MILOS RADULOVIC

PERSONAL PORTFOLIO

ARCHITECTURE
GRAPHIC DESIGN
ILLUSTRATION

Miloš Radulović is an architect, designer and illustrator based in Belgrade, Serbia, born in January of 1981. Yes that's me. Originally I was educated as an architect (bachelor and a master's degree in architecture from the University of Belgrade). Right now I work as, full time architect, in private architecture studio with offices in Belgrade and Los Angeles.

Beside architecture, as long as I have known myself, drawing and painting were my great passions. My life as a freelance professional, in this industry, started, at age of 18, and for the past 15 years I have been creating print designs, corporate identities, illustrations and architectural visualizations; always believing in the power of effective visual art.

Even though I'm proficient in 2D and 3D technques, I heavily rely on traditional techniques of drawing and painting, I strongly believe that they are, still, best way to create unique pieces of art.

So far, my list of clients includes companies and individuals from the US, Canada, the Netherlands, Germany, UK and of course, my native country Serbia.

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ARCHITECTURE

ARCHITECTURE

Works shown in this section present visualizations of the projects, I have majorly contributed on, as a member of a team of architects of my current and most important employer - USA Architecture studio Hetzel Design. I've been member of their, main production, office in Belgrade since fall of 2010. In terms of computer generated imagery, these visualizations are purely my work.

Since then I've worked on projects, ranging from personal residences on the outskirts of LA, casinos on the Las Vegas Strip to large hospitality and entertainment projects in China.

This gave me the opportunity to see the inner workings of one architectural project: from initial negotiations with the client, to first research into form and function and at the end, detail design of the confirmed construction.

In order to achieve all that, in the modern technological environment, I have used the chance to learn to work with applications such as Autodesk AutoCad, 3D Studio Max and Revit. Also, some details were done by using applications such as Cinema 4D and Pixologic ZBrush.

Solution for the lobby
for the office space of
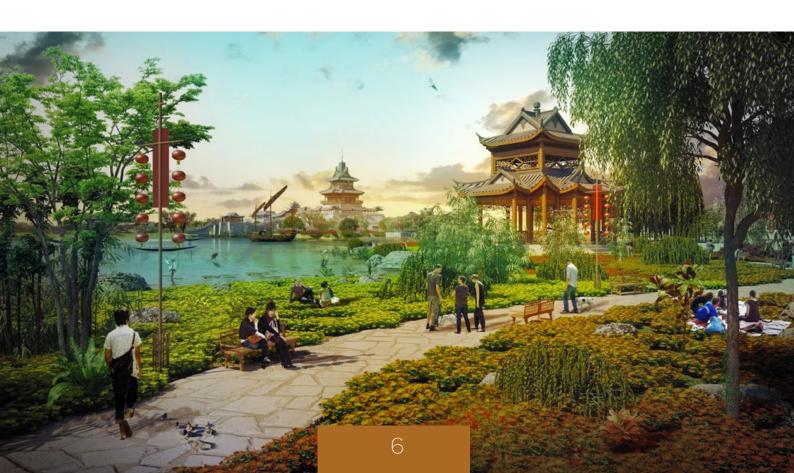architecture firm
in Shanghai, China.

▲ Design of the facade for the horse race track to be built in Doha, Qatar. It was inspired by the shape of arabic letters and their intricate calligraphy
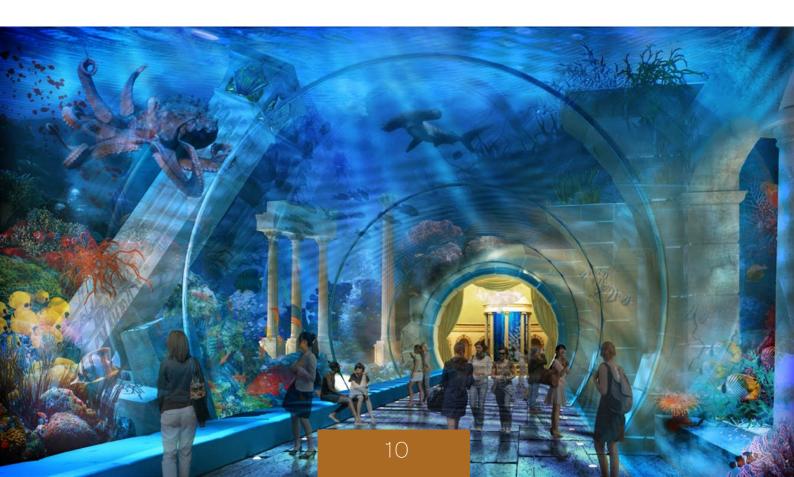
Personal submission for the Virtual World Expo competition.

