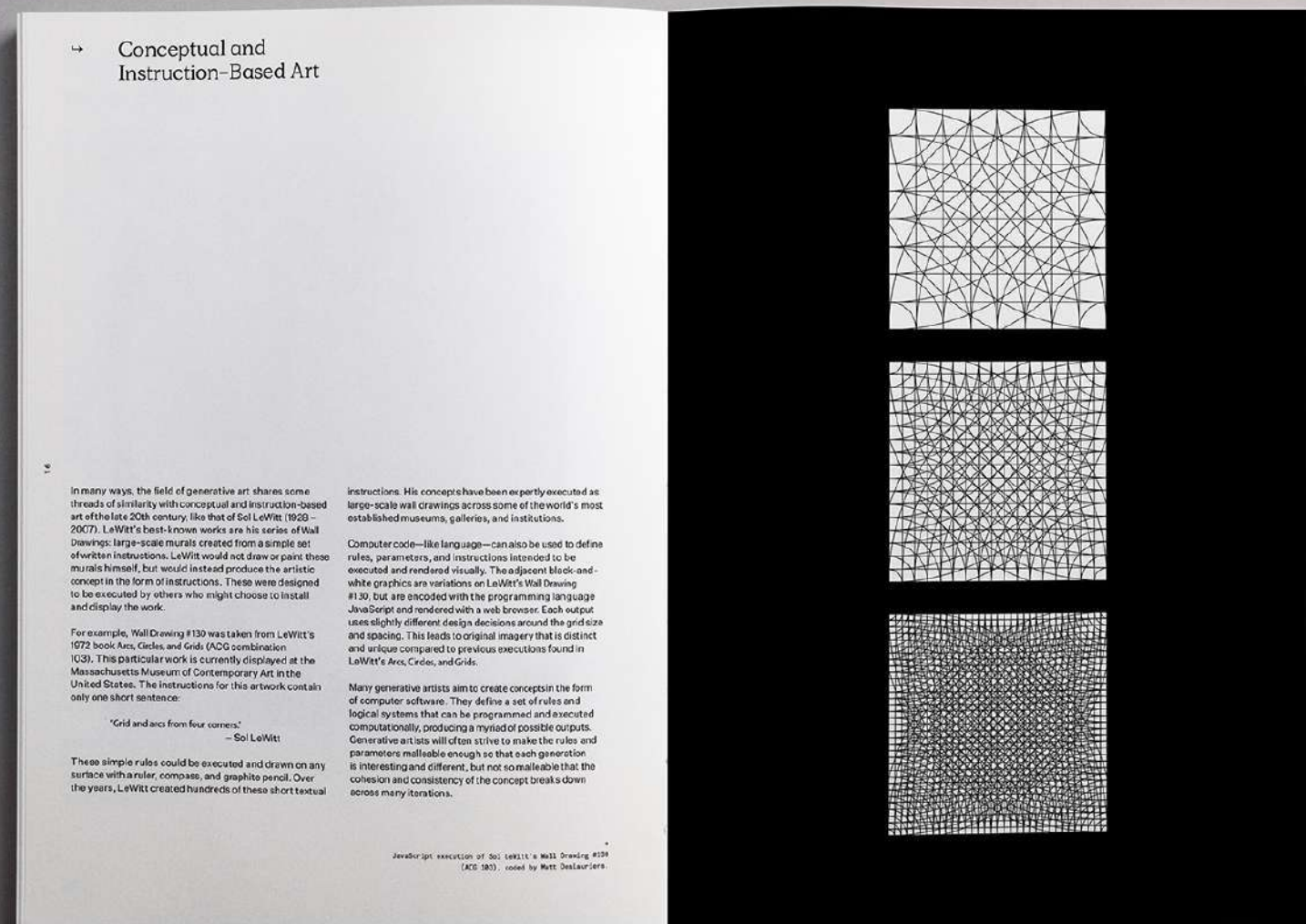
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rr A physical artefact for a digital collection.



Meridian serves as a legacy piece for DesLauriers' work, and for the many fans and collectors of the Meridian project.



Meridian is a collection of 1000 artworks released on the platform Art Blocks, each created with code written by Matt DesLauriers. A JavaScript program which runs the code constructs stratified landforms using thousands of small strokes of colour. Different styles of strokes create different effects, all inspired by analog techniques such as charcoal, gouache or linogravure.

The beauty is that every time a collector mints an artwork on Art Blocks, the code will randomly generate a new artwork that not even the artist can know in advance.

