

**BIG AS CONCEPT.  
HOW THE GRAPHIC  
IMAGE BECOMES  
ITSELF!**

**by Ahde Lahti**



**This is Big. Concepts needs to be juxtaposed to scale and viewer.**

**Scale and vintage ideas play off one another.**





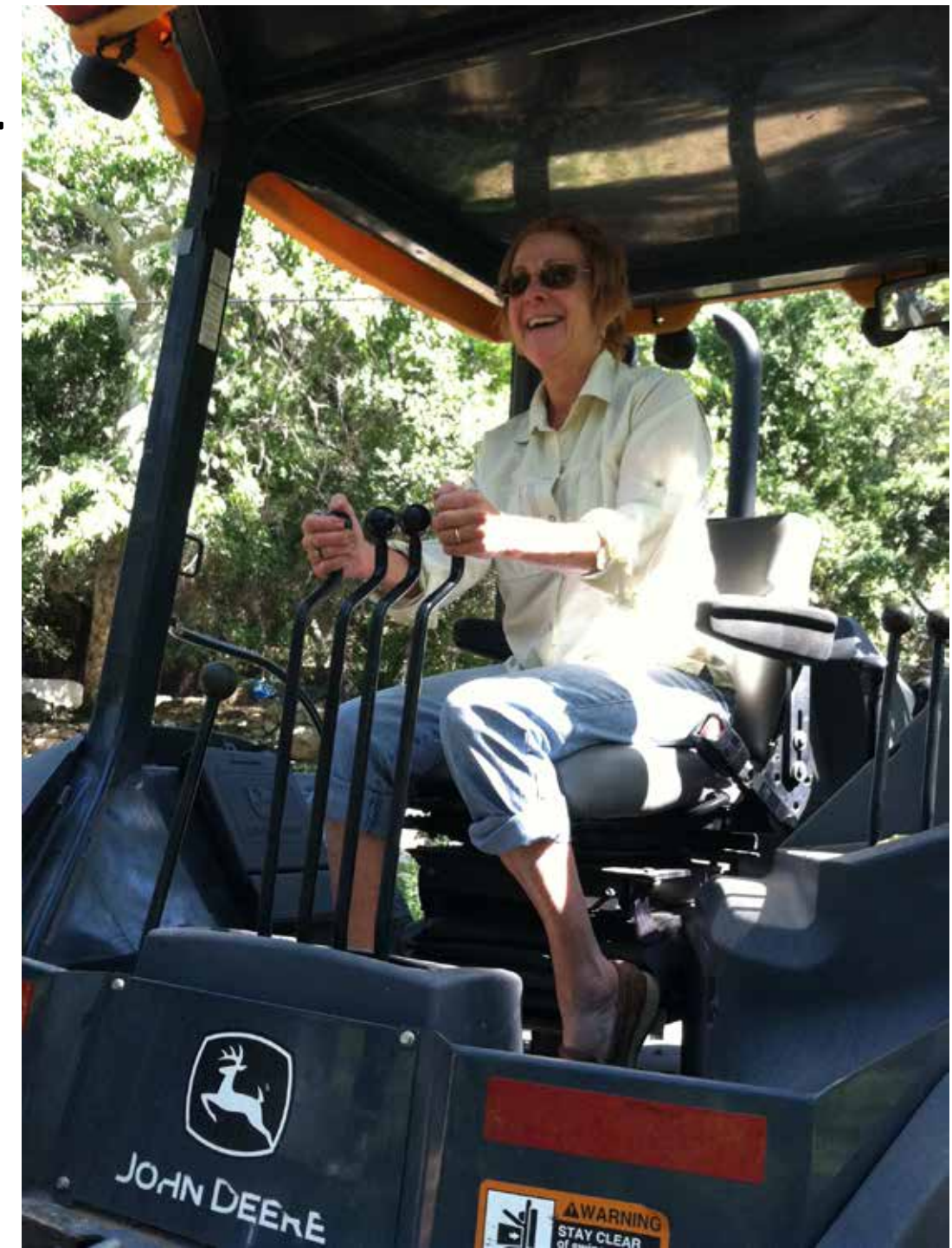
**Activity and  
place, melt into  
one, on occasion  
without trying.**





Left is a truck  
wich explains it-  
self.

