

LANANA

YES TO DEL REY

HEAVEN

Trabajo Fin de Grado

Diseño de álbum de música

Curso 2022/2023

Facultad de Bellas Artes
Departamento Historia del Arte/Bellas Artes
Universidad de Salamanca

Autor/a: Héctor Manuel Sedano Rodríguez
Tutor: Estifen Tedejo Rodríguez



VNiVERSiDAD
D SALAMANCA



ÍNDICE

| | |
|---------------------------------|----|
| INTRODUCCIÓN | 4 |
| NAMING E IDENTIDAD GRÁFICA | 6 |
| IMAGEN GRÁFICA PRINCIPAL | 11 |
| ELEMENTOS FÍSICOS | 14 |
| Packaging | 15 |
| Campaña de singles | 18 |
| CD <i>Yes To Heaven</i> | 50 |
| Vinilos <i>Yes To Heaven</i> | 61 |
| Fotolibro <i>Yes To Heaven</i> | 66 |
| Otros elementos / Merchandasing | 77 |
| ANEXO | 83 |

INTRODUCCIÓN

Como Trabajo Fin de Grado he realizado el diseño de un álbum de música de la artista Lana del Rey.

Este proyecto abarca el mayor número ramas dentro del diseño gráfico posibles: desde trabajo de naming e identidad gráfica, dirección artística, diseño editorial y packaging.

También quisiera destacar que en todo momento he querido realizar un proyecto lo más real posible, es decir, que pudiera estar en circulación en el mercado.

Los elementos que en este documento presento forman parte de la edición deluxe limitada del álbum, que contaría con tan solo 100 unidades.

NAMING E IDENTIDAD GRÁFICA

Como nombre del álbum, decidí usar una de las canciones más significativas de la cantante y que mejor define su momento actual.

En lo que respecta a la identidad gráfica, mi idea desde el principio fue generar un logotipo simple y totalmente neutro para darle el total protagonismo a la imagen gráfica principal. Esta forma de diseño la aplico tanto al propio logo del álbum como a la propia marca de la artista.

Por otro lado, he generado 3 versiones responsive de la identidad gráfica. En primer lugar, he realizado 2 versiones responsive de la marca Lana del Rey. Consisten en una composición en diagonal de las iniciales de la artista: LDR. Para la versión que se aplicará a la campaña de singles se ha usado una tipografía con serifa; mientras que para la aplicable al álbum se ha utilizado una tipografía sin serifa siguiendo la filosofía anteriormente descrita. El tercer responsive corresponde al logo del propio álbum. Este responsive se trata de un corazón que consigo por la composición del logotipo de la marca de Lana del Rey aplicable al álbum; es decir, el corazón que he diseñado es un corazón que nace de Lana del Rey, es su corazón.

LANA DEL REY

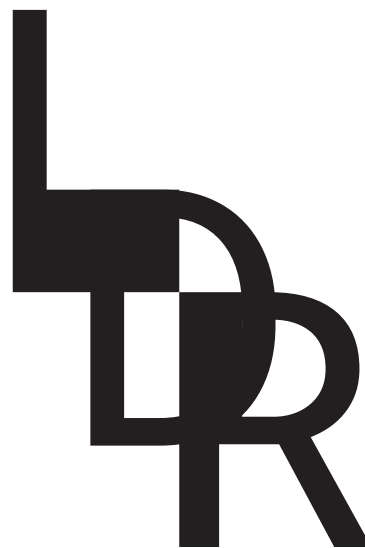
Logotipo de la marca Lana del Rey

YES TO HEAVEN

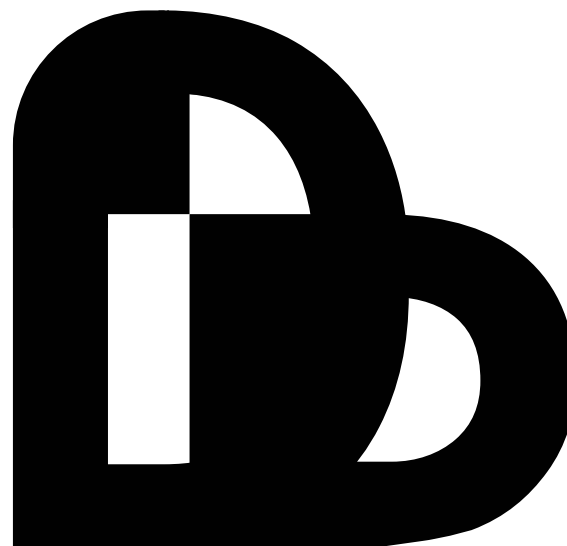
Logotipo del álbum *Yes To Heaven*



Versión responsive de la marca Lana del Rey para aplicar en la campaña de single



Versión responsive de la marca Lana del Rey para aplicar en el álbum



Versión responsive del logotipo del álbum *Yes To Heaven*

IMAGEN GRÁFICA PRINCIPAL

La imagen gráfica principal del álbum consiste en una fotografía de la cantante con una panorámica de la ciudad de Los Ángeles de fondo. La artista se coloca en el centro de la composición dividiendo la ciudad en dos mitades: una primera mitad de la ciudad intacta, y una segunda con la ciudad en llamas. Con esta imagen quiero simbolizar esa dualidad entre cielo/infierno, lo bueno/lo malo, lo estable/lo inestable y siendo Lana del Rey el nexo de unión entre estos conceptos antagónicos: Lana del Rey es el limbo, la tierra, lo humano. Esta imagen también simboliza por otra parte los altibajos que ha experimentado la artista durante toda su carrera profesional y que le han llevado hasta donde está ahora, quien es ahora.



ELEMENTOS FÍSICOS

PACKAGING

Como packaging de la versión deluxe limitada del álbum se usa la maleta que se mostrará a continuación.

El motivo de utilizar este elemento es la poética del viaje. El álbum realizado es un paseo por la trayectoria musical de la artista, desde sus orígenes hasta el punto en el que se encuentra actualmente,

Se le ha aplicado la identidad gráfica a la maleta y se le ha colgado una etiqueta en el asa con la forma troquelada del responsive donde se coloca el código de barras para la comercialización del producto.