Meridian, the book, is Matt DesLauriers' debut publication, showcasing the full breadth of the Meridian collection, along with essays, full bleed imagery, and technical breakdowns. It will serve as a legacy piece for DesLauriers' work, and for the many fans and collectors of the Meridian project.

Brand strategy
Visual Identity
Art Direction
Web Design
Digital Production

THIRD BY KENJIRO



THIRD makes finance personal again by helping family offices across the world work together. monopo was invited to create the visual identity and website for this new brand, from scratch. We built a visual identity system that embraces THIRD's roots in both art and construction, and created a website that asks visitors to pick up a paintbrush themselves.

THIRD BY KENJIRO



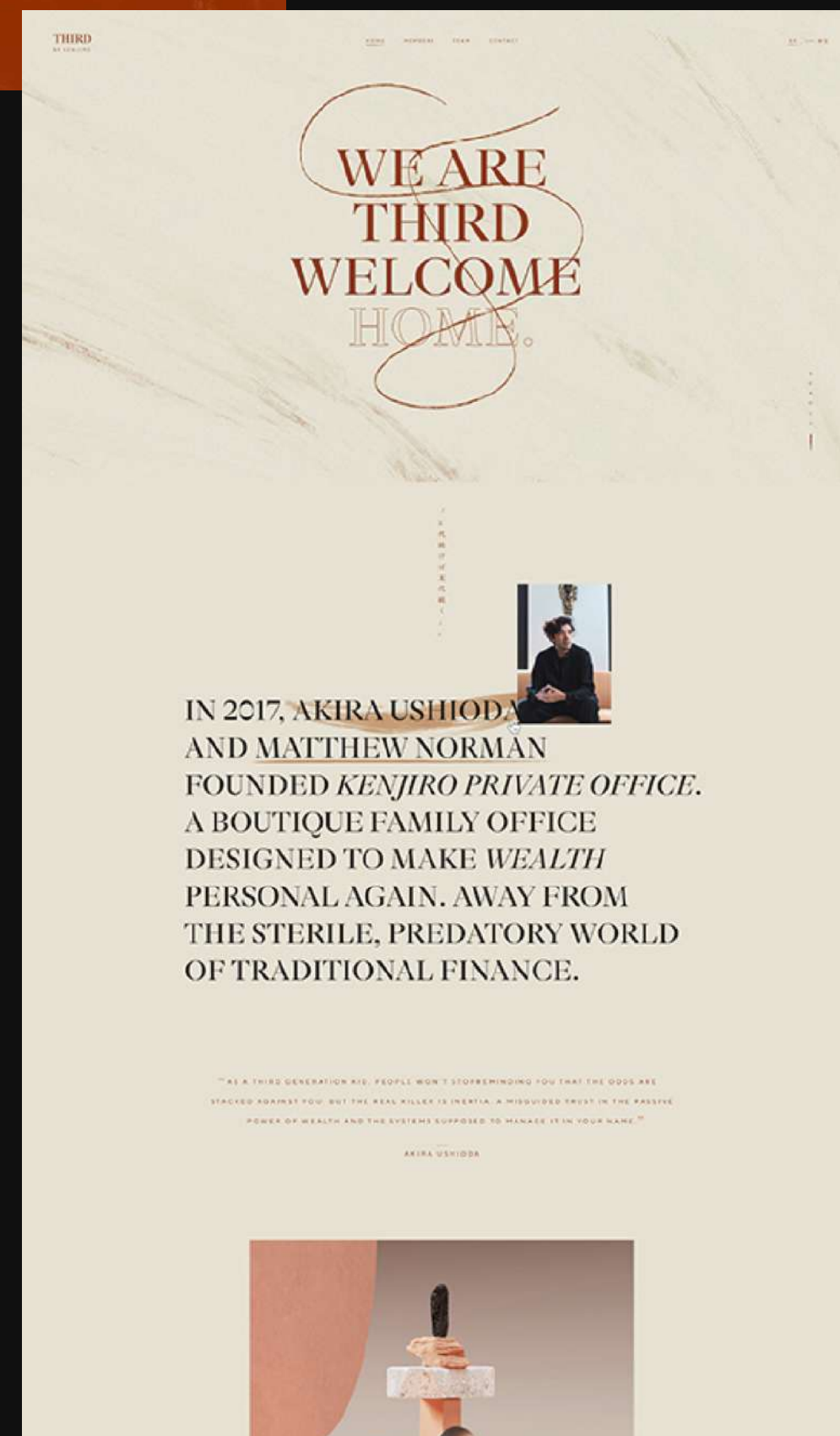
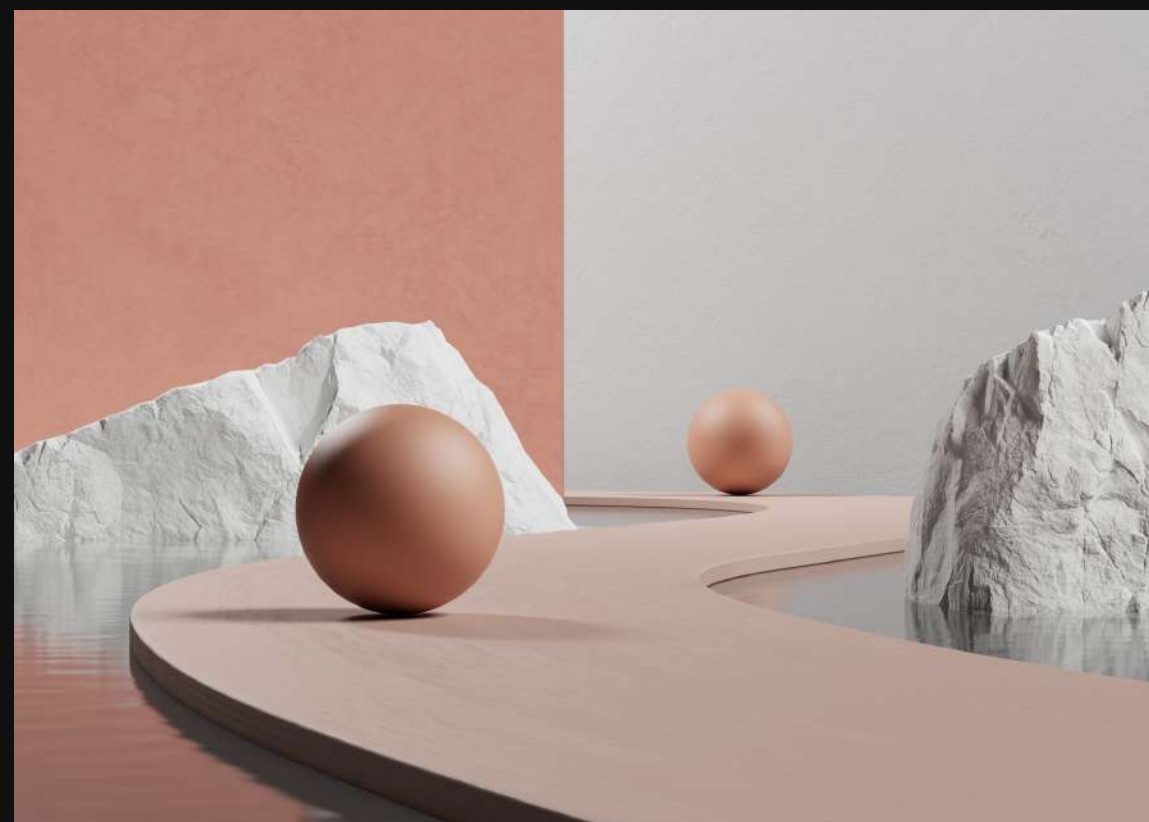
WE ARE
THIRD