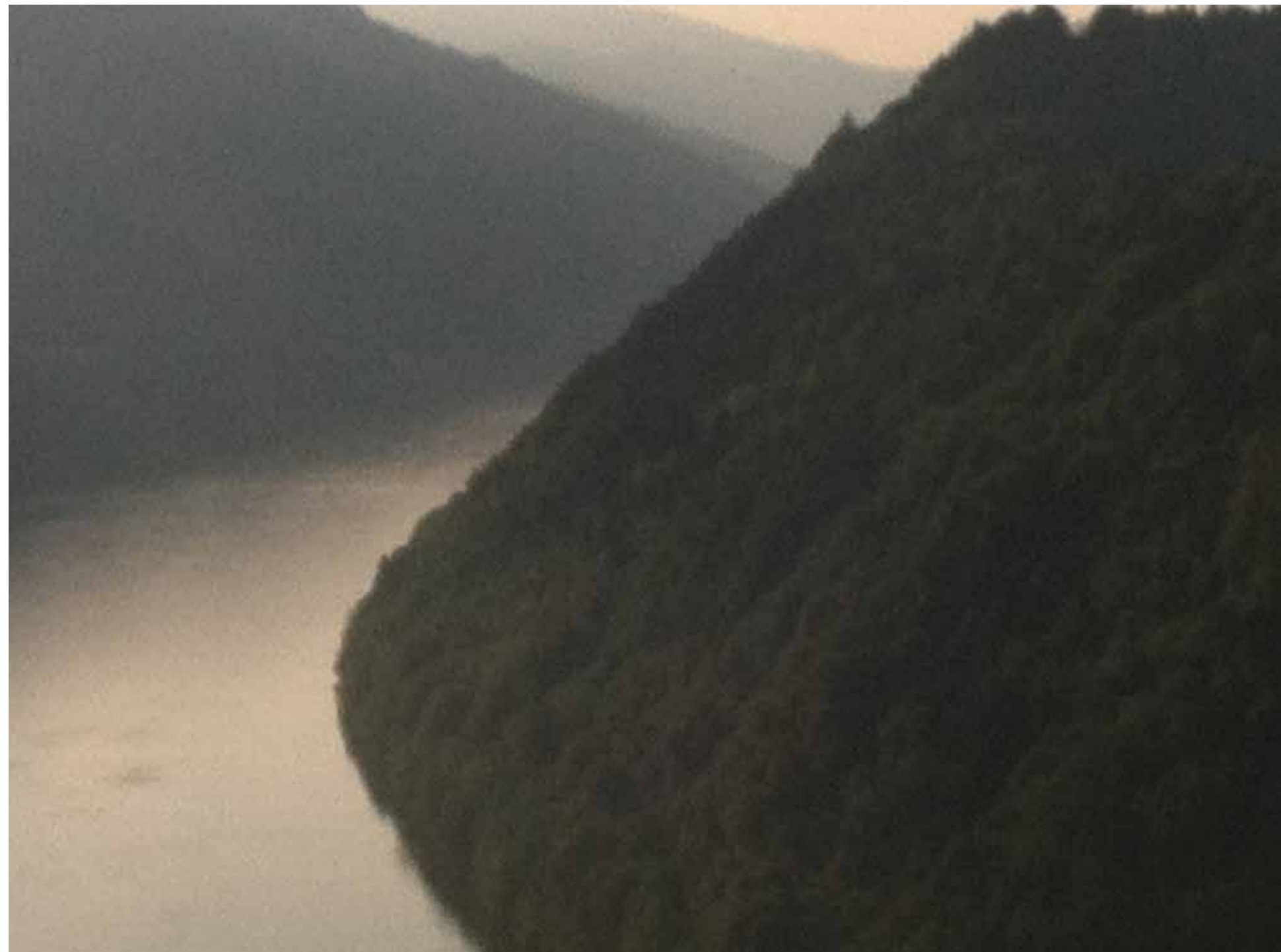
Right is joy.





