

PAULA SCHER INSPIRED

DESIGN CONCEPT



**“LESS IS MORE AND MORE IS MORE. IT’S
THE MIDDLE THAT’S NOT A GOOD PLACE.”**

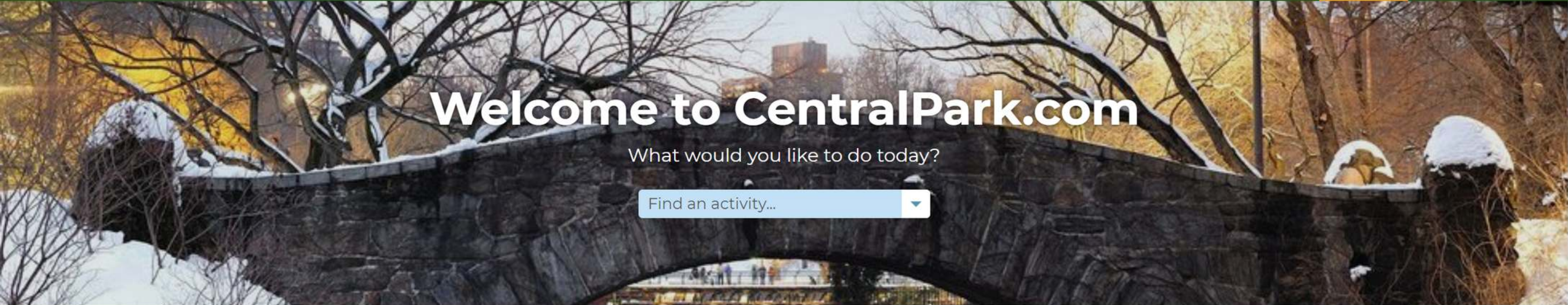
CENTRAL PARK

NEW YORK CITY

WHY CENTRAL PARK?

- I was inspired by Paula Scher's closeness to New York.
- Her design style has a very New York feel to it, like her posters and logos.
- I wanted to design something that was based on New York and had Paula's style.

ORIGINAL WEBSITE



Central Park remains open to the public. Learn more on our [COVID-19 Updates](#) page.

Featured Events



Central Park Zoo

The Central Park Zoo is one of Central Park's most popular spots. You'll find over 130 different species here, ranging from Snow Leopards to Tropical Birds. [Read more...](#)

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Events

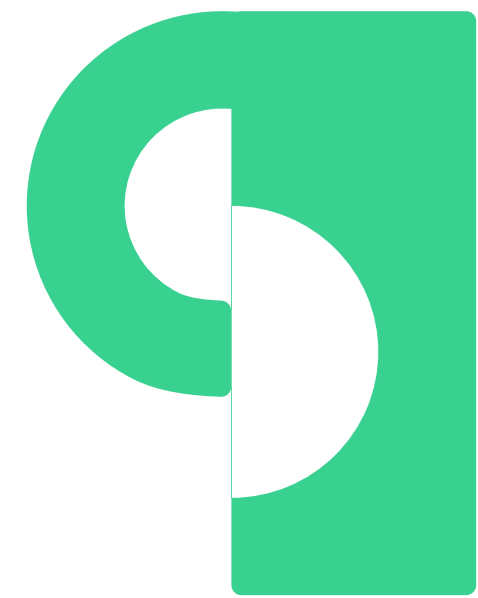
November 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

HOW TO REDESIGN?

- Central Park is special because of its location. It not just a park, it is a New York landmark.
- It was important to combine the park with New York culture and identity.
- Reflect vibrancy and modernism.