Parte delantera de la maleta que sirve de packaging



Parte trasera de la maleta que sirve de packaging

CAMPAÑA DE SINGLES

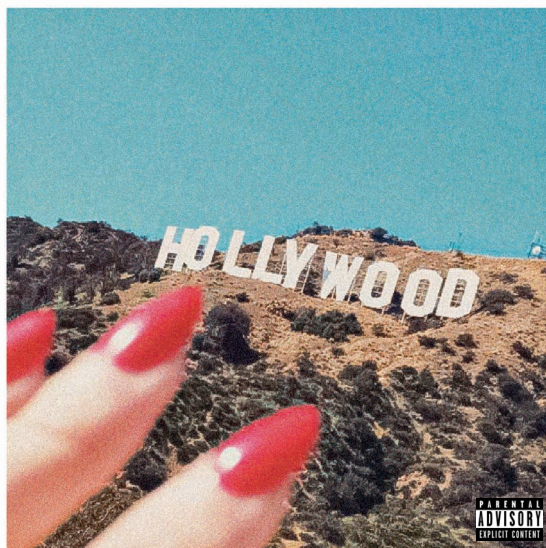
Siendo un elemento promocional anterior al lanzamiento del propio álbum, la campaña de singles consta de 6 singles del disco *Yes To Heaven* y 4 canciones inéditas solo disponibles en este producto, haciendo un total de 10 canciones.

Cada CD de cada canción tiene una dirección de arte distinta con el objetivo de otorgarle una personalidad distinta a cada single.

Este producto también está formado por un cubo archivador de CD, generando un artículo de coleccionista y decorativo donde se podrán guardar los singles mencionados.

Cuando los CD estén metidos dentro del archivador, los lomos de los CDs y las caras laterales del cubo archivador, formarán la imagen gráfica principal del álbum anteriormente mostrada.

A continuación, se muestran los diseños en plano de cada single junto a fotos del resultado final en físico, tanto de cada CD como del archivador.



Portada de la caratula del single número 1



Portada interior de la caratula del single número 1



Galleta del CD del single número 1



Contraportada interior de la caratula del single número 1



Contraportada de la caratula del single número 1



Fotografía de la caratula del single número 1 impresa y montada



Fotografía del interior de la caratula del single número 1 y de la galleta impresa sobre un CD



Portada de la caratula del single número 2



Portada interior de la caratula del single número 2



Galleta del CD del single número 2



Contraportada interior de la caratula del single número 2



Contraportada de la caratula del single número 2



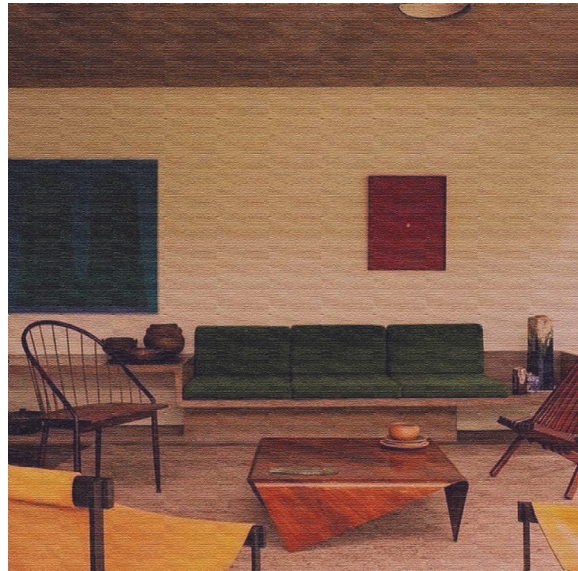
Fotografía de la caratula del single número 2 impresa y montada



Fotografía del interior de la caratula del single número 2 y de la galleta impresa sobre un CD



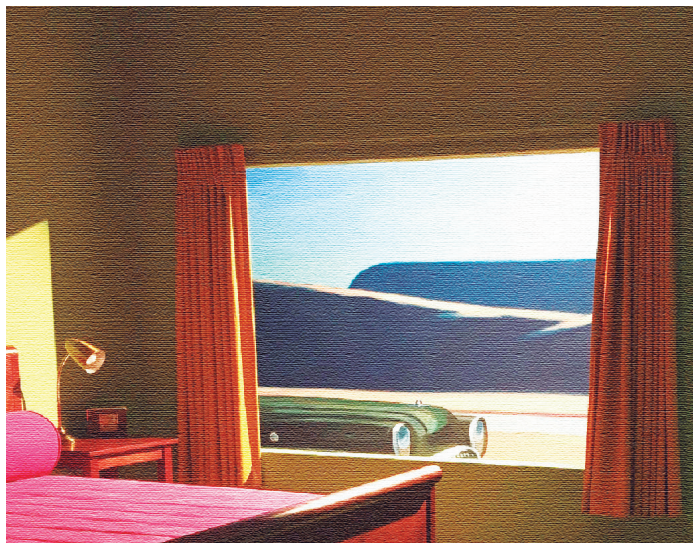
Portada de la caratula del single número 3



Portada interior de la caratula del single número 3



Galleta del CD del single número 3



Contraportada interior de la caratula del single número 3



Contraportada de la caratula del single número 3



Fotografía de la caratula del single número 3 impresa y montada



Fotografía del interior de la caratula del single número 3 y de la galleta impresa sobre un CD

HOLLYWOOD'S DEAD
 HOLLYWOOD'S DEAD
 HOLLYWOOD'S DEAD

Portada de la caratula del single número 4



Galleta del CD del single número 4



Contraportada interior de la caratula del single número 4

4

HOLLYWOOD'S DEAD

| | |
|---|---|
| <p>Our kind of love It was once in a lifetime It couldn't last It was doomed from the first time</p> <p>And you were 50's cool In blue suede shoes But it was a cover for all of the trouble You got into</p> <p>I always run for the wrong guy Things that are bad always taste nice That's what girls like me do Love you</p> <p>Don't tell me it's over Don't tell me it's over Hollywood's dead Elvis is crying Vicious in flames Roman is dying And in the light you're sickeningly beautiful Say goodbye, you're sickeningly beautiful</p> <p>This kind of life Wasn't meant for the good girl Dry is our mind In the end, it's a cruel world</p> <p>And you are living proof Sinatra or Louvre That you all that I do, only went after Once too soon</p> | <p>I only suffer the same time Gangsters in Vegas on game night That's what girls like me like The midnight</p> <p>Don't tell me it's over Don't tell me it's over Hollywood's dead Elvis is crying Marilyn's sad Hendrix is lying dead In the light you're sickeningly beautiful Say goodbye, you're sickeningly beautiful</p> <p>If you should go before me, then know That I always loved you There's no one above you, babe</p> <p>Don't tell me it's over Don't tell me it's over Hollywood's dead Elvis is crying Coleman, stop lying there In the light you're sickeningly beautiful Say goodbye, you're sickeningly beautiful Say goodnight, you're so beautiful</p> <p>Hollywood's dead Hollywood's dead Hollywood's dead, yeah Hollywood's dead Hollywood's dead Hollywood's dead, yeah</p> |
|---|---|

