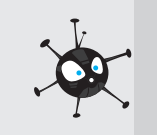


Jorge Cardona
603.674.1101
www.sophuslabs.com

Sophus LABS

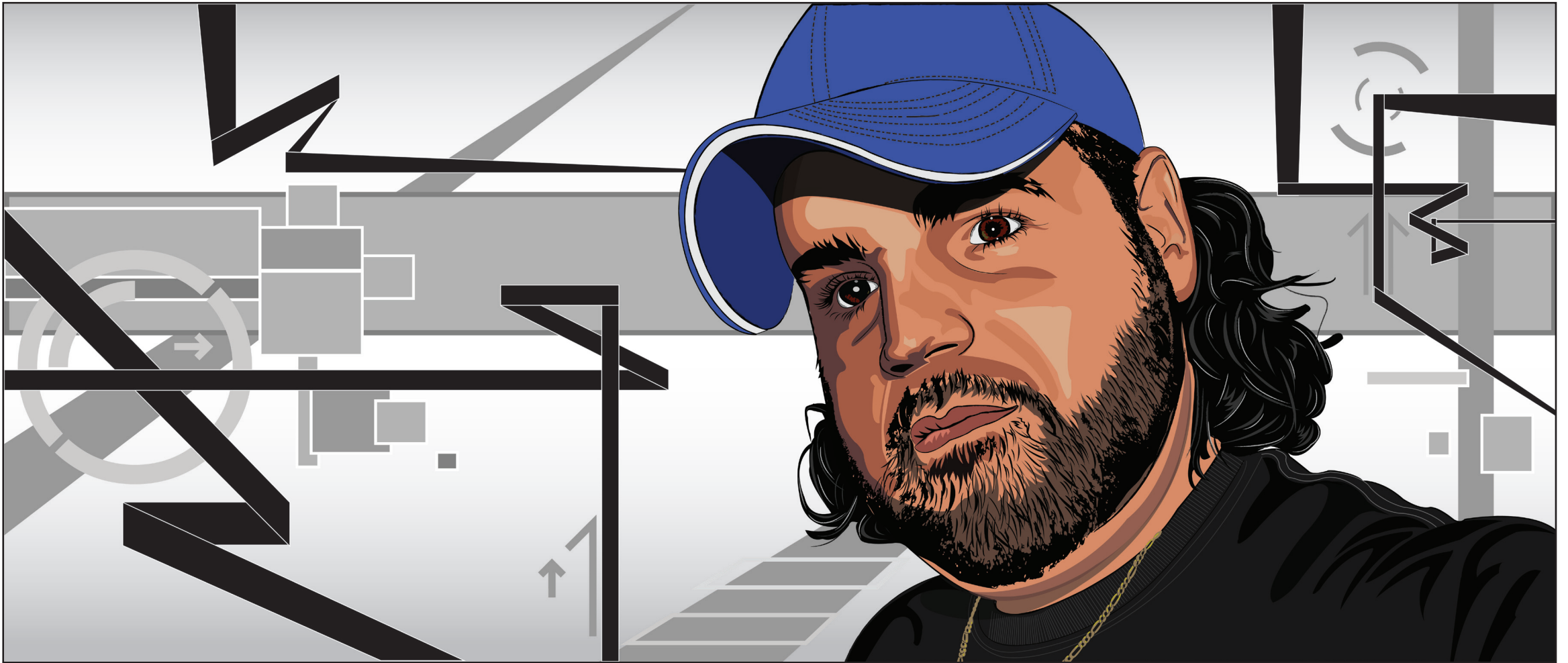
Jorge Cardona



Sophus
LABS

Sophus
LABS

Sophus
LABS



Sophus
LABS

A red 3D rectangular prism is shown from a low-angle perspective, extending from the bottom left towards the top right. The front face of the prism is visible and contains the text "package design" in white, lowercase, sans-serif font. The prism is set against a plain white background.

package
design

An abstract graphic composed of several overlapping, angular red shapes. The shapes are arranged in a way that suggests a stylized, modern architectural or industrial form. The colors range from a bright, vibrant red to a slightly darker, more muted red. The overall composition is dynamic and geometric.