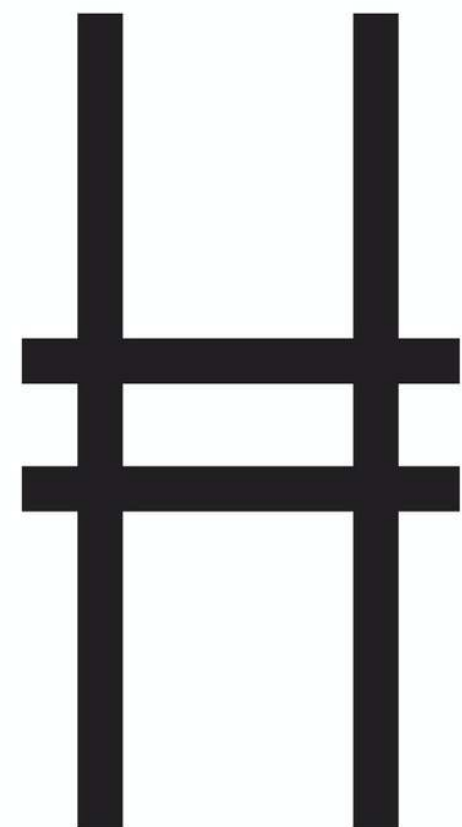
Logo Design



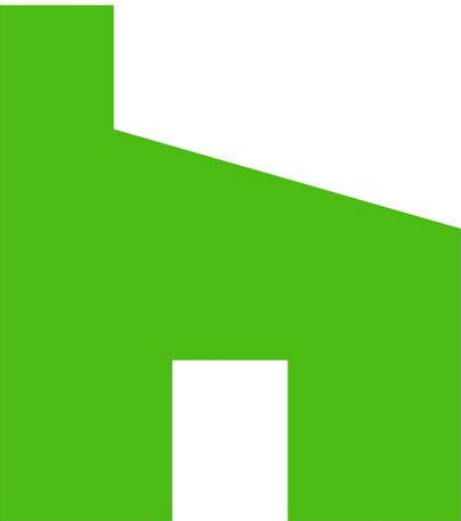


Central Park

INSPIRATIONS



NEW
YORK
CITY
BALLET



EXPLORATIONS



EXPLORATIONS

Central Park

Central Park

Central Park

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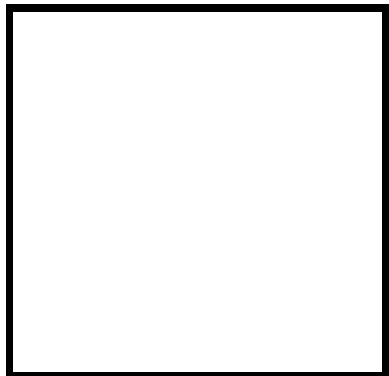
MONTSERRAT

Central Park

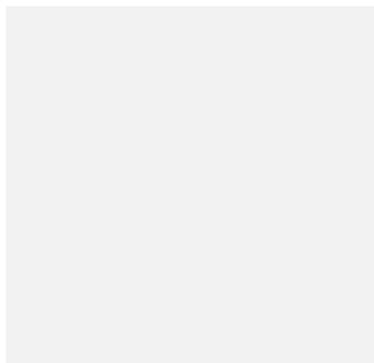




COLOR PALETTE



#FFFFFF



#F2F2F2



#4F4F4F



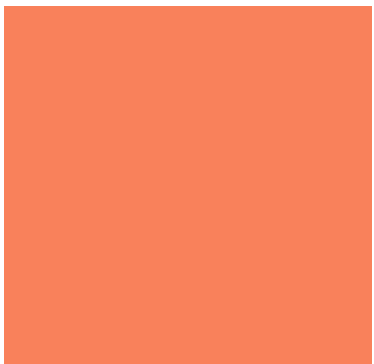
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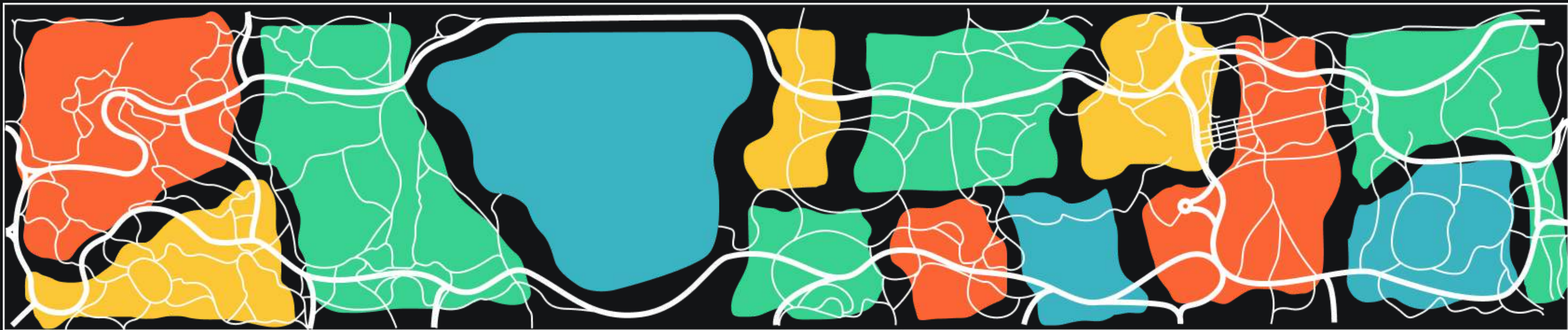
#3CB3C0



#F9815B



The Map



Website Design



Central Park

New York City

[Explore](#)



Latest Events

Weekly Walks

 May 12, 2021 [view more](#)

Begin with a visit to the penguins, seals, and snow leopards at the Zoo, and then marvel at the details of the Delacorte Clock, which plays tunes every half hour. Pass the iconic Balto statue on your way to the Park's entertainment area, and then take a stroll under the tree canopy on the Mall. Finally, conclude at Bethesda Terrace, the spiritual and social core of Central Park.

Virtual Meeting

Protecting the Tress

Top Activities

Bicycling

Boating

 Two locations for renting [view more](#)

Rent a boat at the Loeb Boathouse and row your way to the heart of the Central Park Lake, the second-largest body of water in Central Park that spans over 22 acres. The Loeb Boathouse has a fleet of 100 boats, each of which seats four people.

