

FEB 26

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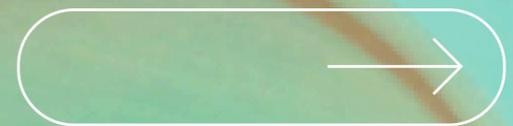
ISSUE / 03

From

DM
CG
GLOBAL

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See what landed this week



...derless creative expressions
...urthest thing from ordinary

... This is what's circulating at DMCC Global

The messages that are building momentum

...the stuff that pulled us in

The joy of continuous digital



/ 0 1

“An invitation to explore”

Bruce Mau Design (Toronto and New York) recently re-designed The McMichael in Toronto.

The studios mantra is design for distinction and they've achieved this with a central idea to clarify and reposition the brand - The McMichael as “an invitation to explore.”





As the agency says of the work "This core concept frames the McMichael as a welcoming and dynamic place, one that invites everyone in to explore the art, ideas, and diverse identities that shape Canada."

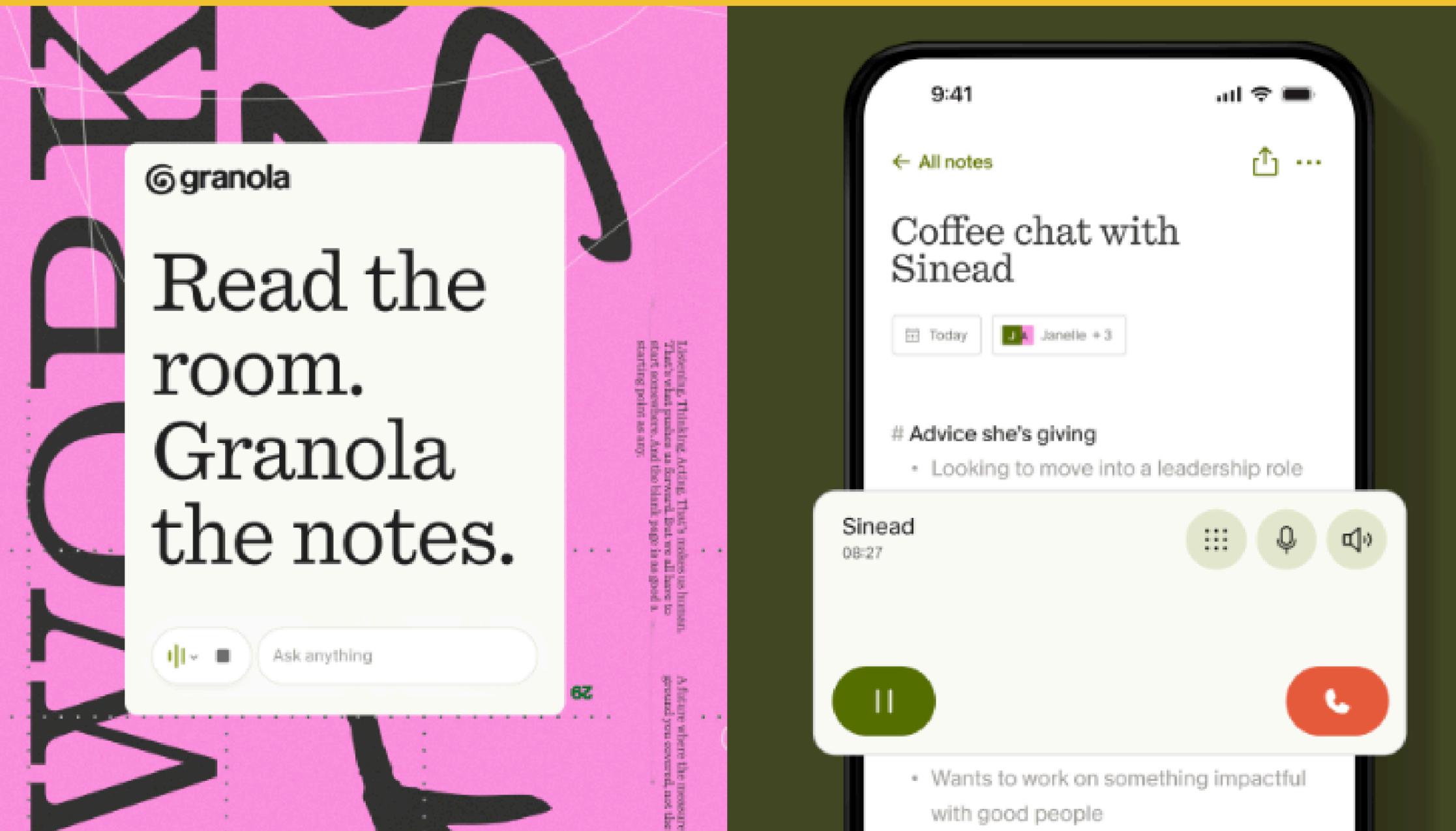


We love the **flexibility of the system** to accommodate different artists and genres and exhibitions.

