





KRIS & SIMON



PERVERTING THE WEB



WHAT & HOW & WHY

WHAT IS PERVERTING THE WEB?

TAKING WHAT'S

RIGHT &
PROPER
& **GOOD**

AND MAKE IT

DISTORTED &
WARPED
& **MISUSED**

“

**PERVERTED THE MEANING OF PERVERSION
TO FIT WITH OUR PERCEPTION OF
PERVERSION TO HELP WITH OUR TALK
ABOUT PERVERTING**

”

HOW DO WE PERVERT?

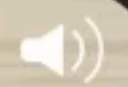
IN THE WAY
WE CREATE

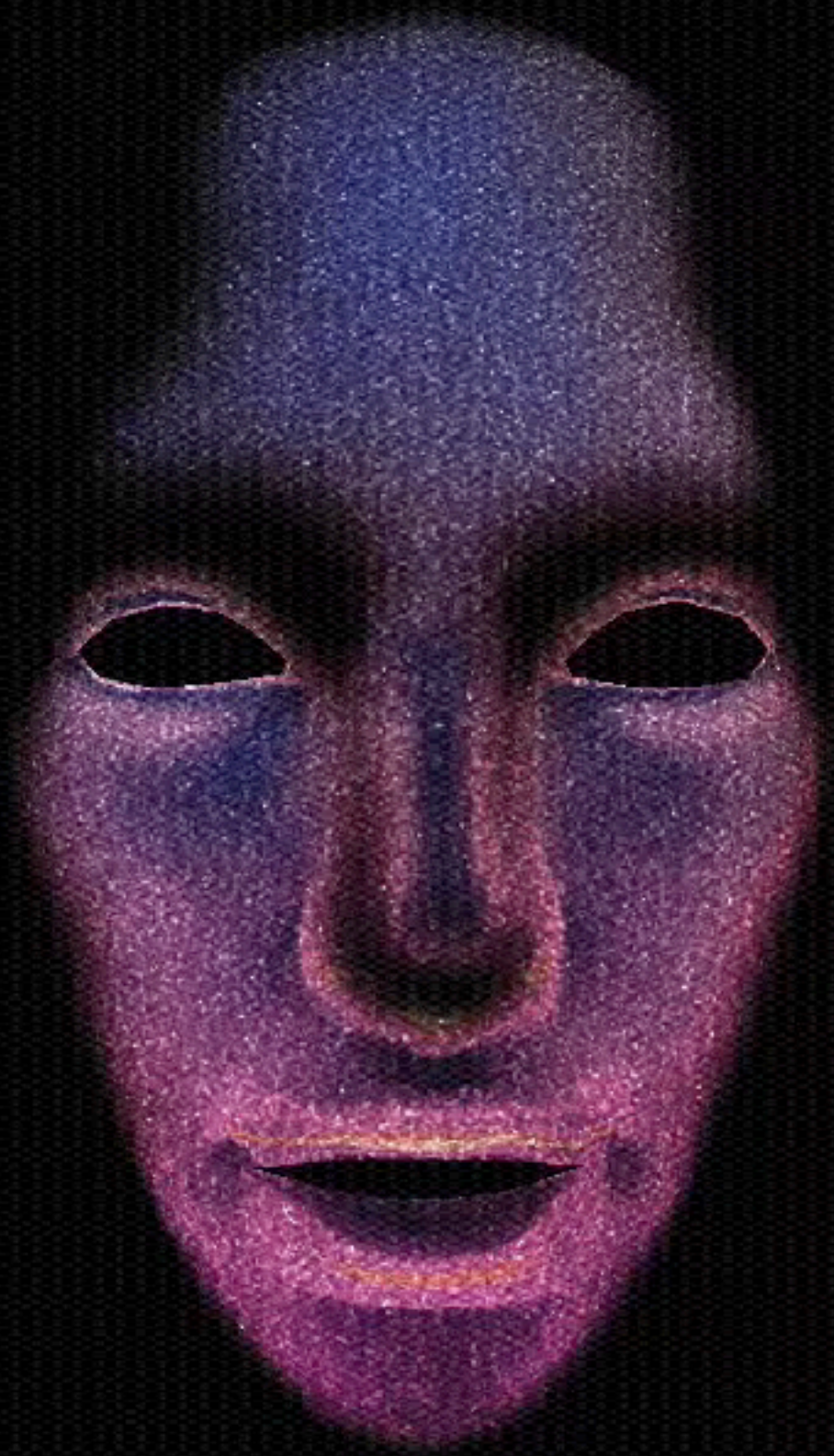


BIZARRE



<https://vimeo.com/153746101>





<https://vimeo.com/153746211>



CLEAN

FEATURE STORY

ADIDAS ORIGINALS NMD »