A Polygram Records Recording / An Intermusic Records Recording in The USA. 9000090-01. © & © 2003 Leda Del Rey under
 exclusive licence to Universal Music Operations Limited. All Rights Reserved. Unauthorised copying, reproduction, hiring, public
 performance and broadcasting prohibited. Made in the EU. Universal International Music B.V. c/o GEMA, Postbus 9, 3720 BR,
 Haarlem, Netherlands. BEM-028M-1-200309-060040-000000040040

Contraportada de la caratula del single número 4



Fotografía de la caratula del single número 4 impresa y montada



Fotografía del interior de la caratula del single número 4 y de la galleta impresa sobre un CD



Portada de la caratula del single número 5



Portada interior de la caratula del single número 5



Galleta del CD del single número 5



Contraportada interior de la caratula del single número 5



Contraportada de la caratula del single número 5



Fotografía de la caratula del single número 5 impresa y montada



Fotografía del interior de la caratula del single número 5 y de la galleta impresa sobre un CD



Portada de la caratula del single número 6



Portada interior de la caratula del single número 6



Galleta del CD del single número 6



Contraportada interior de la caratula del single número 6



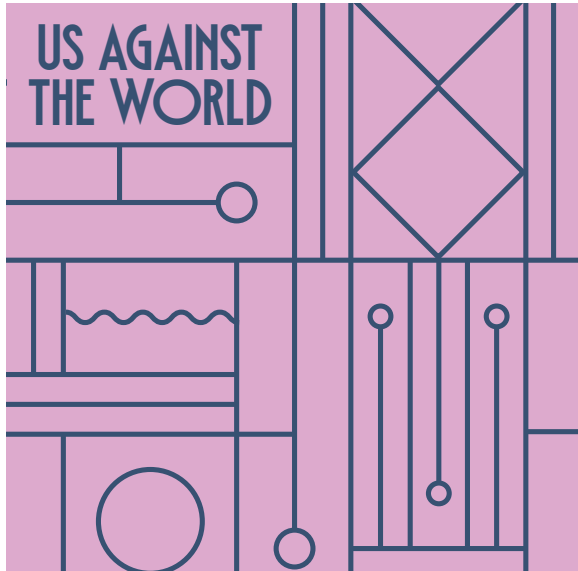
Contraportada de la caratula del single número 6



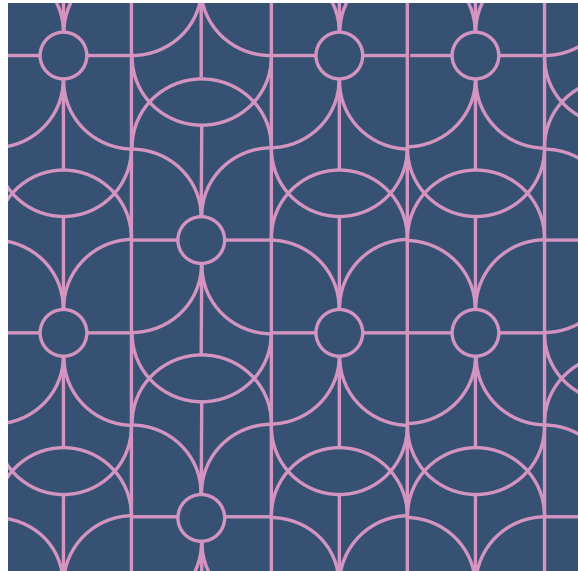
Fotografía de la caratula del single número 6 impresa y montada



Fotografía del interior de la caratula del single número 6 y de la galleta impresa sobre un CD



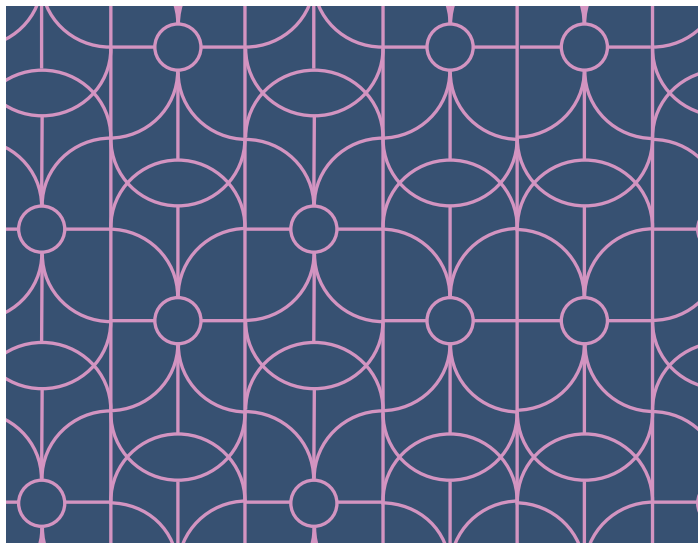
Portada de la caratula del single número 7



Portada interior de la caratula del single número 7



Galleta del CD del single número 7



Contraportada interior de la caratula del single número 7



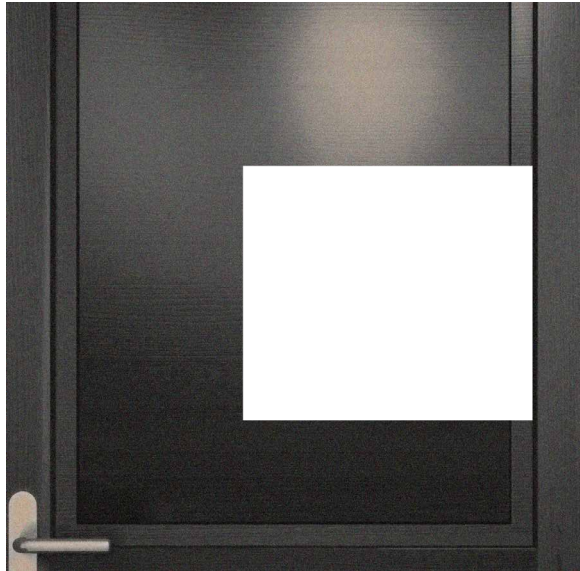
Contraportada de la caratula del single número 7



