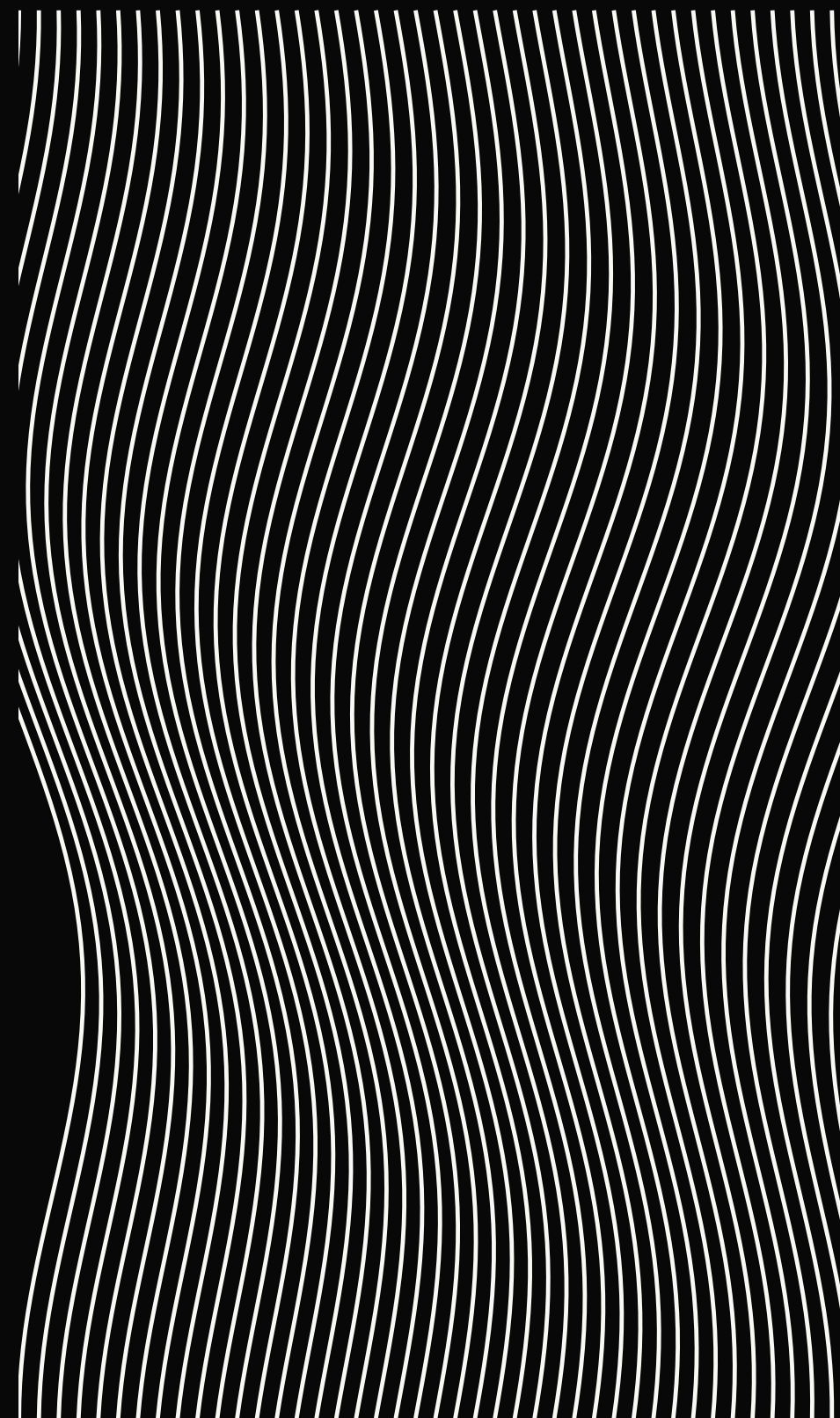


GONZO OFF GRID

BRAND WORLD
& OBJECT STUDIES

ASAF + MOSH / CONCEPT EDITION 01 / OCTOBER 2026



OBJECTS WITH ATTITUDE.

An independent art and object studio by Asaf and Mosh. Sculptural furniture, spatial interventions and functional pieces with an unmistakable physical presence.

The core line is flowing parametric ribs: deep waves, open gaps and bold contour edges. Black and white lead the collection, joined by natural wood and vivid neon finishes.

A VISUAL DIRECTION BOOK

All products and applications shown are AI-generated concept visualizations. They are design directions for development, not photographs of completed commissions or production drawings.

03-08

IDENTITY & ART DIRECTION

09-27

19 EXPLORATORY OBJECT STUDIES

28

REFERENCE STUDY

29-40

12 BRAND APPLICATIONS

41-42

FACES / SELECTED REFERENCES

43-50

CORE LINE / BLACK & WHITE

51-54

CORE LINE / WOOD & NEON

55-58

GEOMETRIC SCULPTURES

59

DEVELOPMENT & REFERENCES

BOLD FORM. DRY HUMOR. REAL PRESENCE.

SAY IT DIRECTLY

Short statements. Concrete language. Let the object carry the complexity.

KEEP THE EDGE

Confident, curious and a little unruly. The humor lives in the idea, not in decoration.

MAKE ROOM

Gallery-level restraint around the work. Silence gives the unusual shape more power.

**GONZO
OFF
GRID**

A CONTROLLED BREAK

Three heavy words. One rising cut through each row. The disruption is deliberate; the name stays readable.

Use the stacked form for posters, covers and large signage. Keep generous clear space when the logo is used as a signature.

VECTOR STUDY / REFINEMENT DIRECTION

This page establishes the construction direction. Photographic mockups explore it; final master artwork should be standardized before production.



DISPLAY / THE SLASH

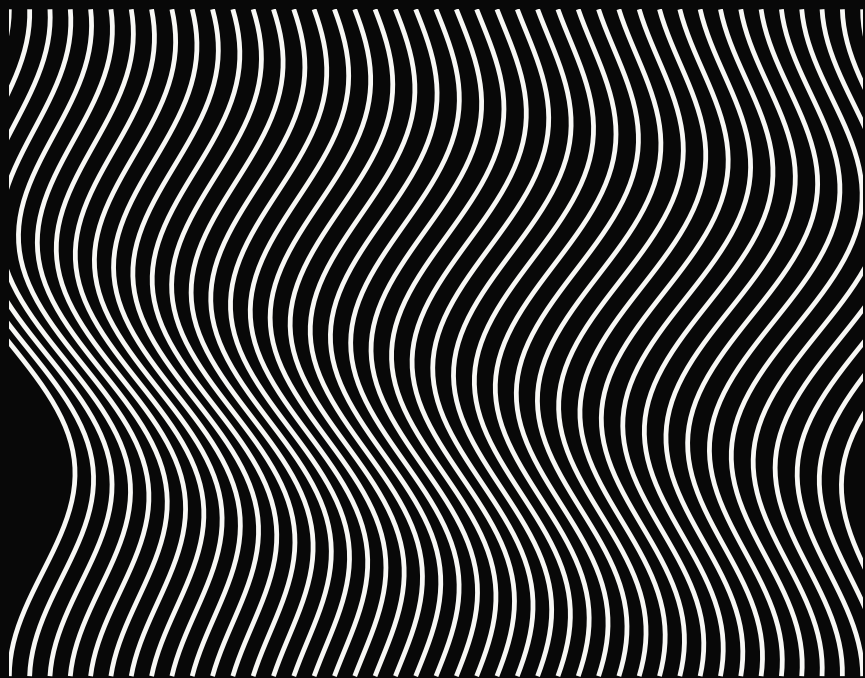
For large communication and moments that need impact.



SIGNATURE / THE SOLID

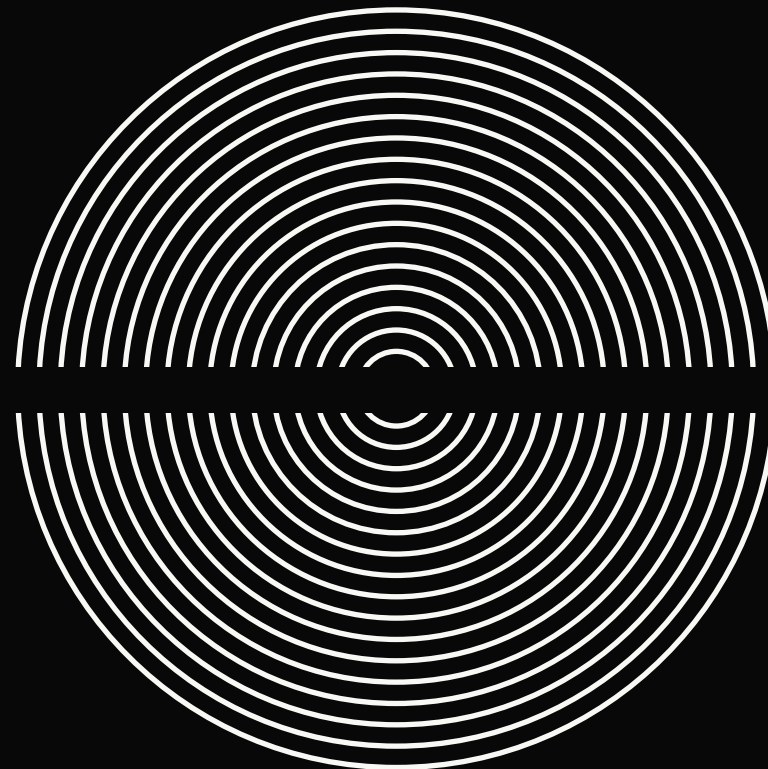
For small engravings, labels and applications where the fine cut would disappear.