XBOX
TOWER

GRAPHIC DESIGN

GRAPHIC
DESIGN
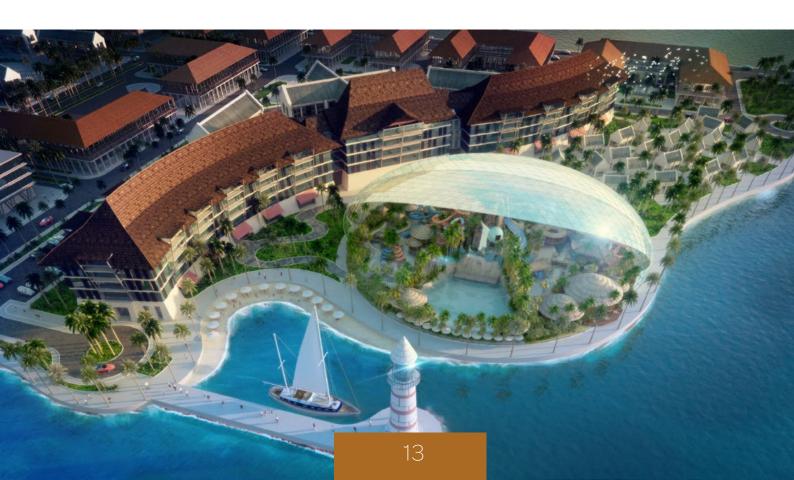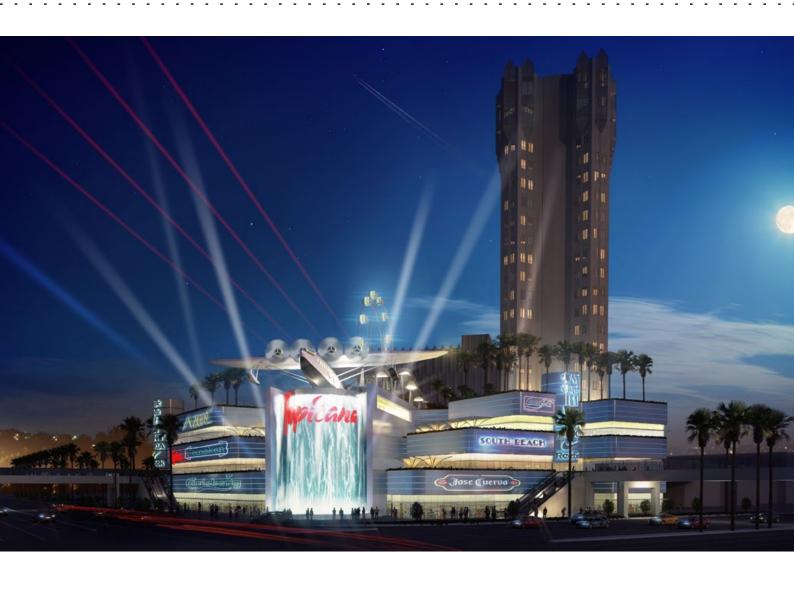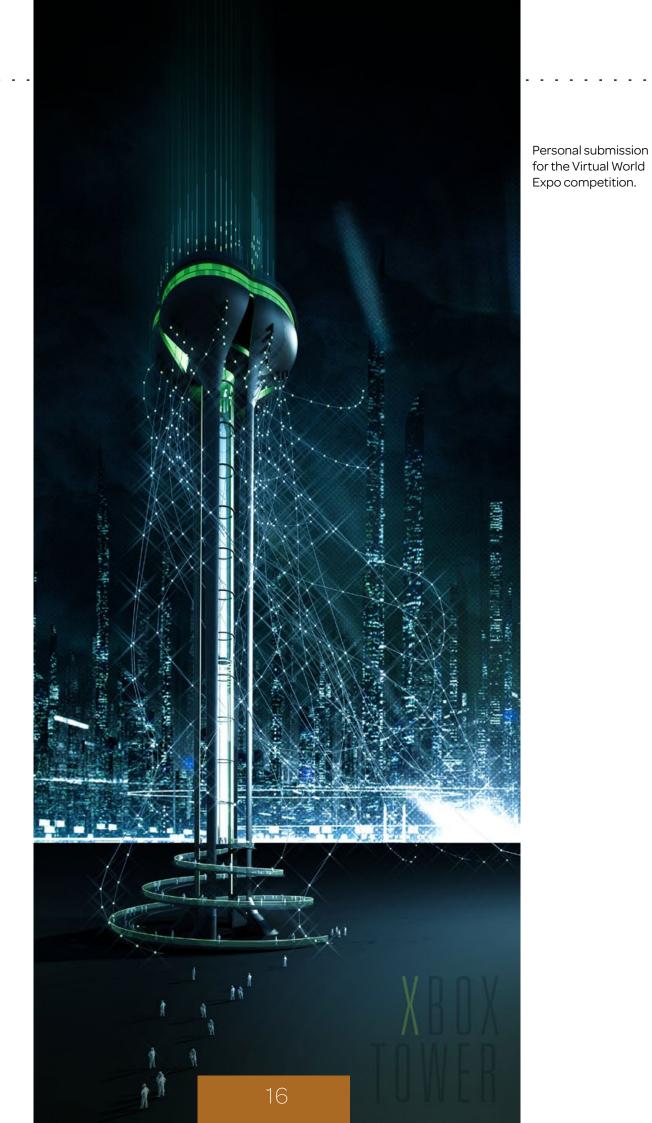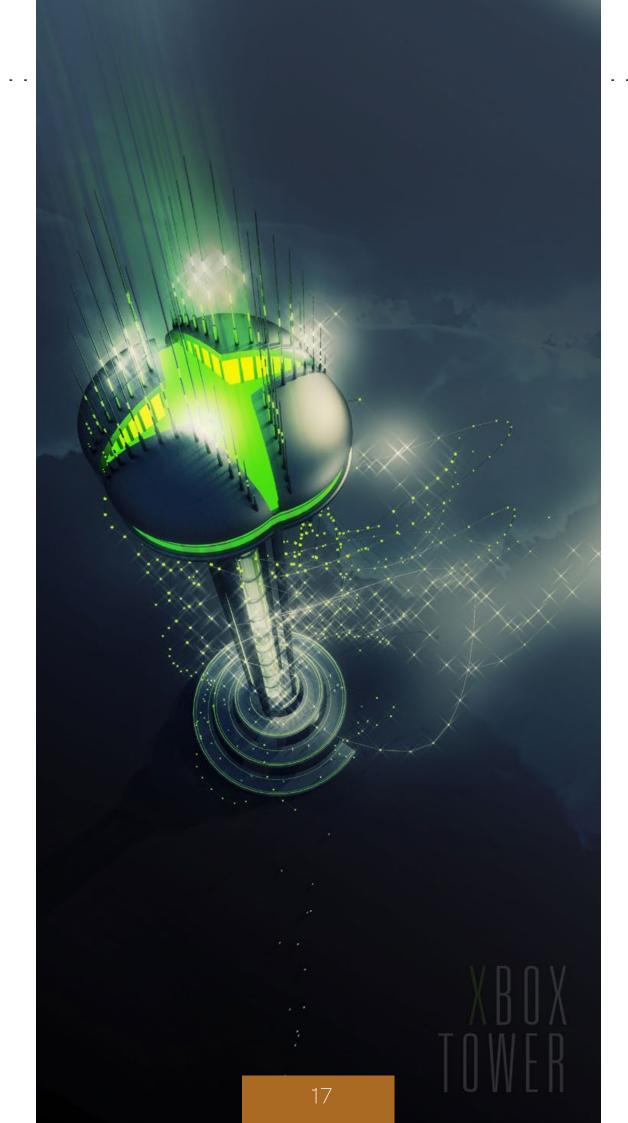
What exactly is graphic design to me? Well frankly, in the first place it is a profitable way of using my graphical talents and computer skills.