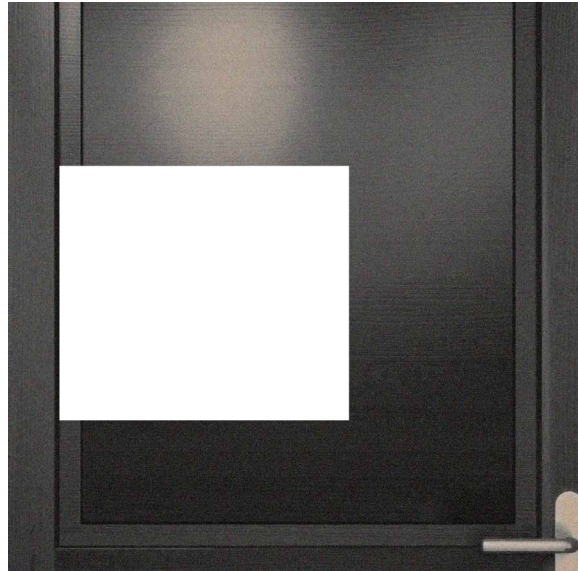
Fotografía de la caratula del single número impresa y montada



Fotografía del interior de la caratula del single número 7 y de la galleta impresa sobre un CD



Portada de la caratula del single número 8



Portada interior de la caratula del single número 8



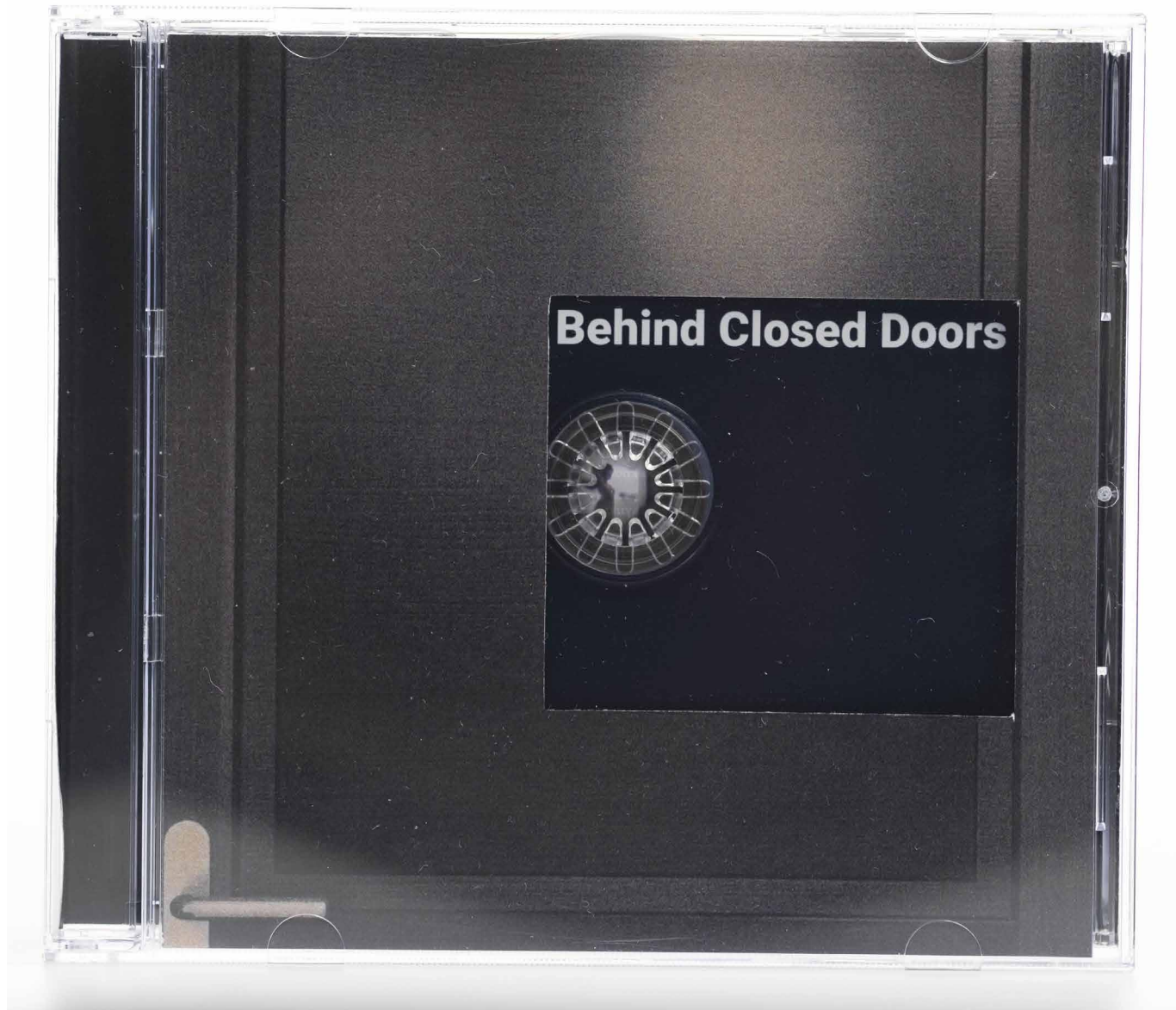
Galleta del CD del single número 8



Contraportada interior de la caratula del single número 8



Contraportada de la caratula del single número 8



Fotografía de la caratula del single número 8 impresa y montada



Fotografía del interior de la caratula del single número 8 y de la galleta impresa sobre un CD