ONE LANGUAGE. MANY FORMS.



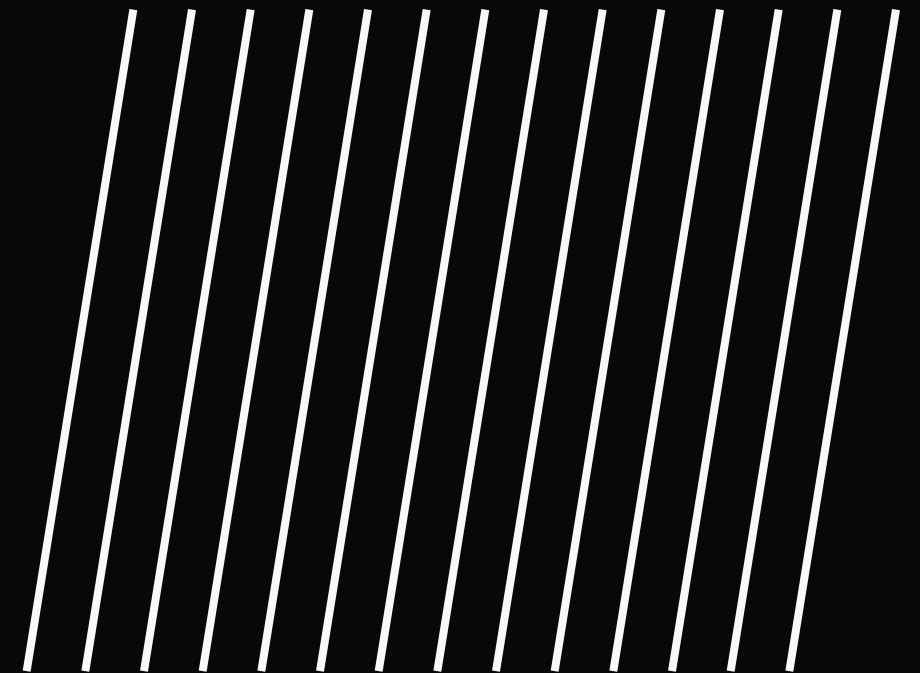
CONTOUR

Flow and layered depth.



ORBIT

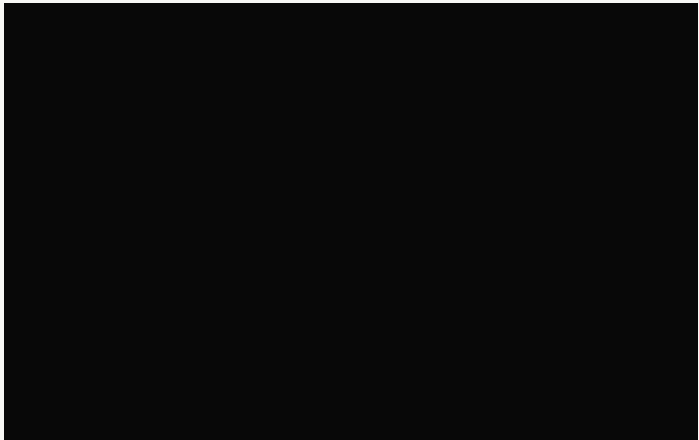
Rotation and negative space.



SHIFT

Rhythm with a deliberate offset.

MONOCHROME.



INK

#080808

PAPER

#F8F8F5



CONCRETE

#B5B5B0



GRAPHITE

#666666

DISPLAY

OFF THE GRID

Condensed. Heavy. Compressed spacing.

INFORMATION

Neutral sans serif. Precise captions. Clear object descriptions. Room for the image to breathe.

The graphic identity stays monochrome. Product finishes expand into light wood, dark walnut, neon yellow and neon orange.

EVERY OBJECT GETS A NEW IDEA.

01

SILHOUETTE

Change the outline, scale and center of gravity. Each piece needs a distinct form and a clear use.

03

MATERIAL

Black faces and white edges define the core. Light wood, dark walnut and fluorescent yellow or orange extend its expression.

02

CONSTRUCTION

The core line uses spaced CNC-cut ribs, deep flowing waves and visible contour edges. Earlier studies explore a wider field.

04

PHOTOGRAPHY

One object per product image. Use side light to reveal edges and gaps, with a quiet background and the full silhouette visible.

01

CRESCENT

LOUNGE CHAIR

A tall, off-center opening gives this chair a theatrical silhouette. Dense ribs shelter a compact upholstered seat.

MATERIAL DIRECTION

Black layered wood; dark upholstered seat.

CONTEXT

Private interiors, statement seating and gallery spaces.



02

DRIFT

ROCKING CHAIR

Horizontal contours wrap around a low seat and hollow base. A softer, tactile direction with a clear rocking profile.

MATERIAL DIRECTION

Pale laminated wood; black seat surface.

CONTEXT

Residential lounges and hospitality suites.



03

TORQUE

BAR STOOL

A small circular seat meets three twisting legs. Rotation replaces the familiar straight-legged stool.

MATERIAL DIRECTION

Stacked black metal or engineered wood;
smooth seat.

CONTEXT

Bars, restaurants and compact social spaces.



04

CONTOUR

DINING ARMCHAIR

White edges describe a continuous path from legs to seat and around the low enclosing back. The open front preserves a clear place for the body.

MATERIAL DIRECTION

Black CNC-cut profiles; white edge treatment.

CONTEXT

Dining rooms, restaurants and sculptural seating collections.



05

TWIN AXIS

DINING / MEETING TABLE

Two sculptural disc supports bring tension to a deliberately quiet rectangular tabletop.

MATERIAL DIRECTION

Black ribbed bases; thin flat top.

CONTEXT

Meeting rooms and large dining spaces.



06

ISLANDS

COFFEE TABLE

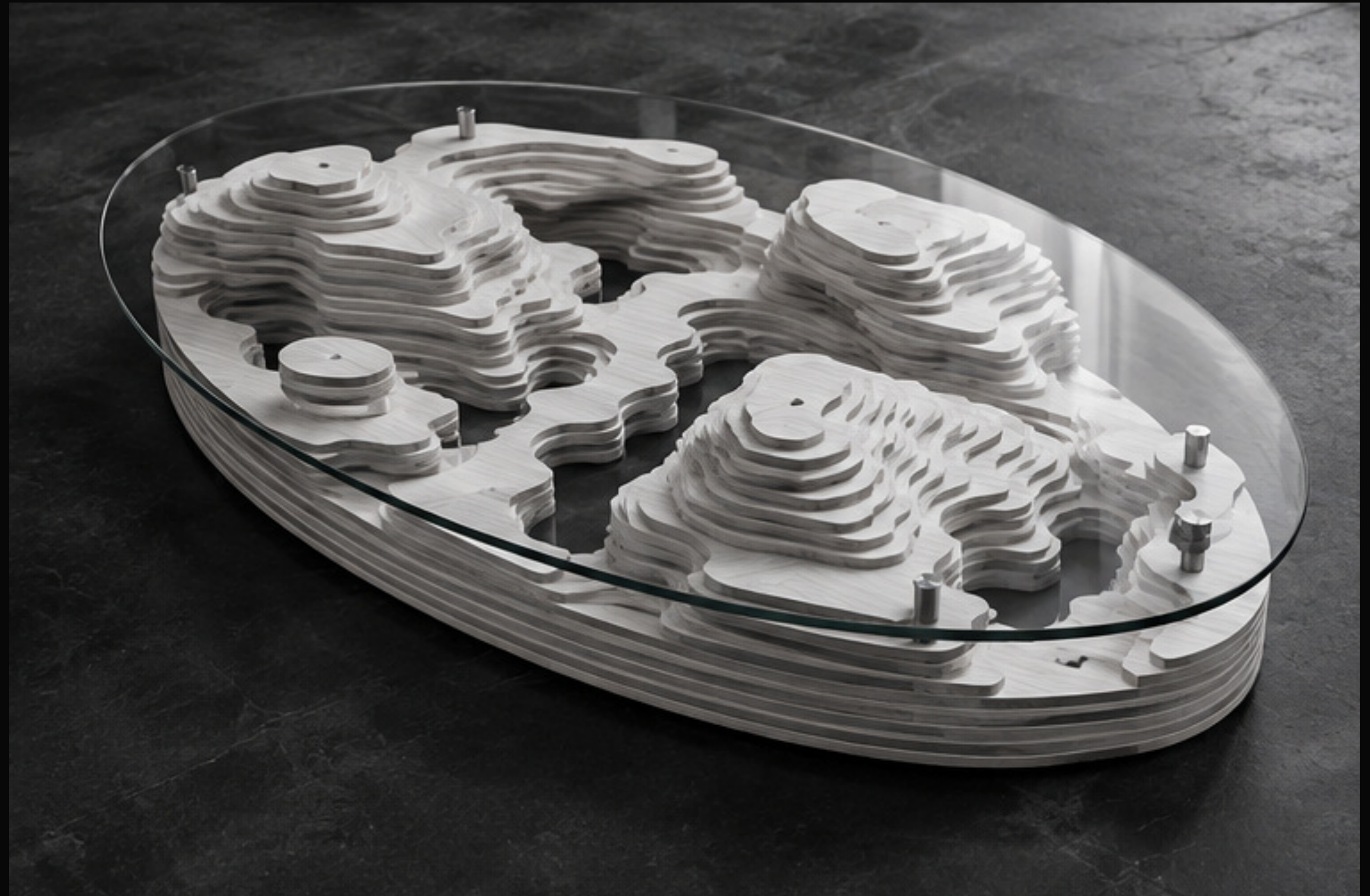
A topographic landscape sits below glass. Positive and negative contours make the table a small terrain.

