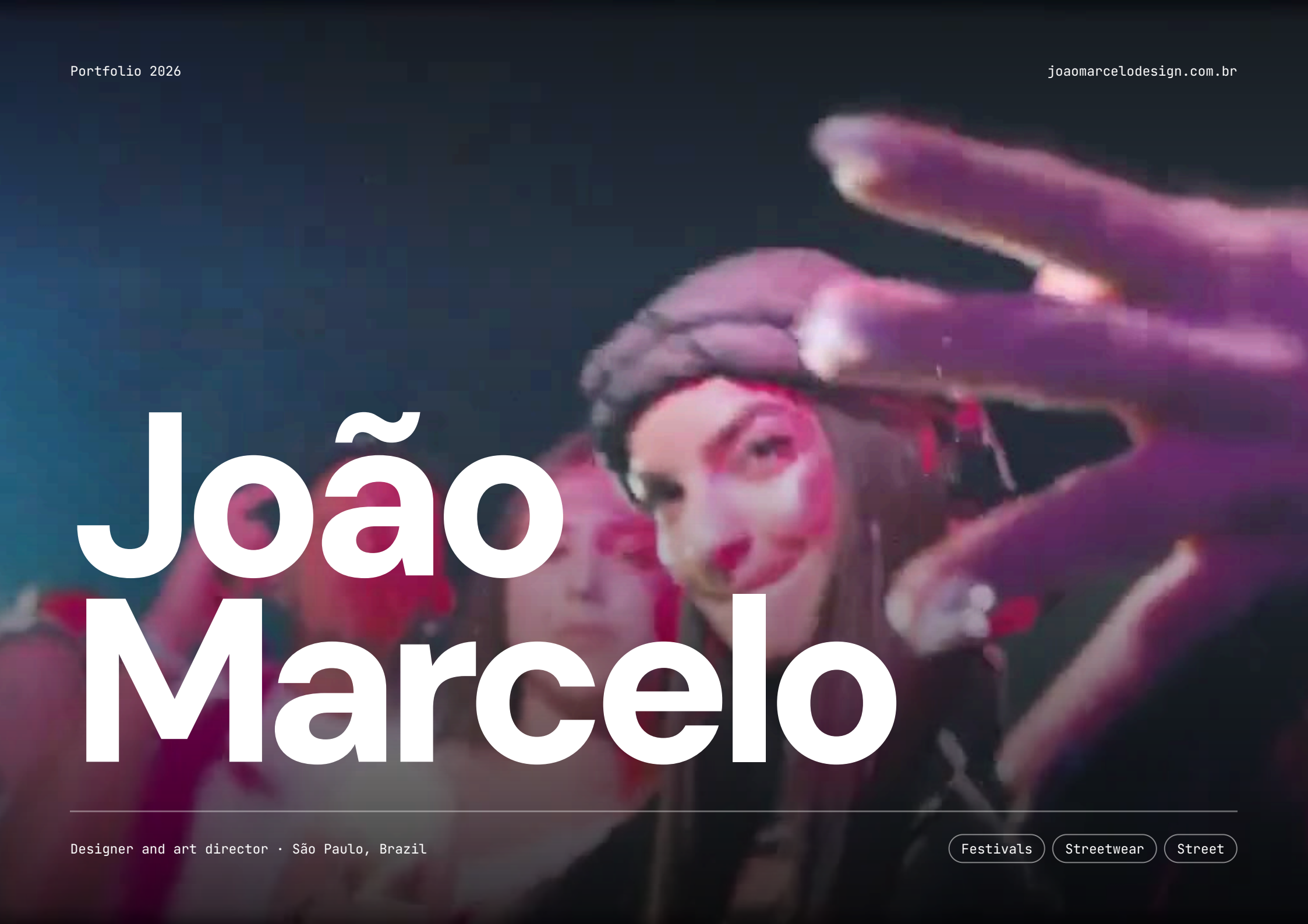


João Marcelo

Designer and art director · São Paulo, Brazil

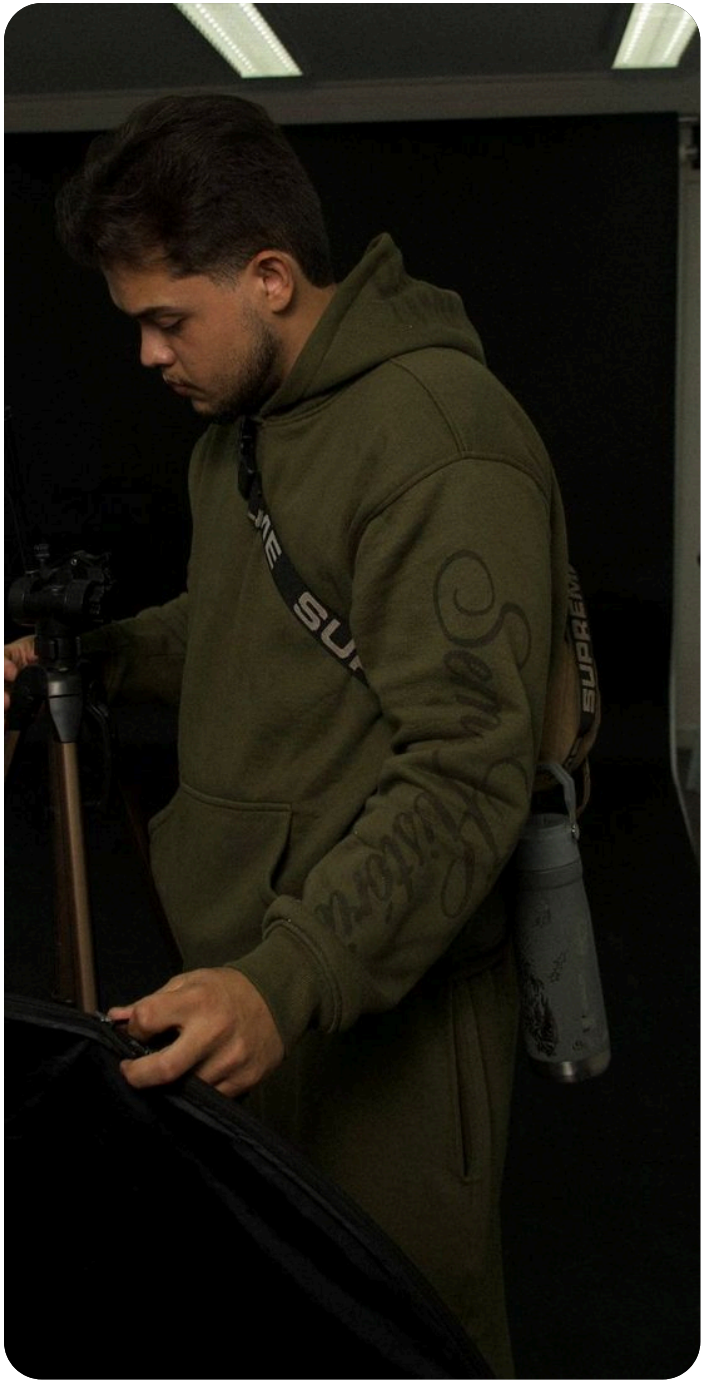
Festivals

Streetwear

Street

Work 08

01	Planeta Urbano Festival	Two Ribeirão Preto festivals, one identity.	Events & festivals
02	Bussfly	The brand's designer since the first drop, in 2019.	Fashion & streetwear
03	Wild Trap	Four Wild editions, each with its own look.	Events & festivals
04	Joga Buss × New Balance	A 1v1 challenge for R$3,000 on a court high up in Vidigal.	Events & festivals
05	CorreBuss	Group runs through downtown, with music, challenges and numbered shirts.	Events & festivals
06	Posters and flyers	Made to be pasted on the wall.	Graphic art
07	Music covers	Cover, back cover and release invitation.	Graphic art
08	Bussfly Store	Bussfly's online store, updated with every drop.	Websites



About

I design for festivals, clothing brands and the street.

Over 5 years in design. I was the lead designer for Planeta Urbano and Wild Trap, handling everything the crowd sees: stage screens, signage, posts, cups and lanyards. I've been Bussfly's designer since 2019, designing the garments, the drops and the look of the brand's events, like Joga Buss and CorreBuss. I'm also art director at Astera Estúdio.

Based in	Experience	Now
São Paulo, Brazil	5+ years	Art director at Astera Estúdio

What I do

Festival identity	Stage screen content	Art direction	Graphics & collections
Wheatpaste posters and flyers	Print-ready files & production	Signage	Website & store

Worked with

Planeta Urbano Festival · new balance · BUSS · Red Bull · WTF · Joga Buss · Wilson Sporting Goods · Joga Favela · Ribeirão Trap Festival · Visão Vidigal · Wild · Astera

Planeta Urbano Festival

Two Ribeirão Preto festivals, one identity.