Portada de la caratula del single número 9



Portada interior de la caratula del single número 9



Galleta del CD del single número 9



Contraportada interior de la caratula del single número 9



Contraportada de la caratula del single número 9



Fotografía de la caratula del single número 9 impresa y montada



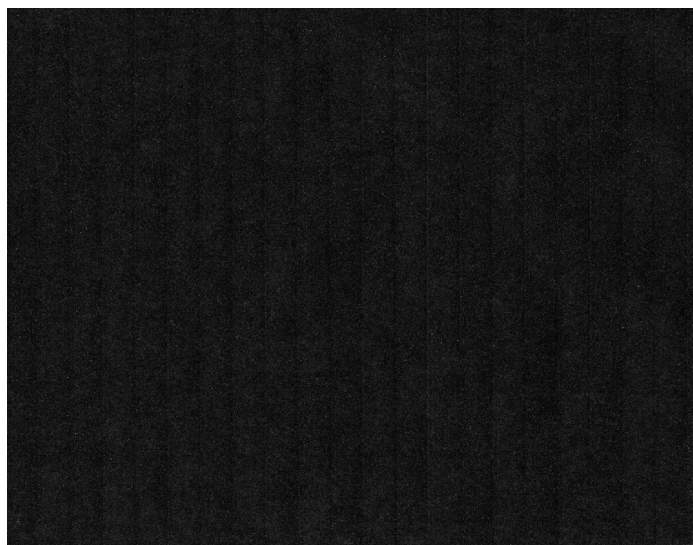
Fotografía del interior de la caratula del single número 9 y de la galleta impresa sobre un CD

KILL
KILL

Portada de la caratula del single número 10



Galleta del CD del single número 10



Contraportada interior de la caratula del single número 10



Contraportada de la caratula del single número 10



Fotografía de la caratula del single número 10 impresa y montada



Fotografía del interior de la caratula del single número 10 y de la galleta impresa sobre un CD



Fotografía desde el lado izquierdo del cubo archivador de CD con los 10 singles guardados en su interior



Fotografía desde el lado derecho del cubo archivador de CD con los 10 singles guardados en su interior

CD *YES TO HEAVEN* Y LIBRETO CON LAS LETRAS

A continuación, se presenta el CD principal. Para su diseño se ha aplicado la identidad gráfica y la imagen gráfica principal.

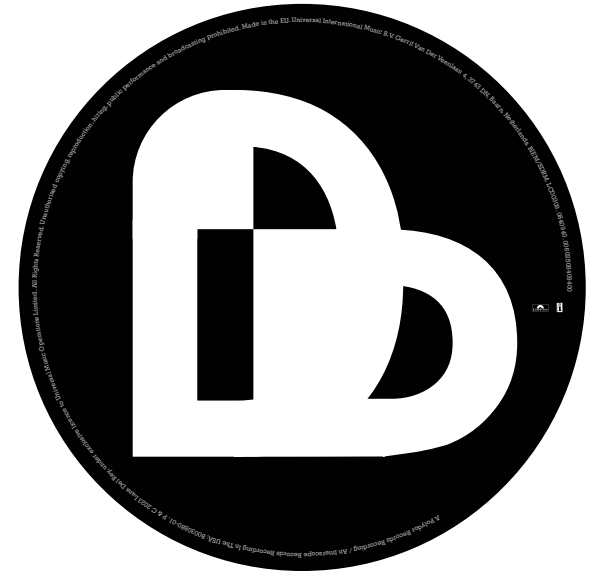
El libreto con las letras de las canciones lo he maquetado de tal forma de que funciones como un pequeño fotolibro. Además, introduzco papel vegetal tanto sin intervenir como quemado para generar textura y continuar con la poética de la imagen gráfica principal.



Portada de la caratula del álbum Yes To Heaven



Portada interior de la caratula del álbum Yes To Heaven



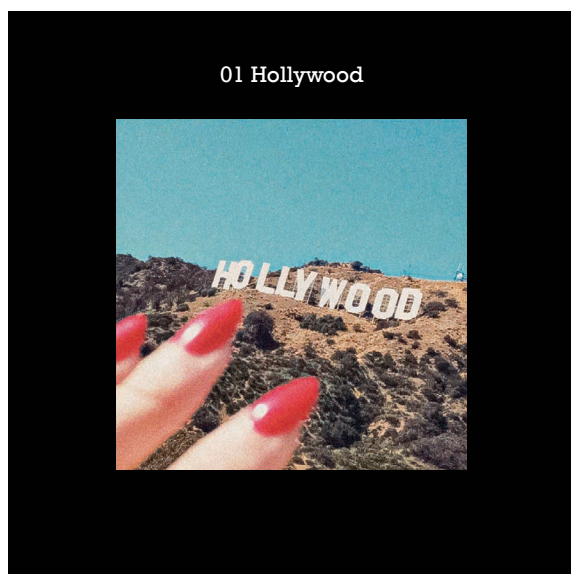
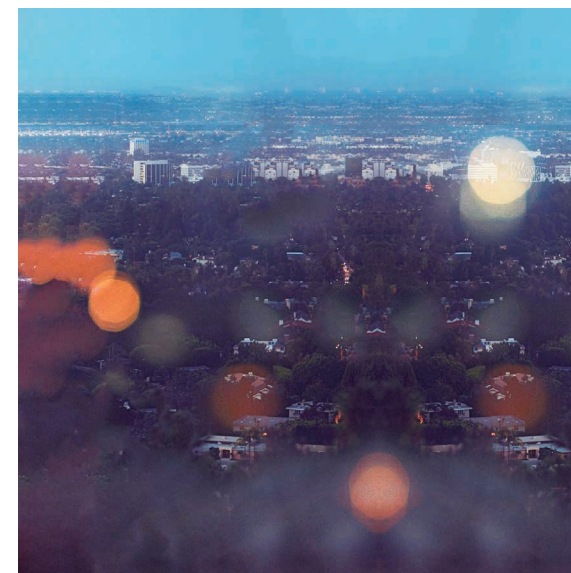
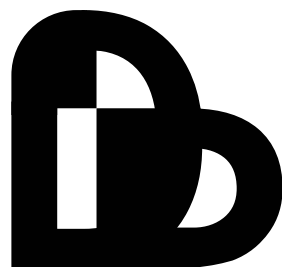
Galleta del CD del álbum Yes To Heaven



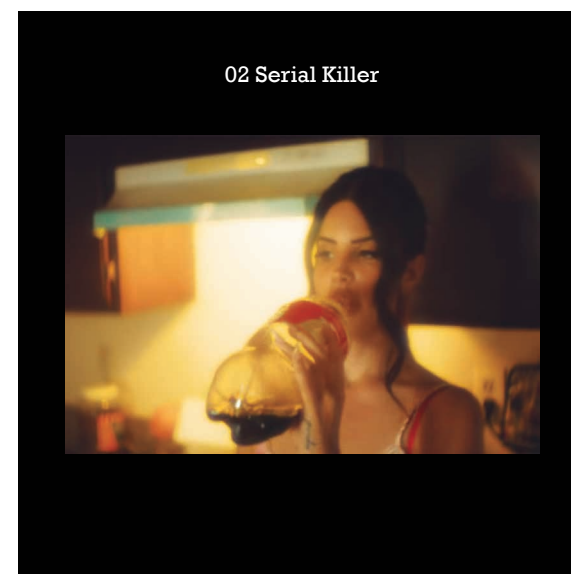
Contraportada interior de la caratula del álbum Yes To Heaven