MATERIAL DIRECTION

Pale stacked layers; clear glass.

CONTEXT

Living rooms and collectible design settings.



07

FAN OUT

CONSOLE

Brushed metal planes open across the width of the piece. A narrow top anchors the movement.

MATERIAL DIRECTION

Brushed aluminum fins; black top.

CONTEXT

Entrances, corridors and hospitality interiors.



08

APERTURE

SIDE TABLE

An off-center opening interrupts a cylindrical stack. Polished metal closes the form with a sharp reflective edge.

MATERIAL DIRECTION

Black stacked rings; polished metal top.

CONTEXT

Lounge seating and compact interior compositions.



09

VEIL

SPATIAL DIVIDER

A shifting field of vertical slats changes opacity as the viewer moves. The installation divides space while preserving glimpses through it.

MATERIAL DIRECTION

Black vertical slats; concealed structural supports.

CONTEXT

Open offices, lobbies and restaurant zoning.



10

ODD SHELF

SCULPTURAL SHELVING

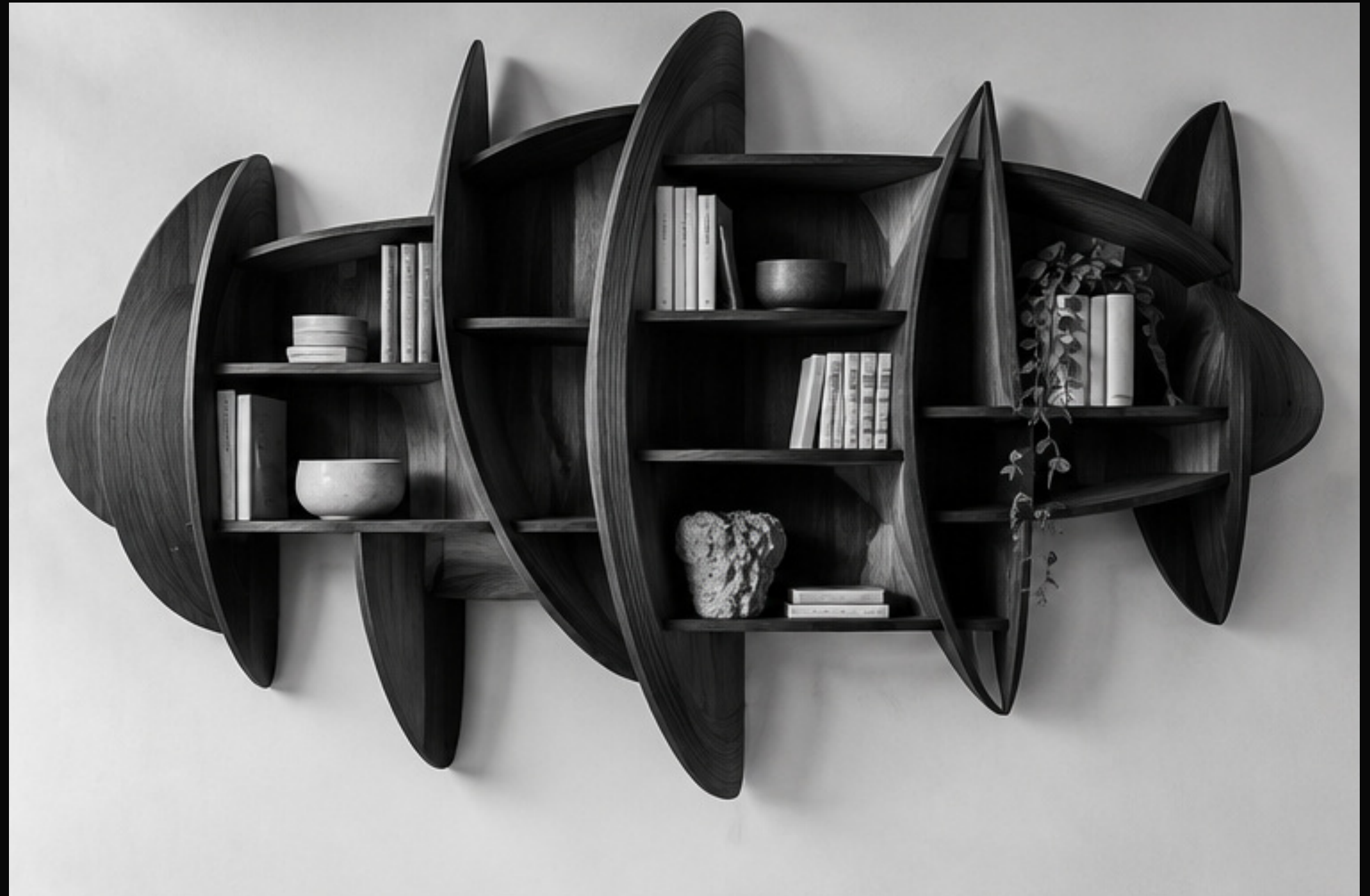
Intersecting curved planes create irregular niches. Storage becomes a wall composition with its own rhythm.

MATERIAL DIRECTION

Black layered wood; integrated flat shelves.

CONTEXT

Studios, homes and curated retail.



11

AFTER HOURS

DJ / EVENT STATION

A circular counter sits above a faceted ribbed body. The silhouette reads as an event centerpiece from several directions.

MATERIAL DIRECTION

Black faceted fins; brushed metal counter.

CONTEXT

Events, installations and mobile hospitality concepts.



12

FAULT LINE

RECEPTION DESK

Two pale layered masses are separated by a crisp dark interruption. The graphic break in the brand becomes a spatial gesture.

MATERIAL DIRECTION

Pale layered material; inset black work surface.

CONTEXT

Reception areas and quiet architectural interiors.



13

AIRFRAME

PENDANT LIGHT

A long skeletal body surrounds a luminous core. Open ribs make both the light and its construction visible.

MATERIAL DIRECTION

Dark radial ribs; diffused white light.

CONTEXT

Long rooms, dining zones and high ceilings.



14

THREE MOONS

FLOOR LIGHT

Three offset discs orbit a slender stem. Each layered shade carries a separate halo of light.

MATERIAL DIRECTION

Pale layered discs; black stem; diffused light.

CONTEXT

Lounge corners and sculptural lighting collections.



15

ECLIPSE

WALL SCULPTURE

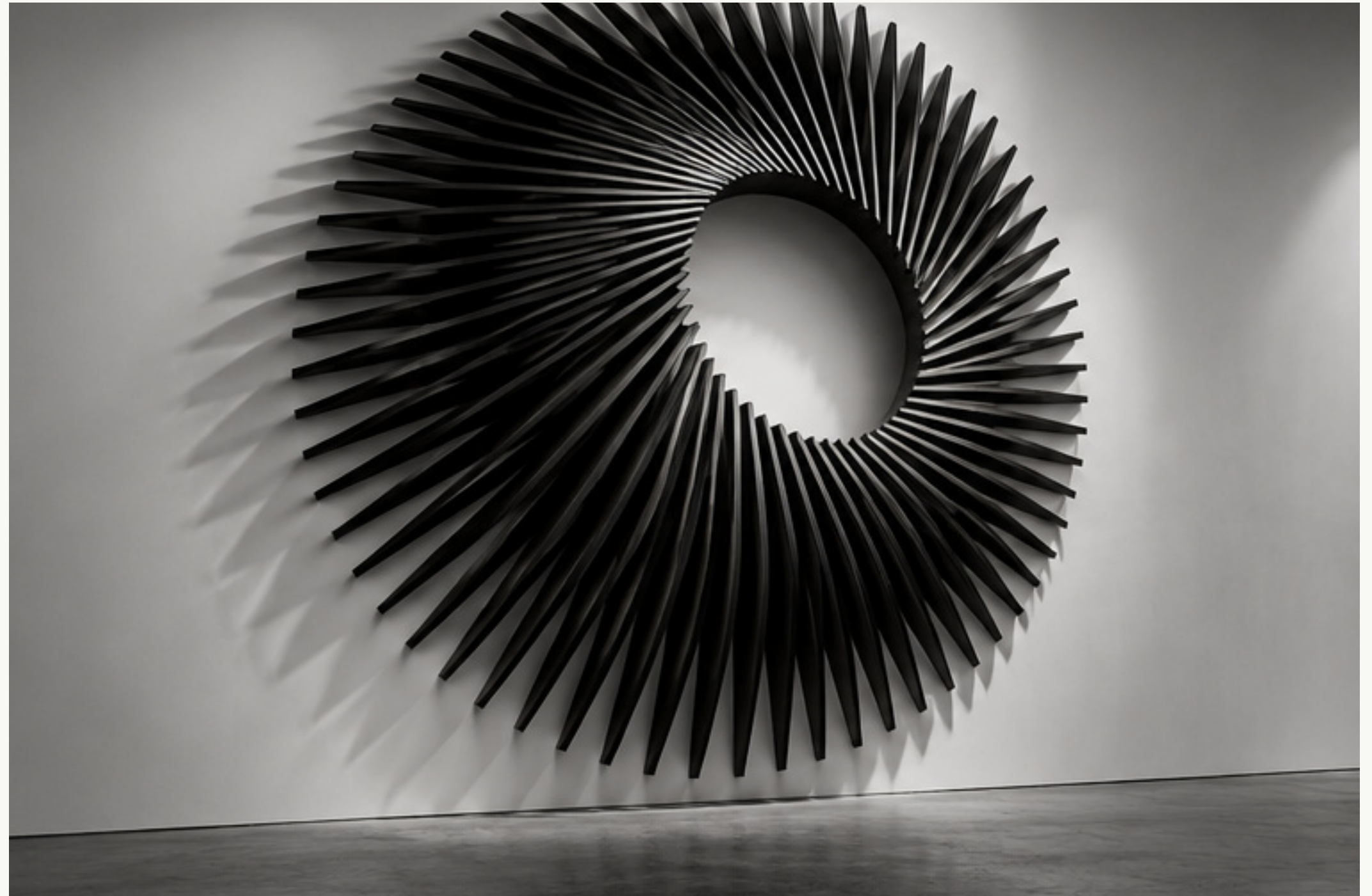
Radial fins collect around an offset void. Shadows complete the composition as light moves across the surface.