177 NOTES | 2 DAYS AGO



321 NOTES | 2 DAYS AGO



3/17



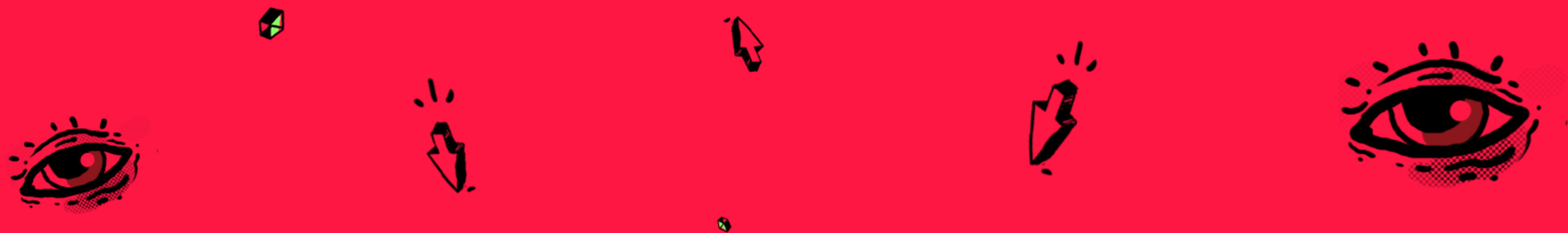
<https://vimeo.com/153746234>



ADIDAS ORIGINALS X FARM
Lookbook

<https://vimeo.com/153747756>

GET UPDATES



INTERACTIONS





<https://vimeo.com/153747789>

LOBCE
SQUARES

MOUSE FOLLOW

TIETD

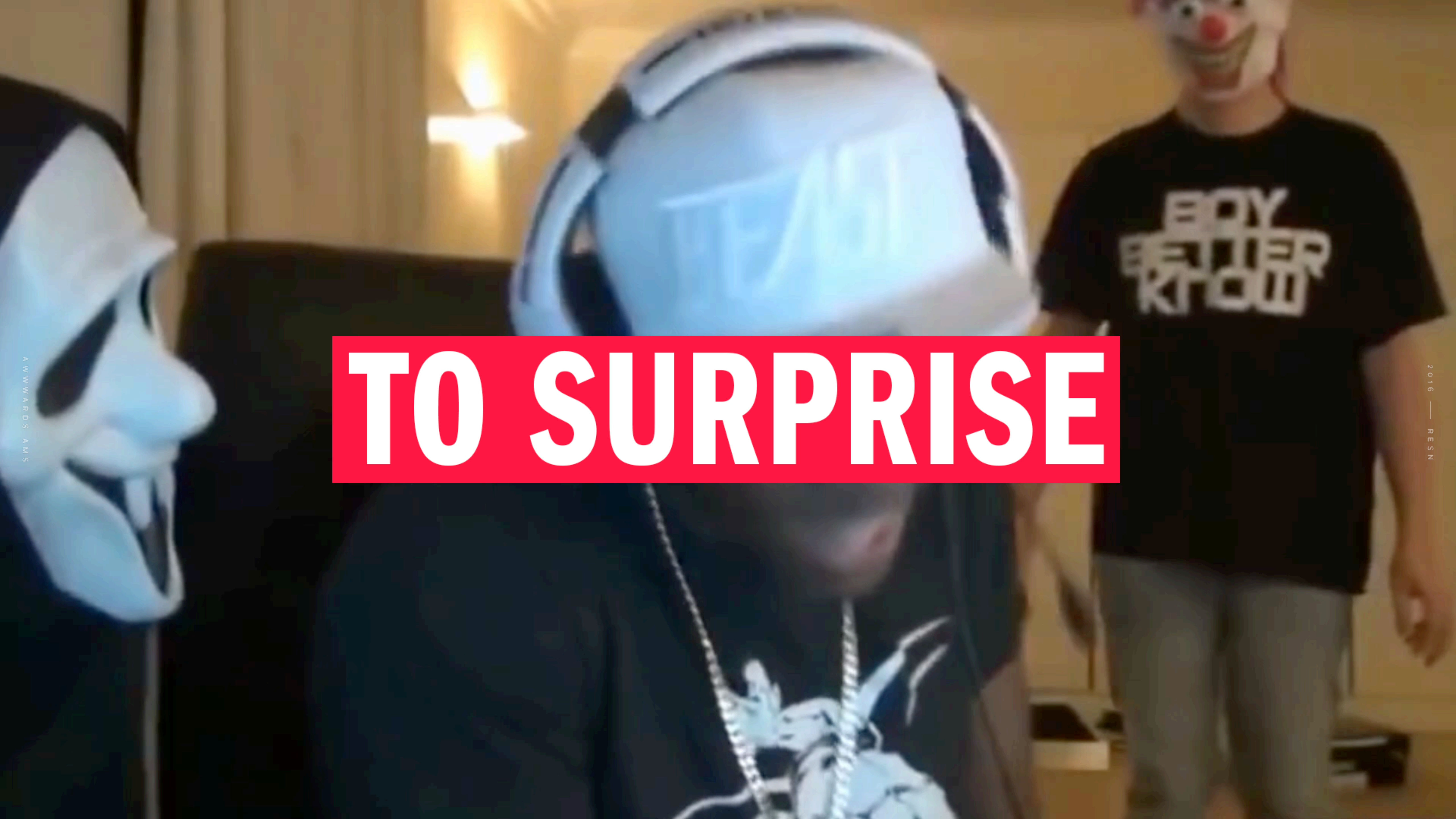
IMAGES



WHY DO WE PERVERT THE WEB?



TO ENGAGE



TO SURPRISE

A photograph taken from inside a car, showing a man in the driver's seat and a woman in the passenger seat. The man, wearing a grey hoodie and a black beanie, has a shocked expression with his mouth open. The woman, wearing a grey jacket and a grey beanie with a red and black geometric pattern, is eating from a clear plastic bowl of food. A blue and white fuzzy air freshener hangs from the rearview mirror. A large red banner with the text "TO DISRUPT" is overlaid across the center of the image.