Planeta Urbano was born from merging Wild Trap Festival with Ribeirão Trap Festival. The new festival needed a brand of its own, stronger than the two it came from and big enough for a line-up with Matuê, Supernova, MC Tuto, Recayd Mob and Cynthia Luz.

Editions

2024 and 2025

Role

Art direction, visual identity and graphic applications

Deliverables

Identity, stage screens, social media, posters, billboard, signage, merch and sponsor assets

Full case on the website ↗









Bussfly

The brand's designer since the first drop, in 2019.

Give a streetwear brand its own face in a crowded market, and keep that face standing with a new drop almost every month.

Period

Since 2019

Role

Brand designer

Deliverables

Identity, graphics and garment design, drops, stickers, posters, tech packs and online store

Full case on the website ↗



BUSS





Wild Trap

Four Wild editions, each with its own look.

Wild runs trap festivals in different cities for different crowds. Each edition had to sell tickets with its own look, without losing the link to the producer.

Editions

Wild Trap Festival in Ribeirão Preto and Piracicaba (2023), Deluxe 2023 and Deluxe 2024

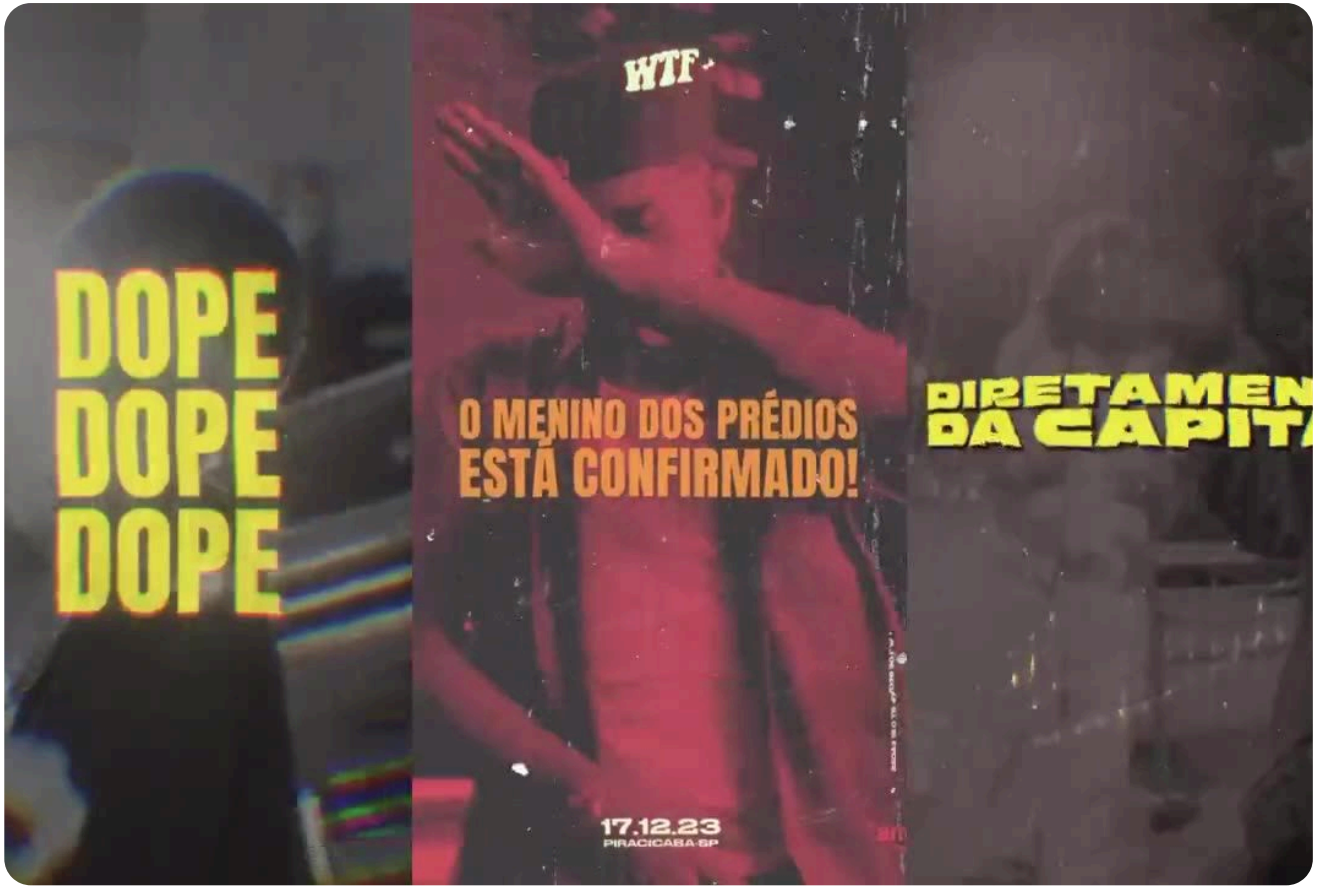
Role

Design and art direction

Deliverables

Identity for each edition, social media, sponsor assets, cups, lanyards and billboard

Full case on the website ↗









Joga Buss × New Balance

A 1v1 challenge for R$3,000 on a court high up in Vidigal.

Joga Buss is Bussfly's street football project. The first edition was a 1v1 challenge for R$3,000 on a court in the middle of Vidigal, during World Cup season, with everyone playing in New Balance boots.

Date

06.06.26, Vidigal, Rio de Janeiro