Kite-flying



Best Scenary

The North End

Heart of the Park

The Bow Bridge: Beautiful View

 Suggest time: 20 mins [view more](#)

Like a Victorian confection reflected in the waters of Central Park's Lake, the Bow Bridge gracefully graces the town of New York in mid-May. In mid-May the Bridge has been a magnificent setting in films such as Manhattan, The Way We Were and Keeping the Faith.



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[Virtual Meeting](#)
[Protecting the Tress](#)

Top Activities

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Boating

Two locations for renting

[View more](#)

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[Kite-flying](#)


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[The North End](#)
[Heart of the Park](#)

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[View more](#)

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Top Activities

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Visitor Info

Map
Directions
Parking
Restrooms

Most Popular

Stawberry Fields
Central Park Zoo
Ice Skating
Bike Rentals

About Us

Privacy Policy
Contact

Follow Us

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Best Scenary

The North End

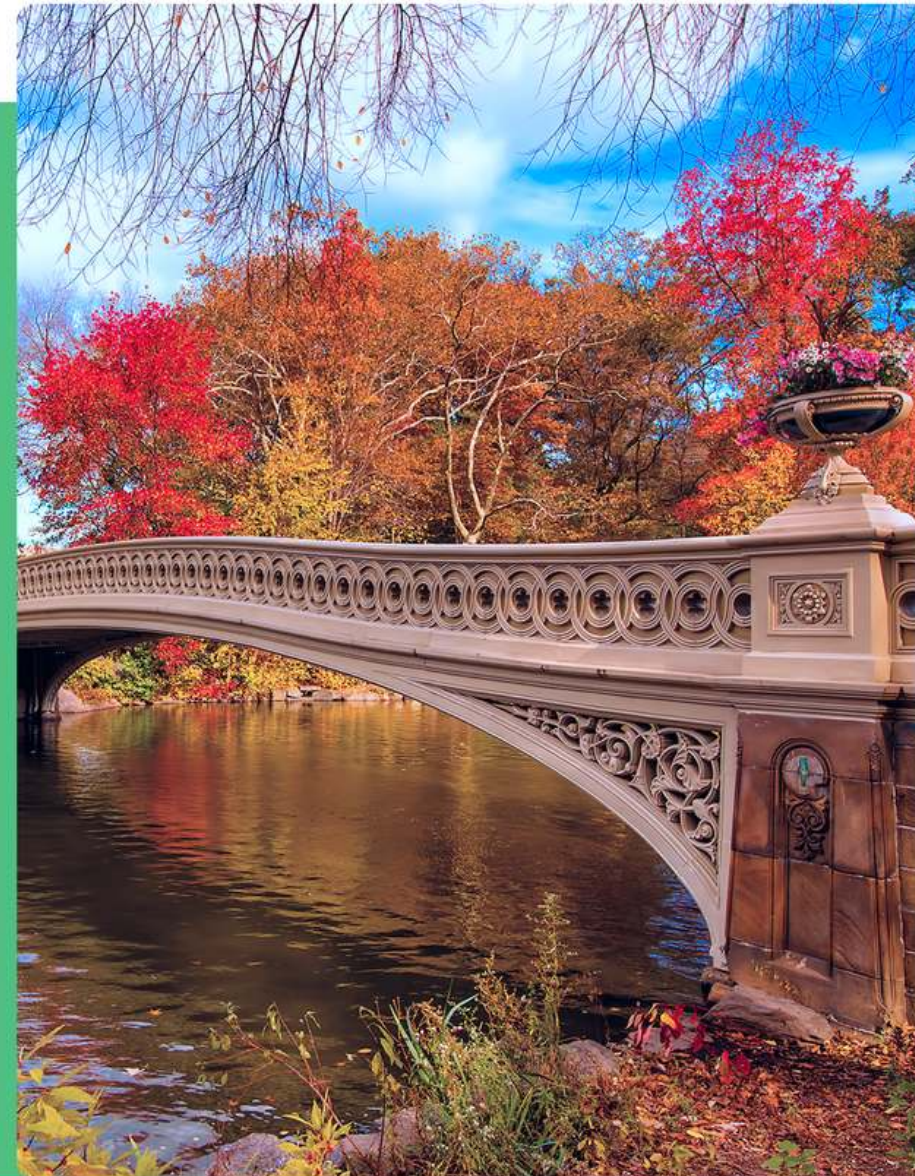
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Map