But on a less pragmatical side I like graphical design because I see the design process as a challenge to achieve the reaction with graphical elements within a - very often serious - set of parameters and constraints.

This is especially true with my work on logo design. I believe in maxima, that the best logo is the one that can be drawn with a finger in a sand. The same goes for posters and brochures. But I was always sure not to mistake scarcity of visual cues with simplicity.

All of these images were created with the combination of applications such as Adobe Illustrator, Photoshop and Indesign, which I have been using for more than ten years.

VARIOUS LOGOS

develo
HIGH FIDELITY FLIES

SHOAL CREEK
BEER AND BUGS

CRAVAT®

carolina cords

INTERNATIONAL
ASSOCIATION OF
ECO VILLAGES®

Daffinson
YACHT GROUP

FLEXX
N E T W O R K

**SCHOOL
OF FOOD**

**BAR
FLYING
.COM**

arrowscrap

vibrant drive®

CRAWFISH bar

VARIOUS LOGOS

Green Frog Music ®

sezampro ®
HOSTING

mongoose
THE WEB COMPANY

Marshall pub

DRESS CODE

DeadPresidents
INVESTMENTS

FreeBirdee

HUMAN MADE

Toner King®

Human Made

GREEN
LOVE·FOOD·MAGIC

REEF
AGENCY

VARIOUS LOGOS

BAND GENERAL

DreamFunder®

THINKING DRINKER

WEDNESDAY
ON MAIN
STREET

ALL FOR 1
AND 1 FOR ALL

TENNIS FOUNDATION

POLITICAL
LITERACY®

BABICH ONLINE

EKOZONA DURMITOR

BELGRADE FOOD & DRINK Festival

gas lamp lounge©

bebo station®

BEST ALCOHOL PRICES

WEDNESDAY
★ ON ★
MAIN
STREET

DALLAS DOWNTOWN
MARCH - JUNE, 2012

2000 FANS!

**IT WAS A SMALL STEP FOR EACH FAN,
BUT A GIANT STEP FOR US !
THANK YOU!**

HTTP://WWW.BRANDINGMAGAZINE.COM/
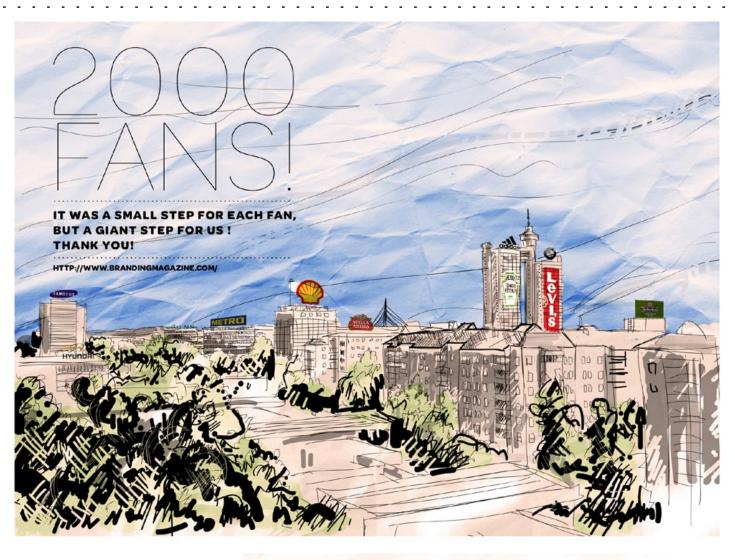
ILLUSTRATIONS FOR
THE WEBSITE
BRANDINGMAGAZINE.COM

