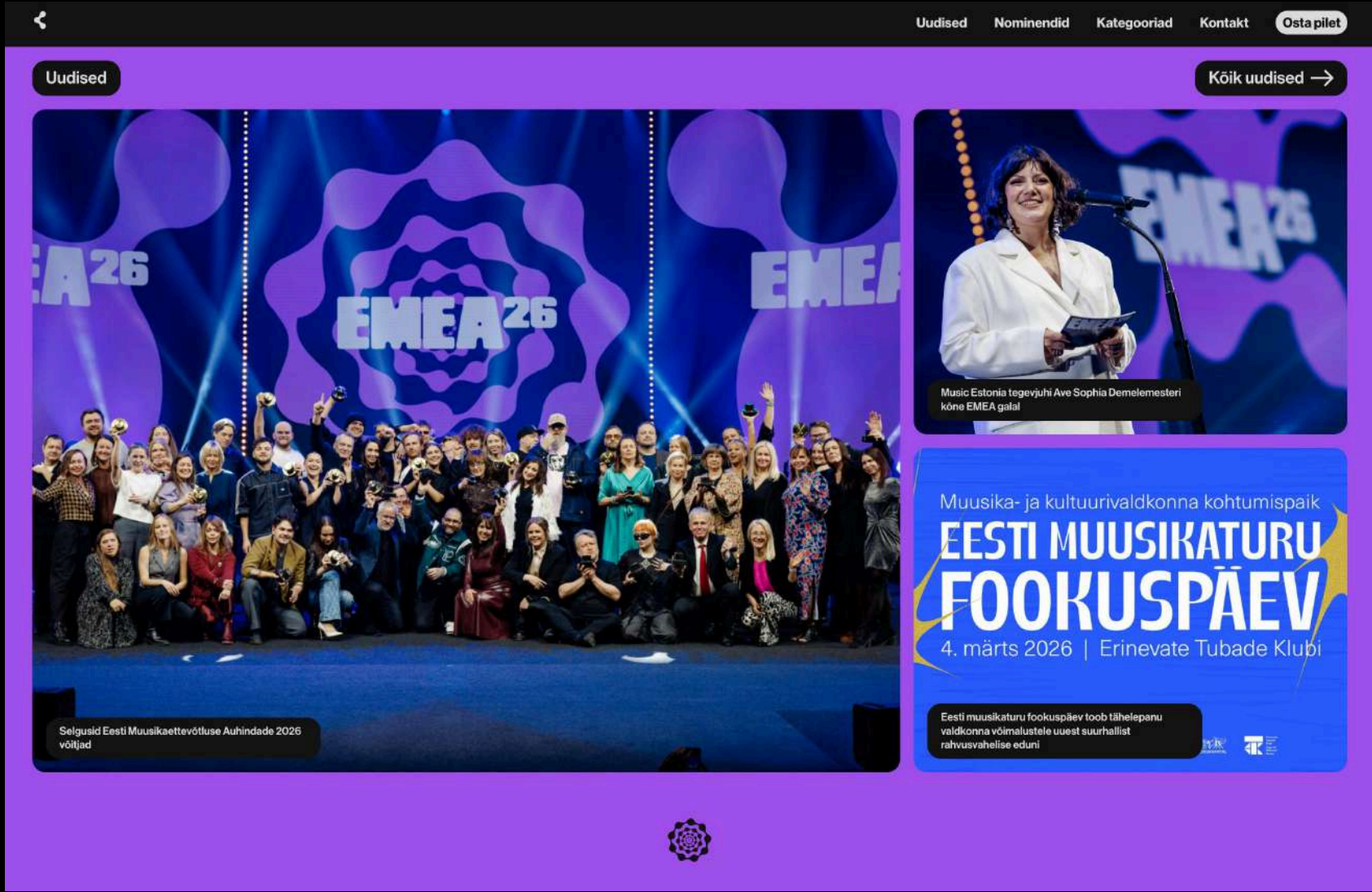
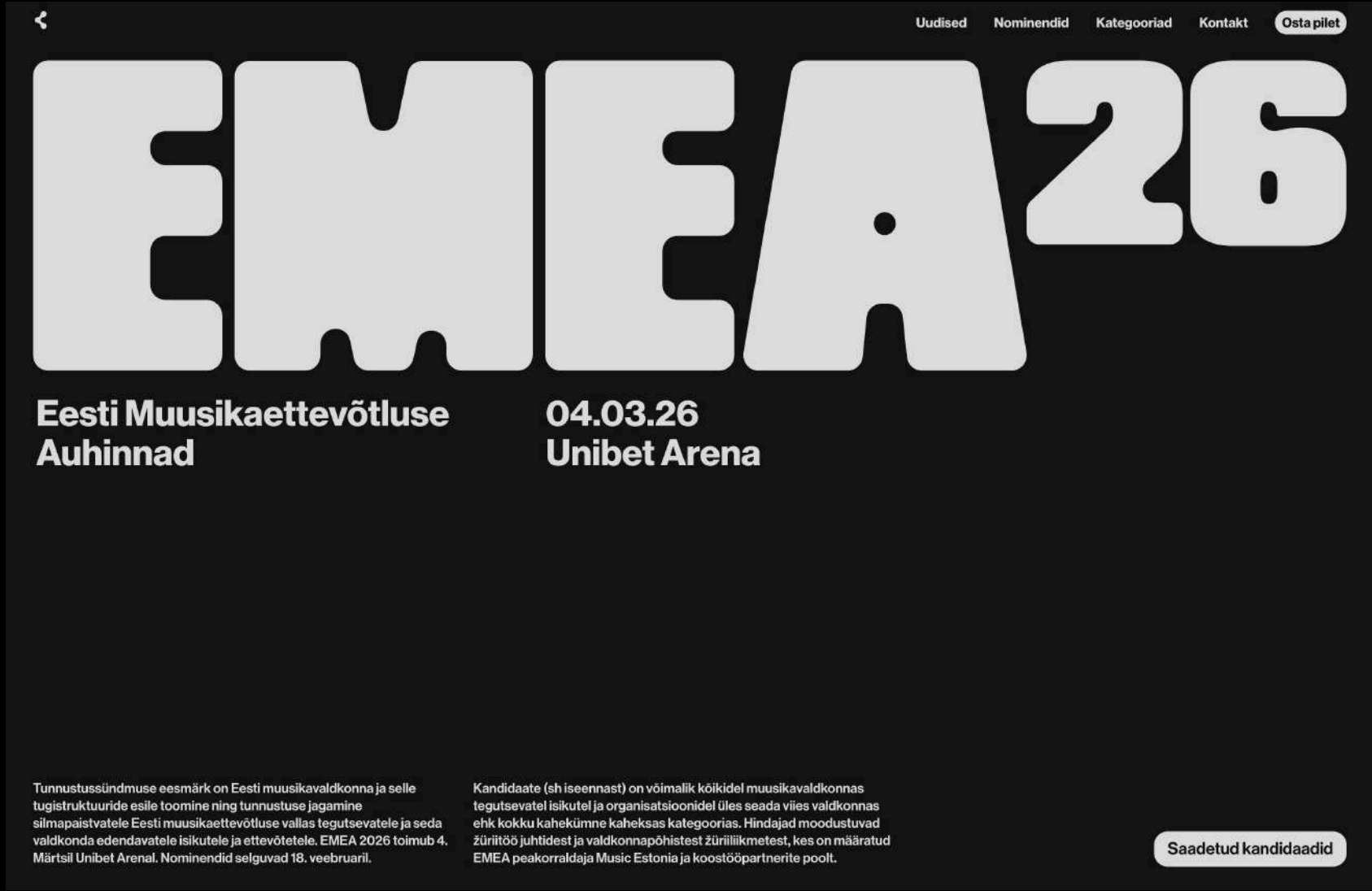