package
design



Bubble Gum Box Design

Programs

ILLUSTRATOR
PHOTOSHOP

O-zone

SUGAR FREE GUM



INDULGE YOUR SENSES



Shunt energy



Energy Drink Box Design



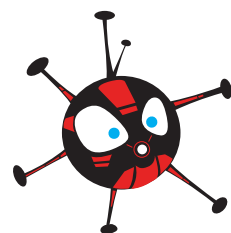
Programs

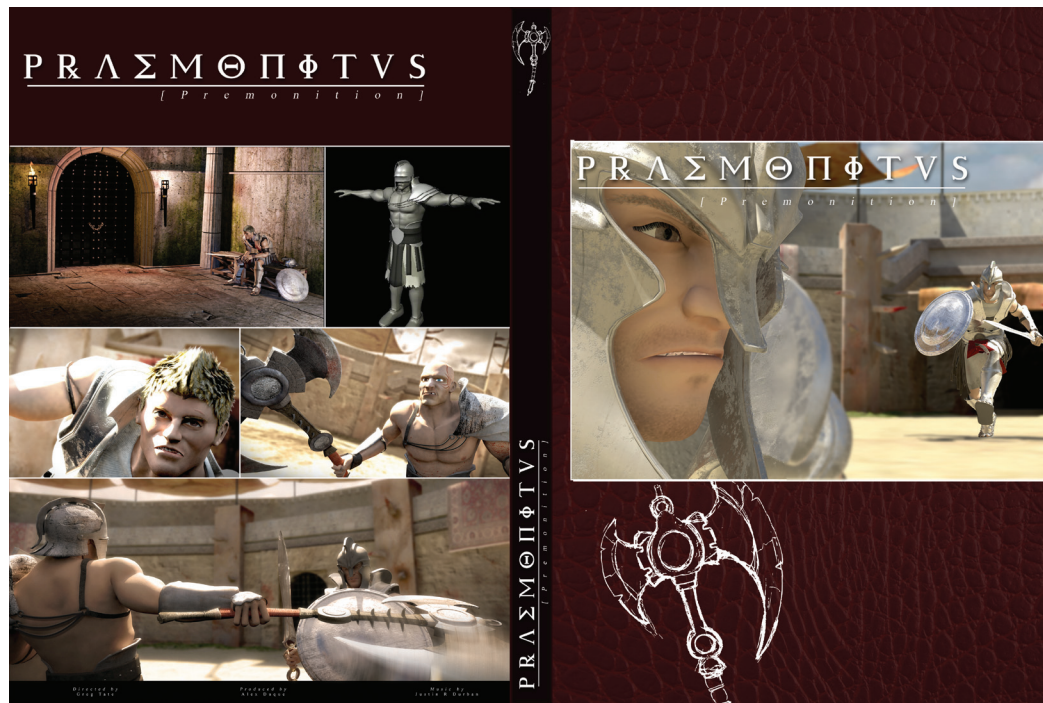
ILLUSTRATOR
PHOTOSHOP

Shunt energy



blast of mixed berry
energy supplement





DVD Box Design

Programs

ILLUSTRATOR
PHOTOSHOP



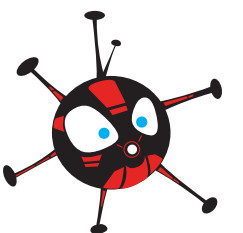
Box-Exterior

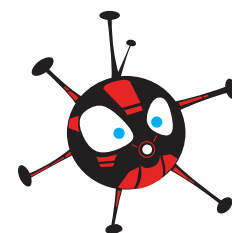


Dvd-case interior



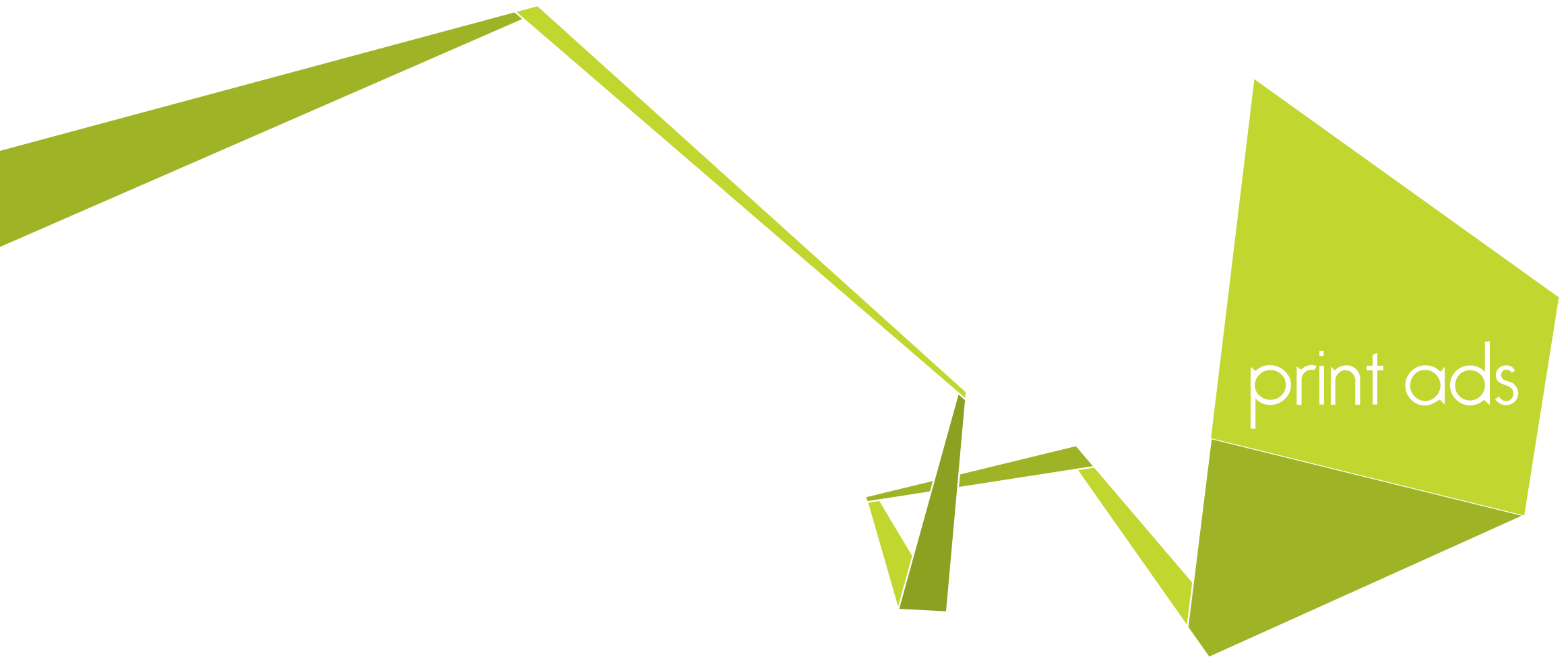
DVD







print ads



print ads



Snowboard Advertising

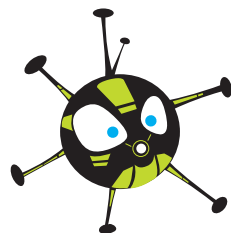
Programs

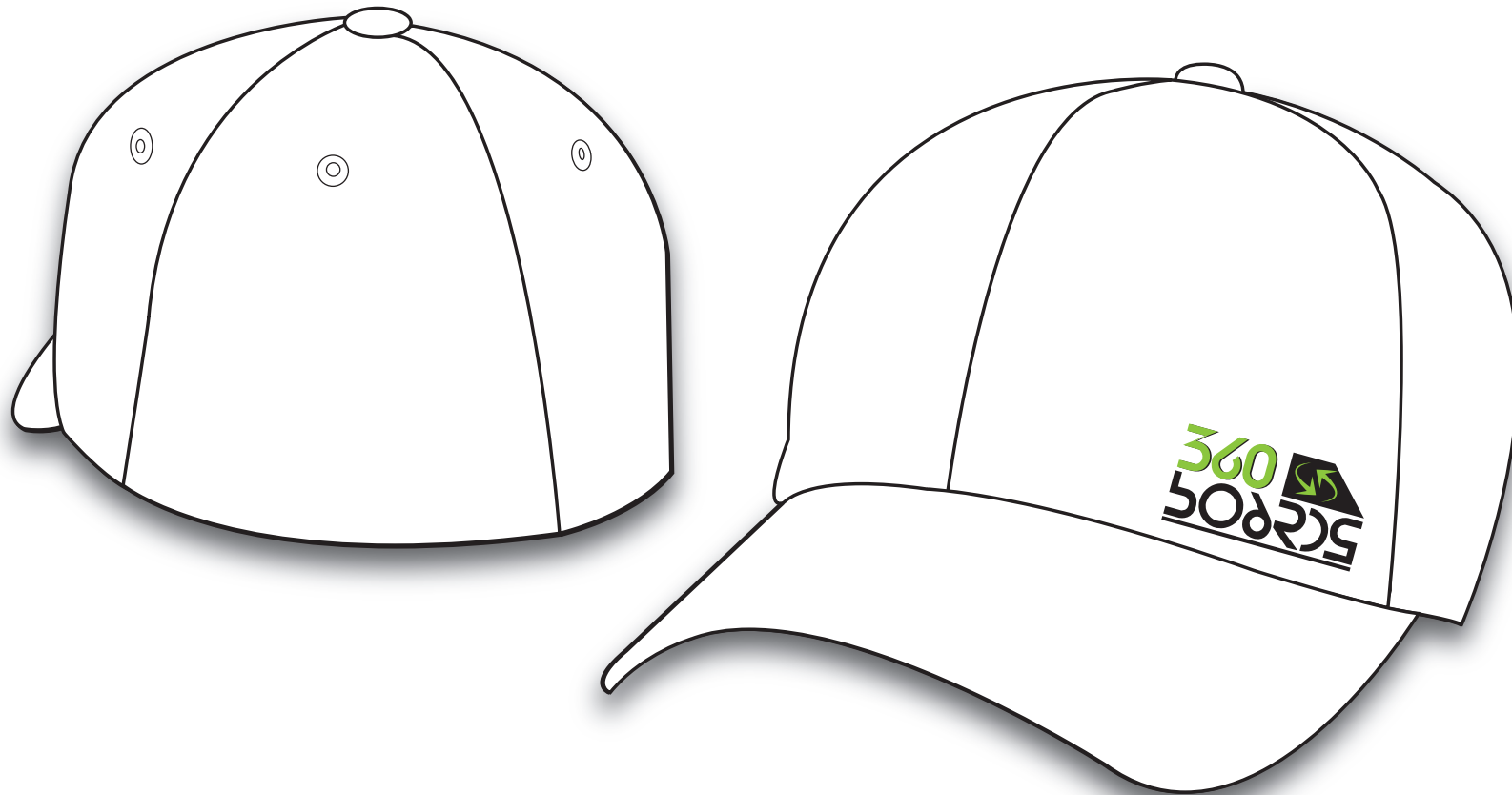
ILLUSTRATOR
PHOTOSHOP



Boards for the imagination .

When the weekend comes around escape with 360 boards

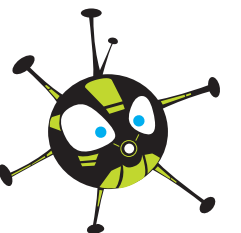




Snowboard Promotional Items

Programs

ILLUSTRATOR
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Boards that define design.
360boards.com

Snowboard Print Advertising

Programs

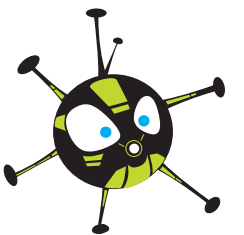
ILLUSTRATOR
PHOTOSHOP

HUGS & KISSES,
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Boards that define design.
160boards.com



360 
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Special edition

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Snowboard Billboard Design

Programs

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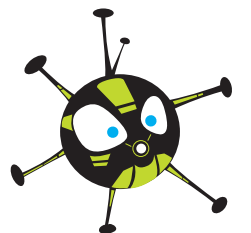