MATERIAL DIRECTION

Black radial fins; concealed wall mounting.

CONTEXT

Feature walls, galleries and architectural interiors.



16

STACK SIGNAL

LIGHT SCULPTURE

Offset square plates turn a vertical stack into a changing silhouette. A narrow light source activates the spaces between layers.

MATERIAL DIRECTION

Pale stacked plates; internal diffused light.

CONTEXT

Entrance pieces, exhibitions and large interior spaces.



17

SIDEWINDER

SCULPTURAL BENCH

A low saddle rises into one compact curled crest. White contour edges make the transition from seat to sculptural end explicit.

MATERIAL DIRECTION

Black profile panels; white edges; concealed internal structure.

CONTEXT

Entrances, hotel arrival spaces and collectible seating.



18

OPEN CURRENT

WRITING DESK

A flat kidney-shaped surface spans two differently shaped supports. The expressive structure leaves a generous open working zone.

MATERIAL DIRECTION

Black profiled supports; white edges; flat black top.

CONTEXT

Private workspaces and statement offices.



19

CUT THROUGH

CONSOLE

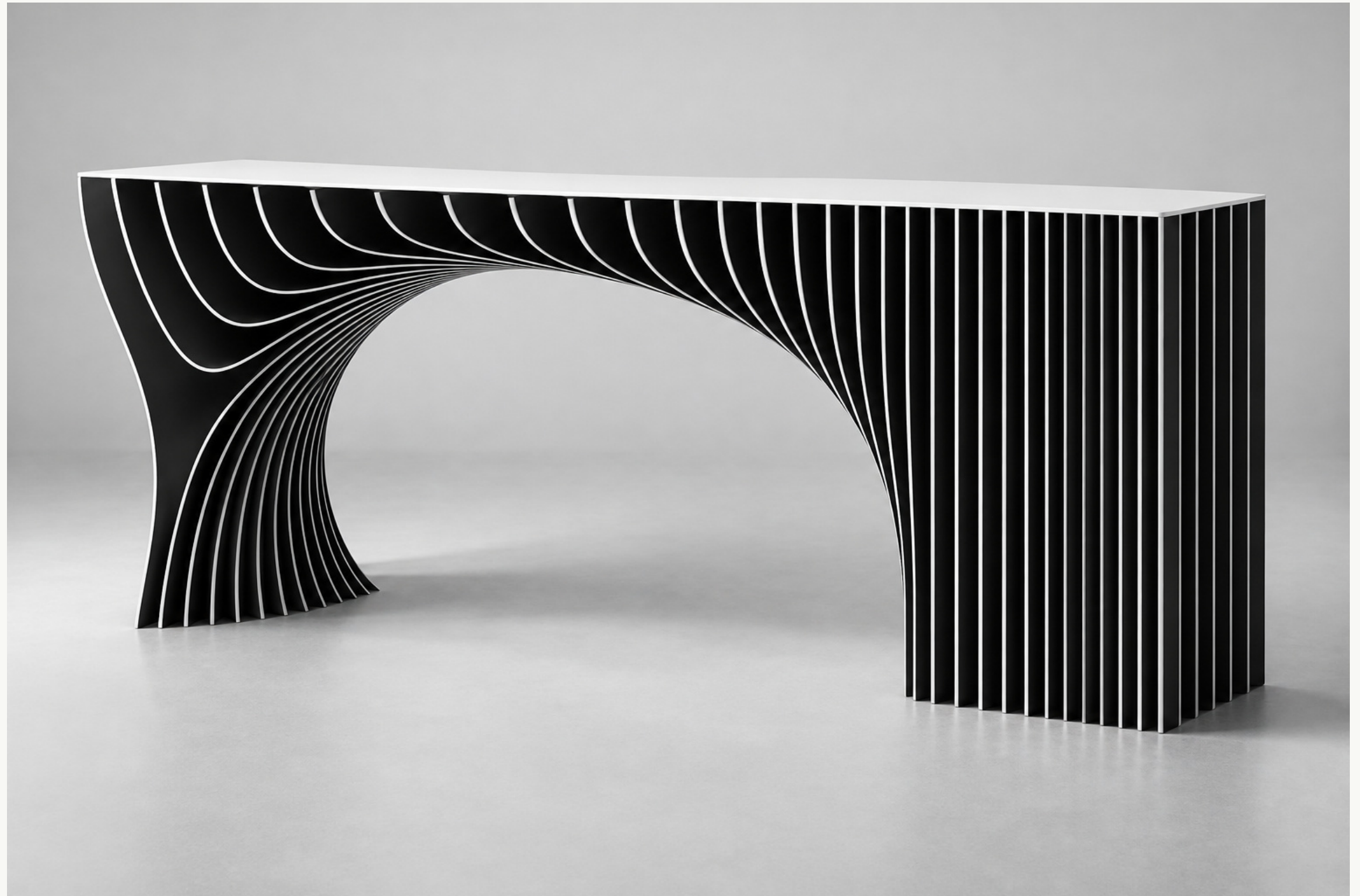
A quiet rectangular exterior contains a large curved opening. The negative space provides the drama, while the top remains flat.

MATERIAL DIRECTION

Black vertical profiles; white edges and thin pale top.

CONTEXT

Entrances, corridors and gallery interiors.



READ THE METHOD.

Website review / October 2026 / independent reference analysis

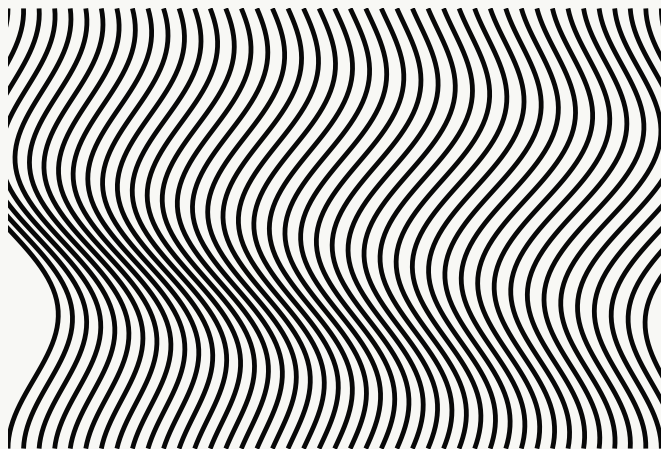
COLLECTION	Four WAVES benches, two desks and two wall panels show how scale, relief and use can vary within one construction language.
EDGE + SURFACE	Contrasting edge bands and side finishes make each profile legible. The visual line comes from material treatment as well as geometry.
FUNCTION FIRST	The desk process separates the flat working plane from the sculptural base. Knee clearance, support and cable paths shape the model.
LIGHT + RELIEF	The wall-panel process considers sightline, viewing distance and grazing light. Relief depth and shadow are designed together.
BEYOND THE WAVE	The studio describes reception fronts, event builds, display plinths and other commissions alongside the core collection.
OUR TRANSLATION	A broader range of original silhouettes, photographed one object at a time, with a consistent graphic identity. Reference principles inform the studies; the pictured designs are new concepts.

Sources: product pages; how-a-parametric-desk-is-made; how-parametric-wall-panels-are-made; beyond-the-wave-what-else-we-build.

POSTER CULTURE

TYPOGRAPHY + ABSTRACT GEOMETRY

Oversized words and a sliced circular motif. Two distinct poster expressions connect through contrast, scale and the cut.



