

The RegularSwitch creative agency has increased in São Paulo

Selected among many applicants to represent the design during the year of France in Brazil, the artistic director Julien Sappa held in 2009 an exhibition at SESC in São Paulo, in collaboration with Rico Lins, notorious Brazilian designer, and the French Christelle Kirchstetter, director of Chaumont Museum.

It only took one day for São Paulo conquered the young entrepreneur. The revelation came on a visit to São Paulo Cultural Center: “The city has everything I love in a big city: Cultural effervescence and creative energy that offer endless possibilities”.

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In 2012, the writer and screenwriter Fernanda Young hired him and gave freedom to create visual communication, scenography, multimedia installation and website of an innovative project: the book-installation “The crazy under the white”, exposed at MIS (Museum of Image and Sound) in São Paulo.

After 14 years as a member of Trafik studio in Lyon, Julien Sappa joined with the developer Matthieu Pons, based in Berlin and set up in 2013, in São Paulo’s city , RegularSwitch creative agency, with the director of digital marketing Ana Paula Souza.

Visual identity, graphic design, websites, apps, books, digital facilities and scenography. The RegularSwitch creates cross communication strategies, combining the possibilities of the digital world to the needs of brands and institutions.

Attuned to dialogue between digital and print, the RegularSwitch will participate in October of “Selected” conferences, in Bilbao. “This creation process provides a fruitful dialogue between the two universes,” explains Julien Sappa.

There is also an innovation in the process of being launched in Brazil, the “Wall of Sound” musical wallpaper made of QR codes that open videos or music, composing the new portfolio created by the agency.

Another project under the direction of RSW developed between two European cities - Madrid and Lyon - the show-room PLUG PLAY offers from five years new digital printing techniques focused on interior decoration for shops, cultural venues, restaurants and hotels.

Communication strategies offered by the agency also contemplate the universe of social networks and their new dynamics. “We present brands without being invasive, and strive to create communities based on common values,” said Julien. “We also create applications that can measure the impact of campaigns that have developed in the digital environment”, says Ana Paula Souza, offering its digital expertise to brands agency clients.

The RSW received in 2015 a prize at the 11th Biennial of Graphic Design from Brazil for the design of the site of Triptyque architecture agency.

Recently, this year, a graphic designer and a programmer joined the Regular Switch Team, registered in the Franco-Brazilian Chamber of Commerce in São Paulo.

Learn the agency’s projects: <http://regularswitch.com.br>

Our expertises

Graphic design

- Artistic direction
- Logotype and visual identity
- Branding book
- Poster, book, catalogue and printed
- Commercials
- Packaging
- Scenography and stage design
- Signage

Internet & digital communication

- Website
- App. (iOS & Android)
- Multimedia installation
- Concept development for digital project
- Social media strategy
- Social media management
- Search Engine Optimization (SEO)



Julien Sappa & Matthieu Pons



Ana Paula Souza

