



TZ Brings 'Infinite Space' to Bravo

By [Katie Makal](#)

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A new month begins with a network redesign: **TZ** was commissioned to give **Bravo**, the film and arts network, a new look. The new channel identity launched Feb. 1. TZ provided a description of the philosophy that guided their redesign of the network. The guiding idea is called "Infinite Space."



Bravo IDs

[3.1 MB QuickTime 3 Movie](#)
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"The new Bravo philosophy prescribes taking everyday events and performing them in uncommon ways. In fact, what we have created is a space that belongs to Bravo alone. In this space, logic and perception work at odds to create playful events that are unpredictable, surprising, and ever-changing.

"Our perception of events is guided by what we have been trained to understand or what our minds expect to be true -- common sense dictates logic and order. For example, the "familiar" law of gravity says that if something goes up, it will most certainly come down. But what and where is down? We beg the question: Is space defined by gravity, or is space defined by your perception of gravity? In the new space of Bravo, down can be anywhere.

"By taking those familiar rules and juxtaposing them, we've created a visual dialogue with the audience that is entertaining and engaging. Bravo's space is



where we challenge the viewer and make them part of the experience of "Not your Everyday." Bravo breaks conventional rules and rewrites the standard of perception. The viewer will come to expect the unexpected and continuously play within the boundaries of Bravo.

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"This concept-led strategy will enable Bravo to constantly reinvent and enliven its space using celebrities, new people and looks that acknowledge contemporary styles. Simple construction still enables communication of the environment that will give flexibility to future productions. We feel that this classic simplicity will be both fun and easy to live with, and will give Bravo an image with great longevity."

CREDITS

Client: **Bravo**

Vice President, On-Air Promotions:	Stuart Selig
Senior Vice President, Affiliate Marketing and Public Relations:	Caroline Bock
Executive Vice President and General Manager:	Ed Carroll
Vice President, Scheduling and Operations:	Jill Hansen

Design Company: **TZ, New York City**

Creative Director:	Iain Greenway
Producer:	Phylisse Cook
Designer/Director:	Dale Ide
Animator:	Mike Cushny
Composite Artist:	Udi Edni

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