monopo

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IT LIVE
➔



Creating a brand that represents a generation yearning to make finance personal again.



We set out to create a brand that would feel different from anything else that exists within finance. The key to this was to inject the true story and personality of the founder and his family into the brand. With roots in both construction and art, we quickly struck on the idea of *building* a different future. THIRD would be a brand that represents a generation ready to get their hands dirty and construct something fresh.

Inspired by a history in art and construction, we set a color palette for the brand that is composed of earthy tones, textures and techniques. Manual paint brushes became an important visual device used across the visual identity system. They represent the ambition of this generation to tackle a white canvas and create something new, in their own vision.

SUPER DAN ORIGIN - A DIGITAL GRAPHIC NOVEL

Conception
Creative Direction
Art Direction
Graphic Design



When monopo London was invited to launch the Instagram account for Chinese badminton legend Lin Dan, we decided to re-introduce the world to the genius that he is.

In collaboration with illustrators AmCo Studio we crafted a graphic novel for the digital age. Scrollable, swipeable, shareable. A nine-episode Origin Story retelling Lin Dan's rise from birth to superhero status.

SUPER DAN ORIGIN

超 级 丹 的 由 来 SUPER DAN ORIGIN



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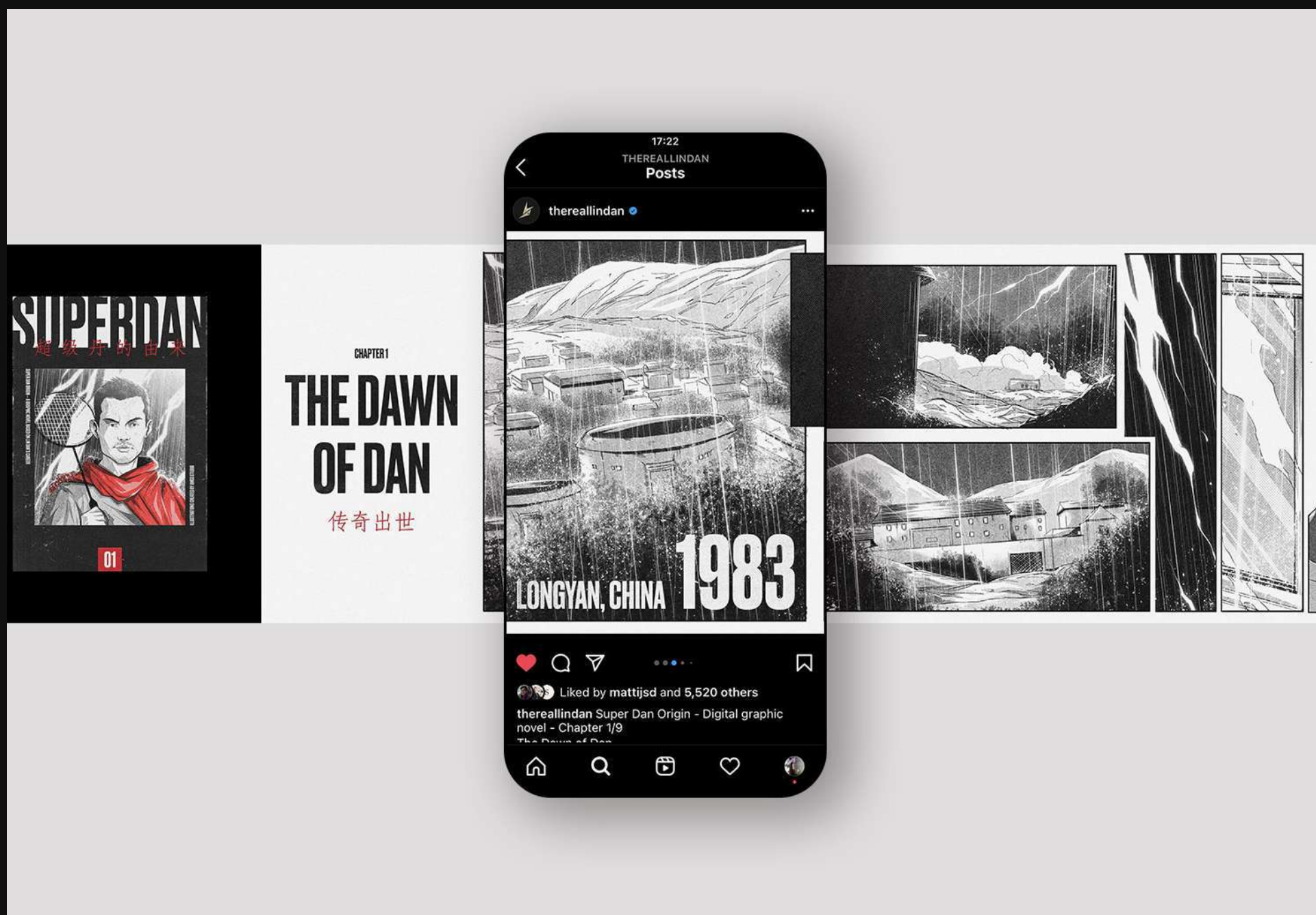
SEE
IT LIVE
➔



Re-introducing badminton's greatest legend to the world



2004 YONEX ALL ENGLAND OPEN



We were invited to help launch the Instagram channel for Lin Dan, badminton's greatest ever player and Chinese national hero.

But Lin Dan didn't join Instagram to become famous. He already was. What he wanted was to connect with the fans he couldn't reach before. Fans across the world that had seen him play and know his fame but didn't feel intimately connected with the Chinese star.

We wanted to treat Lin Dan's introduction to Instagram as a renewed introduction to the world and decided to create a graphic novel for the Instagram age.

A scrollable, swipeable, shareable graphic novel depicting the life of Lin in a way nobody had seen it before.

We worked with AmCo Studio and their team of talented illustrators to craft 9 episodes of the graphic novel. Every episode is a 10-frame carousel that reads as a traditional graphic novel. We also created a bespoke cover illustration for every episode, creating a real sense of collectability across the volumes.

Thank you

Prepared by

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