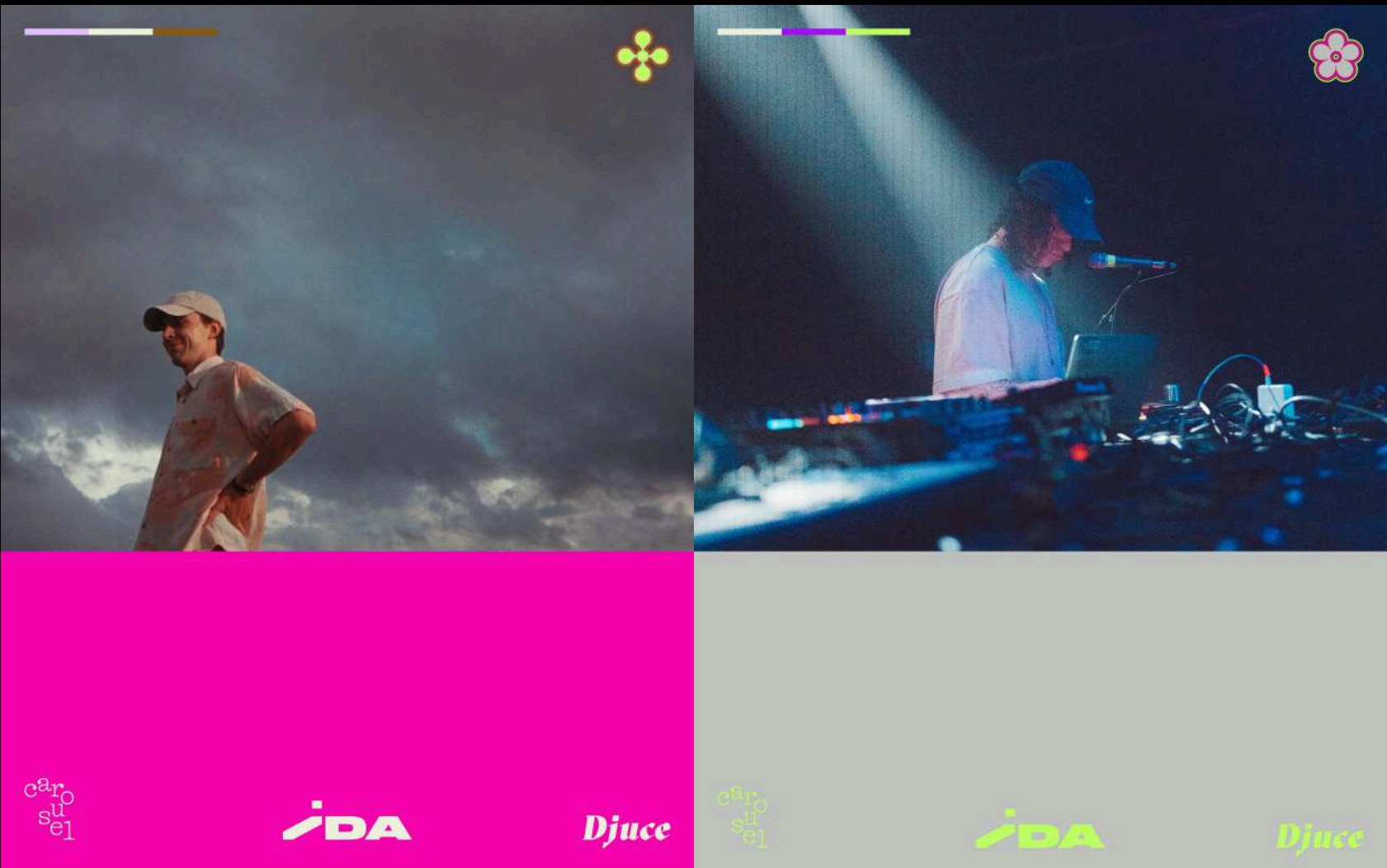


