

SELECTED MUSIC WORKS

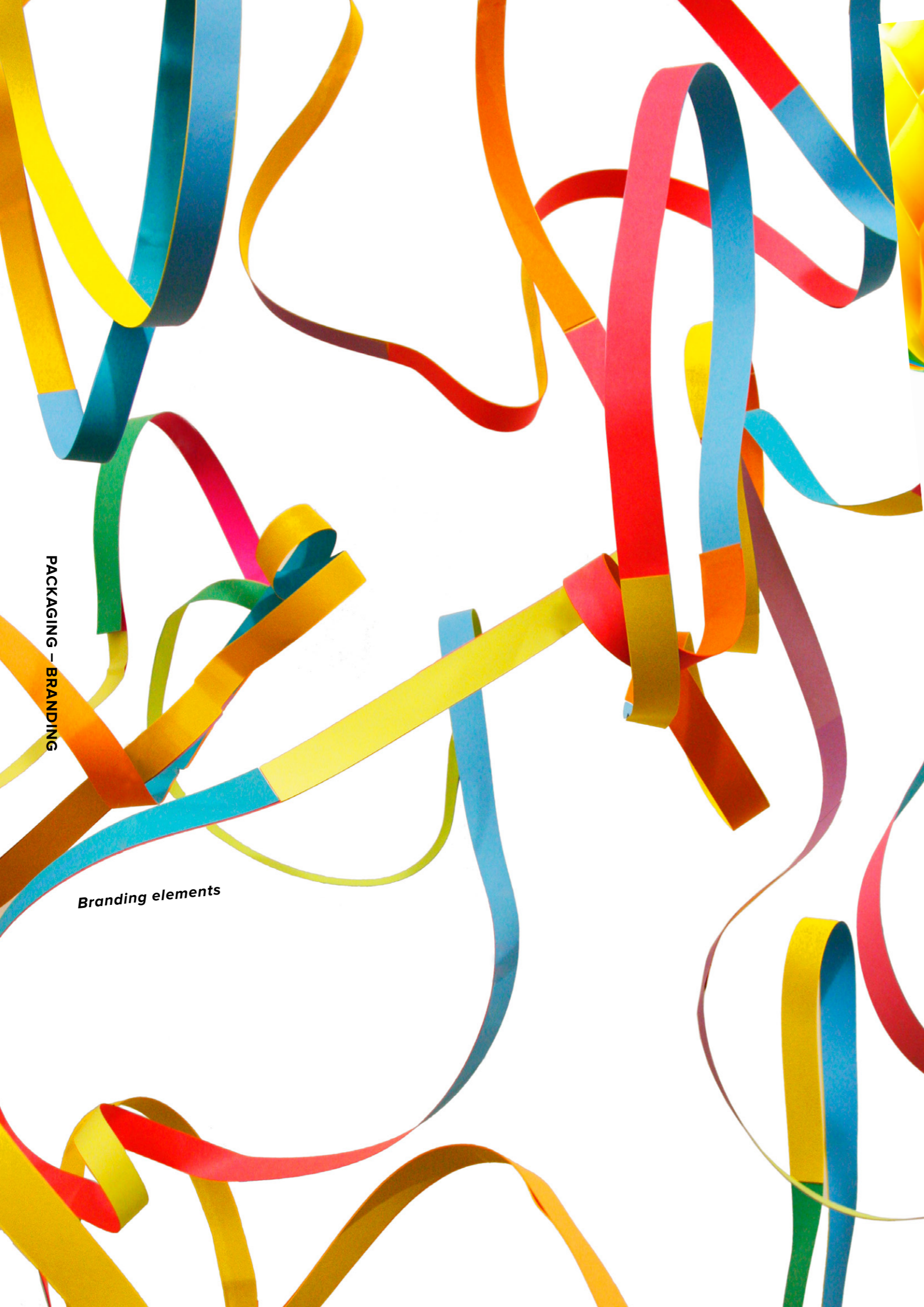
LAURA SUURONEN

LAYLA LANE

Branding, EP artwork and design for a pop duo. Layla Lane is a half Japanese, half American pop duo from Los Angeles. They were looking to break into the Japanese market, and wanted to sharpen up their image. I envisioned and art directed their brand, designed the identity, the self-titled EP, the dual-language website, and various other promotional material. I also created the paper sculpture illustrations used as a branding element. The band eventually made a Coca-Cola commercial in Japan on the heels of the EP, and ended up signing with Avex, the country's biggest pop label. 2009–2010.