All

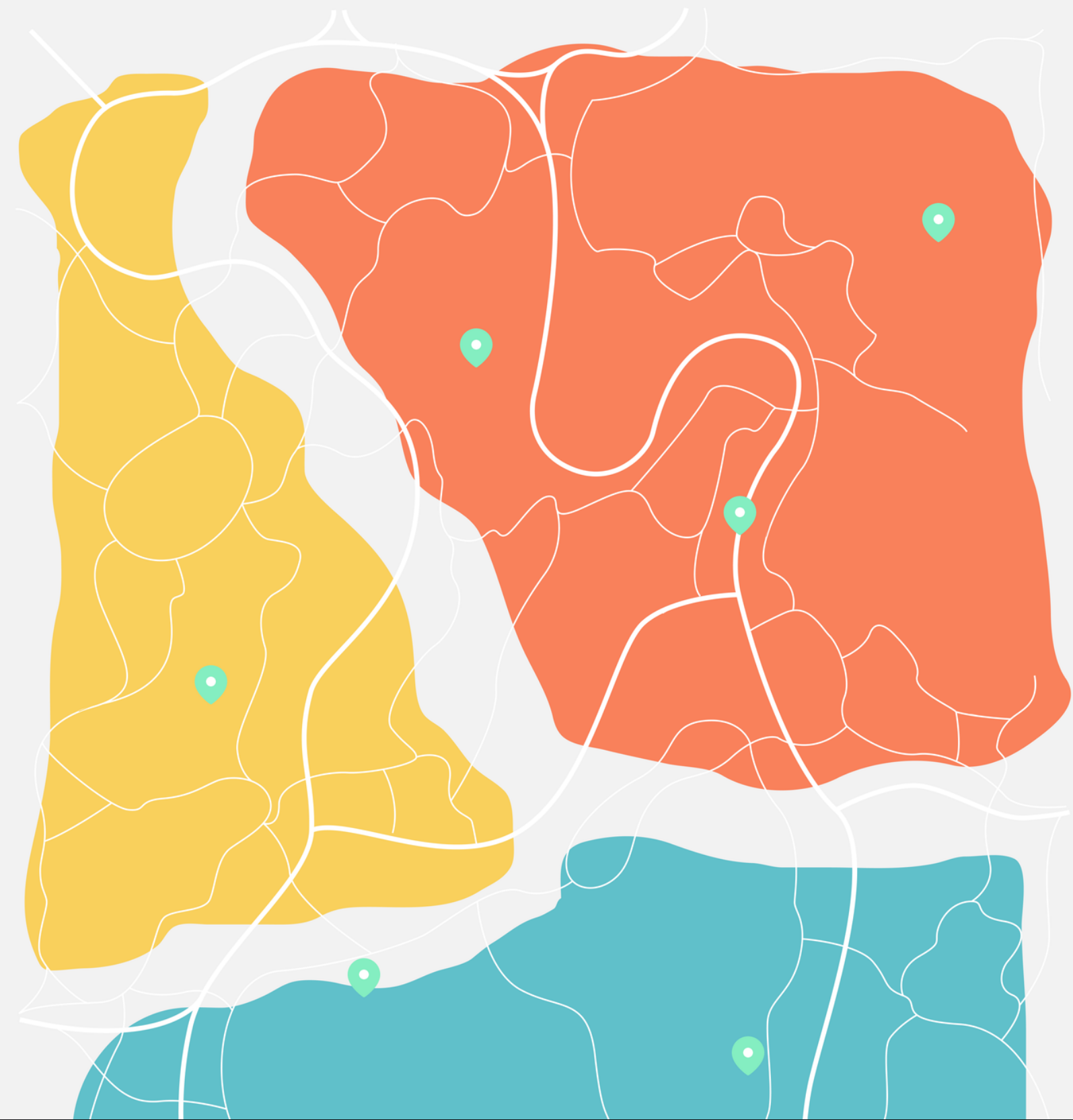
Playgrounds

Restrooms

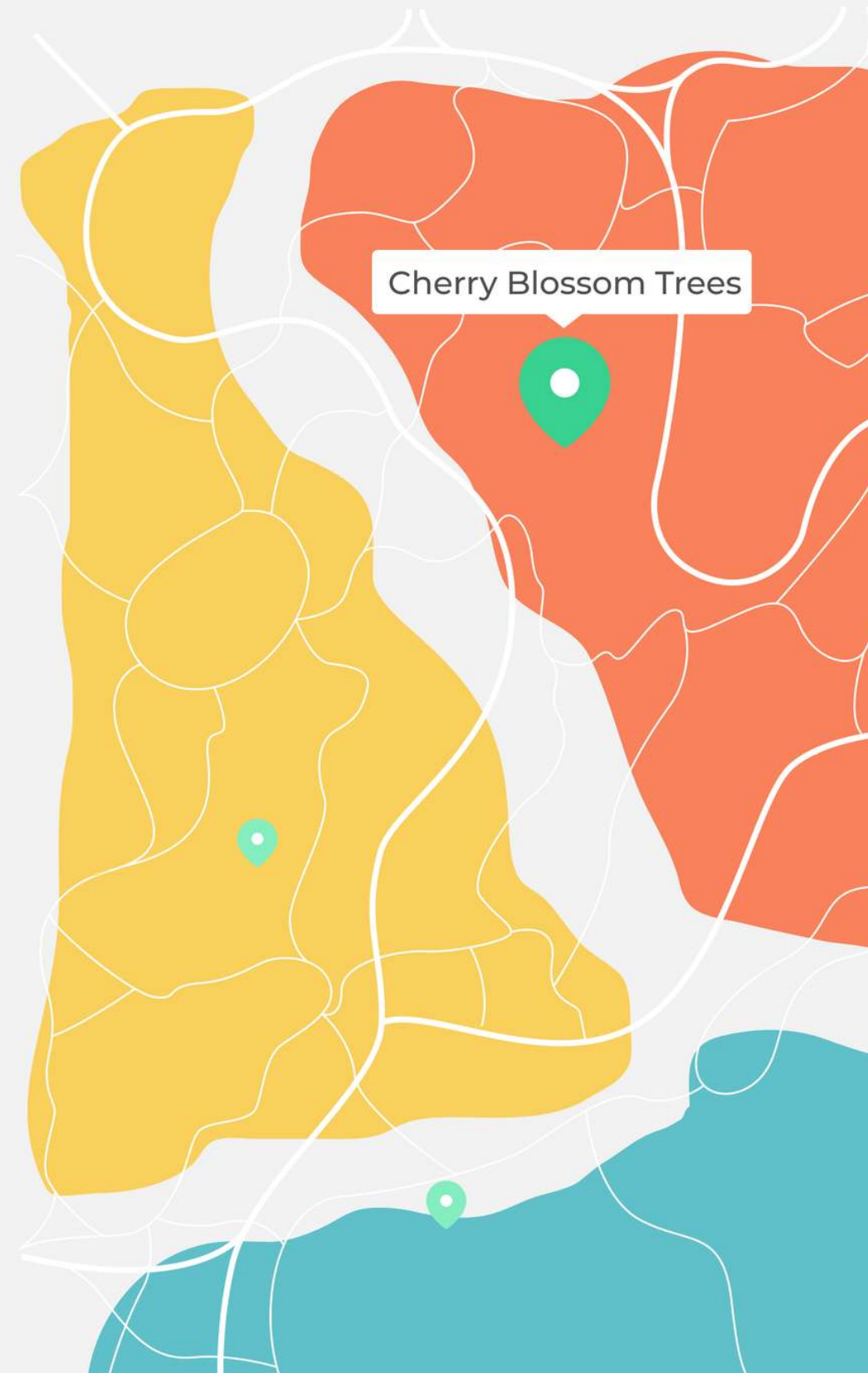
Restaurants

Landscapes

More 



Map

[All](#)[Playgrounds](#)[Restrooms](#)[Restaurants](#)[Landscapes](#)[More](#) 