STUDIO UNIFORM

APPAREL + EVERYDAY OBJECTS

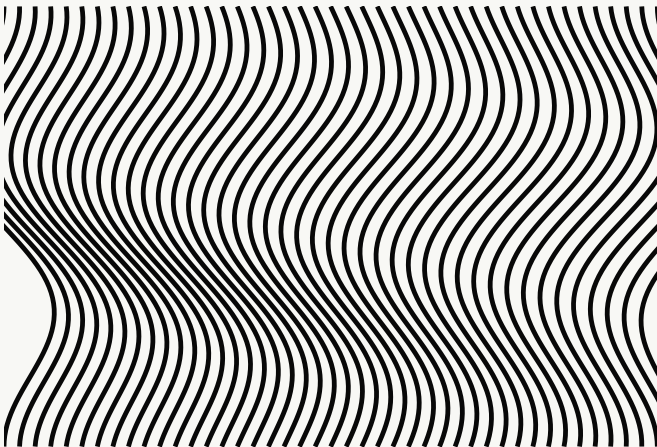
A strong back print turns the shirt into a moving poster. A smaller logo and circular symbol give the tote a quieter role.



FIRST CONTACT

CARDS + STATIONERY

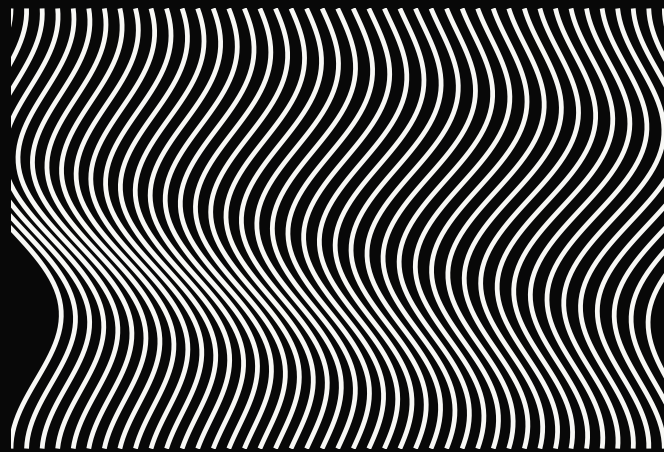
Heavy paper, a compact signature and one tactile diagonal gesture.
Let the finish carry the premium feel.



THE OBJECT BOOK

EDITORIAL SYSTEM

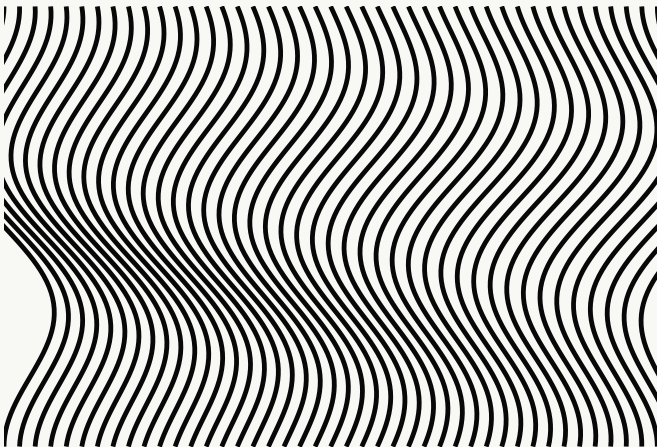
Large images, decisive headlines and short captions. Different objects share a consistent editorial rhythm.



ARRIVAL

TRANSPORT CRATE

The first physical encounter begins before the object is unpacked. Large stenciled type gives the shipping crate a deliberate presence.



MATERIAL KIT

FINISH SAMPLES

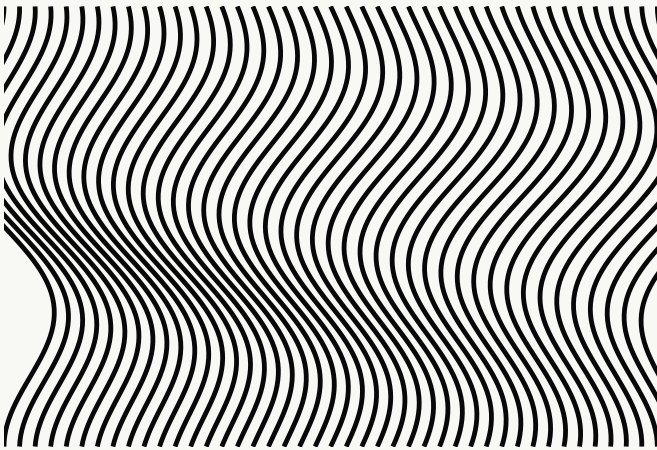
Give clients a tactile introduction: rib profiles, finish samples and material contrasts. Keep the box simple enough for the materials to lead.



THE SIGNATURE

MAKER PLATE

A discreet metal plaque makes the object identifiable. Keep it secondary to the form, and use the solid wordmark where fine cuts become fragile.



THE HANDOVER

CERTIFICATE + TAG + CARE KIT

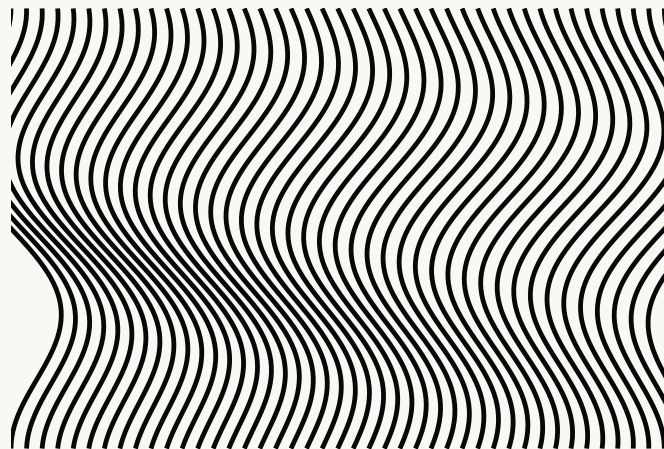
A coherent handover experience: a project card, care information and a restrained tag. Add verified object details at production stage.



ON THE STREET

STUDIO FRONTAGE

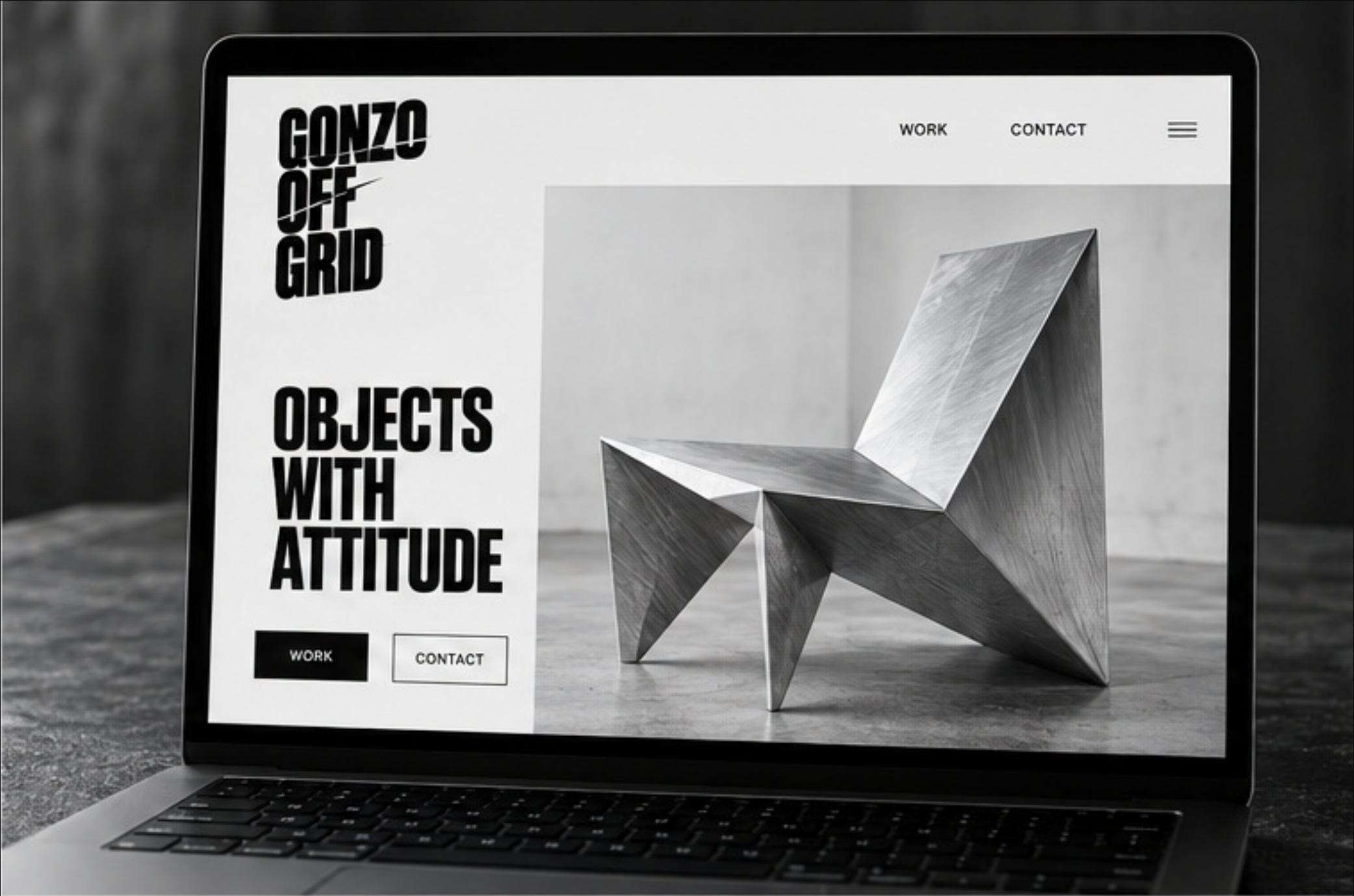
Big typography turns the facade into a signal. An installation visible through the glazing gives the passerby a reason to stop.