FOR THE BEST BRANDING NEWS CATCHES OF THE DAY
Branding Magazine

3000 Facebook fans!
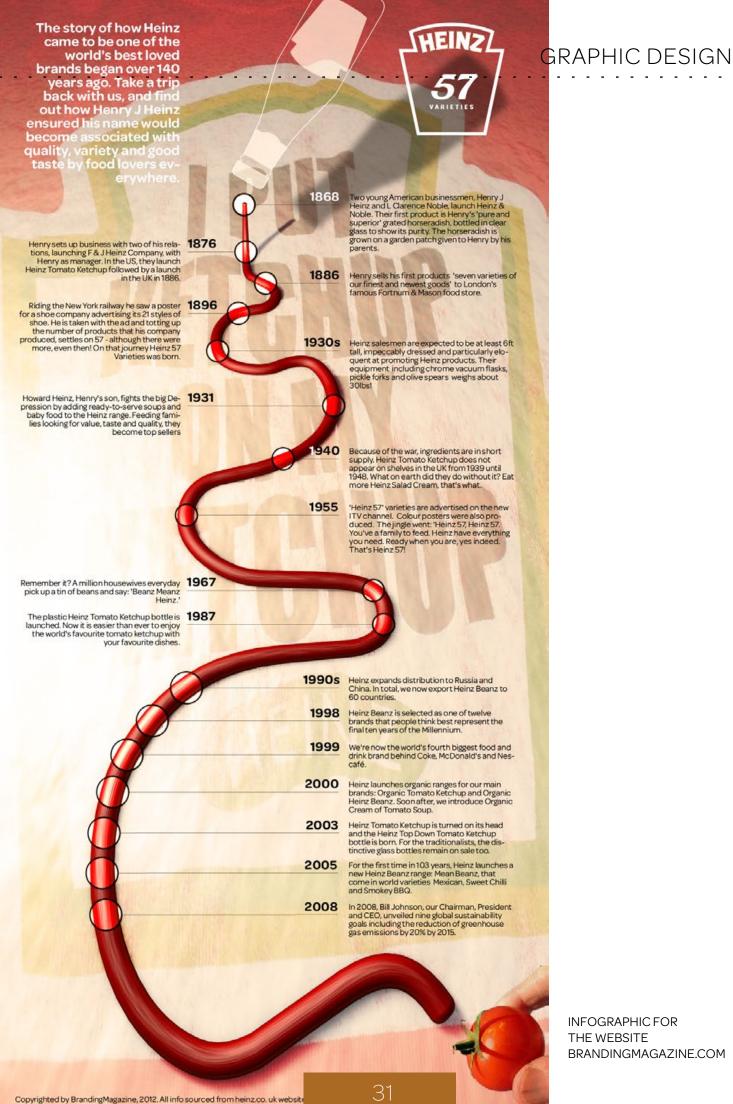THANKS VERY MUCH, TO EACH AND EVERY ONE OF YOU!

VISUALIZATIONS OF THE LOGO
ON PACKAGING FOR DEVELO FLY
MANUFACTURERS

IDEYA

INTERIOR DESIGN

The story of how Heinz came to be one of the world's best loved brands began over 140 years ago. Take a trip back with us, and find out how Henry J Heinz ensured his name would become associated with quality, variety and good taste by food lovers everywhere.

HEINZ
57
VARIETIES

1868 Two young American businessmen, Henry J Heinz and L Clarence Noble, launch Heinz & Noble. Their first product is Henry's 'pure and superior' grated horseradish, bottled in clear glass to show its purity. The horseradish is grown on a garden patch given to Henry by his parents.

Henry sets up business with two of his relations, launching F & J Heinz Company, with Henry as manager. In the US, they launch Heinz Tomato Ketchup followed by a launch in the UK in 1886.

1876

1886 Henry sells his first products 'seven varieties of our finest and newest goods' to London's famous Fortnum & Mason food store.

Riding the New York railway he saw a poster for a shoe company advertising its 21 styles of shoe. He is taken with the ad and totting up the number of products that his company produced, settles on 57 - although there were more, even then! On that journey Heinz 57 Varieties was born.

1896

1930s Heinz salesmen are expected to be at least 6ft tall, impeccably dressed and particularly eloquent at promoting Heinz products. Their equipment including chrome vacuum flasks, pickle forks and olive spears weighs about 30lbs!

Howard Heinz, Henry's son, fights the big Depression by adding ready-to-serve soups and baby food to the Heinz range. Feeding families looking for value, taste and quality, they become top sellers

1931

1940 Because of the war, ingredients are in short supply. Heinz Tomato Ketchup does not appear on shelves in the UK from 1939 until 1948. What on earth did they do without it? Eat more Heinz Salad Cream, that's what.

1955 'Heinz 57' varieties are advertised on the new ITV channel. Colour posters were also produced. The jingle went: 'Heinz 57, Heinz 57. You've a family to feed. Heinz have everything you need. Ready when you are, yes indeed. That's Heinz 57!

Remember it? A million housewives everyday pick up a tin of beans and say: 'Beanz Meanz Heinz.'

1967

The plastic Heinz Tomato Ketchup bottle is launched. Now it is easier than ever to enjoy the world's favourite tomato ketchup with your favourite dishes.

1987

1990s Heinz expands distribution to Russia and China. In total, we now export Heinz Beanz to 60 countries.

1998 Heinz Beanz is selected as one of twelve brands that people think best represent the final ten years of the Millennium.

1999 We're now the world's fourth biggest food and drink brand behind Coke, McDonald's and Nescafé.

2000 Heinz launches organic ranges for our main brands: Organic Tomato Ketchup and Organic Heinz Beanz. Soon after, we introduce Organic Cream of Tomato Soup.

2003 Heinz Tomato Ketchup is turned on its head and the Heinz Top Down Tomato Ketchup bottle is born. For the traditionalists, the distinctive glass bottles remain on sale too.

2005 For the first time in 103 years, Heinz launches a new Heinz Beanz range: Mean Beanz, that come in world varieties Mexican, Sweet Chilli and Smokey BBQ.

2008 In 2008, Bill Johnson, our Chairman, President and CEO, unveiled nine global sustainability goals including the reduction of greenhouse gas emissions by 20% by 2015.

INFOGRAPHIC FOR
THE WEBSITE
BRANDINGMAGAZINE.COM

BEOCODE

PHASES AND VERSIONS

FIRST VERSION, WITHOUT SKEWING
AND TOO MANY DETAILS

SIMPLIFIED VERSION
WITH DECREASED NUMBER OF COLORS

BLACK AND WHITE
VERSION OF THE ABOVE CONCEPT

OTHER PROPOSALS

BEOCODE

BEOCODE

BEOCODE

BEOCODE

BEOCODE

INSPIRATION

INSPIRED BY THE NEWEST OF BELGRADE'S LANDMARKS, ADA BRIDGE. IT CROSSES RIVER SAVA AND CAN BE SEEN FROM ALMOST EVERY VANTAGE POINT IN THE CITY, DUE TO THE HEIGHT OF IT'S PYLON, THAT REACHES 200M