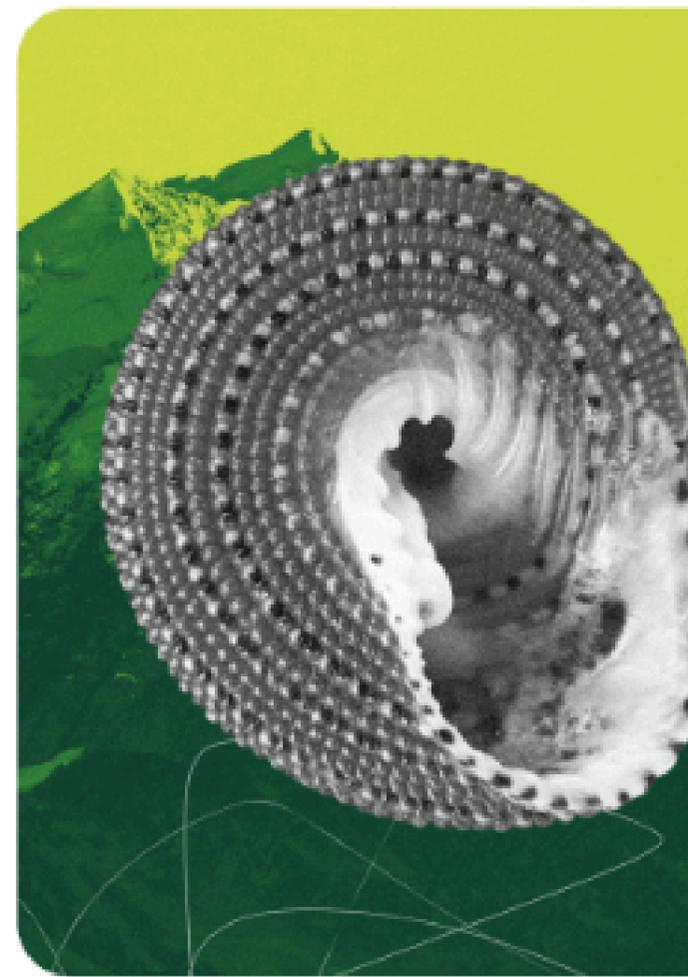
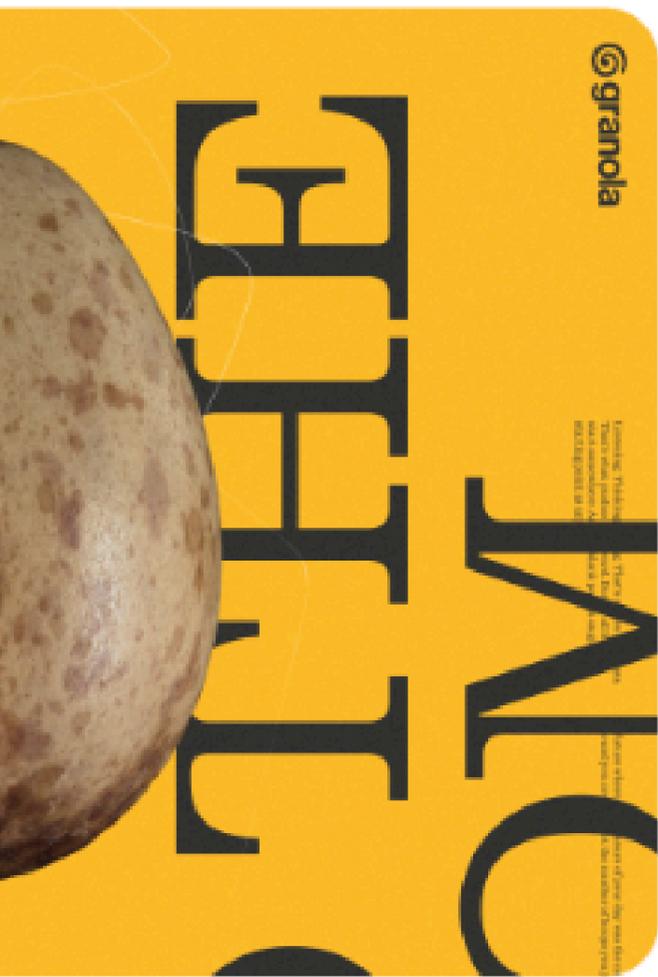
Read more **here**

Calm at the centre of the chaos.

Working with London-based agency **Ragged Edge**, Granola has moved away from a scrappy startup look towards a brand that feels trustworthy, considered and scalable, without losing personality.