The visual identity for EMEA — the Estonian Music Industry Awards — is based on the motifs of a circle and a link, symbolising the connections between different participants in Estonia’s music sector while also referencing the cogwheel motif of the previous visual identity. The flexible design system brings the event’s digital and print materials together into a cohesive whole.

Design: Jaan Pavliuk
Web Development: Oliver Udeküll
<https://emea.musicestonia.eu/>



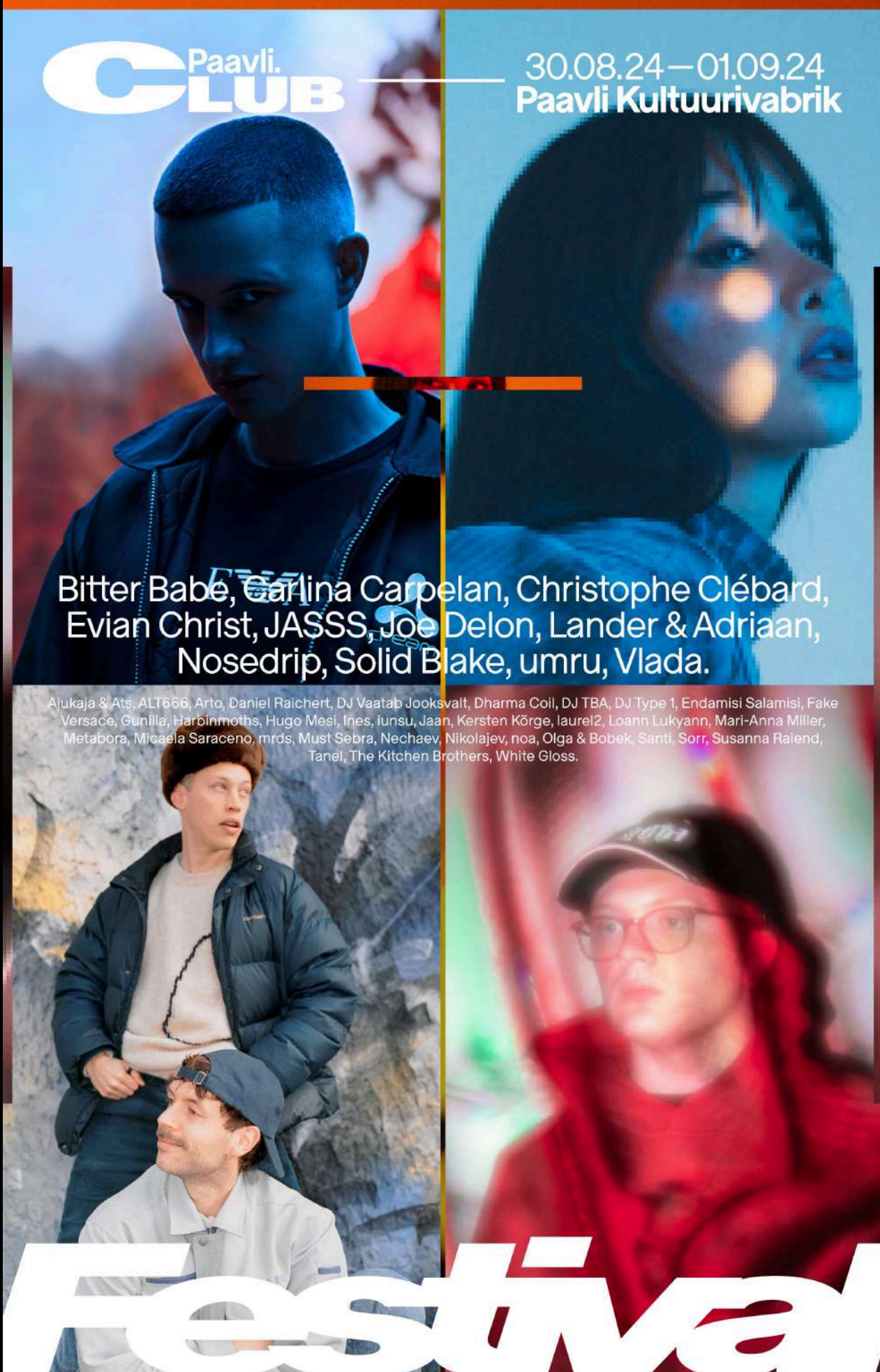


Carousel Selections is an importer of curated craft beers and natural wines. The visual identity reflects the company's playful approach and broad product range. A layered colour palette and dynamic graphics across the website and social media evoke the lively and even dizzying atmosphere of a carousel or amusement park.