I'VE STARTED WITH @ SYMBOL AND MORPHED INTO THE CONFLUENCE OF RIVERS SAVA AND DANUBE, WHICH MEET IN BELGRADE

BELGRADE'S PHONE AREA CODE IS 011, AND I COMBINED IT WITH MOTIV OF DIGITALIZATION, BINARY CODE AND PROGRAMMING (STRETCH, I KNOW)

INSPIRED BY THE THREE MOST RECOGNIZABLE BRIDGES IN BELGRADE, WHICH CROSS THE RIVER SAVA, ONE BEHIND ANOTHER. THIS IS THE VIEW FROM DOWNTOWN AREA (FORTRESS)

SIMPLIFIED OUTLINE OF THE LANDMARK TV TOWER IN BELGRADE, AVALA TOWER. IT WAS BUILT IN 1965, DESTROYED BY NATO IN 1999 AND THEN REBUILT IN 2006. IT'S HEIGHT STANDS AT 204 m.

VARIATIONS

LOGO PROPOSAL FOR THE
APP DEVELOPMENT TEAM
FROM BELGRADE, SERBIA.
SPARROW IS THE ANIMAL
SYMBOL OF BELGRADE.

ILLUSTRATION

ILLUSTRATION / PAINTING

My oldest passion has been painting. The following group of images represents my favorite paintings and illustrations from the past 10 to 12 years. I will let the paintings do the rest of talking instead of me. I hope you'll enjoy them.
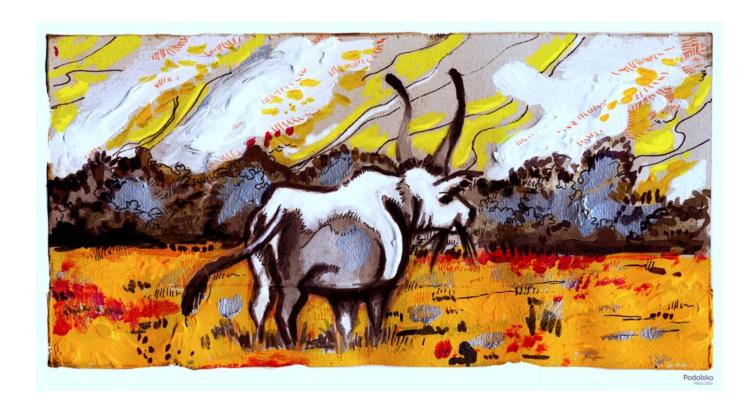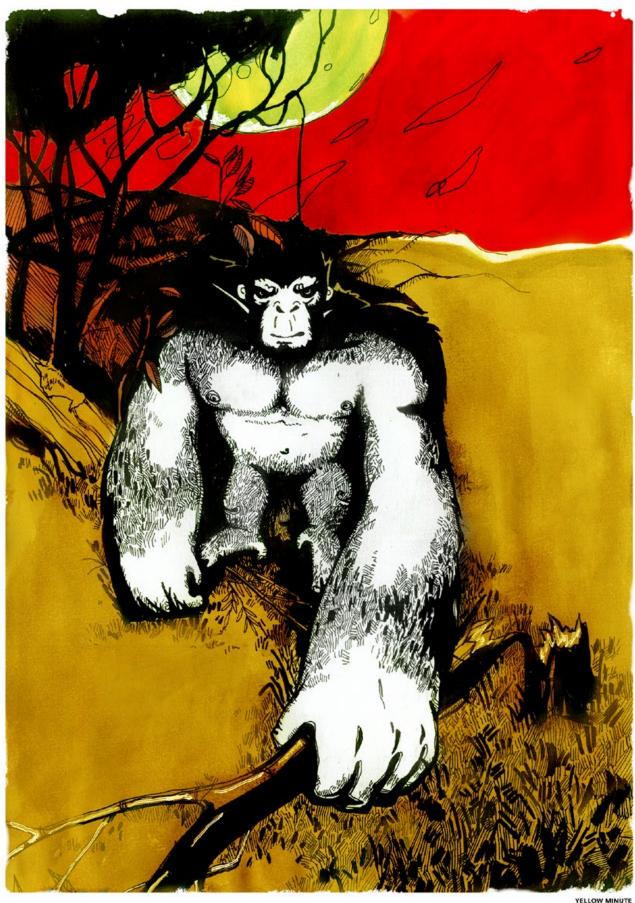
LADY JANE
MILOS 2006