TO DISRUPT



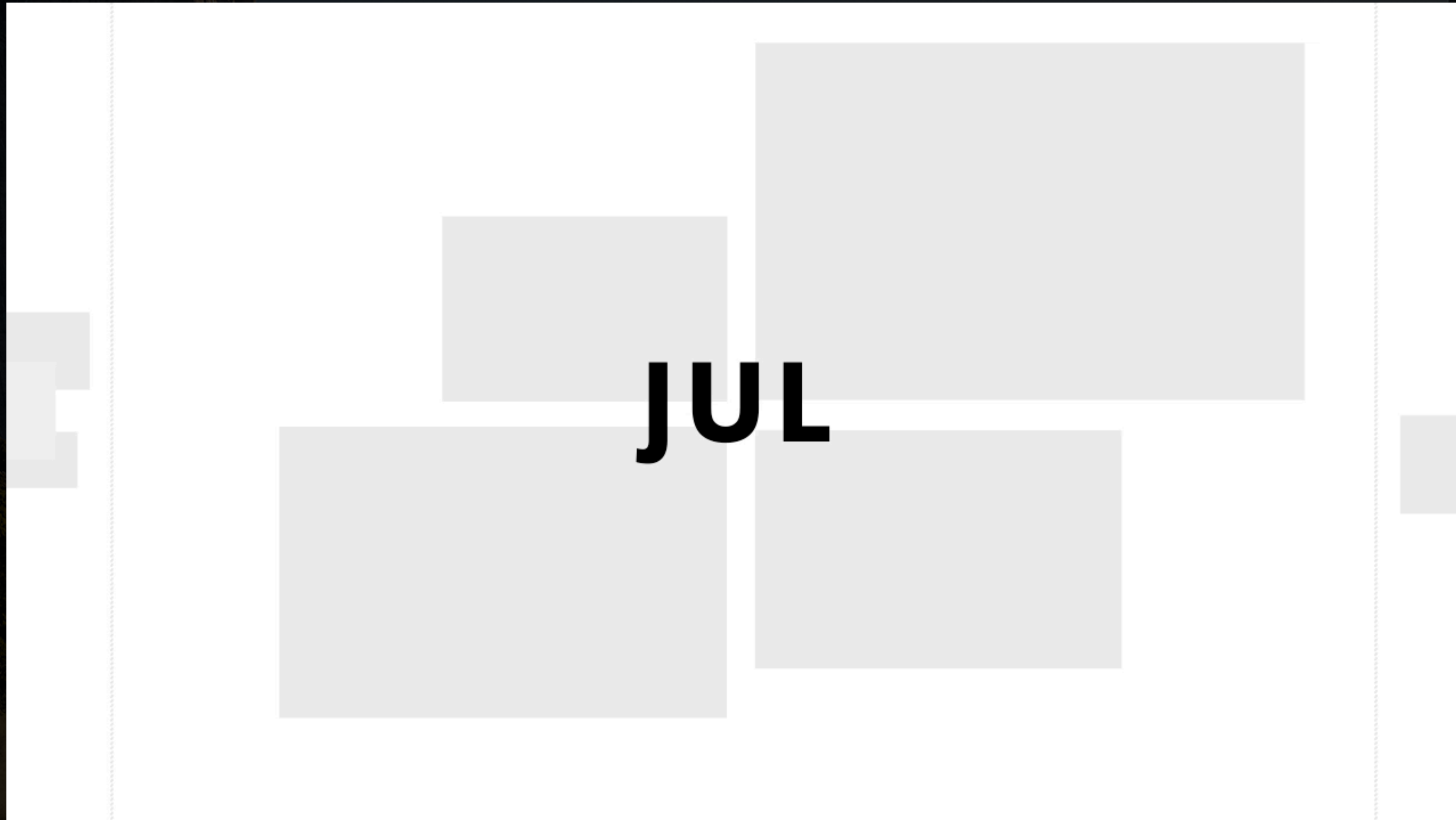
PERVERTING A BRIEF



ZERO LANDFILL

BRIEF - 'A TIMELINE THAT FEELS NOTHING LIKE THE STATIC,
TRADITIONAL TIMELINES WE'RE ALL FAMILIAR WITH.'