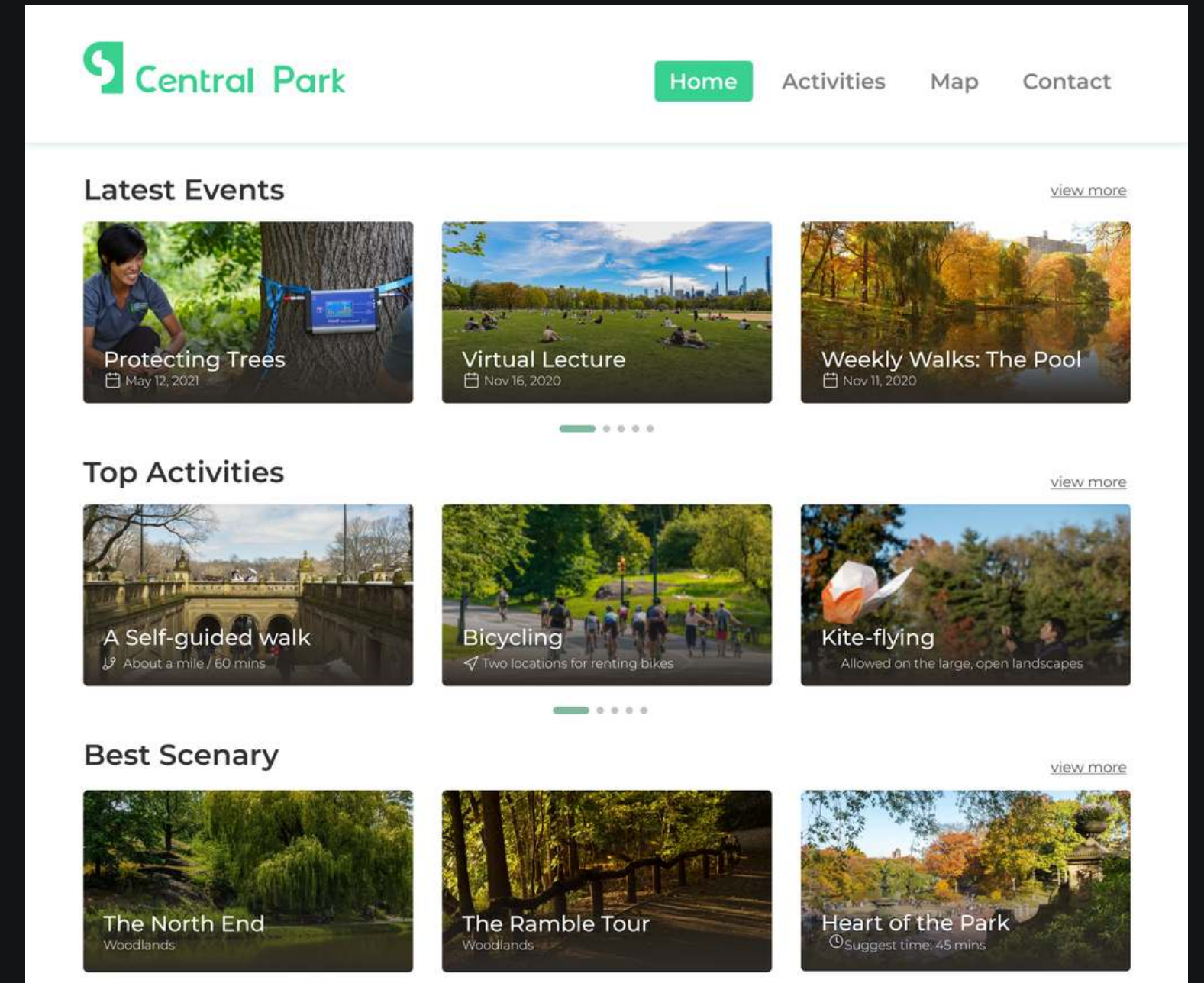
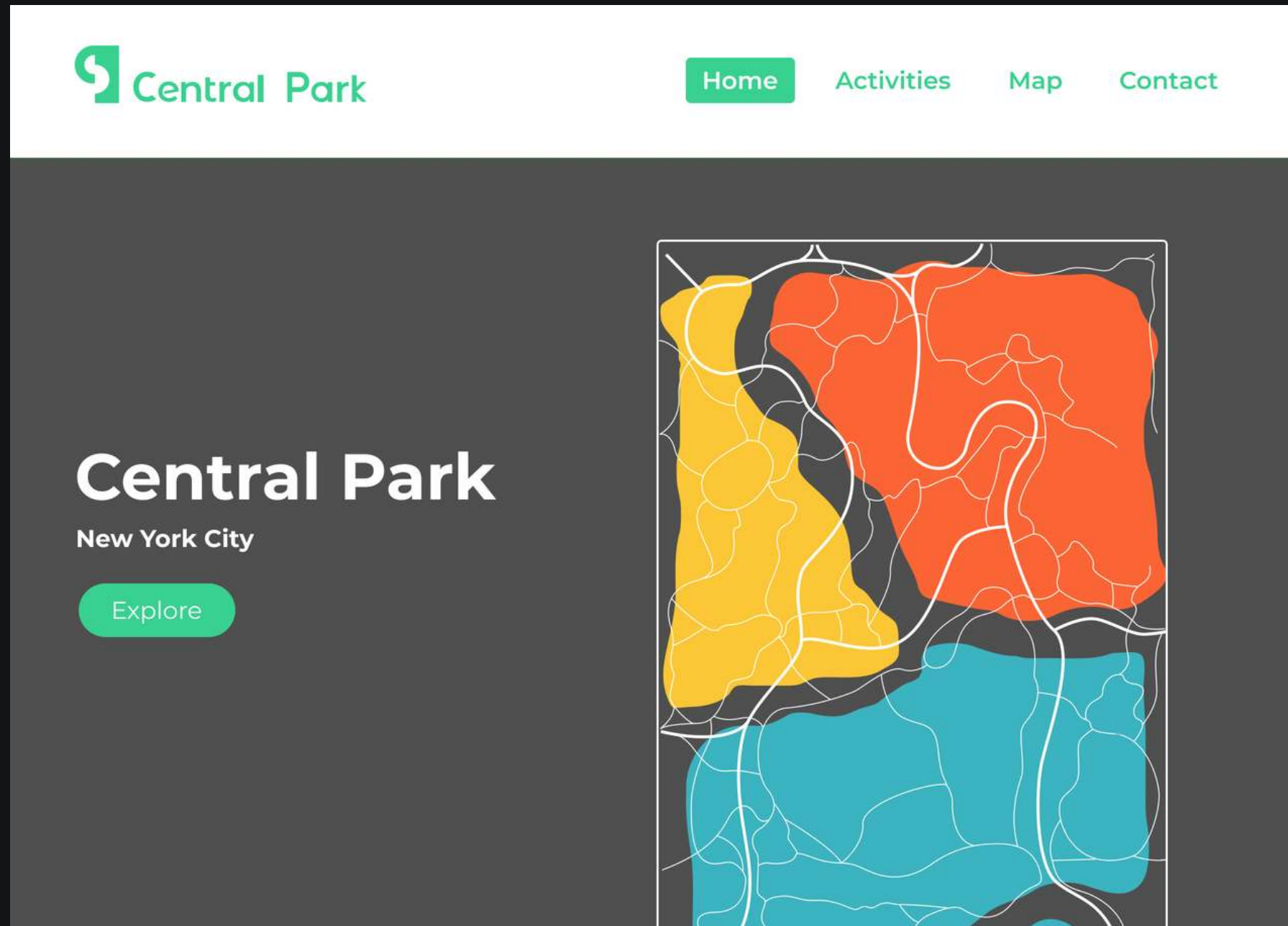
Cherry Blossom Trees



In the springtime from April to May, the cherry blossom trees in Central Park attract nature lovers from all over the world. It's easy to see why, as the splendor of their blooms is as stunning as it is explosive. Full bloom of the cherry blossom trees is a sight to behold, and it's typically reached within a week after the first buds open. Symbolic of the fleeting nature of life, their season is short-lived and the blossoms stick around for just a short time longer before their delicate petals fall to the ground, covering in a blanket of pink and white.