Nostalgija
Milos 2010

passarinho
milos 2011

LOLIPOP
MILOS 2006

storks
Milos 2010

46
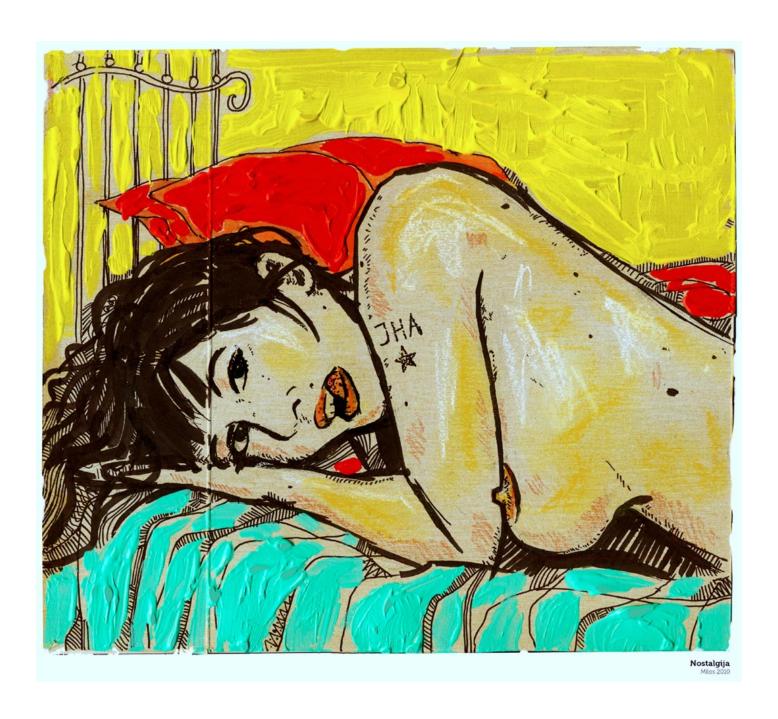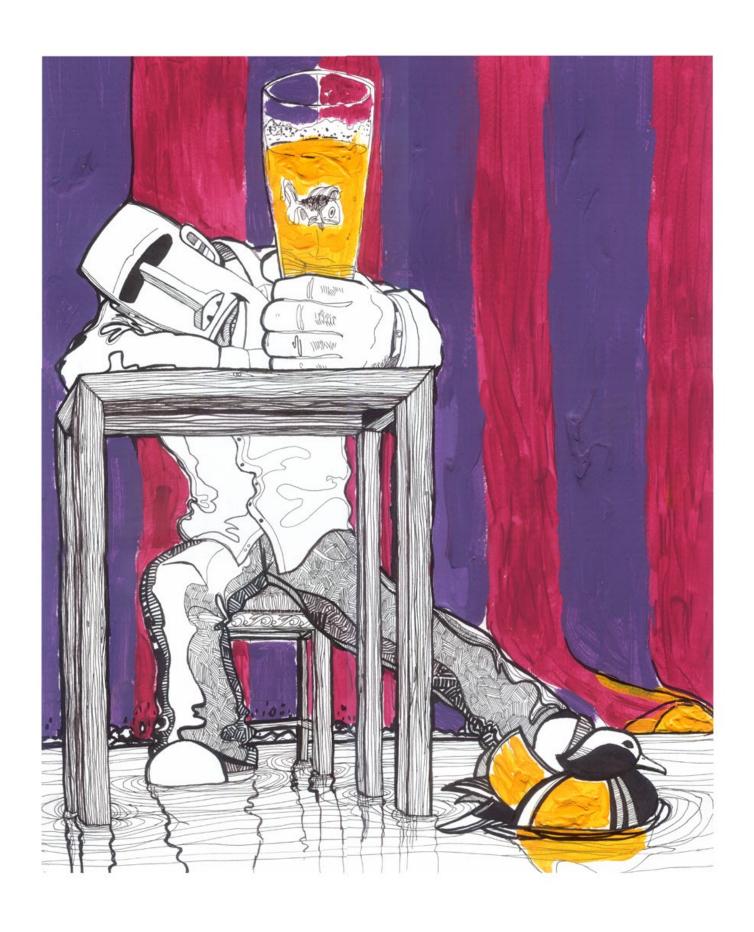
YELLOW MINUTE
MILOS 2006