Contraportada de la caratula del álbum Yes To Heaven



One day, my hoops will be made of diamonds
 My knuckles made of real gold
 I'll spend my days getting high
 With all my friends
 In the glamorous and green
 Old part of Hollywood
 Sun will rise, I'm a supernova
 Body electric and I dance like Morrison
 When the night begins, baby comes alive again
 In Hollywood in Hollywood
 I'm alive again I'm alive again
 One day, I'll drive in a gold Mercedes Benz
 Singing opera on Bel Air Road
 Hair to my ass will be dying in the wind
 Shootin' heroin and speedballs
 See the sea, I'm a supernova
 I walk on water and I dance like Joplin
 When the sun descends
 I dive into the waves again
 In Hollywood in Hollywood
 In Hollywood in Hollywood
 I'm alive again I'm alive again
 Oh oh, oh oh, c-can you see me?
 Whoa oh, my heart beating fast
 I can feel it cha-ching in the speed-lights
 I was built to last
 Whoa oh, c-can you feel that?
 Ah ah, ah ah, my heart shakin' fast
 I can feel that you're the one for me
 You'll be my first, and you'll be my last
 In Hollywood in Hollywood
 In Hollywood in Hollywood
 I'm alive again I'm alive again
 I'm alive again I'm alive again



Portada y páginas de la 1 a la 5 del libreto con las letras de las canciones del álbum

Wish I may, wish I might
Find my one true love tonight
Do you think that he could be you?
If I pray really tight
Get into a fake bar fight
While I'm walking down the avenue
If I pray really quiet
I know that what I do isn't right
I can't stop what I love to do
So I murder love in the night
Watching them fall one by one, they fight
Did you think you'll love me too?

Baby, I'm a sociopath
Sweet serial killer
On the warpath
Cause I love you just a little too much
I love you just a little too much
You can see me drinking Cherry Co
Sweet serial killer
I left a love note
Said you know I love the thrill of the rush
You know I love the thrill of the rush
Sweet serial killer
I guess I'll see him over
Do it for the thrill of the rush
Love you just a little too much, much
(You send me right to heaven)
Sweet serial killer
I guess I'll see him over
I love you just a little too much

Love you just a little too much, much
My black fire's burning bright
Maybe I'll go out tonight
We can paint the town in blue
I'm so hot, I ignite
Dancing in the dark and I shine
Like a light I'm luring you
Sneak up on you really quiet
Whisper, "Am I what your heart desires?"
I can be your muse
Keep you safe and inspired
Baby, let your fantasies unwind
We can do what you want to do

Baby, I'm a sociopath
Sweet serial killer
On the warpath
Cause I love you just a little too much
I love you just a little too much
You can see me drinking Cherry Cola
Sweet serial killer
I left a love note
Said you know I love the thrill of the rush
You know I love the thrill of the rush
Sweet serial killer
I guess I'll see him over
Do it for the thrill of the rush
Love you just a little too much, much
(You send me right to heaven)
Sweet serial killer
I guess I'll see him over
I love you just a little too much

Love you just a little too much, much
Just have fun
(I wanna play you like a Gameboy)
I don't want one
(What's the thrill of the same toy?)
La-la, la-la, la, la-la, la-la, la, be down, down
Just have fun
(I wanna play you like a Gameboy)
I don't want one
(What's the thrill of the same toy?)
La-la, la-la, la, la-la, la-la, la, be down, down
Oh
You can see me drinking Cherry Cola
Sweet serial killer
I left a love note
Said you know I love the thrill of the rush
You know I love the thrill of the rush
Sweet serial killer
I guess I'll see him over
Do it for the thrill of the rush
Love you just a little too much, much
(You send me right to heaven)
Sweet serial killer
I guess I'll see him over
I love you just a little too much

03 Queen of Disaster



What you do to me is indescribable
Got me sparkling just like an emerald
Set my soul on fire, make me wild
Like the deep blue sea
No other boy ever made me feel beautiful
When I'm in your arms, feels like I have it all
Is it your tattoos or golden grill
That makes me feel this way?

Got me spinning like a ballerina
Feelin' gangsta everytime I see ya'
You're the king and, baby
I'm the queen of disaster, disaster

Indie and gentleman
For the very first time
You got me spinning like a ballerina
Feelin' gangsta everytime I see ya'
You're the king and, baby
I'm the queen of disaster, disaster
You got me spinning like a ballerina
You're the king and, baby
I'm the queen of disaster, disaster
You got me spinning like a ballerina
You're the king and I'm the
Beauty queen of disaster, disaster

When I saw your face it was incredible
Painted on your soul, it was indelible
(Cause you're the one)
Who obliterate our twisted fate
We're the broken ones

04 Paradise



Ooh, ooh-ooh, what?
Ooh, ooh-ooh, that's dope
Ooh, ooh-ooh, what?
Ooh, ooh-ooh

Love you like I never loved anyone
Keep me burning hot like the red red sun
Want you like I never wanted anyone
You give it to me fast like free and fun

Everytime with you
Feels like I'm in summer
I don't know why
Maybe 'cause you're so cool
And keep it down on the real
Like sugar, sugar, fly

Oh, you're sweet like sugar cane
Make me feel alive again

I'm goin' down, down
Take you down to paradise
(Rock you like a real bad baby)
Lo, love, lick you like
Vanilla ice, (pack you up)
(And make you crazy)

Shot, hot, give me what you got
You can ride my hot supersonic rod
Goin' down, down, take you
Down to paradise

Want you like I've never wanted anyone
Got a face like God and a bod' like John
Kiss you like I never kissed anyone
Cause you'll keep it really rough like oh
my God

Everytime with you
I can tell it's forever
I don't know how
And even if it's hot
You know I couldn't stop
You make my heart go pow

Coming down like pouring rain
Make me feel alive again

I'm goin' down, down
Take you down to paradise
(Rock you like a real bad baby)
Lo, love, lick you like
Vanilla ice, (pack you up)
(And make you crazy)

(Shot, shot, shot, shot)
Shot, hot, give me what you got
You can ride my hot supersonic rod
Goin' down, down, take you
Down to paradise

How do you like that, baby?