Role

Identity and art direction, shaping ideas with the Bussfly team

Deliverables

Logo, poster, court flags and banners, prize kit and social media

Full case on the website ↗









CorreBuss

Group runs through downtown, with music, challenges and numbered shirts.

CorreBuss mixes group running, music and challenges, like a 100-meter sprint for a piece from the brand. Beyond the big editions, there's the monthly Treino da Firma.

Editions

2 in São Paulo and 1 in Ribeirão Preto, with Red Bull

Role

Identity and art direction, shaping ideas with the Bussfly team

Deliverables

Flyers, route map, numbered shirts, balaclava and social media

Full case on the website ↗









Posters and flyers

Made to be pasted on the wall.

Each series follows the place where it gets pasted: Planeta Urbano's cartoon style in Ribeirão Preto, bandana blue in downtown São Paulo, CorreBuss red and black.

Type

Wheatpaste posters and flyers

Role

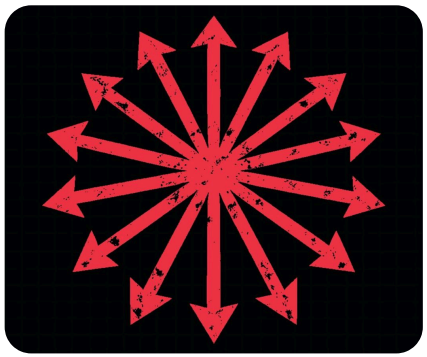
Graphic design and art direction

Full case on the website ↗









Music covers

Cover, back cover and release invitation.

The album became a board game: the cover is the game box, the back cover is the board with the tracks, and the release invite follows the same game.

Type

Single and album covers

Role

Art direction and design

Full case on the website ↗









Bussfly Store

Bussfly's online store, updated with every drop.

The store follows the brand calendar. With every release the top banner changes, the announcement bar carries the week's actions and the “No ar agora” (live now) shelf shows the new collection. CorreBuss, Joga Buss and the brand events each have their own page inside the store.