A redesign that turns “progress over process” into **something you can actually feel**, with a calm intelligence rooted in the brand.



 **granola**

Read more [here](#)



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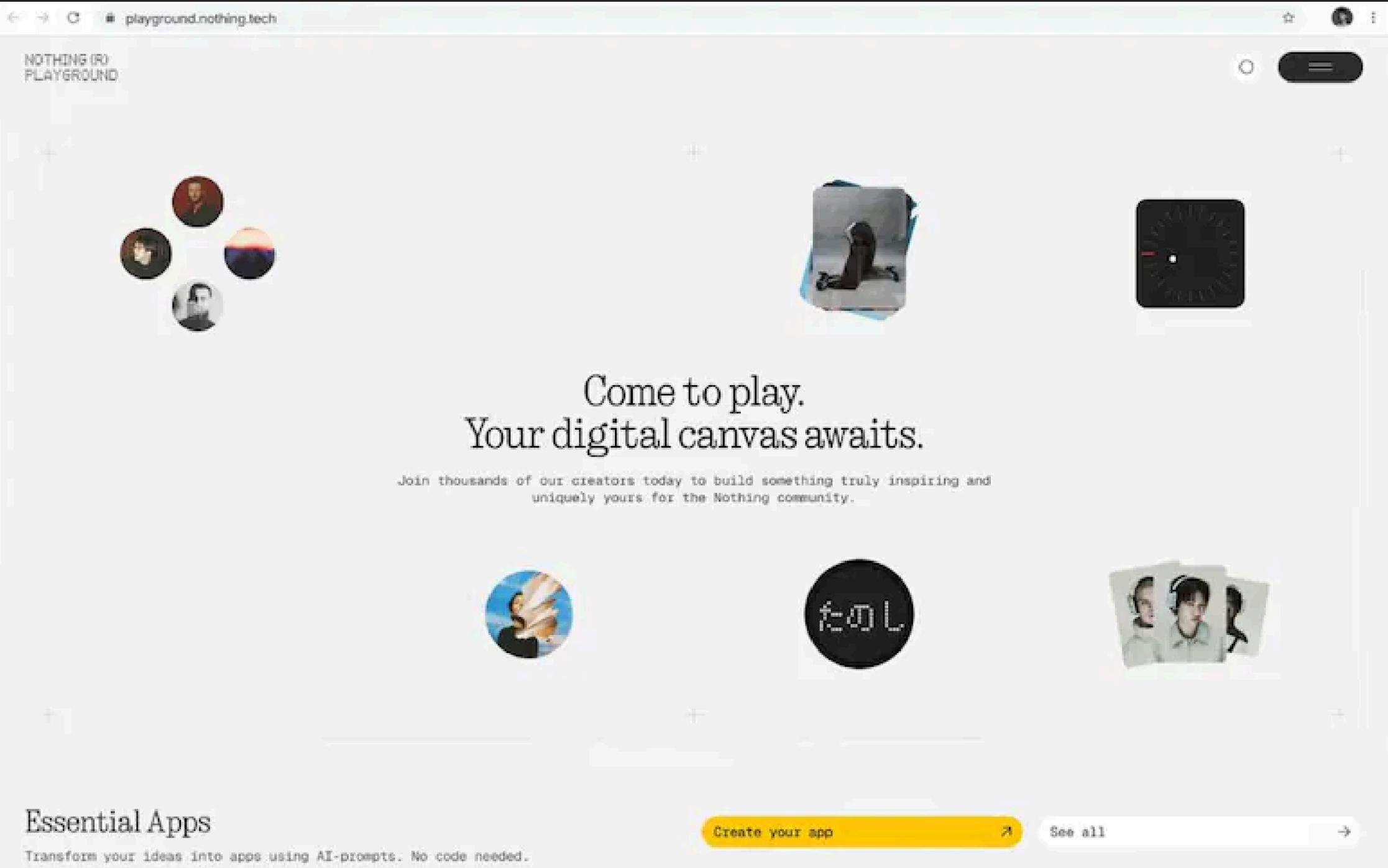
When the execution *is* the idea.

Designed by Iris, we loved this recent UK OOH activation from Pizza Hut: the “Vertical Pizza Box” builds. It’s simple, physical, and properly craft-led, the execution is the idea.

A nice reminder that **3D thinking in the real world can still cut through harder** than another polished digital asset.

