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URBAN SPECIES - NETFLIX PROMO 000



HERITAGE, LIFESTYLE, and EVERGREEN...



STRANGER THINGS

One core aspect which separates the Duffer Bros (and Stranger Things) from all of their contemporaries - is the way they approach the creative process.

Rather than merely 'nostalgia baiting' their audience, and referencing retro pop culture in their characters dialogue; They note HOW their heroes create.

How would creatives of the past, create with the technology we have NOW?
This is the approach Urban Species took - As this is very much part of our attitude ...



URBAN SPECIES x STRANGER THINGS



STRANGER THINGS





URBAN SPECIES - NETFLIX PROMO 002



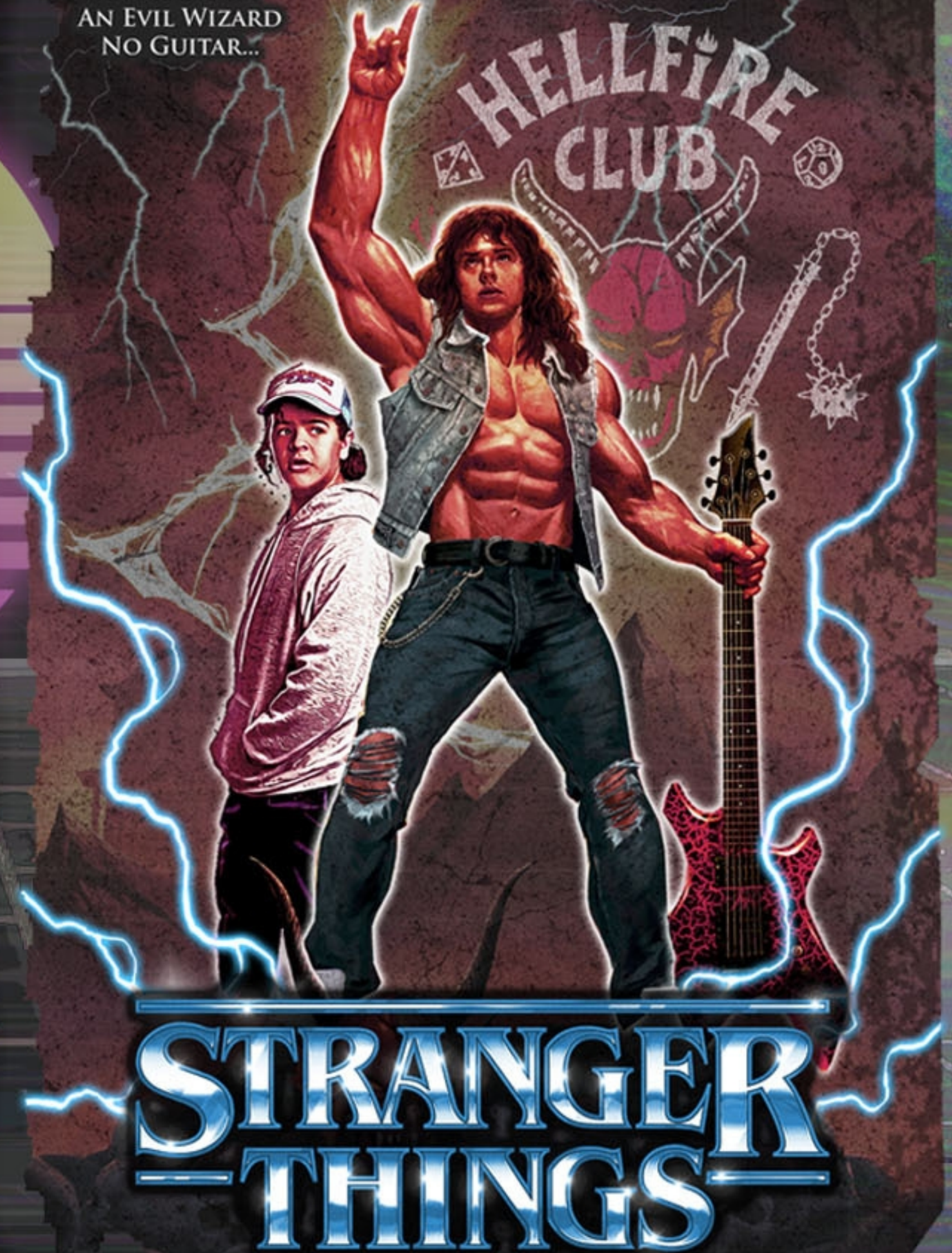
REMIX DESIGN >

Utilizing current popular themes;
we create new trends inspired
by historic ICONS.

- ARMY OF DARKNESS for inspiration
- MOVIE POSTER / VHS BOX ART
Design Theme
- X - OVER appeal, combining
2 related demographics

FROM THE DUFFER BROTHERS

ON THE RUN
AN EVIL WIZARD
NO GUITAR...



REMIX - EDDIE HELLFIRE CLUB



URBAN SPECIES - NETFLIX PROMO 003



REMIX DESIGN >

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we create new trends inspired
by historic ICONS.

- ARMY OF DARKNESS for inspiration
- MOVIE POSTER / VHS BOX ART
Design Theme
- X - OVER appeal, combining
2 related demographs

REMIX - EDDIE HELLFIRE CLUB



URBAN SPECIES - NETFLIX PROMO 004 



LOGO GRAFFITI TREATMENT



URBAN SPECIES - NETFLIX PROMO 005



REMIX DESIGN >

Utilizing current popular themes;
we create new trends inspired
by historic ICONS.

- X-MEN PHOENIX for inspiration
- RETRO COMIC COVER ART
Design Theme
- X - OVER appeal, combining
2 related demographs



REMIX - ELEVEN PHOENIX COVER 80s



URBAN SPECIES - NETFLIX PROMO 006



REMIX - ELEVEN PHOENIX COVER 80s



URBAN SPECIES - NETFLIX PROMO 007 



LOGO HELLFIRE CLUB GRAFFITI TREATMENT



REMIX DESIGN >

Utilizing current popular themes;
we create new trends inspired
by historic ICONS.

- KATE BUSH for inspiration
- RETRO SINGLE COVER ART
Design Theme
- X - OVER appeal, combining
2 related demographics



URBAN SPECIES - NETFLIX PROMO 009



REMIX DESIGN >

Utilizing current popular themes;
we create new trends inspired
by historic ICONS.

- KATE BUSH for inspiration
- RETRO SINGLE COVER ART
Design Theme
- X - OVER appeal, combining
2 related demographs

REMIX - MAX SKATING HILL COVER

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THANKS!
looking forward to hearing from you...