AWAITING
MILOS 2007

OKER
MILOS 2006

Rever
Mikos 2010

Suncica
Milos 2010

MOAI
MILOS 2007

POINT BREAK
MILOS
2013

Straw
Milos 2010

SUBMERGED
MILOS 2006

Goooooooo!!
Milos 2010

Not Cute
Milos 2010

Spoted
Milos 2005

LOTUS BLOSSOM
MILOS 2008

INDECENT PROPOSAL
MILOS 2008
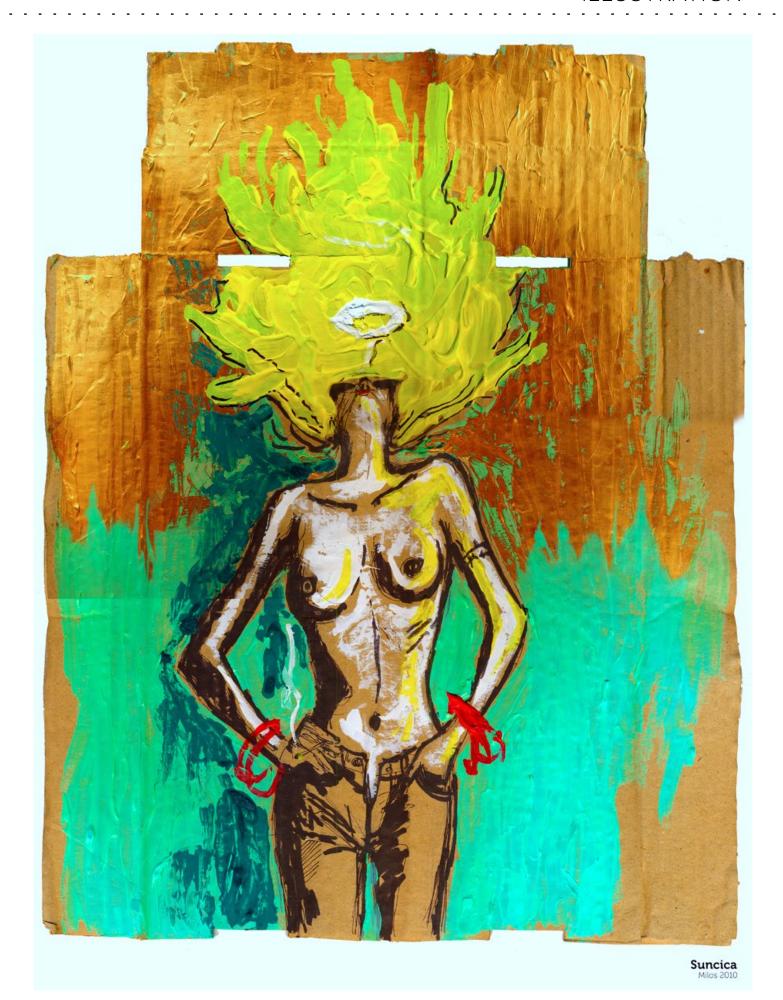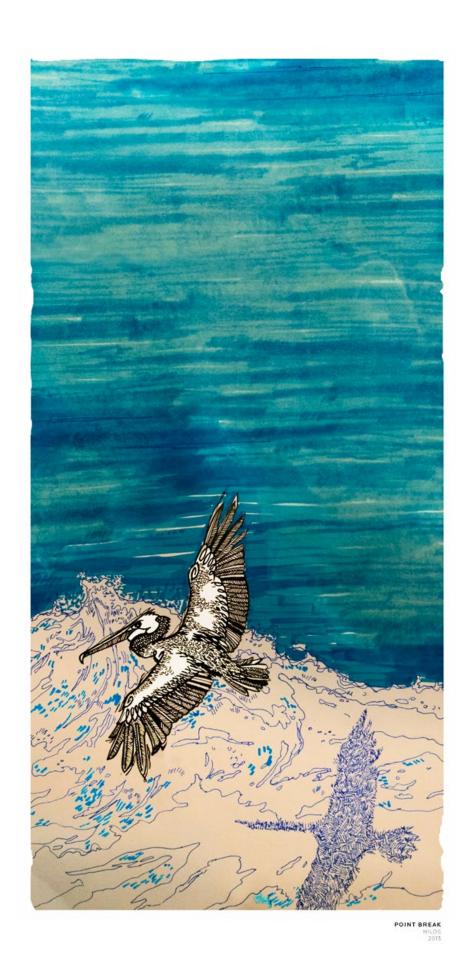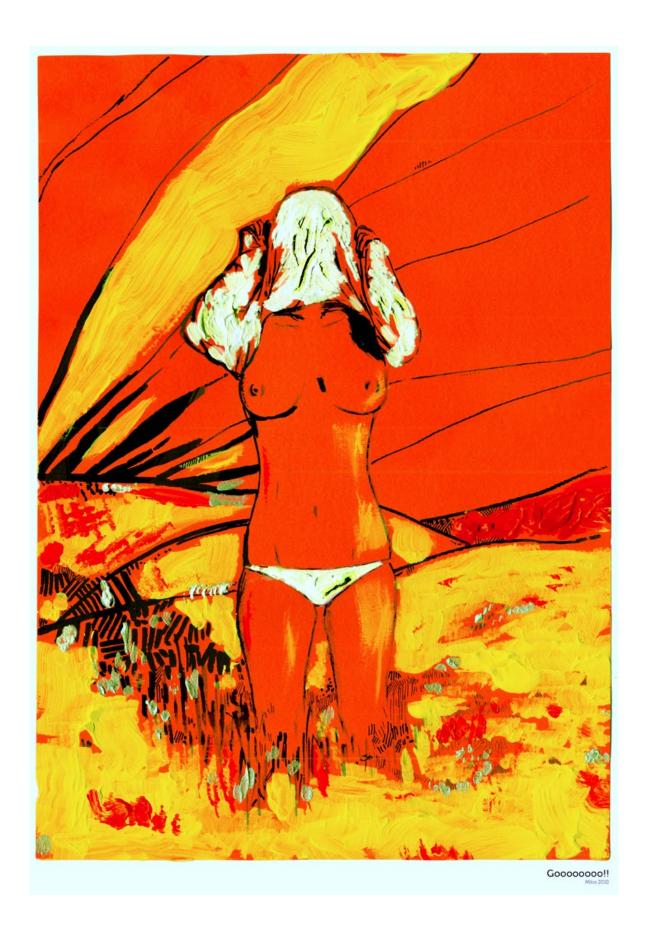