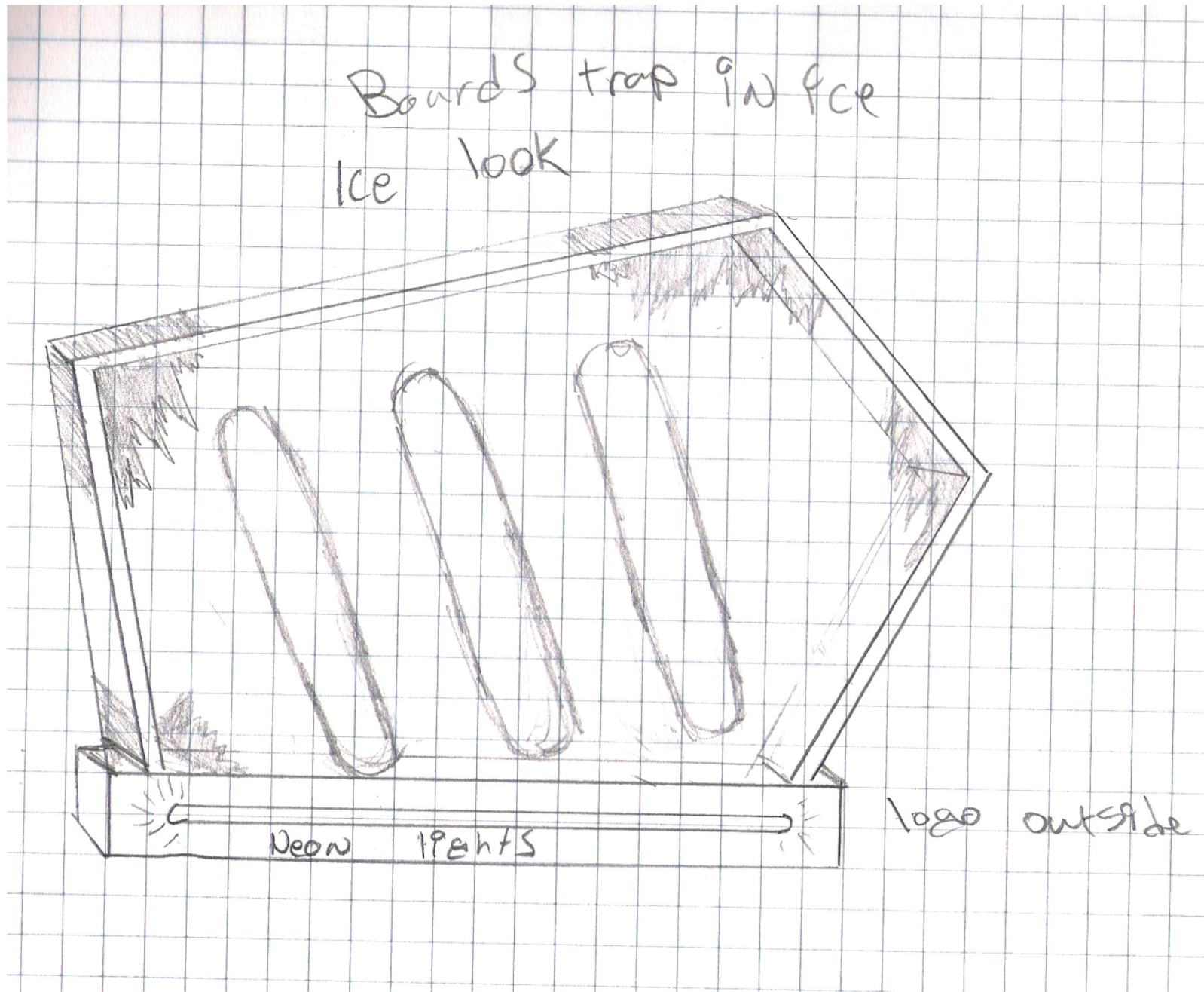
Special edition

360boards.com

CLEAR CHANNEL

012844

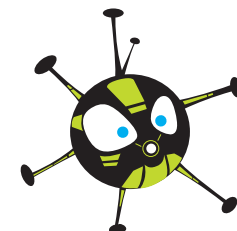


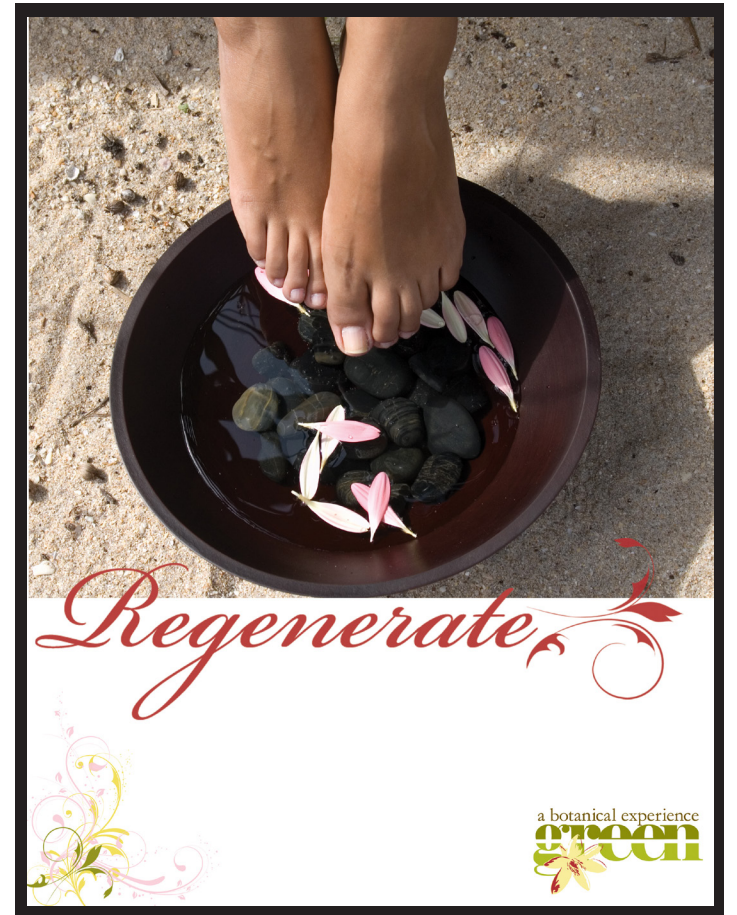
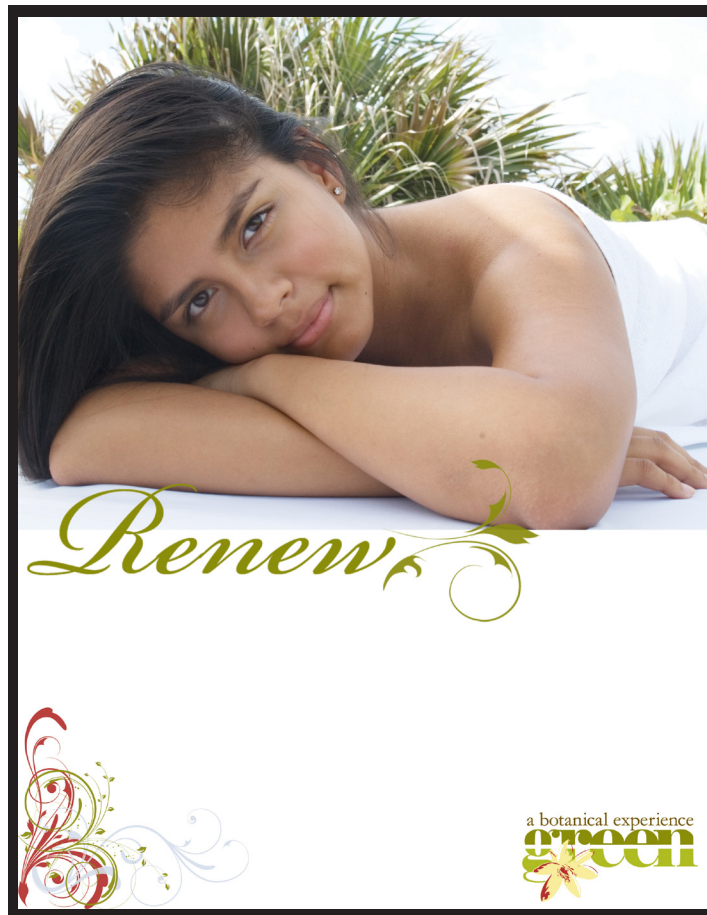
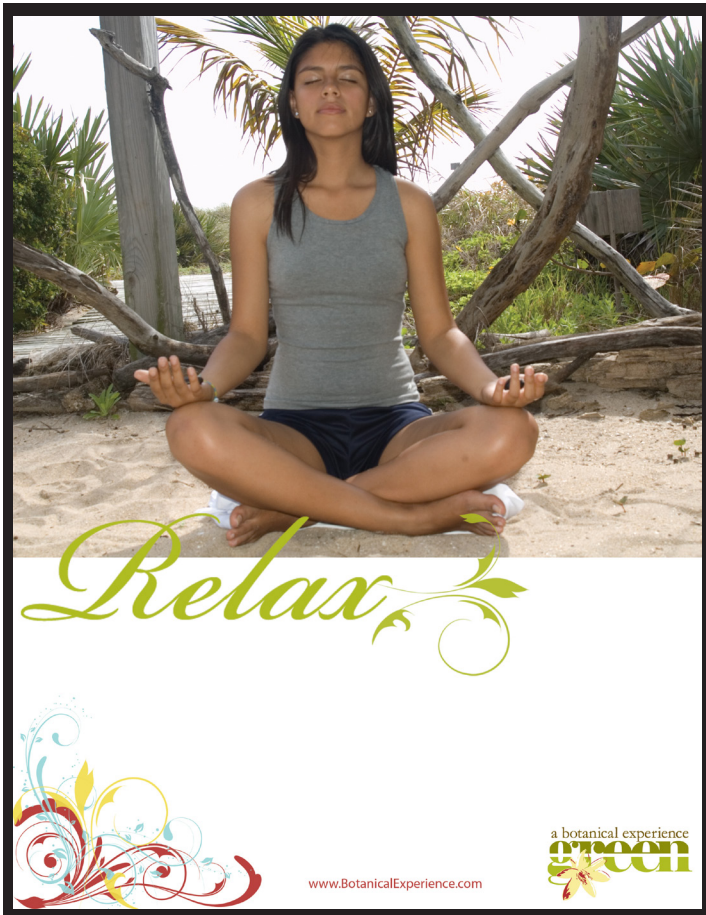