(Down, down, take you down to paradise)
(Down, down, take you down to paradise)
(Down, down, take you down to paradise)

Ooh, ooh-ooh, dope!
Ooh, ooh-ooh, that's sick!
Ooh, ooh-ooh, dope!
Ooh, ooh-ooh, that's sick!
(Ooh, ooh-ooh, ooh, ooh-ooh)

Shot, hot, give me what you got
You can ride my hot supersonic rod

I'm goin' down, down
Take you down to paradise
(Rock you like a real bad baby)
Lo, love, lick you like
Vanilla ice, (pack you up)
(And make you crazy)

Shot, hot, give me what you got
You can ride my hot supersonic plot
Goin' down, down, take you
Down to paradise

05 Afraid



I'm America's sweetheart
Trying to get away
You make it hard to leave
But it's easier for me to stay
I am so afraid

And I've had it up to here
With the fighting, baby
We're not looking anyone these days
I don't wanna stray
But boy, I'm so afraid

But it's not love that keeps me here
And it's not what you want to hear
So I'm going back to Santa Monica
New York to L.A.
Never coming back, boy
No matter what you do or say
'Cause I'm so afraid

And I've had it up to here
With the panic and the fear
There's nothing in your heart
Thought that I could make you change
But I'm so afraid

But it's not love that keeps me here
But I'm leaving now
We were just teenagers
When we fell in love

Driving in your fast car
Looking at the stars above
But it was not enough
You should never come between
A woman and her dreaming
A man that never knew his place
There's no easy way
To come back from where you came
There's nothing in your heart
I thought that I could make you change
But I'm so afraid

So, baby, now
I'm going back to Santa Monica
New York to L.A.
Never coming back, boy
No matter what you do or say
'Cause I'm so afraid

But I've had it up to here
With the panic and the fear
Nothing in your heart, boy
I thought I could make you change
But I'm so afraid

And it's not love, it's just the fear
That you've put down for all these years
But I'm leaving now
I'm going

Back to Santa Monica
New York to L.A.
Never coming back, boy
No matter what you do or say
I am done being afraid

But I've had it up to here
With the panic and the fear
There's nothing in your heart
I thought that I could make you change
But I'm so afraid

Oh, it's not love that keeps me here
It's not love that keeps me here
I'm done being afraid
I'm done being afraid
Oh-oh-oh

06 Roses



Uh, feeling's gone
Feeling's gone

Uh oh, uh oh
Uh oh, uh oh
Uh oh, uh oh
Oh, oh, oh
This love is dead

You always buy me roses when I'm mad
Do you think I'll forgive you just like that?
Did you forget who you were seeing, yeah?
I'm not letting you off easy, I'm still sad

I'm kissing you hard, you got my lipstick on
your face
Inside your girlfriend's keys, kicked her out of
your place
Because I want you more than I did before, before

I'm missing you hard, give you my soft-core
babyface
And then we start to fight, tumble down the
stairs

And when we hit that floor, you want me, even
more, more

And then you buy me roses and it's fine
I forgive you almost all the time
As long as you remember that you're mine
I'll let you off easy, it's alright

And then you buy me roses and it's fine

I forgive you almost all the time
As long as you remember that you're mine
I'll let you off easy, it's alright

You always buy me roses like a creep
Asking for forgiveness, unsexy
What happened to the man you used to be?
If you still want my love then work for me

You're kissing me hard, you got my lipstick
on your face
You show me what you got and put a girl
in her place
If you want me more than you did before

And then you buy me roses and it's fine
I forgive you almost all the time
As long as you remember that you're mine
I'll let you off easy, it's alright

And then you buy me roses and it's fine
I forgive you almost all the time
As long as you remember that you're mine
I'll let you off easy, it's alright

We got conversations, ain't nothing said
This girl was crazy, I done lost my head
Her life is awesome, the doctor said
But my shit feel awful, this love is dead

And then you buy me roses and it's fine
I forgive you almost all the time
As long as you remember that you're mine
I'll let you off easy, it's alright

And then you buy me roses and it's fine
I forgive you almost all the time
As long as you remember that you're mine
I'll let you off easy, it's alright

See, I could see the pain
In her eyes, in her eyes
This love is dead
This love is dead

07 TV in Black and White



If you get lonely, think of me only
Prison isn't going to keep me from you
Remember Conroy Island and how we
Wade into the water till the waves turned blue

Nobody does have to know that our love's alive
Keep it on the low if you want to hide
Get that same address if you want to write
On Greenwich Avenue, wishin' and thinkin' of you

Living without you's like TV in black and white
You turned me on and brought color into my life
When I'm around you, suddenly I realize
That I was blind before I saw the world
Through your eyes

If you get lonely, think of this only
Heaven hasn't forgotten about you
Through you can't hold me, pick up and phone me
Use your one phone call on your ex-gal, boo

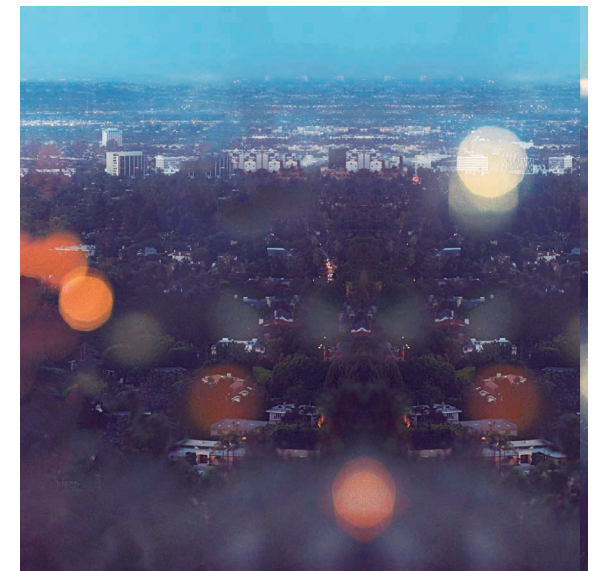
I won't tell a single soul how you spend your nights
In that single cell holding your pillow tight
If you really are afraid, then you ought to know
That you're the one I want, the one I want forevermore