DIGITAL GALLERY

WEBSITE DIRECTION

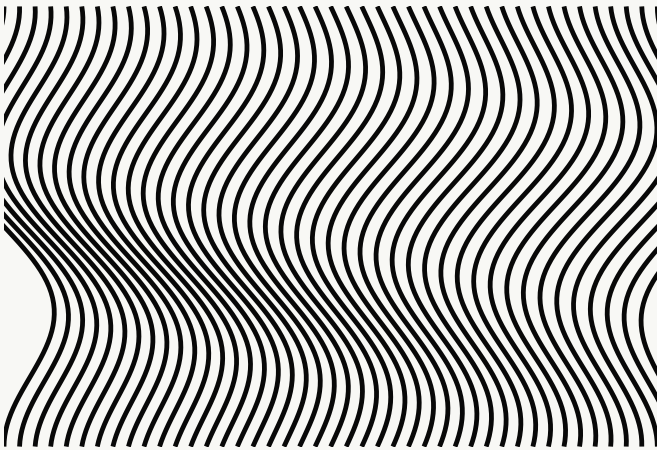
Lead with one strong object, a direct headline and clear navigation. Let a changing collection carry the variety; keep the interface restrained.



SOCIAL RHYTHM

FEED + MOBILE DIRECTION

Rotate identity, object and material detail. Each post has a clear role. Handles and interface details shown are illustrative.



MOVING MARK

VEHICLE GRAPHICS

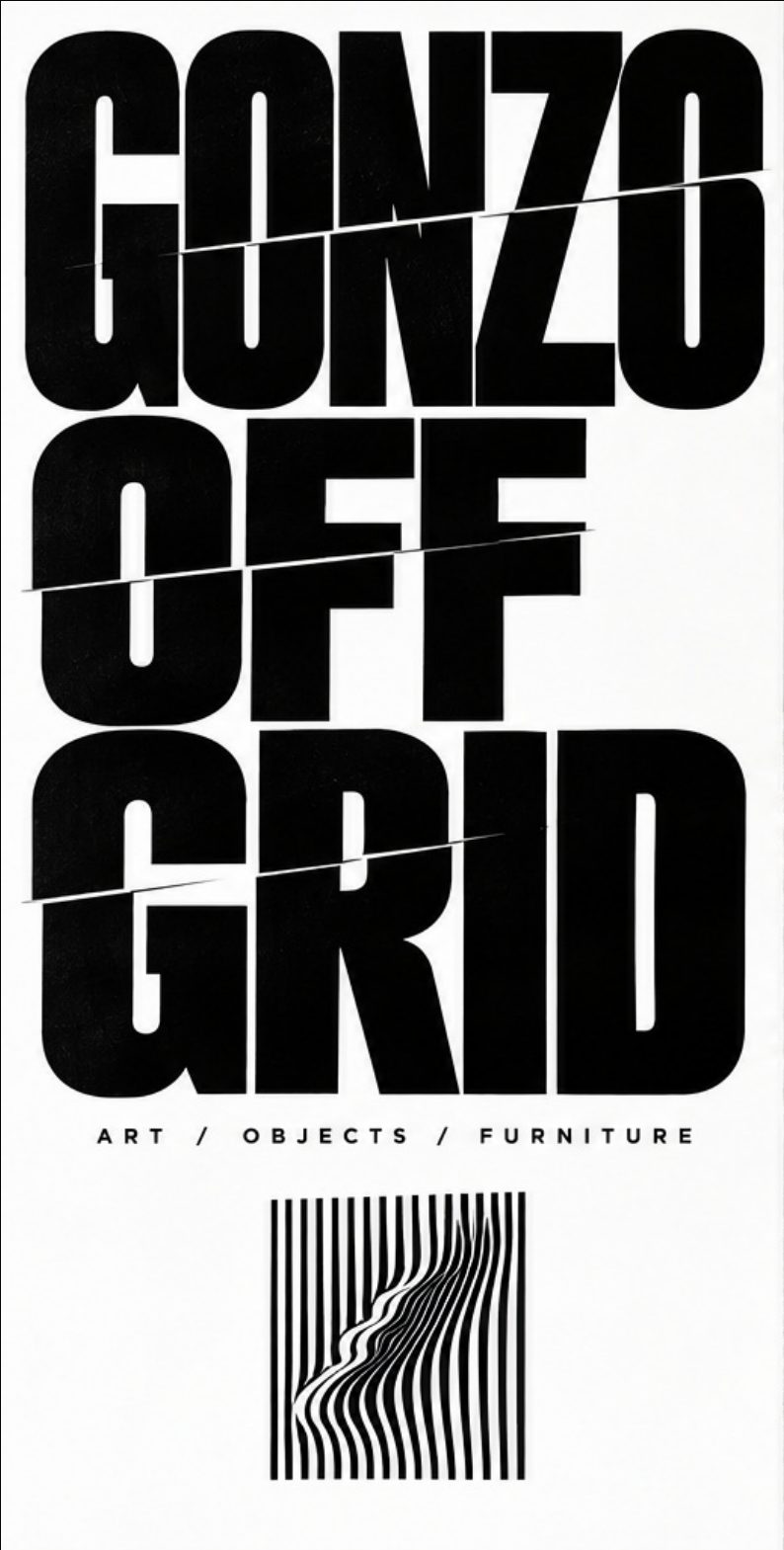
A large black signature on a white vehicle. Distance, recognition and clean negative space matter more than extra copy.



SELECTED FACE / 01

The selected monumental face and its original brand context. The portrait emerges from a continuous vertical rib field.

Original supplied reference board.
Retained exactly as selected.



SELECTED FACE / 02

The selected upward-facing portrait and its original brand context. Dense black layers shape the expression and deep relief.



Original supplied reference board.
Retained exactly as selected.



01

RIFT

WALL RELIEF

A deep diagonal valley connects a high crest and a lower rolling wave. The outline follows the relief while the ribs keep a steady rhythm.

FINISH DIRECTION

Black rib faces / broad white edges

CONTEXT

Large interior walls and arrival spaces.



02

UNDERTOW

OVAL WALL RELIEF

An off-center hollow draws the surface inward. Parallel profiles turn an oval silhouette into a shifting field of light and shadow.

FINISH DIRECTION

Black rib faces / broad white edges

CONTEXT

Feature walls, galleries and hospitality.



03

DOUBLE TIDE

SCULPTURAL BENCH

Two low seating zones rise toward a single tall crest. A long flowing footprint gives each end a different character.

FINISH DIRECTION

Black rib faces / broad white edges

CONTEXT

Lobbies, public interiors and statement seating.



04

LONG WAVE

CHAISE LONGUE

An elevated footrest flows into a low hip basin and a broad high back. The open arch underneath gives the long form visual lightness.

FINISH DIRECTION

Black rib faces / broad white edges

CONTEXT

Residential lounges and collectible furniture.



05

RIP CURRENT

RECEPTION / BAR COUNTER

A deep moving wave crosses the front while a level top provides a useful surface. Rounded ends soften the counter footprint.

FINISH DIRECTION

Black rib faces / white edges / flat dark top

CONTEXT

Reception areas, bars and event installations.



06

OPEN WATER

CONSOLE

A large asymmetric arch opens beneath a straight top. The two ribbed supports vary in width and contour, creating tension across the span.

FINISH DIRECTION

Black rib faces / white edges / flat dark top

CONTEXT

Entrances, corridors and hospitality interiors.



07

CROSSWIND

SPATIAL DIVIDER

A curved field of tall ribs changes opacity with the viewing angle. Wave depth and open gaps shape both the surface and the space behind it.

FINISH DIRECTION

Black ribs / white edges / integrated dark base

CONTEXT

Office zoning, restaurant interiors and lobbies.