Snowboard Point of Purchase

Programs

ILLUSTRATOR
PHOTOSHOP

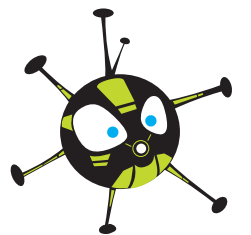




Green Spa 3 Series Posters

Programs

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PHOTOSHOP





50% off Couple Massage

During the month of February



a botanical experience

green



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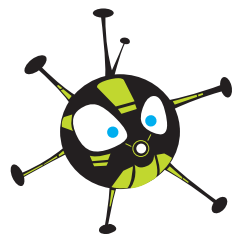
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Green Spa Certificate

Programs

ILLUSTRATOR

PHOTOSHOP





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Spa Magazine Ad

Programs

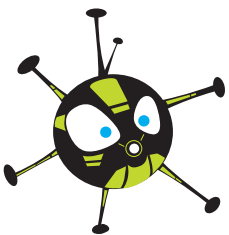
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Trend Cover & Layout

Rock's Big Bounce

by Joseph Patel

"I don't want to guess what it'll be, but you can just feel it coming."

In the 10 years since Kurt Cobain died, a once thrilling genre has struggled. Now a new community of bands is emerging and finally making it safe to go back into the moshpit.

Have you ever been outside in 106-degree heat? The air is crushing. You dehydrate instantly. You fantasize about cooler places, like Arizona. In 106-degree heat, the average indie-rock fan thin, brittle, white as chalk will spontaneously burst into flames. So it was a shock when 60,000 of them braved the elements recently for the Coachella music festival outside Los Angeles. Two days, all outdoors, all to see 82 bands with names that sound like parodies of band names: Death Cab for Cutie, Broken Social Scene, the Flaming Lips and one that could've been the festival's motto: ... And You Will Know Us By the Trail of Dead. (Yes, that's a real band. And yes, they're good.) Two years ago, the indie-rock scene was sputtering. Coachella was a quirky, decently attended event. And now? "I had no idea it was such a big deal," says Death Cab frontman Ben Gibbard. "We were touring in Japan beforehand and people kept telling us they were flying from Japan to be at Coachella."

After a grim decade, the rock scene is once again producing music—lots of it—that's worth getting on a plane to hear. And better still, people are buying it. Last month, Seattle bizarro-rockers Modest Mouse turned heads when their new CD debuted at No. 19 on Billboard's album chart, selling 80,000 copies in a week. Gibbard has become such an indie rainmaker that his side project, the electronic-pop duo the Postal Service, has sold 250,000 copies of its first CD, "Give Up." "Five years ago, a record that sold 50,000 copies was a huge success in our world," says Rich Egan, president of Vagrant Records, home of punk pinups Dashboard Confessional.

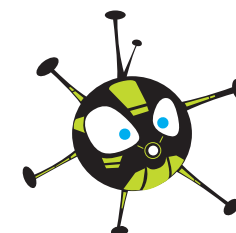
"The standard has totally changed." File-sharing, once thought to be the death knell for the music industry, has actually helped trigger a spending spree. Even MTV and big radio are starting to notice, playing artists they wouldn't have touched three years ago. Does the current scene have a Nirvana, an R.E.M., a U2? Not yet. "But I've talked about this with friends a lot lately; something amazing is about to happen," says Gibbard, 27. "I don't want to guess what it'll be, but you can just feel it coming."

If you tuned out on rock music a few years ago because you just couldn't stand to hear another Creed song, it's time to come back to the flock. For too long that giddy sense of digging up buried treasure that comes with discovering a new band was a once-, maybe twice-yearly occurrence. Now, thanks in part to file-sharing and iPods, which have turned even graying rock fans into music collectors again, it's hard to get through the week without making a find. We're in a golden age for pure songwriting, with rare talents like Gibbard, the Shins' James Mercer and Wilco's Jeff Tweedy revitalizing the four-minute pop song and making a case that, in fact, it hasn't all been done before. If there's one knock against this new school of rock, it's that no one seems willing to step up and become class president. "At some point, Bono looked at Elvis and said, 'Yeah, that's what I'm gonna do,'" says former Smashing Pumpkins frontman Billy Corgan. A fractured pop climate and a general cynicism about musical saviors, he argues, has made young bands even less likely to pursue grand visions than Pearl Jam and Nirvana were. "There's just as much talent in this generation, but the constant message to kids starting new bands is: this is really not that important."

For a decade, that message was reinforced by the marketplace. Hip-hop grew dominant. And it didn't help that rock's last ruling age—the early '90s—ended so bitterly. If Kurt Cobain is your model of stardom, maybe selling 150,000 CDs is plenty, thank you. But lately, mainstream hip-hop has been bogged down in egocentric emptiness. And major-market radio, dominated by Clear Channel and drab rock acts like Nickelback and Puddle of Mudd, has bored listeners into experimentation. There's a refuge ready and waiting for them. Online music has coalesced from a loose band of pirate Web sites into a full-on industry. "Each month we get our statements from Apple—for our music bought on iTunes—and we're starting to make some serious money there," says Jonathan Poneman, founder of Nirvana's original label, Sub Pop Records, whose roster now includes the Postal Service, the jangling guitar rockers the Shins, and Southern-smoked folkie Iron & Wine. "If that model's working, and it appears to be, that changes everything."

Programs

ILLUSTRATOR
PHOTOSHOP
INDESIGN





FLORIDA

TALAHASSEE

MIAMI

my journey starts in fort lauderdale and driving a 2006 vw beetle. first thing i filed the tank up at a local gas station. all 14.5 gal. fuel tank spending \$2.97 per g. totaling \$43 dollars.

1. merge onto i-95 n via the ramp to w palm bch. 235 mi 3 hours 23 mins
2. take exit 256 to merge onto sr-431 e/taylor rd toward port orange
3. continue on dunlawton ave 1.2 mi 3 mins where i ended up in davtona beach, fl. while there i spent the day at the beach swimming and walking down the boardwalk. as i walked by one of the stores i saw a book that was titled fl strange laws that included the following.

at the end of the day i washed the salt water off at the public showers that are free. i took a nap in the cab until around mid-night when i awoke stopped at a local taco bell to get something. i spent 16.00 on food. after i stood at a gas station sic up an energy drink to wake and be alert. put gas in the cab totaling \$32.

4. make a u-turn at dunlawton ave/dunlawton Blvd
5. continue to follow dunlawton ave 5.0 mi 10 mins
6. merge onto i-95 n via the ramp to i-4/jacksonville 95.2 mi 1 hour 27 mins
7. take exit 258 on the left to merge onto i-10 w toward lake city 65.7 mi 59 mins
8. take exit 268 to merge onto i-75 n toward valdosta

CONTINUE ON TO GEORGIA

A SPECIAL LAW PROHIBITS UNMARRIED WOMEN FROM PARACHUTING ON TUESDAY OR THE SHALL RISK ARREST, FINE, AND/OR JAILING.