Design: Jaan Pavliuk
Web development: Oliver Udeküll
carouselselections.com
[Instagram](#)

The identity captures a fleeting moment inside a club: blinded by strobes, refocusing through haze, with faces, performers and fragments of colour merging into a blurred sequence. Rather than referencing past eras of dance music, Paavli.CLUB explores emotion and sensory experience, leaving space for new interpretations of what an electronic music festival can look and feel like.

The visual identity won the 2025 EMEA Award for Music Event Design of the Year.



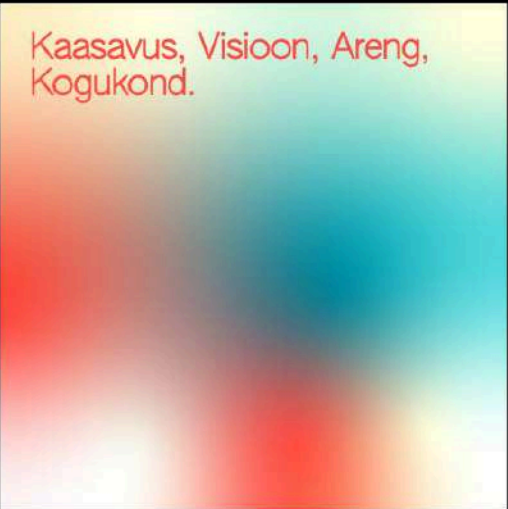
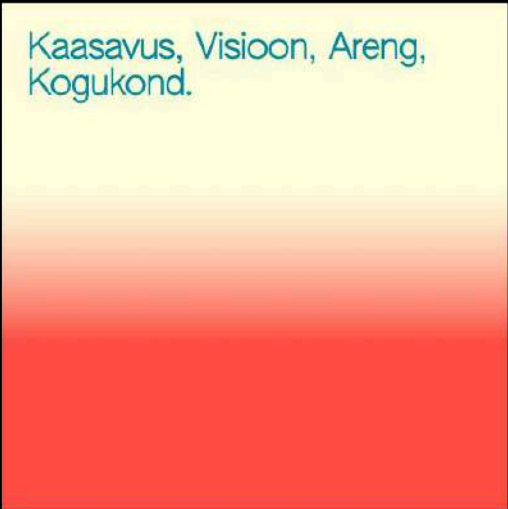
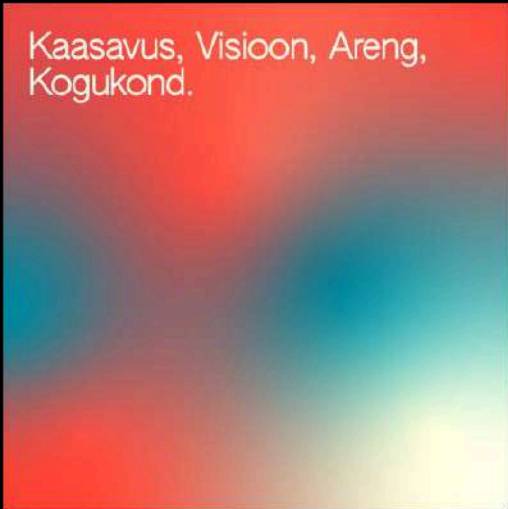
Link to animation: https://drive.google.com/drive/folders/1dByXYg4eYnPTEjf9hp3T_FLdfuAxOZlk?usp=sharing