**Super shapes create their own BIG.**











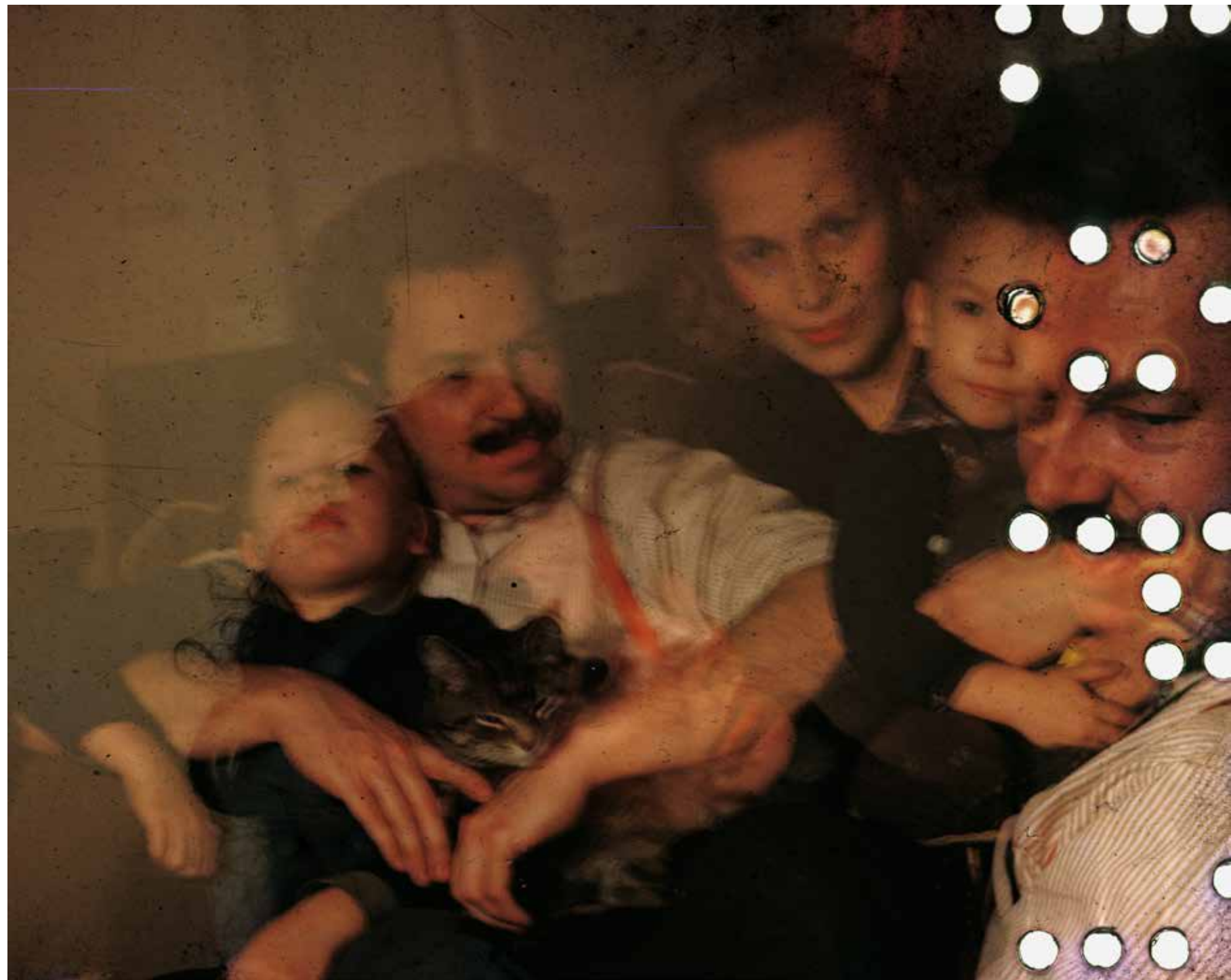
**An era defines itself  
by how it dresses it-  
self.**



**An era defines it's shape.**

**Innocence is alive without trying.**







**Color also plays in the game.**

**Ahde Lahti**

**310.749.0031 cell**

**805.640.0430 land**

**[www.lahtidesign.com](http://www.lahtidesign.com)**

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