IF AN BLESBANT IS LEFT TIED TO A PARKING METER, THE PARKING FEE HAS TO BE PAID JUST AS IT WOULD FOR A VEHICLE.

MEN MAY NOT BE SEEN PUBLICLY IN ANY KIND OF STRAPLESS GOWN.

HAVING SEXUAL RELATIONS WITH A PORCUPINE IS ILLEGAL.

YOU MAY NOT FART IN A PUBLIC PLACE AFTER 6 P.

LOUISIANA

NEW ORLEANS

ENTERING LOUISIANA ON THE GULF OF MEXICO I COULD SEE THE OCEAN AND I READ A SIGN THAT READ LAKE PONCH-TRRAIN. I GOT EXCITED CAUSE I KNEW I WAS NEAR NEW ORLEANS, MY DESTINATION IN LOUISIANA. I WANTED TO SEE THE FAMOUS FRENCH QUARTER AND HOW THE CITY RECOVERED FROM THE DEVASTATION. SO WHEN I GOT INTO TOWN I LOOKED FOR A CHEAP MOTEL ON BOURBON ST.

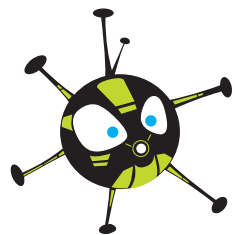
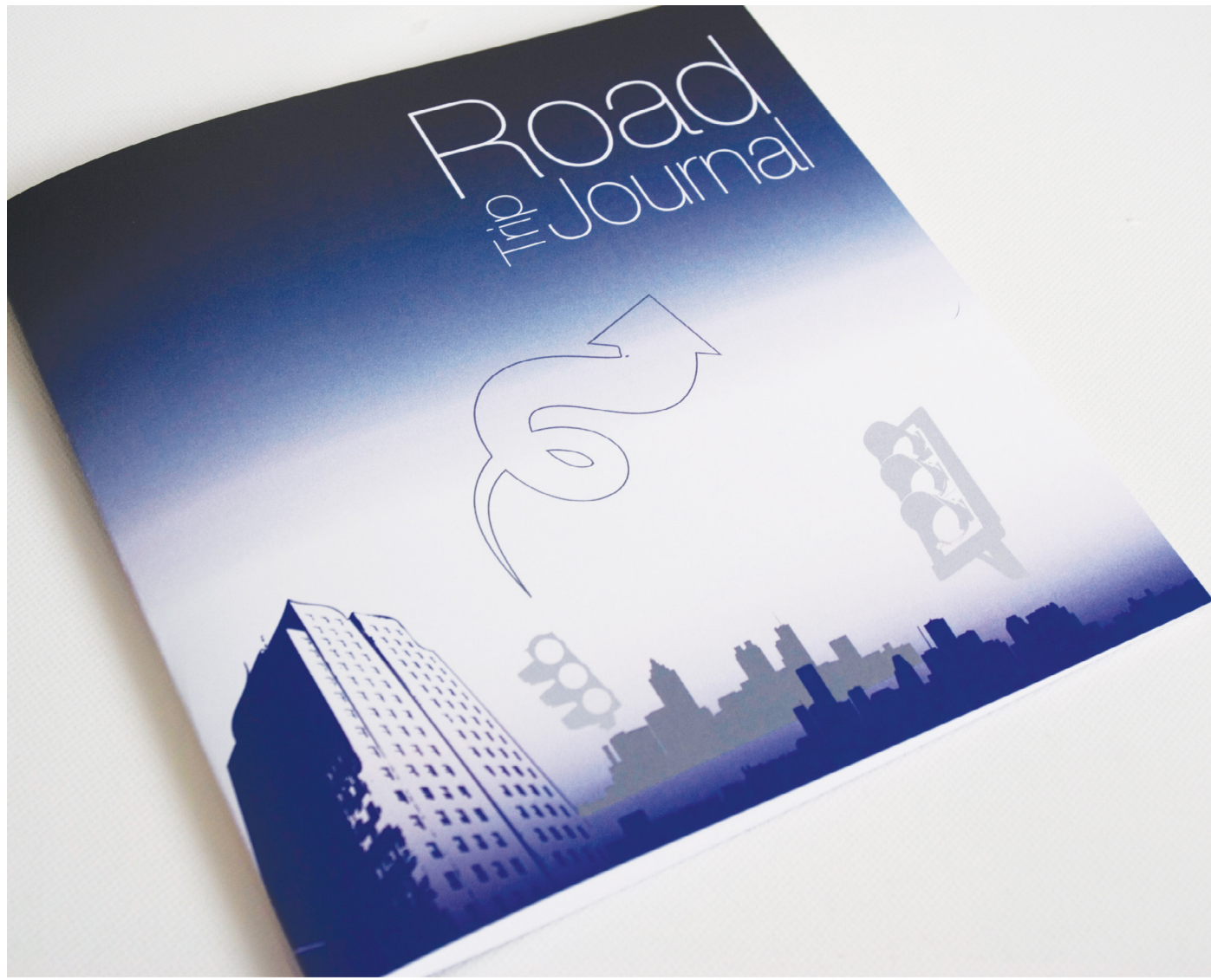
I SPENT THE DAY ENJOYING THE CITY WALKING AROUND GETTING LOST. I ENDED UP GOING TO A FISH BARN, WHERE I MET A COUPLE OF LOCALS, NAMED CROI AND ELANE. THEY SHOWED ME AROUND BOUGHT ME A FEW DRINKS AND LATER THEY INVITED ME TO THEIR HOME FOR SOME AUTHENTIC COUMBO. I SPENT THE FOLLOWING DAY WITH THEM BEING SHOWN ALL THE STES THAT TOURIST NEVER GET TO SEE. THEY TOOK ME TO A WOODOO SHOP WHERE I MET THE WOODOO ARTIST WHO PRACTICE AND HAD GATHERING ONCE A WEEK... HE HAD A BREVET PICE SHOP FILLED WITH ALL TYPES OF TRINKETS, LIKE HANVELED HEADS, ARTIFACTS, ALL TYPES OF BUNNETS. I FIND THAT KIND OF STUFF INTERESTING.

THAT'S WHY THEY BROUGHT ME THERE. IT WAS GETTING LATE AND I HAD ALREADY SPENT ONE DAY IN NEW ORLEANS, SO I SAID GOOD BY TO THE COUPLE AND TOOK EXIT 234C AND MERGE ONTO PONTCHARTRAIN EXPV/VI-90-BR W TOWARD WESTBANK 1.3 MI. THEN I TOOK THE CARONDELET IT EXIT TOWARD IT CHARLES AVE 0.3 MI AFTER I TURN FINALLY MERGE ONTO PONTCHARTRAIN EXPV/VI-90-BR E 1.6 MI.