PACKAGING - BRANDING

Branding elements



Promotional photography

LAYLA LANE - BE WHY



Website



STACY CLARK - CONNECT THE DOTS

Album artwork and design for a pop singer-songwriter. The label wanted to develop the artist into a more mature direction, and reflect that in the album cover. They also wanted to use an existing press photo on the cover. Unpublished. 2009.



NIGHTMARE AIR

Branding for an alternative rock band. The band was after a simple yet intriguing identity to help them establish a fan base while working towards a record deal and the release of the debut album. We defined a strategically designed one page website and a breadth of classy promotional photos as the crucial assets. Nightmare Air has since toured the world extensively and signed with labels in the US and Japan. Promotional photography by Kyle Johnson and Olivia Hemaratanatorn. 2011–2012.



Overview of brand assets displayed as an installation



BRANDING



Promotional photography



Promotional photography



Website



EPK

NIGHTMARE AIR - ESCAPE

EP artwork and design for an alternative rock band. The band wanted to continue the existing theme of trees and lasers yet do something new with it. The artwork wraps all around the digipack. 2012.

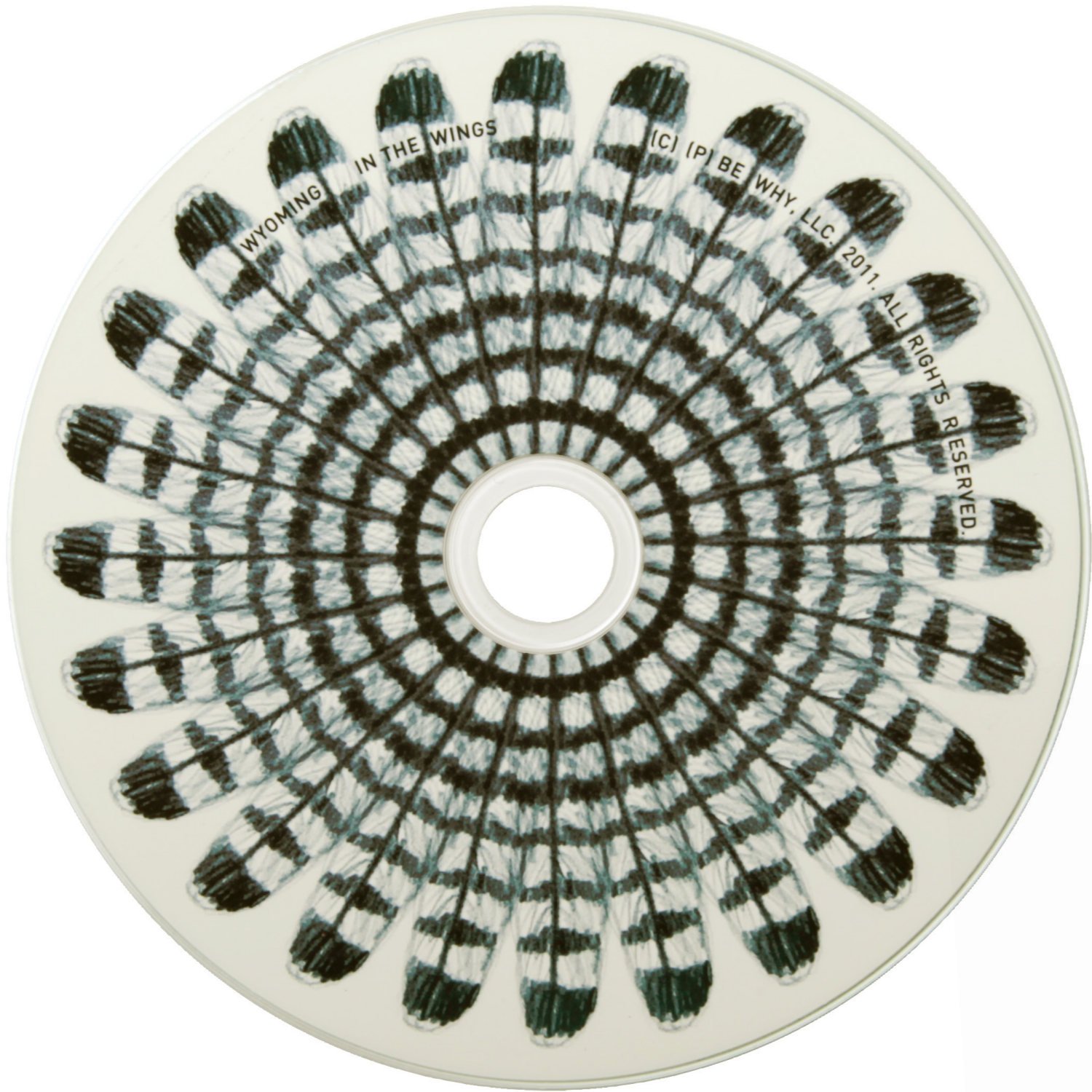