Read more [here](#)

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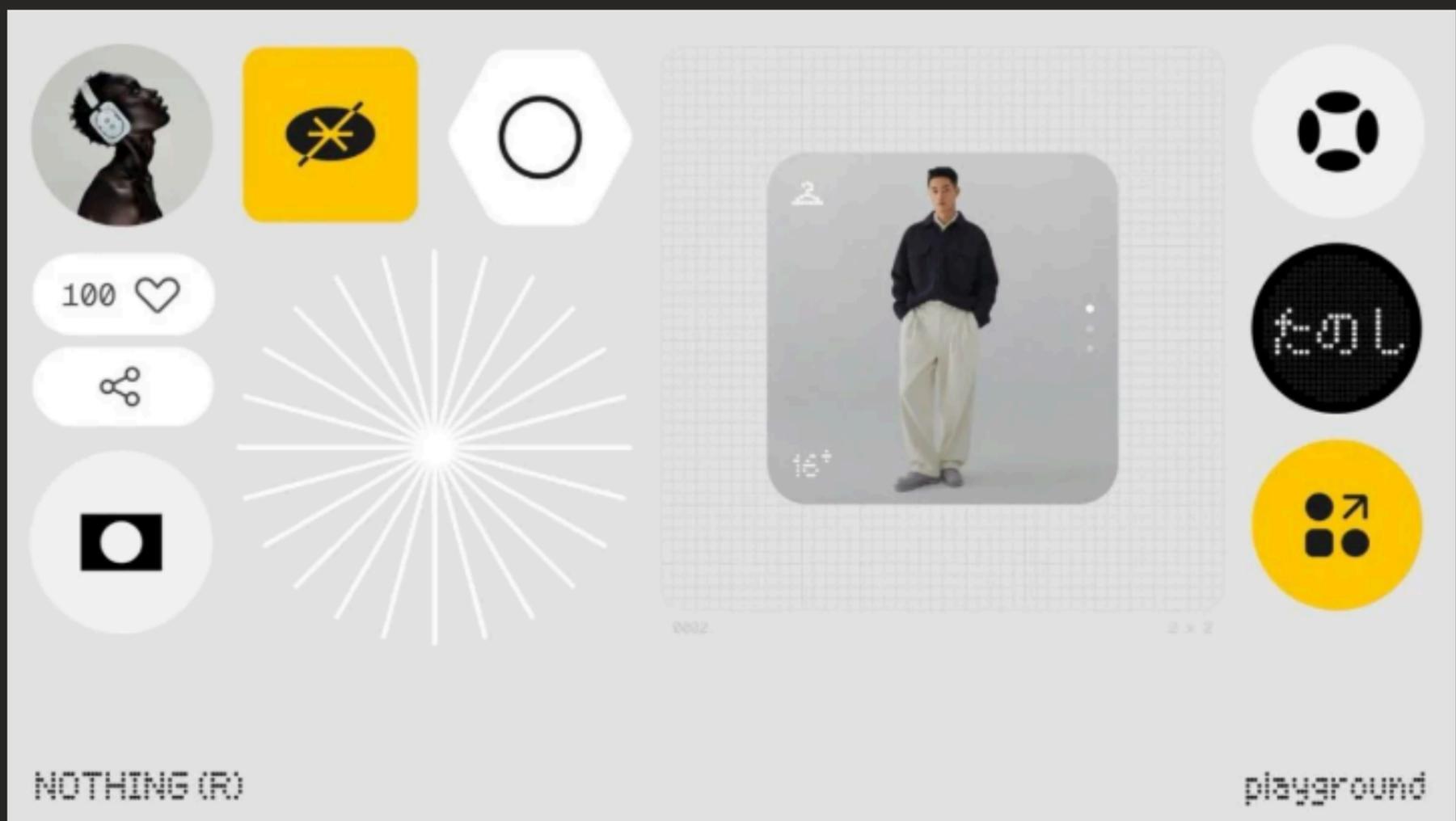
The no-code future, in your pocket.

Nothing's Essential Apps Builder is an innovative AI tool that lets users create custom mini-apps and widgets simply by describing what they want in natural language.

While still in beta, it already shows how **easy and fun it can be to build personalised tools** directly on your phone.

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What makes Nothing's Essential Apps Builder so impressive is its no-code approach, **deep integration with the phone's system**, and ability to **quickly generate and refine widgets** tailored to your needs.



It represents a bold step toward a more creative, AI-driven smartphone experience where users can design their own tools instead of relying only on traditional apps.

Read more [here](#)

From iPhones to Ferraris.



/ 0 5

Seeing **Jony Ive** influence automotive design is a reminder that great design isn't about industry, it's about principles.

Tactile controls.

Intentional restraint.

Human-centred decisions.

Tech could learn a lot from this approach.

Read more **here**

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The image features a stylized logo centered on a circular background. The background is a gradient of teal and blue, with several concentric, overlapping circular bands in various shades of these colors. The logo itself is composed of white, outlined characters. The top row contains the letters 'D' and 'M', and the bottom row contains 'C' and 'G'. Below these four characters, the word 'GLOBAL' is written in a clean, sans-serif, all-caps font. The overall aesthetic is modern and professional.

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