08

LOW PRESSURE

COFFEE TABLE

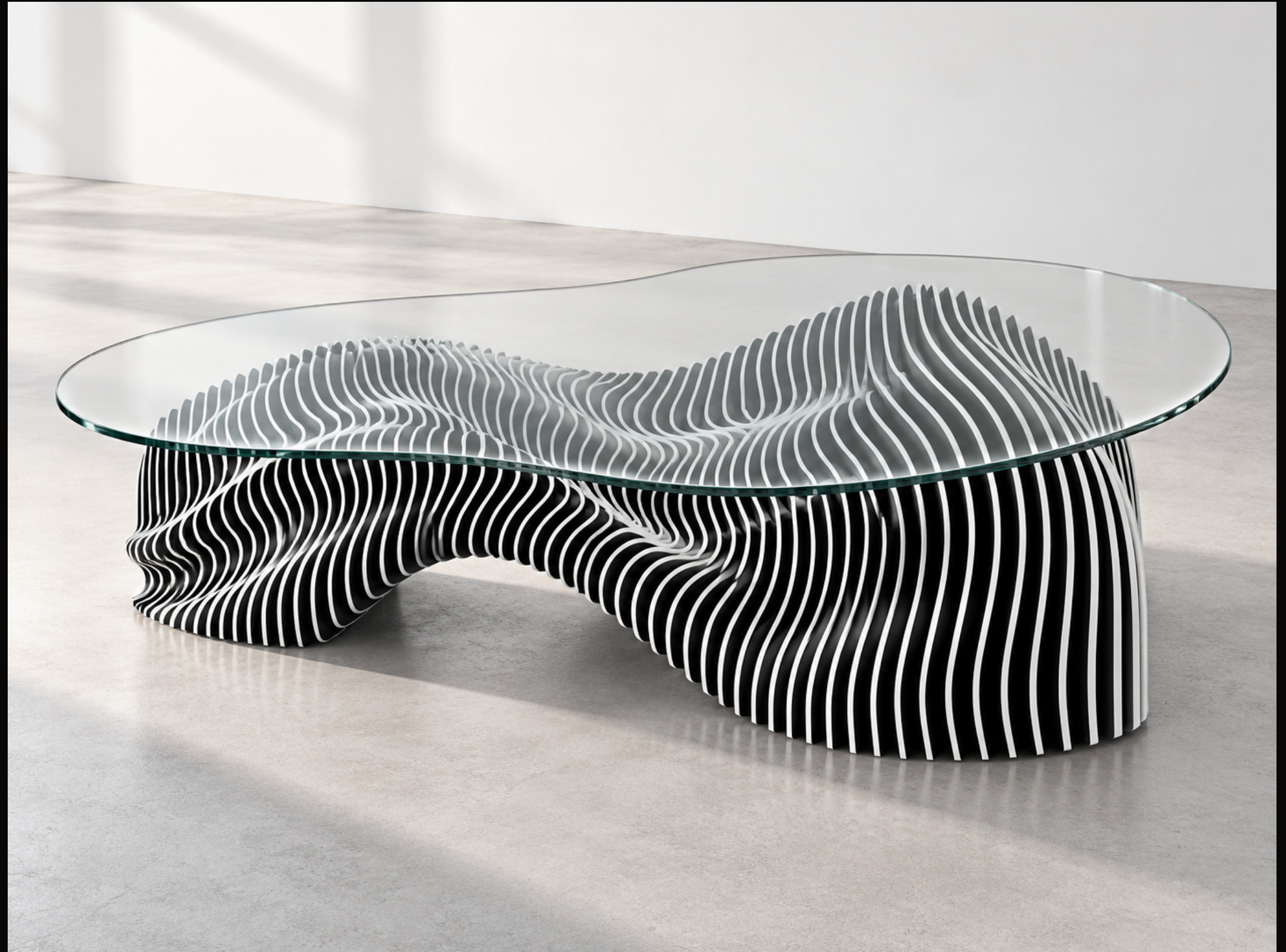
A transparent top reveals a rolling rib landscape. Two raised areas and an open undercut give the base a distinct low silhouette.

FINISH DIRECTION

Black ribs / white edges / clear glass concept

CONTEXT

Living rooms, lounges and gallery interiors.



09

DAYBREAK

LIGHT WOOD LOUNGE CHAIR

A scooped seat opens into an asymmetric back and a low armrest. Pale grain and exposed laminations bring warmth to the layered structure.

FINISH DIRECTION

Light ash or birch finish direction

CONTEXT

Private interiors and warm hospitality spaces.



10

NIGHTFALL

DARK WOOD TABLE

A quiet round top sits above a deeply contoured pedestal. The narrow waist and broad foot emphasize the movement of the wood grain.

FINISH DIRECTION

Dark walnut finish direction

CONTEXT

Dining, meeting and statement table settings.



11

HIGH VOLTAGE

NEON YELLOW BENCH

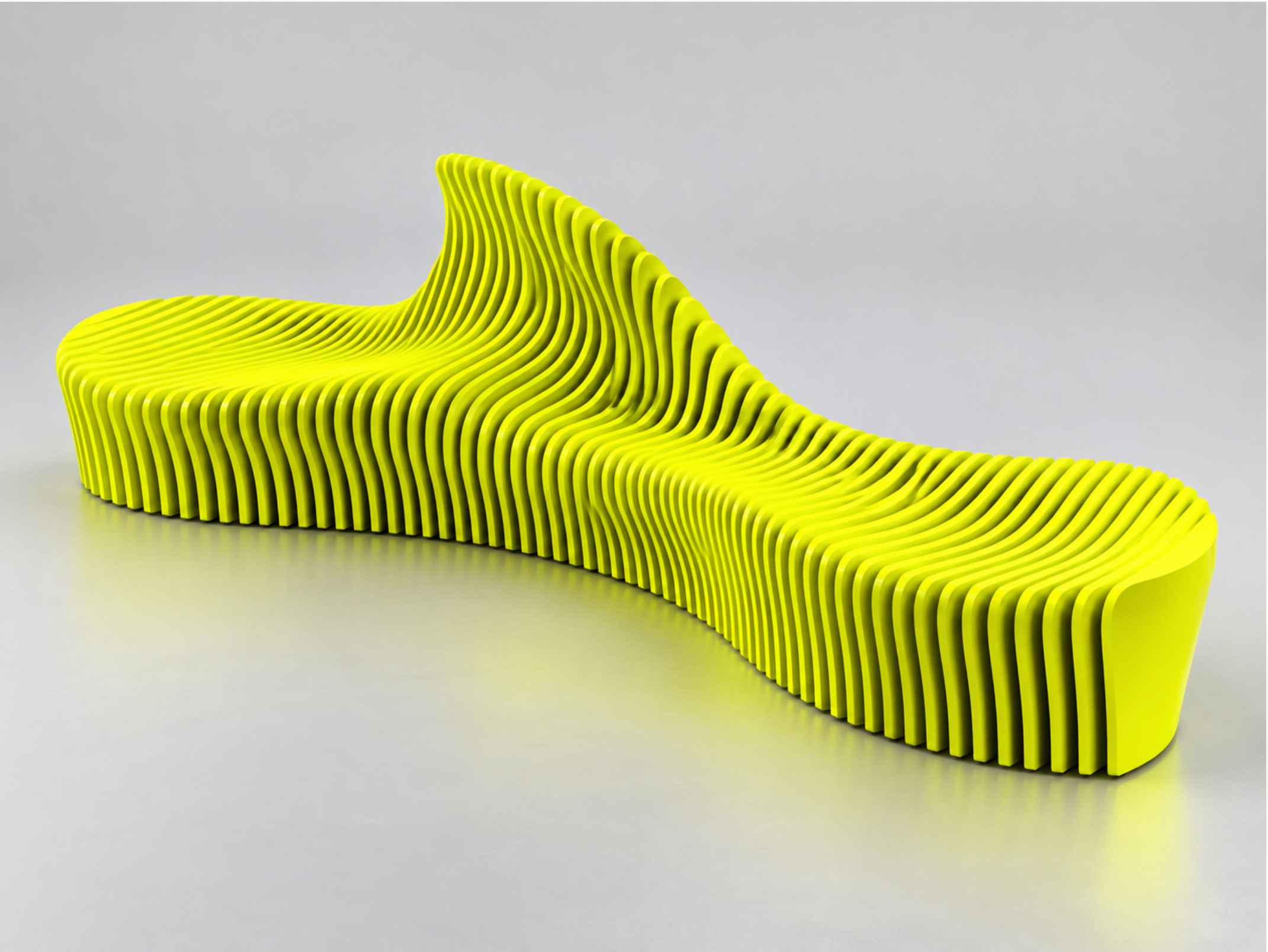
A low crescent stretches around an off-center crest. Fluorescent yellow covers the complete rib profile, with dark gaps defining the depth.

FINISH DIRECTION

Fluorescent yellow lacquer direction

CONTEXT

Events, creative workplaces and bold public interiors.