NIGHTMARE AIR

WYOMING

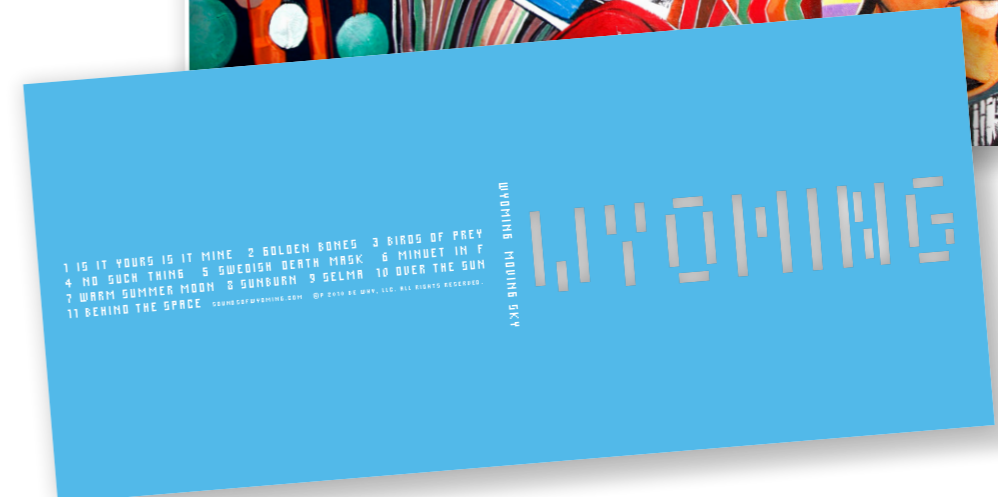
Branding and package design for an alternative folk act. Wyoming's manager was releasing his first EP digitally, and needed a physical disc for promotional purposes. The disc was packaged in the management company's sleeves. They also needed a placeholder site to establish the artist online and hold links to Wyoming's music, social media and web store. 2010–2011.





WYOMING - MOVING SKY

Album package design for an alternative folk act. The package was to reflect the open space in the music, and include a painting by the artist. Unpublished. 2011.



SWERVE

Branding for a rock'n roll singer-songwriter. The artist was finishing up his debut EP and preparing to play live shows with a band. To get the most bang for the buck, we focused our efforts on creating compelling promotional photography and a simple, functional yet recognizable graphic identity. Using these elements Swerve has gotten repeated spins not just on KROQ, but as far as in Japan, Argentina and Peru. Photography by Olivia Hemaratanatorn. 2015.



BRANDING



SWERVE

Promotional photography

swerve
R E M E D Y

swerve
EVERYTHING

Digital single covers

THANK YOU!

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