THEN ON TO TEXAS

Travel Booklet Cover & Layouts

Programs
ILLUSTRATOR
INDESIGN





Energy Drink Print Ad & Poster



Programs

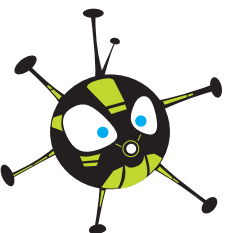
ILLUSTRATOR
PHOTOSHOP

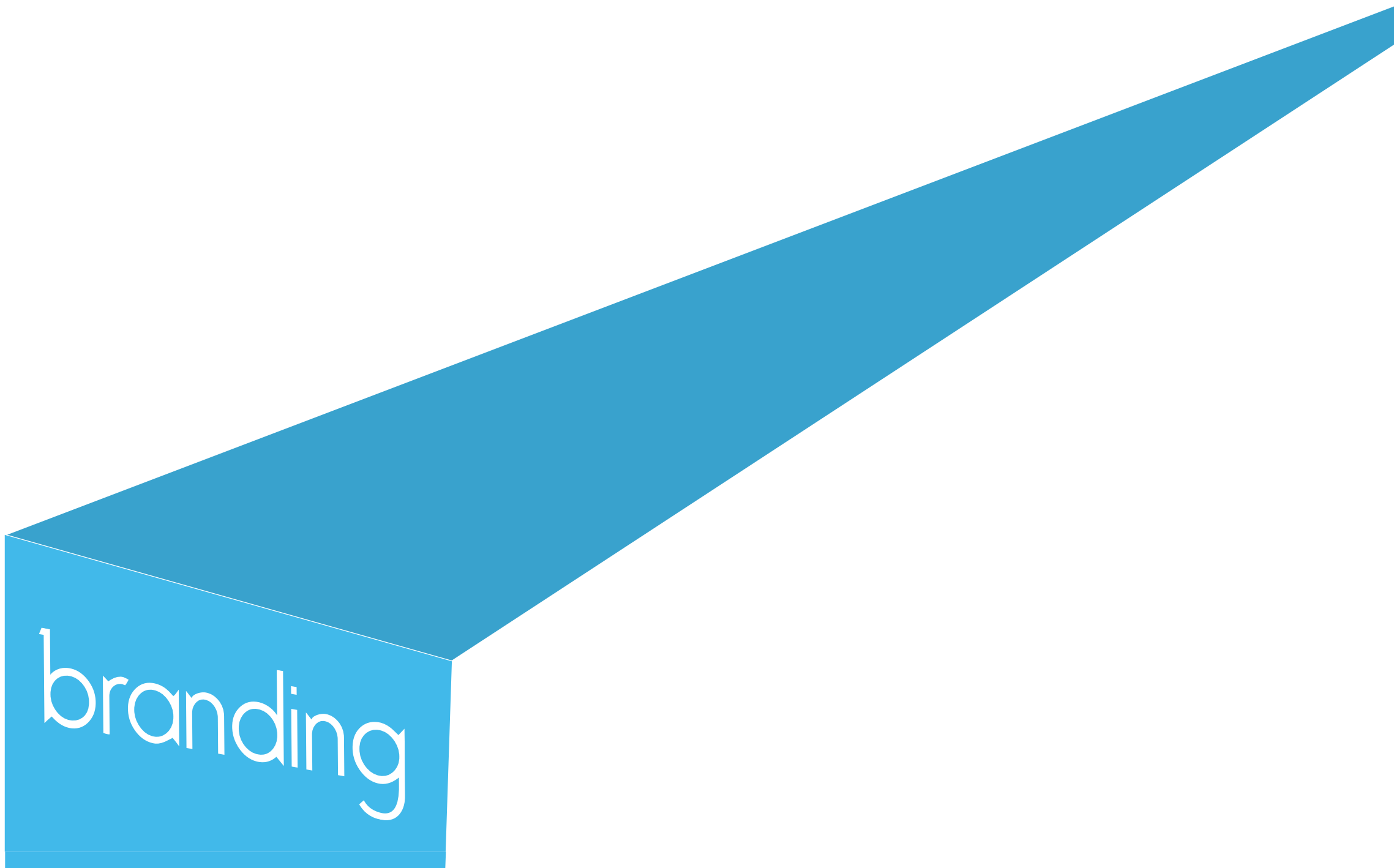


Skate Shop Print Ad

Programs

ILLUSTRATOR
PHOTOSHOP





branding

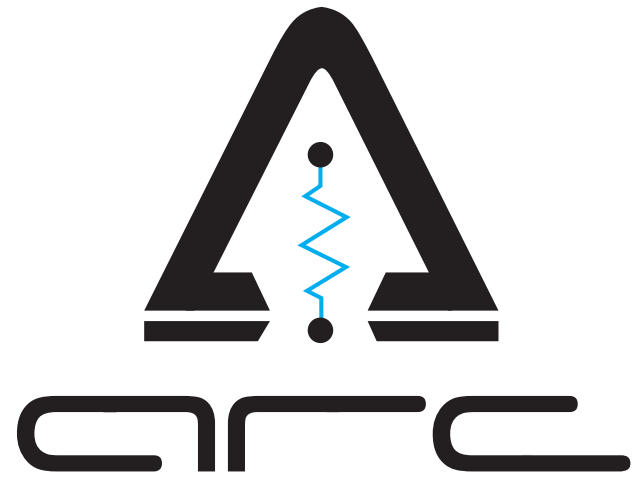


branding





CLUB
BLACKOUT

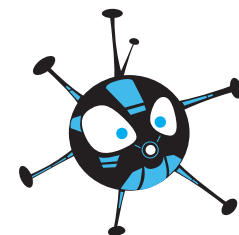


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360 Boards Company

Programs
ILLUSTRATOR

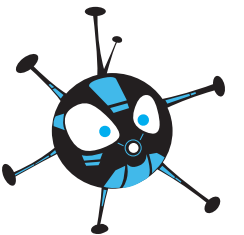




Blue Phoenix Design Company

Programs

ILLUSTRATOR



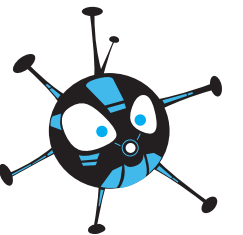


CLUB
BLACKOUT

Club Blackout Nightclub

Programs

ILLUSTRATOR





web
design



web
design

The image features a series of overlapping, angular orange shapes that create a sense of movement and depth. The shapes are composed of various polygons and lines, some of which are solid and others that are just outlines. The overall composition is dynamic and modern. The text 'web design' is placed within one of the larger, solid orange shapes on the right side of the image.