[view detail](#)

ITERATIONS



Latest Events

[view more](#)



Protecting Trees
May 12, 2021



Virtual Lecture
Nov 16, 2020



Weekly Walks: The Pool
Nov 11, 2020

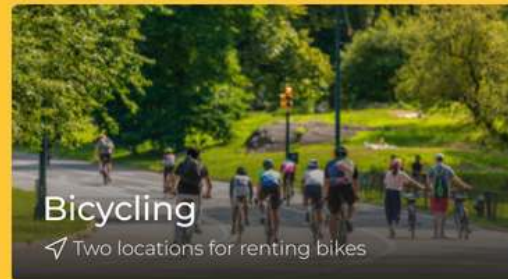


Top Activities

[view more](#)



A Self-guided walk
About a mile / 60 mins



Bicycling
Two locations for renting bikes



Kite-flying
Allowed on the large, open landscapes



Best Scenary

[view more](#)



The North End
Woodlands



The Ramble Tour
Woodlands



Heart of the Park
Suggest time: 45 mins

Latest Events

[view more](#)



Protecting Trees
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Application Design



Activities

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[view more](#)



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[view more](#)



Best Scenary

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Bicycling

Kite-flying

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Park Lake.

[view more](#)



Best Scenary

Heart of the Park

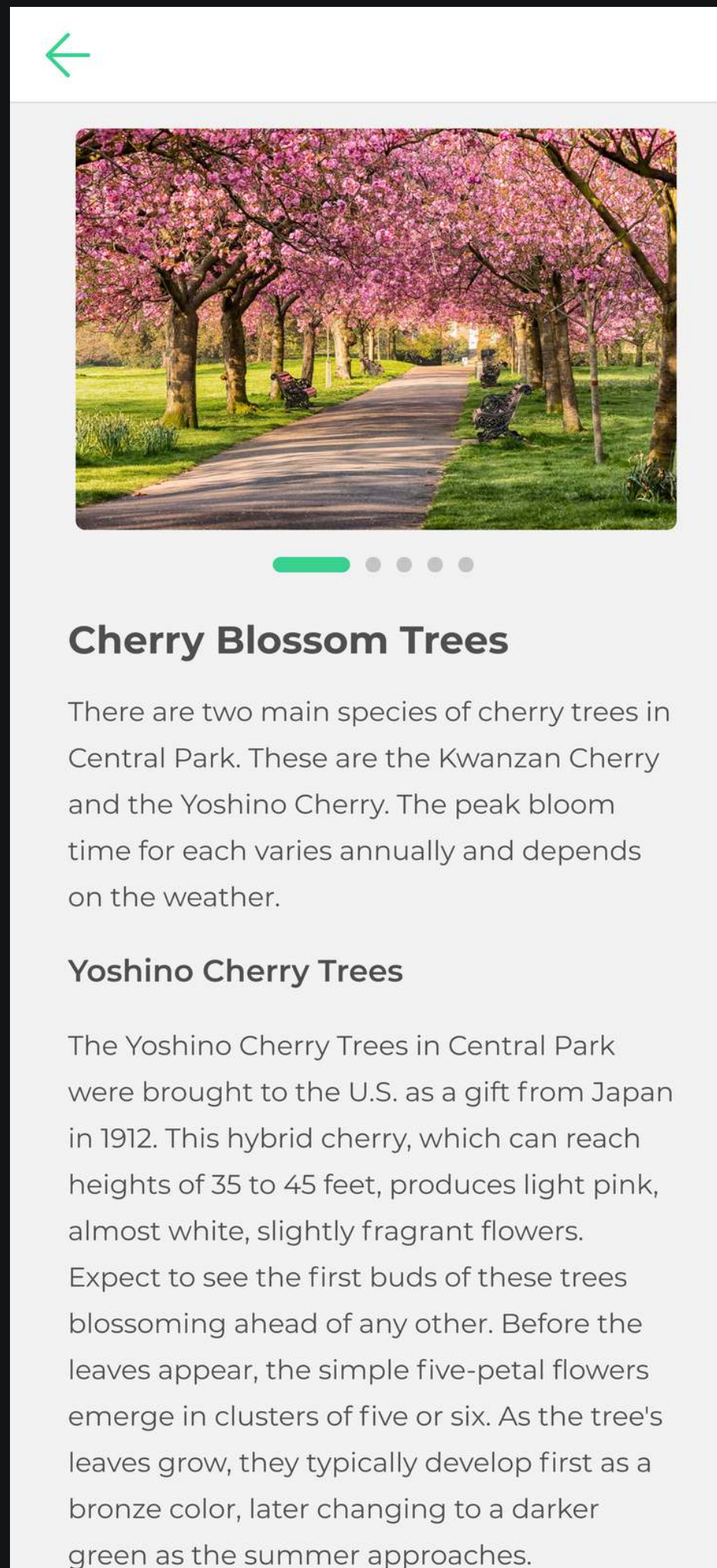
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[view more](#)





