

# Exclusive: Award-winning Designer Alex Perelman on Career & Aussie Projects

#### **Description**

award-winningrinternational graphic designer

Alexander Perelman, the founder of Vuga media group. Source: Supplied.

Alexander Perelman epitomizes the pinnacle of artistic prowess, boasting a glittering career as an internationally acclaimed graphic designer and art director. Embarking on his illustrious journey at a tender age of 12, Alexander has seamlessly collaborated with prestigious global conglomerates and renowned agencies, including BBDO, Proximity, and Action Moscow. His forte lies in the realms of brand identification, packaging, web, and ad design, with a rich tapestry of projects encompassing creative campaigns for industry titans such as Peugeot, Heineken, Google, Visa, and Lexus, amongst a constellation of other eminent brands. Noteworthy is his laurels from the Pentawards—an international design accolade bestowed upon him in 2016 for Best Concept, which immortalizes his mettle in the design sphere.

Presently engaged in two discreet yet riveting projects in Australia, the specifics of which he withholds in deference to confidentiality agreements. One venture is enmeshed in sculpting an avant-garde women's lingerie brand, still in its incipient negotiation phase, while the other unfurls in collaboration with a major meat producer. Despite traversing uncharted territories within the culinary domain, Alexander's unyielding confidence in conjuring impactful and intriguing designs is unwavering.

A quintessential maestro of storytelling, Perelman ardently believes in the narrative fabric that interlaces the tapestry of human connections. His mandate entails unraveling and elucidating the individual ethos of each brand, accentuating resonances with its audience. Drawing inspiration from epochs past, scientific revelations, and personal odysseys, he orchestrates narratives that transcend temporal confines whilst dwelling in the visceral recesses of memory. A testament to this ethos is his ingenious adaptation of ancient narratives and myths for a Heineken campaign, ingeniously weaving a narrative that echoes timelessness yet exudes contemporaneity.

# **Vocabulary List:**

- 1. **Epitomizes** /r'pɪtəˌmaɪz/ (verb): To be a perfect example of a quality or type.
- 2. Illustrious /ɪˈlʌs.tri.əs/ (adjective): Well known respected and admired for past achievements.
- 3. **Conglomerates** /kənˈglɒm.ər.ət/ (noun): A number of different things or parts that are put or grouped together to form a whole but remain distinct entities.
- 4. Incipient /In'sIp.i.ant/ (adjective): In an initial stage; beginning to happen or develop.
- 5. Resonances /'rɛz.ən.əns/ (noun): The quality in a sound of being deep full and reverberating.



6. Orchestrates /'ɔ:.kɪ.streɪts/ (verb): To arrange or direct the elements of a situation to produce a desired effect.

## **Comprehension Questions**

### **Multiple Choice**

1. At what age did Alexander Perelman begin his illustrious journey?

Option: 12 Option: 18 Option: 25 Option: 30

2. Which of the following agencies has Alexander Perelman collaborated with?

Option: BBDO Option: JWT Option: Ogilvy Option: DDB

EWS.COM 3. For which of the following brands has Alexander Perelman not worked on creative campaigns?

Option: Peugeot Option: Heineken Option: Nike Option: Google

4. In which year was Alexander Perelman awarded the Pentawards for Best Concept?

Option: 2016 Option: 2014 Option: 2018 Option: 2020

5. What type of projects is Alexander Perelman currently engaged in Australia?

Option: Lingerie and Meat

Option: Automobiles and Technology Option: Hospitality and Real Estate

Option: Fashion and Food

6. Which of the following is not mentioned as a source of inspiration for Alexander Perelman?



Option: Epochs past Option: Mathematics

Option: Scientific revelations Option: Personal odysseys

#### **Answer**

Multiple Choice: 1. 12 2. BBDO 3. Nike 4. 2016 5. Lingerie and Meat 6. Mathematics

## Vocabulary quizzes

#### Multiple Choice ( Select the Correct answer for each question. )

1. Which term refers to the act of changing or altering something completely?

Option: Setback
Option: Cautious

Option: Transformation Option: Ambitious

2. Which term implies constant change activity or progress?

Option: Dynamic Option: Innovation Option: Epitomizes Option: Illustrious

3. What term means the action or process of making something physically stronger or more solid?

**Option: Conglomerates** 

Option: Incipient
Option: Resonances
Option: Consolidation

4. Which term describes something that causes harm or damage?

Option: Orchestrates Option: Detrimental Option: Competition Option: Impetus

5. What term refers to the process of removing personally identifiable information from data sets?

Option: Navigating Option: Unveiling



13. The fallen tree limbs d	id not merely block the roa	d; they completely	traffic.
12. The company thrived o	on constant	and creative solution	ns for its customers.
11. After the	of the old buil	ding a modern structure emerg	ed in its place.
Gap-Fill (Fill in the bla	nks with the correct wo	rd from the vocabulary list.	)
Option: Generative			
Option: Centric Option: Capabilitites			
Option: Legible			
10. What term describes s	omething characterized by	the creation of something?	
Option: Impetus Option: Navigating Option: Unveiling			
Option: Competition Option: Impetus			
9. Which term refers to the	e force or energy with whic	h a body moves?	
Option: Predominant Option: Illustrious Option: Consolidation Option: Vigorous		NS.COM	
	known respected and admi	red for past achievements?	
Option: Setback Option: Obstruct Option: Eradicate			
7. What term is used to de Option: Opposition	scribe a reversal or check	in progress?	
Option: Vigorous Option: Anonymization Option: Regulators Option: Innovation			
	the introduction of new ide	as methods or products?	
Option: Anonymization Option: Legible			



14. In the market the company held a	position due to its superior products.		
15. The new fitness regime had a	effect on her increasing her stamina and agility.		
16. Industry were tasked w	ith ensuring that companies complied with safety		
standards.			
17. The artist's studio was a	_ space where ideas flowed freely and creative energy		
abounded.			
18. The merger marked the	of two major companies into a single entity.		
19. To protect user privacy the company implemente	ed strict procedures for		
handling personal data.			
20. The new software showcased advanced	that improved efficiency and user		
experience.			
Matching Sentences ( Match each definition to	the correct word from the vocabulary list. )		
21. The explorer proceeded through the treacherou	is terrain with a careful and prudent approach.		
22. The young entrepreneur had grand plans and a industry.	spirations for her startup aiming to disrupt the		
23. The historic landmark the city's rich cultural heritage and architectural brilliance.			
24. The startup was still in its stage with potential f	or rapid growth and success.		
25. The conductor skillfully the symphony bringing together the harmonious blend of instruments.			
26. Despite facing strong from rival companies the new product gained significant market share.			
27. The campaign aimed to poverty in the region through sustainable development projects.			
28. The poem's powerful words evoked deep emotional among the audience.			



- 29. In the global market fierce drove companies to innovate and improve constantly.
- 30. The young adults were tasked with the complex maze to reach the treasure hidden within.

## **Answer**

**Multiple Choice:** 1. Transformation 2. Dynamic 3. Consolidation 4. Detrimental 5. Anonymization 6.

Innovation 7. Setback 8. Illustrious 9. Impetus 10. Generative

Gap-Fill: 11. transformation 12. innovation 13. obstructed 14. predominant 15. vigorous 16. regulators

17. generative 18. consolidation 19. anonymization 20. capabilities

Matching sentence: 1. Cautious 2. Ambitious 3. Epitomizes 4. Incipient 5. Orchestrates 6. Opposition 7.

Eradicate 8. Resonances 9. Competition 10. Navigating

#### **CATEGORY**

1. Business - LEVEL6

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