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Updates: January 2011

Partnership with Lincoln

Arc and Lincoln to cooperate on the development of electric vehicles, parts, and production system and engineering support. [Read More...](#)



Electric Car Website

Programs

ILLUSTRATOR
PHOTOSHOP
DREAMWEAVER



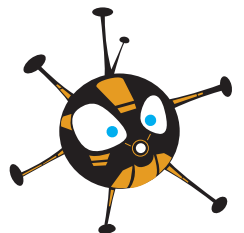
Mission Statement

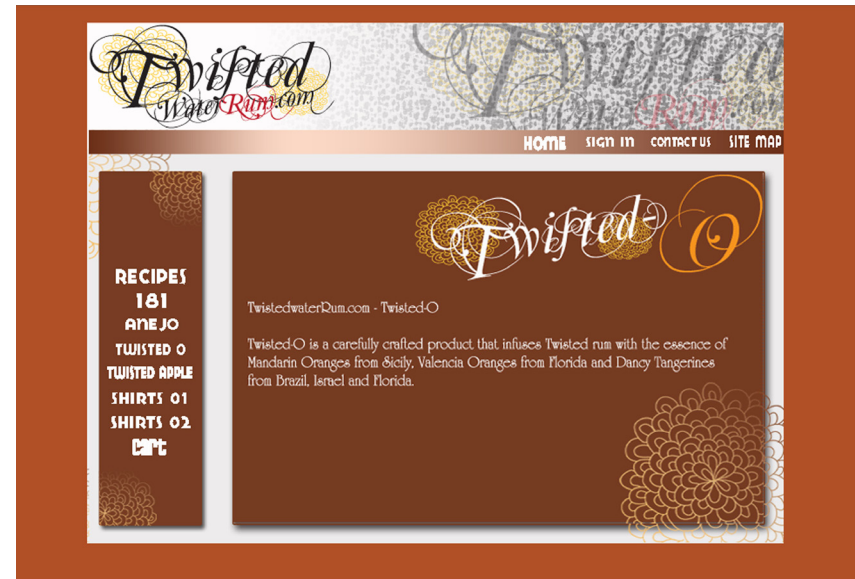
This companies goals are to educate the consumer on new technology on the vehicles we develop. We want to promote the company's vision to a global audience through on line awareness. This company wants people to be more eco friendly and reduce their carbon foot print. By developing a fully electric vehicles we could reduce the dependency on oil.

Updates: Feb. 2, 2011

ARC Leasing

The relative low cost of electricity vs. gasoline and the low maintenance needs of Arc's electric motor are some of the benefits of leasing the Arc over a traditional internal combustion engine car. [Read More...](#)

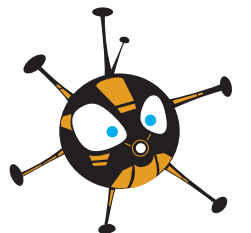


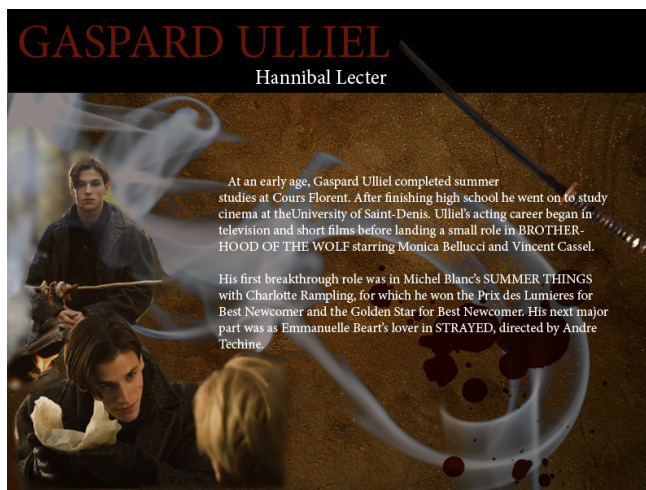
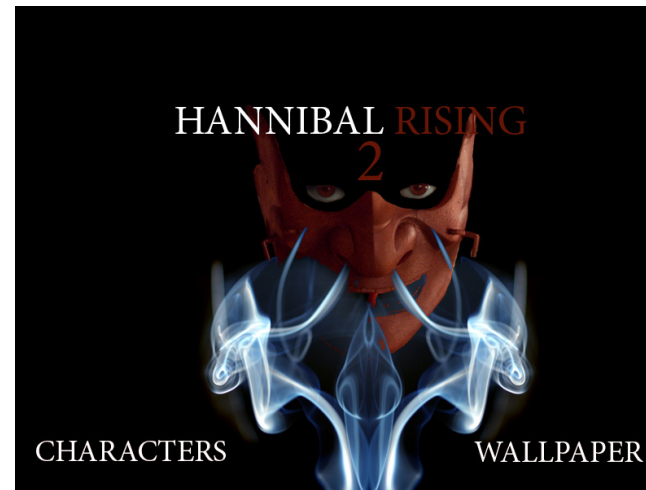


Twisted Water Rum Company

Programs

ILLUSTRATOR
PHOTOSHOP
DREAMWEAVER

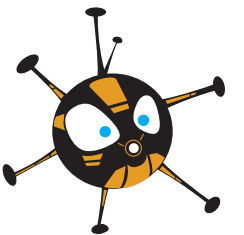


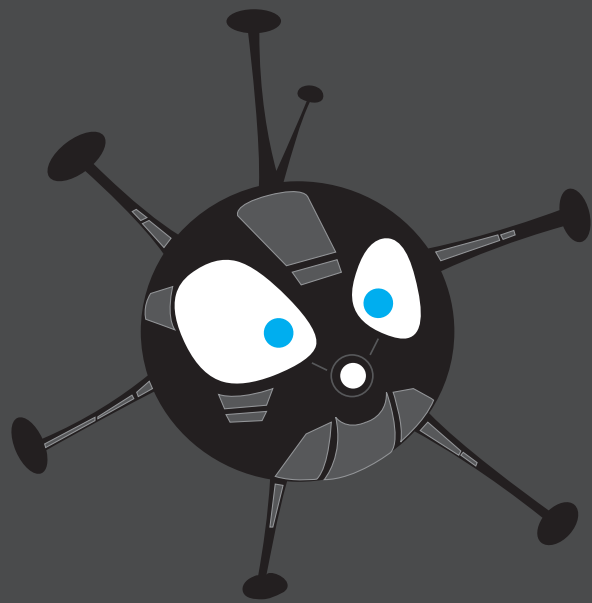


Hannibal 2 Website

Programs

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Jorge Cardona

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