12

HEAT SIGNAL

NEON ORANGE WALL RELIEF

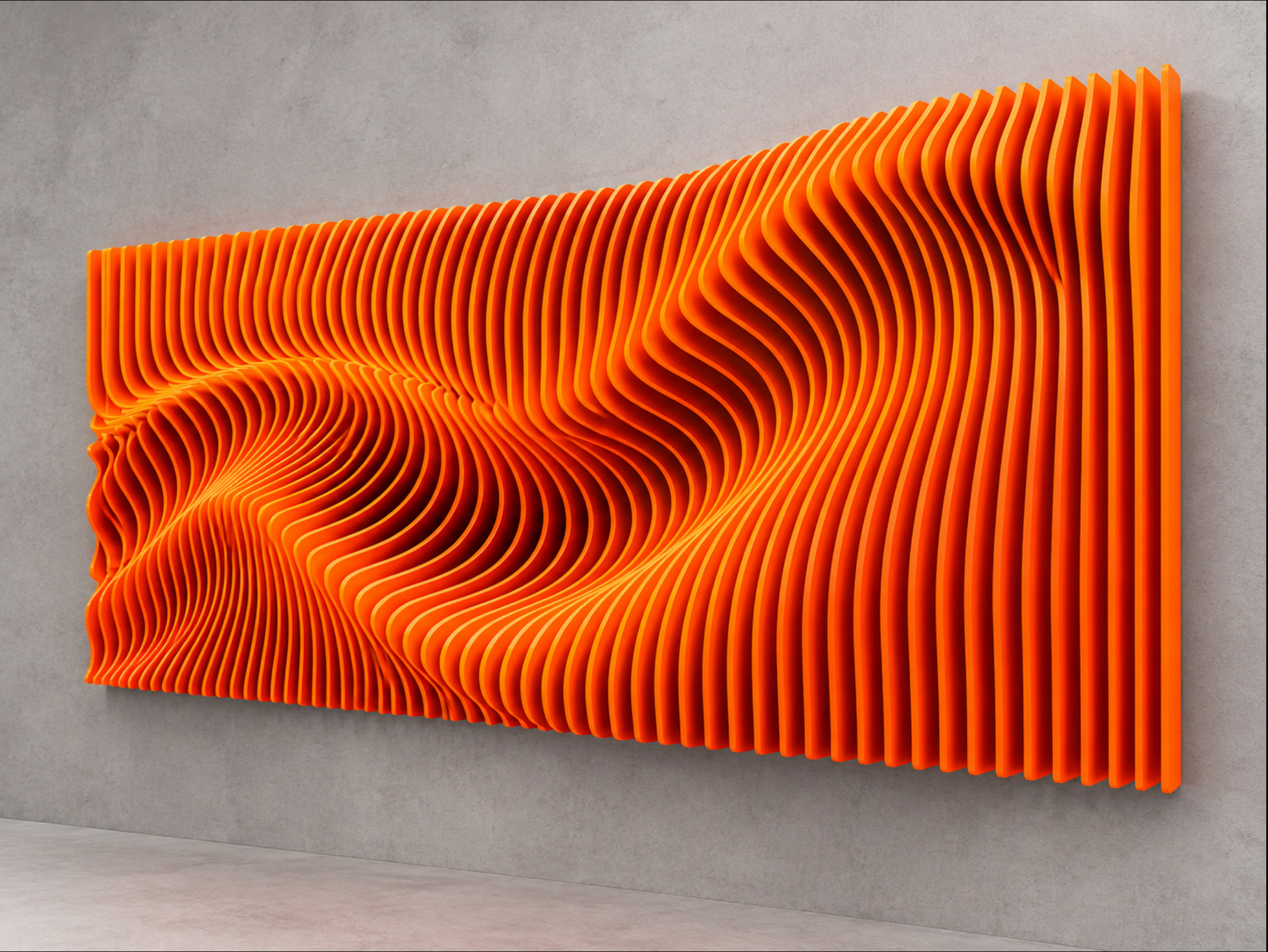
A curling wave moves diagonally through the rib field. Saturated orange and deep shadows give the surface a forceful physical presence.

FINISH DIRECTION

Fluorescent orange lacquer direction

CONTEXT

Feature walls, venues and installations.



01

BLUE VOID

HOLLOW SPHERE

A rounded volume built from spaced circular slices. A tunnel through the center reveals the layered interior, while transparent blue surfaces scatter light across the floor.

MATERIAL DIRECTION

Transparent blue acrylic / polished edges



02

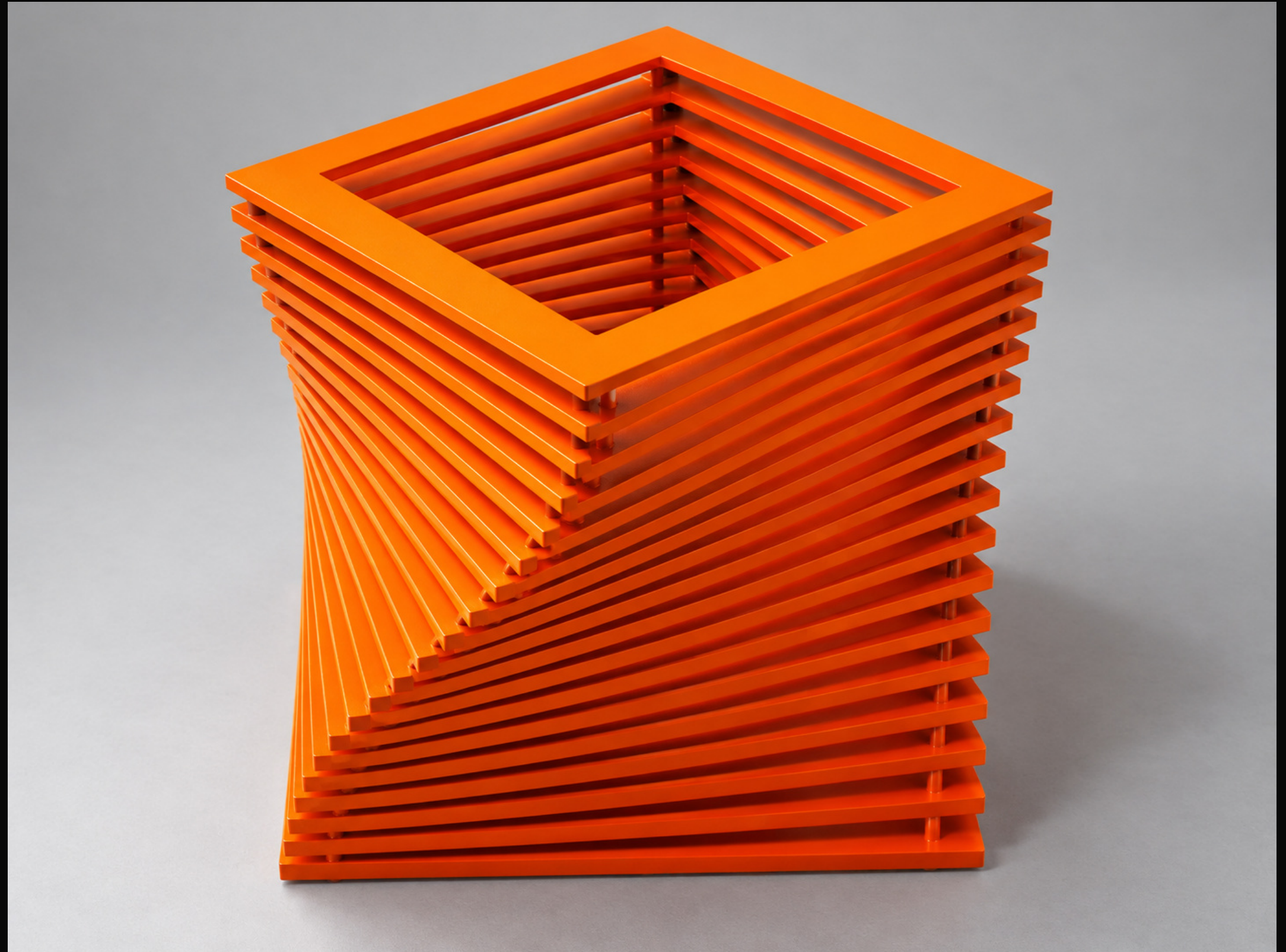
TWIST STATE

TWISTED CUBE

Successive square frames rotate around a common axis. The exterior shifts as the central opening becomes a deep geometric well.

MATERIAL DIRECTION

Fluorescent orange coated metal



03

INNER WORLD

OPEN POLYHEDRON

Faceted outer surfaces surround nested polygonal openings. Recessed wood frames expose a hollow interior and create depth from several viewing angles.

MATERIAL DIRECTION

Dark walnut / brushed brass details



04

LOOP THEORY

SCULPTURAL KNOT

A continuous looping form folds over and under itself. Closely spaced metallic ribs describe the curved volume while preserving open space between the loops.

MATERIAL DIRECTION

Polished chrome / warm metallic interior



MAKE IT REAL.

01 / SELECT

Choose the first 3-5 objects by visual impact, use case and achievable construction.

03 / STANDARDIZE

Asaf: finalize the vector identity, type choices, artwork hierarchy and core brand templates.

02 / DEVELOP

Mosh: develop geometry, material thicknesses, joints and cut files. Build scale studies and test the construction.

04 / PROTOTYPE

Validate stability, comfort, assembly, finish and installation for each selected object before production.

CONCEPT STATUS & REFERENCE

Original AI-generated concept studies prepared for Asaf + Mosh. Product names are working titles. Materials and forms are exploratory; no dimensions, engineering approval or manufacturing readiness is claimed. Mockup logos vary slightly and require one final vector master.

Initial visual references: user-supplied layered wall-art image; Kyle Buckner Designs / kylebucknerdesigns.com

GONZO OFF GRID / ASAF + MOSH

STAY OFF GRID.

ART / OBJECTS / FURNITURE

BRAND WORLD & OBJECT STUDIES

CONCEPT EDITION 01 / OCTOBER 2026