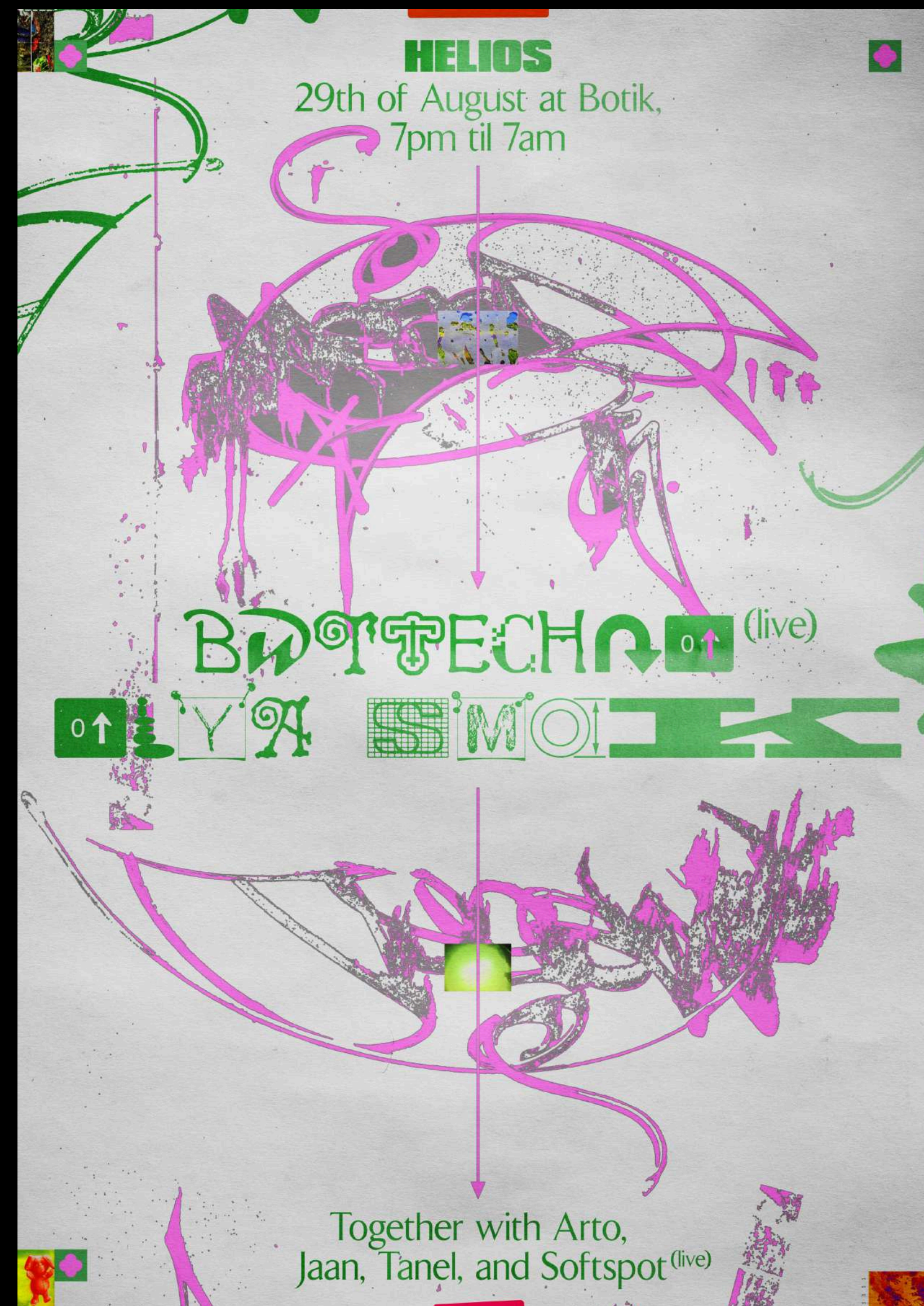
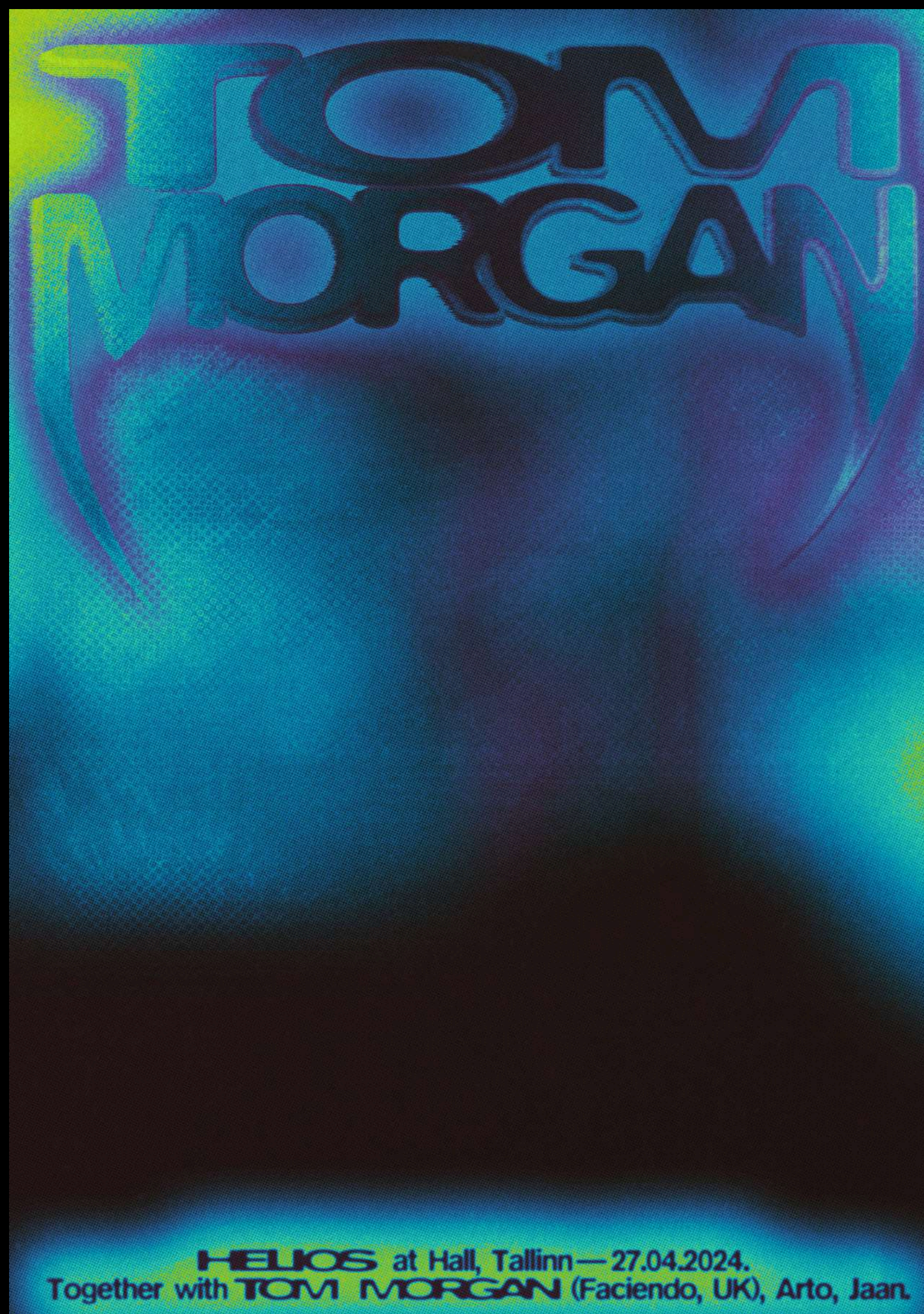
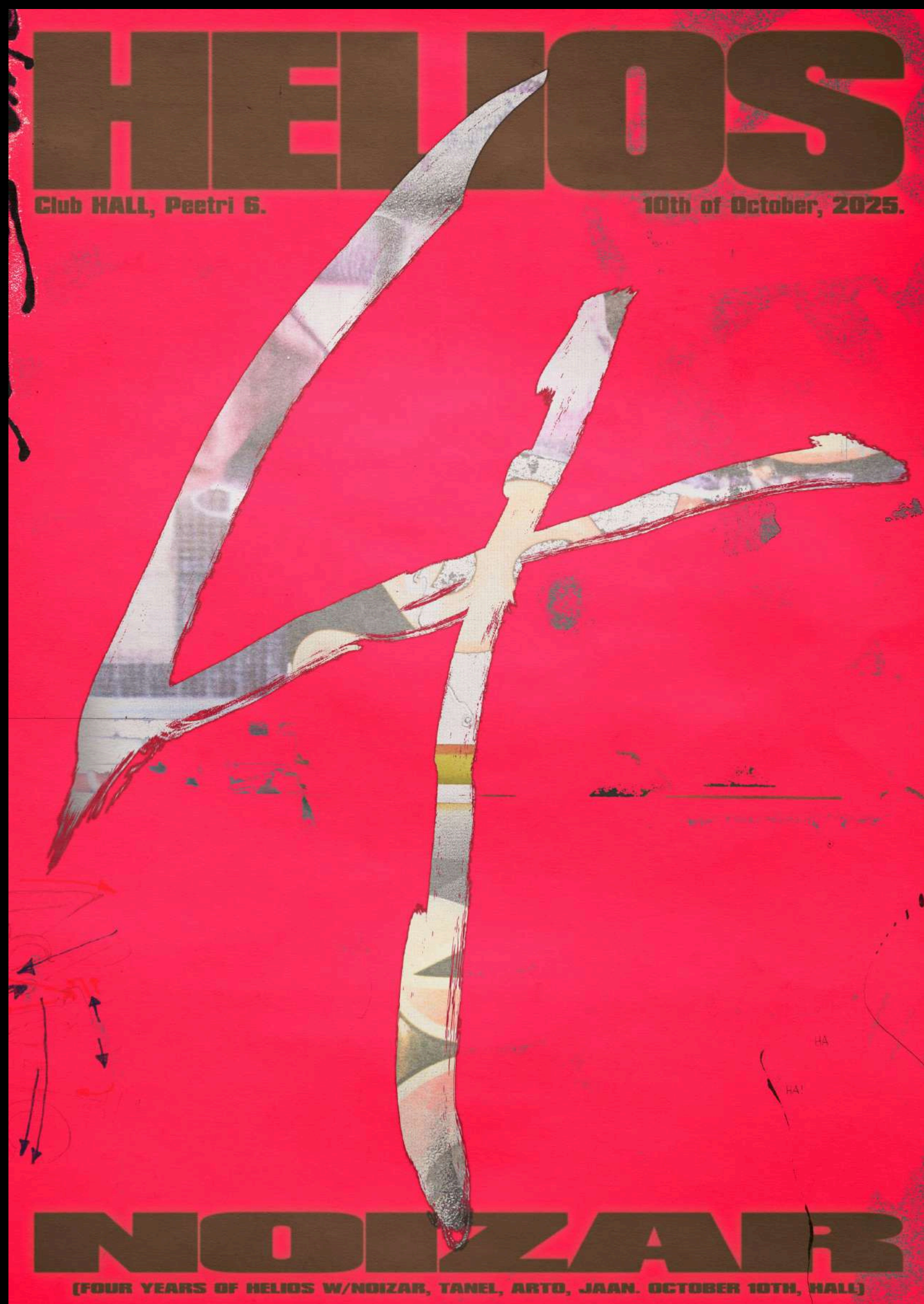
Ragnar Klavan’s election campaign identity is built around the central slogan “Football is for Everyone!” and aims to convey change, hope and a new beginning. The visual approach supports his vision of a more open future for Estonian football, while building trust and presenting Klavan positively as a person, advocate and leader.