Branding



MA
Store

MoMA
Design Store

MoMA
Design Store

INS Design Project
with One Grand Books
Through Aug 14

INS Design Project
with One Grand Books
Through Aug 14



Central Park

VAULTED
SIDEWALK
DO NOT PARK
ON SIDEWALK

PLEASE
CURB DOG
AWAY FROM
BUILDING

4055



NYC TAXI



NYC TAXI

NYC

HPV-3224
NEW YORK



 Central Park

EVENT ABC
TICKET

#43822

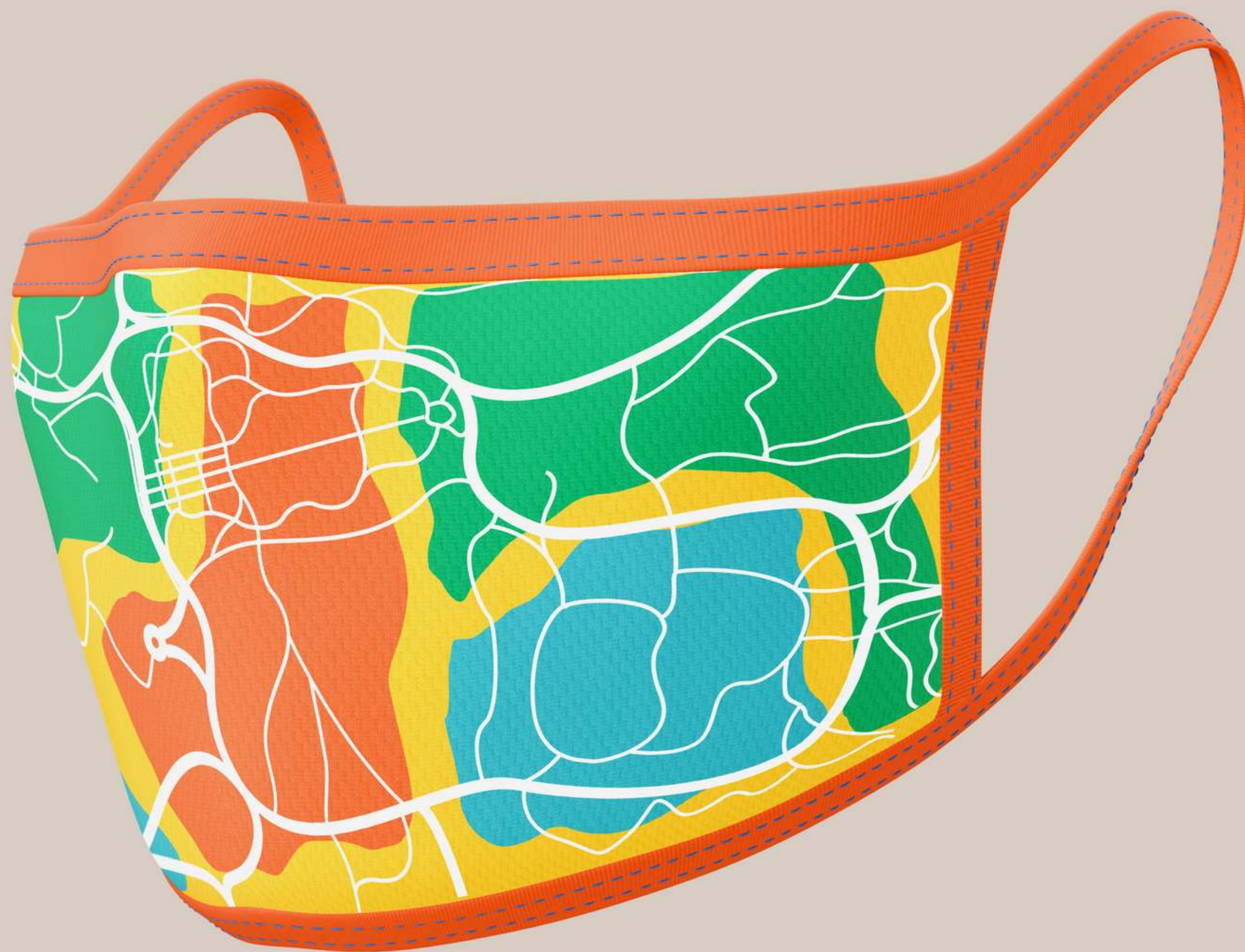
2' x 5.25"
graphicpear.com/mockups
smart objects


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EVENT ABC
TICKET

#43822


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Zoo
500 Meters ↑

Central Park
New York City













THANK
YOU