THE AXIS TIMELINE

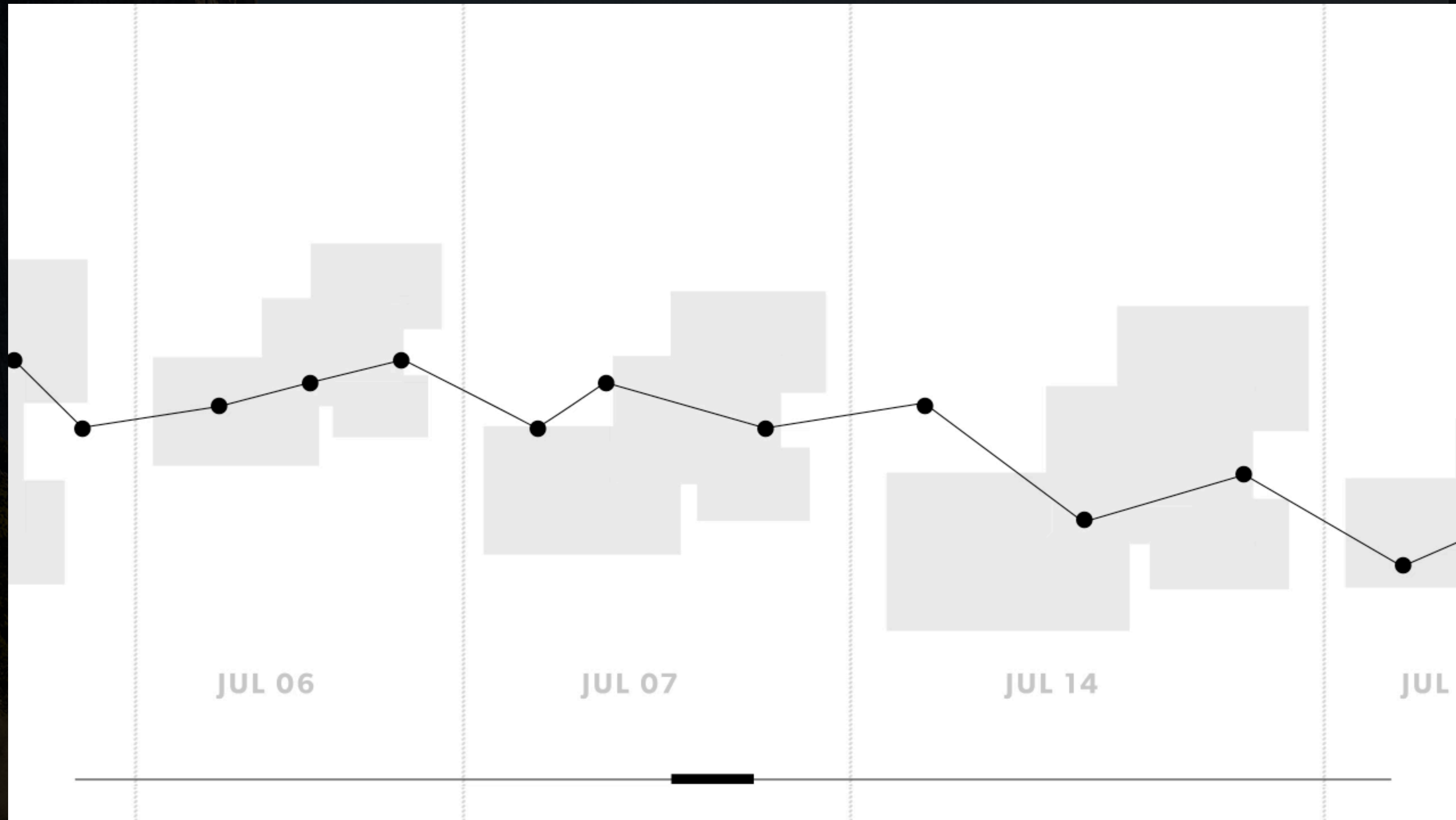


THE CIRCULAR TIMELINE

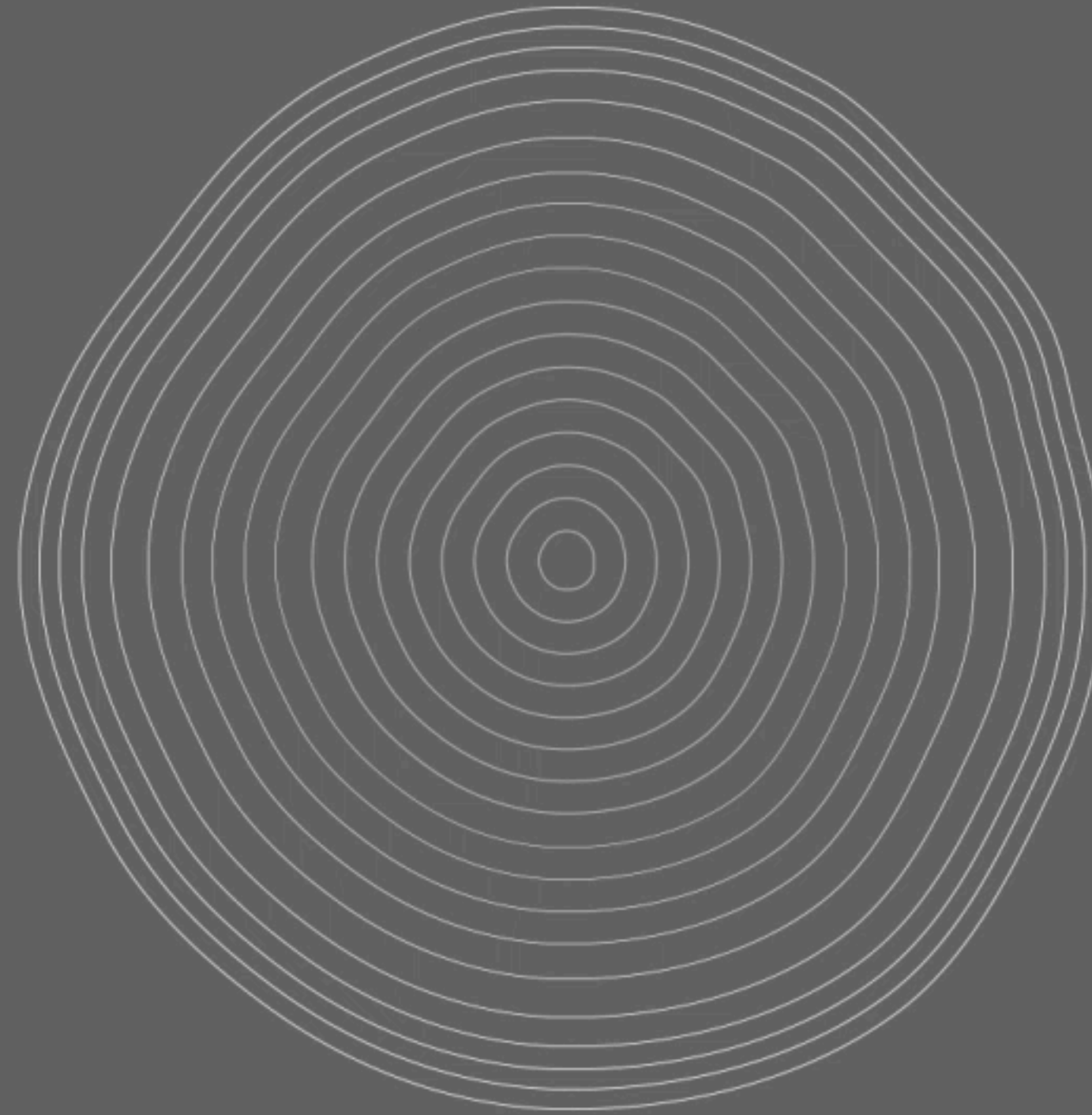
2014

<https://vimeo.com/153747924>

THE STRING TIMELINE

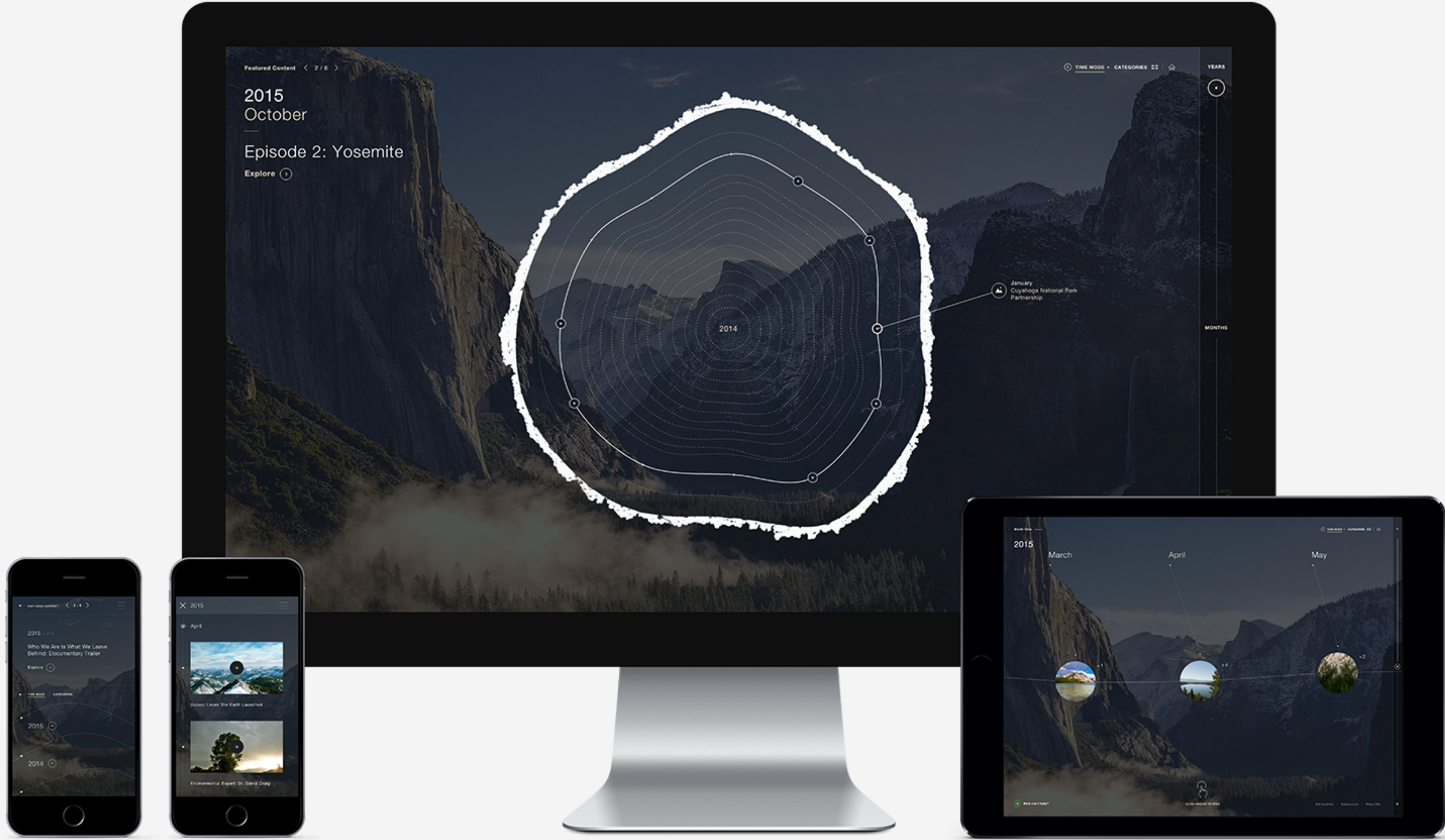


THE TREE CONCEPT



YOSEMITE | GRAND TETON | DENALI

<https://vimeo.com/153747953>





**ARE WE ALMOST
DONE YET?**

1

**DESIGN TO THE CONCEPT, DONT MAKE
THE CONCEPT FIT YOUR OWN STYLE.**

2

**PERVERTING THE BRIEF IS WHERE
THE FUN BEGINS.**

3

**DIGITAL WORK IS EPHEMERAL,
NOTHING IS SET IN STONE.**

4

**DONT BE AFRAID OF BREAKING
DESIGN RULES AND TRENDS.**

THE MAIN TAKEAWAY...

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