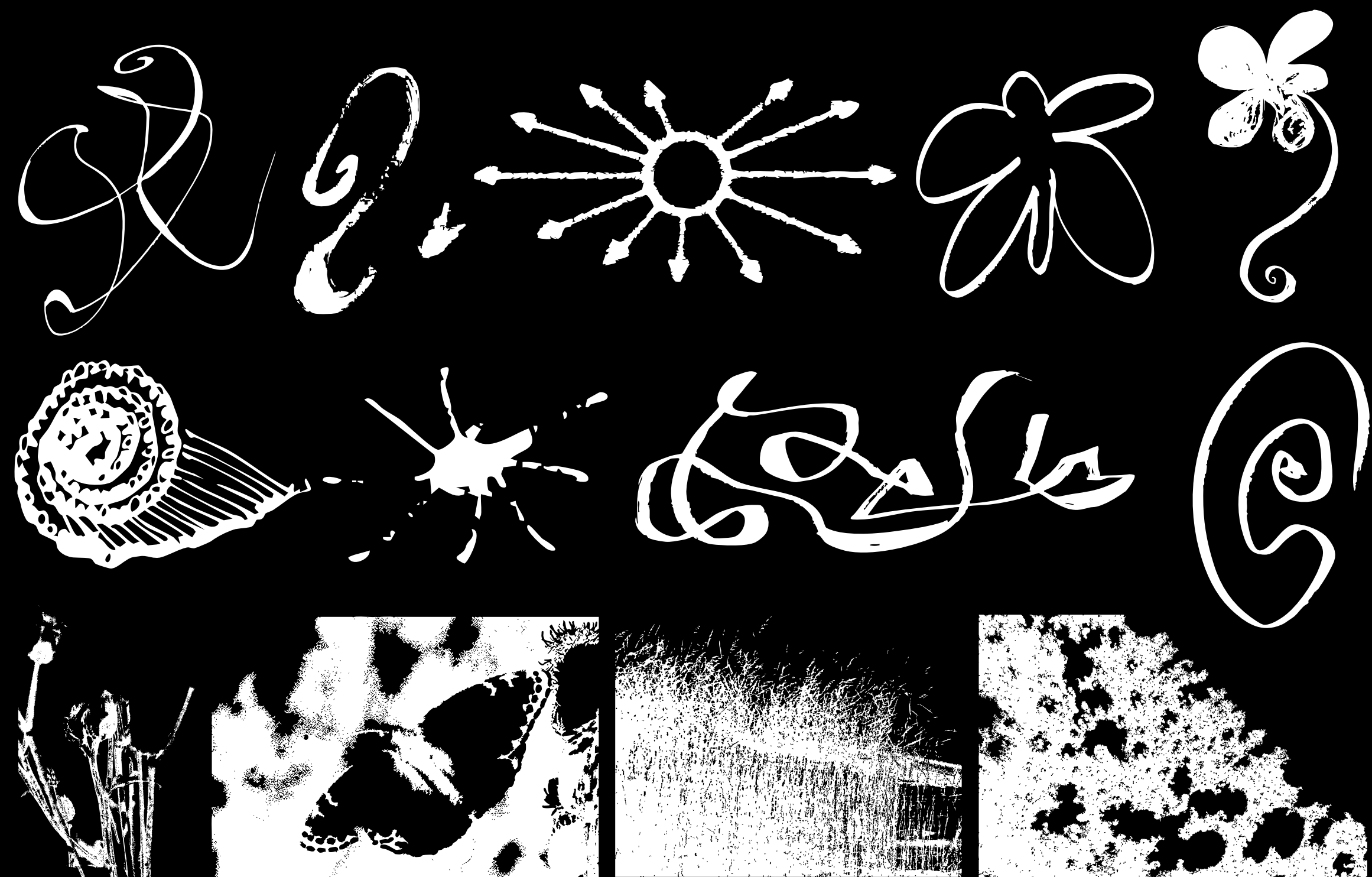
The project was created in collaboration with strategic advisory and communications agency Miltton New Nordics.