Website

bussfly.com.br

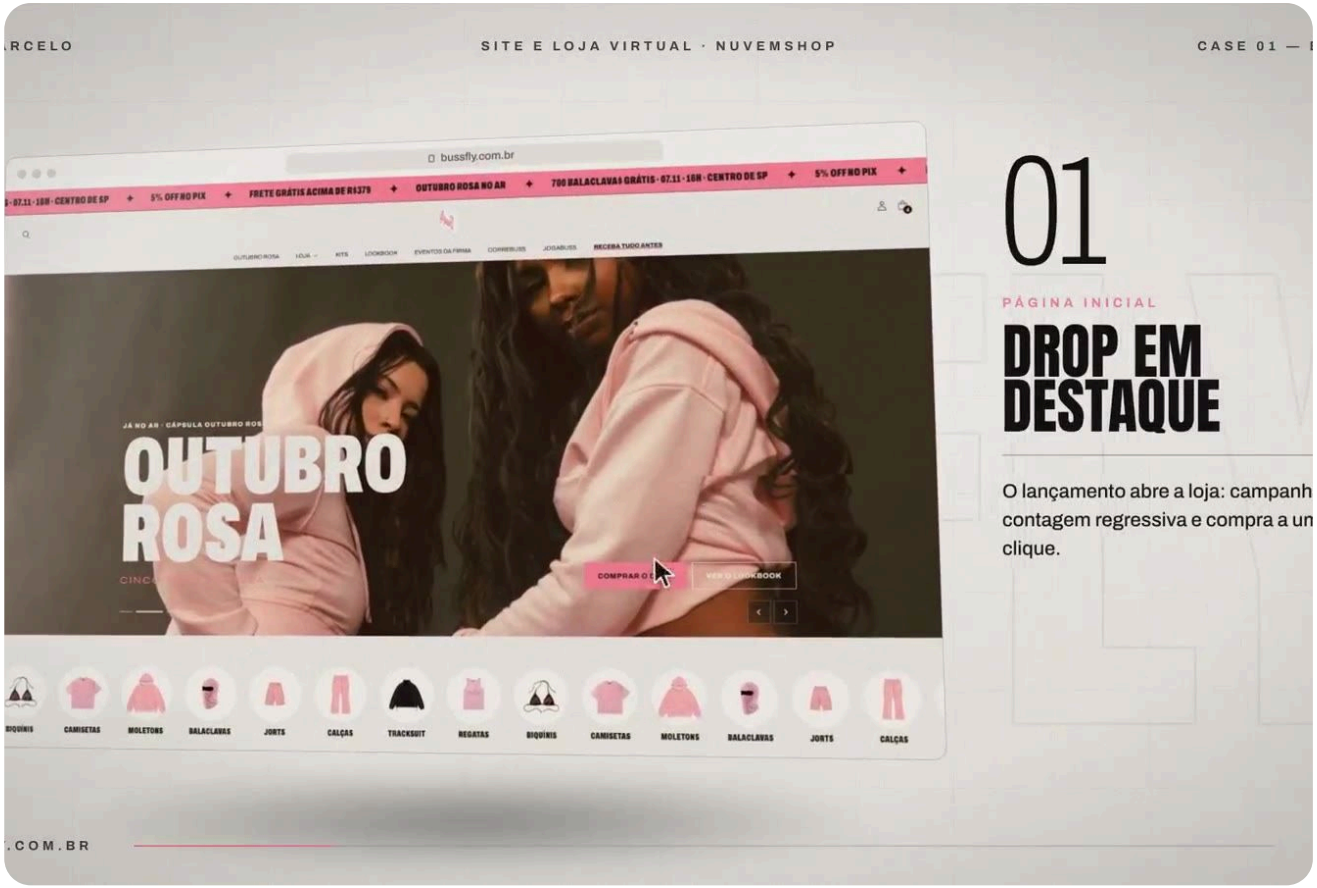
Role

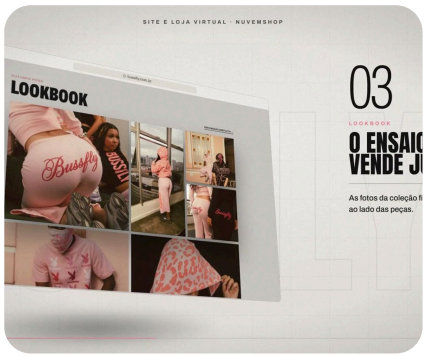
Store design and build

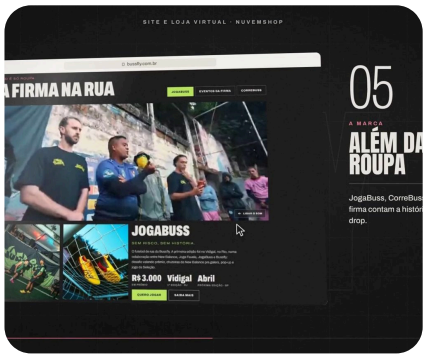
Deliverables

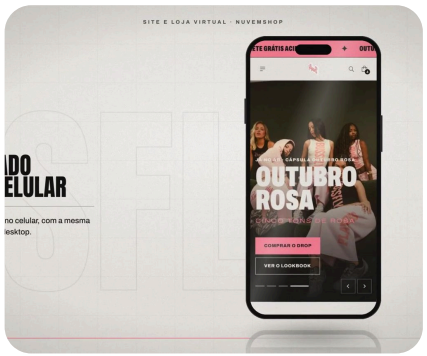
Layout, banners for every drop, collection structure and event pages

Full case on the website ↗









Contact

Let's make the next one together.

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