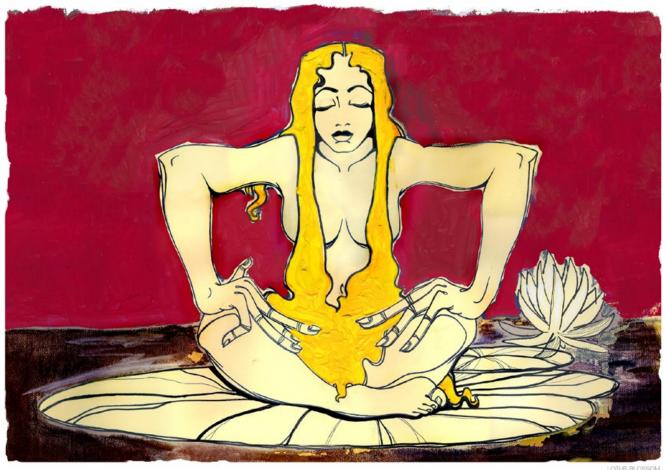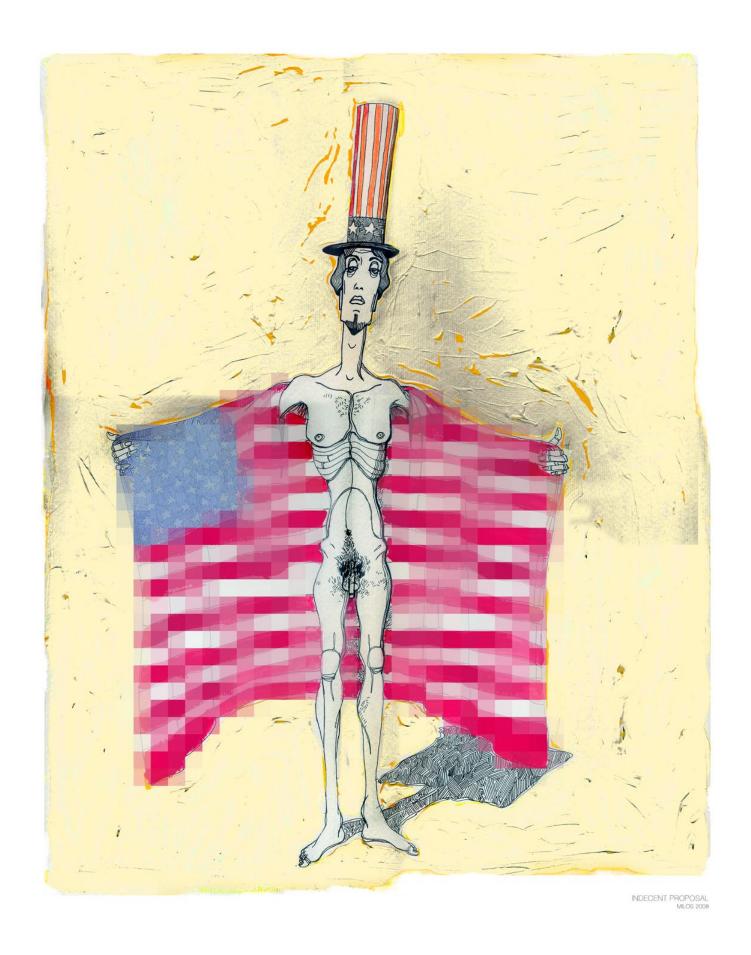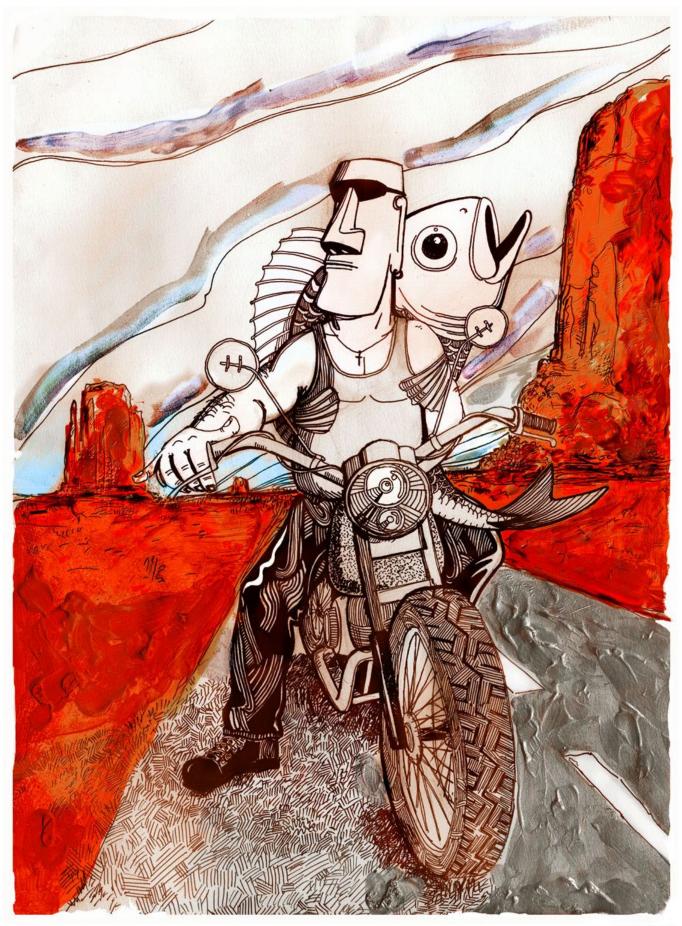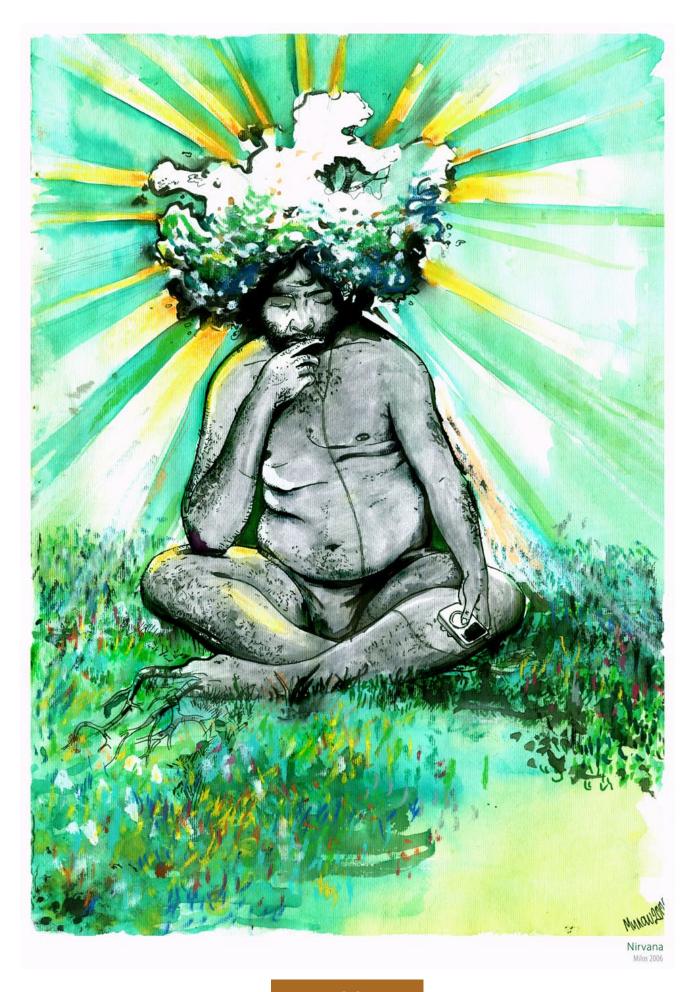
ROADTRIP
MILOS 2008

Nirvana
Milos 2006

FEEDING THE BIRDS
MILOŠ 2005

Lazy Afternoon
Milos 2006

Vista
Miloš 2005.

moment
Milos 2005

WARRIOR MOON

MILOŠ 2004.

CUBA 08
MILOS 2013

MILOS
RADULOVIC

PERSONAL PORTFOLIO