klavan.ee

KLAVAN 2025



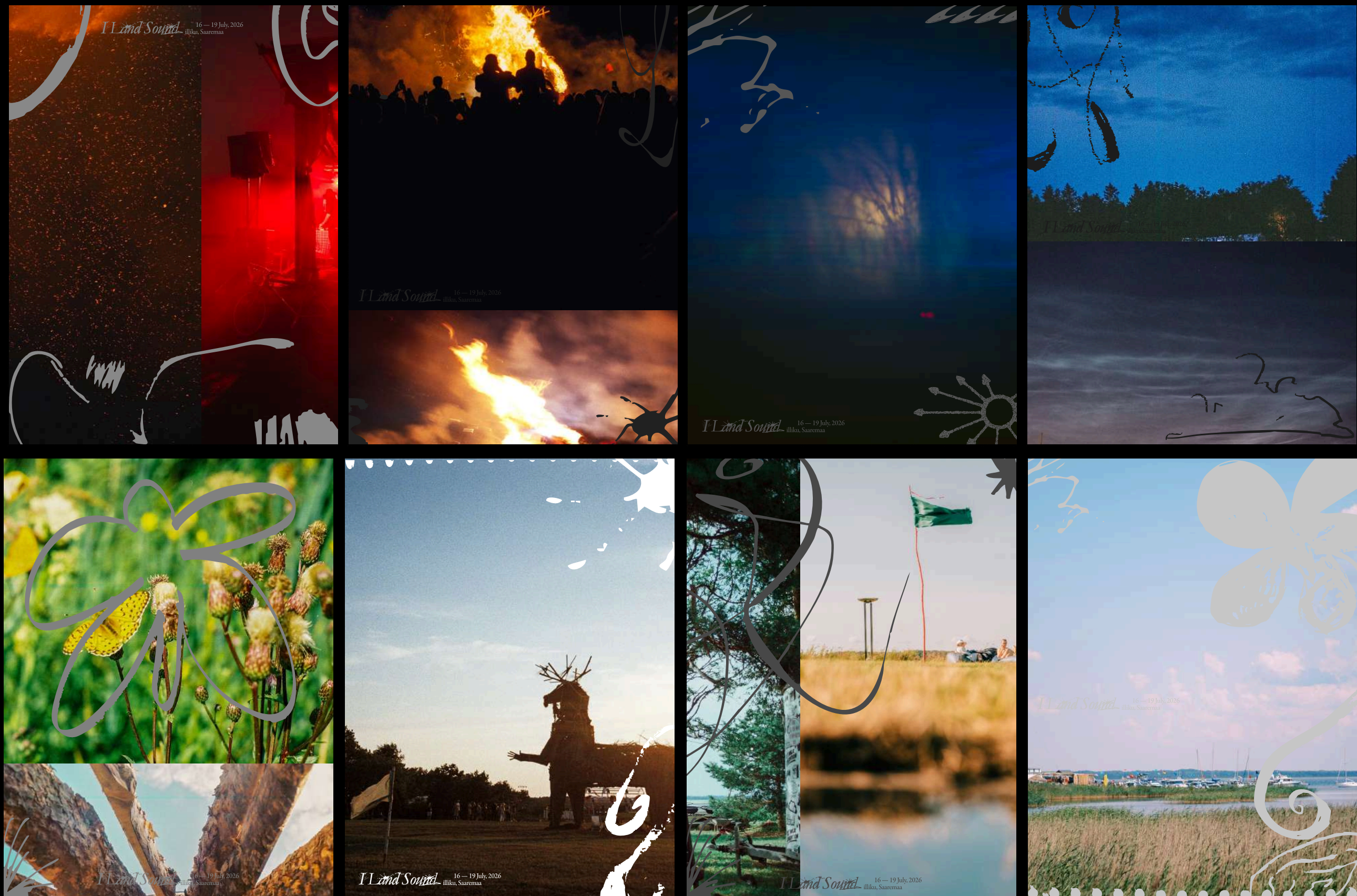




I Land Sound 16 — 19 July, 2026 illiku, Saaremaa

I Land Sound's visual identity presents the festival as a play unfolding through distinct acts—day, night, sunset and sunrise. Through illustration and photography, the design evokes memories and fleeting impressions of the experience: at times naïve and dreamlike, yet enduring.

Illustrations: Veronika Pavliuk
<https://www.instagram.com/ilandsoundfestival/>



Education

- 2021 - 2024
- BA Graphic Design, Royal Academy of Arts, The Hague
- 2019 - 2021
- BA Graphic Design, Estonian Academy of Arts

Work experience

- 2025
- Partner, Sete Studio
- 2024
- Junior Art Director, Trickster Studios
- 2023
- Design lead, club HALL
- 2023
- Art Director, KAUGE Festival
- 2023
- Graphic design intern, Double Standards Berlin
- 2022
- Designer and social media lead, 3345 Vinyl Records, The Hague
- 2021
- Design lead, club Kauplus Aasia

Awards and recognitions

- 2025
- EMEA Award for Music Event Design of the Year.
- 2024
- Nominated, EMEA Award for Music Event Design of the Year.

Previous Clients

- Paavli Kultuurivabrik
- Müürileht
- Tresor Berlin
- Unda Festival
- ZAMUS Early Music Centre Köln
- Inklingroom
- Adidas Tallinn
- Carousel Selections
- Music Estonia
- I Land Sound Festival
- HALL Tallinn
- KAUGE Festival
- The Grey Space in The Middle