Living without you's like TV in black and white
You turned me on and brought color into my life
When I'm around you, suddenly I realize
That I was blind before I saw the world
Through your eyes

I know you get scared sometimes, boy
Nothing to be feared when you're in my heart
Troubles come in threes but in your case
They came in millions and trillions, but that's alright

Living without you's like TV in black and white
You turned me on and brought color into my life
When I'm around you, suddenly I realize
That I was blind before I saw the world
Through your eyes

Like TV in black and white
Like TV in black and white
Like TV in black and white
Like TV in black and white





08 Hollywood's Dead



Our kind of love
It was once in a lifetime
It couldn't last
It was doomed from the first time

And you were 50's cool
In blue suede shoes
But it was a cover for all of the trouble
You got into

I always run for the wrong guy
Things that are bad always taste nice
That's what girls like me do
Lose you

Don't tell me it's over
Don't tell me it's over
Hollywood's dead
Elvis is crying
Vicious in flames
Roman is dying
And in the light you're sickeningly beautiful
Say goodbye, you're sickly beautiful

This kind of life
Wasn't meant for the good girl
Dry is our mind
In the end, it's a cruel world

And you are living proof
Sinatra or Louvre
That you all that I do, only went after
Once too soon

I only suffer the same time
Gangsters in Vegas on game night
That's what girls like me like
The limelight

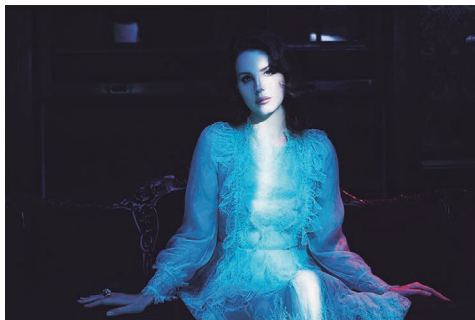
Don't tell me it's over
Don't tell me it's over
Hollywood's dead
Elvis is crying
Marilyn's sad
Hendrix is lying dead
In the light you're sickly beautiful
Say goodbye, you're sickly beautiful

If you should go before me, then know
That I always loved you
There's no one above you, babe

Don't tell me it's over
Don't tell me it's over
Hollywood's dead
Elvis is crying
Lennon, wake up
Coleman, stop lying there
In the light you're sickly beautiful
Say goodbye, you're sickly beautiful
Say goodnight, you're so beautiful

Hollywood's dead
Hollywood's dead
Hollywood's dead, yeah
Hollywood's dead
Hollywood's dead
Hollywood's dead, yeah

09 Flipside



Are you gonna hurt me now?
Or are you gonna hurt me later?
Are you gonna go to town?
Maybe you should play it safer

You've got me all dressed up tonight
Springsteen on the radio
You've got me all freaked out tonight
Somethin' you're tellin' me, what I don't know

You don't wanna break me down
You don't wanna say goodbye and
You don't wanna turn around
You don't wanna make me cry but
You caught me once
Maybe on the flipside I could catch you again
You caught me once
Maybe on the flipside you could catch me again

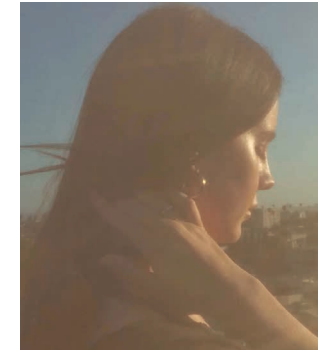
Drinks on the patio
Are you gonna tell me now?
Are you gonna tell me later?
Cause if you think that I don't know
I'm gonna have to say you're crazy

I'm getting all dressed up tonight
Dressed up just to hear you, boy
I already know what you got in store
Why I go, baby, I don't know

You don't wanna break me down
You don't wanna say goodbye and
You don't wanna turn around
You don't wanna make me cry but
You caught me once
Maybe on the flipside I could catch you again
You caught me once
Maybe on the flipside you could catch me again

So you think you're in charge?
Do you?
Actin' like a big shot
I'm sure
So you think you're in charge?
Do you?
You're actin' like a big shot

10 Is This Happiness?



High up in the Hollywood hills, taking violet pills
 Writin' all of my songs about my cheap thrills
 You're a hard man to love, and I'm
 A hard woman to keep track of

You like to rage, don't do that
 You want your way, you make me so mad
 Got your gun, I've got my dad

Is this happiness?
 Is this happiness?
 Is this happiness?
 Is this happiness?

High up in the Hollywood hills, crushin' violet pills
 You've been tryin' to write a novel about your cheap thrills
 You think you're Hunter S. Thompson
 I think you're fuckin' crazy as the day's long

Man to man, heart to heart
 I love you, but you drive me so far
 Wish you well on that star

Is this happiness?
 Is this happiness?
 Is this happiness?
 Is this happiness?

Witch Hazel, Witch Hazel
 Betrayal, betrayal
 One gun on the table
 Headshot if you're able

Is this happiness?
 Is this happiness?
 Is this happiness?
 Is this happiness?

11 On&On&On - If I Die Young



All the roses are red and Jupiter, too
 I'm lying in my nightgown making confessions
 to you
 It's all over now, baby blue
 All my secrets are out
 I told them all to you

And it's a little grim
 But I sing a hymn only for you
 I seal it with a kiss
 And it goes like this
 Baby, love me too

If I die young, let me die in California
 And when I'm gone, let 'em play my favorite song
 It's Jimmy Buffet
 To remember life's a beach, baby, enjoy it

When I'm done, let the music play on
 And on and on and on
 Go on and on and on

All my stories are out
 All the lies are out, too
 When we drive in the nighttime
 I lit them up to you

And it's a little grim
 But I sing a hymn only for you
 I seal it with a kiss
 And it goes like this
 Baby love me, too

If I die young, let me die in California
 And when I'm gone, make 'em play my favorite
 song
 It's Jimmy Buffet
 To remember life's a beach, baby, enjoy it

When I'm done, let the music play on
 And on and on and on
 Go on and on and on

Be my baby (oh)
 Be my baby, tonight
 We'll go on and on and on
 Be my baby (oh oh oh oh)
 Be my baby, tonight
 Go on and on and on

It's a little grim
 But I sing a hymn only for you
 I seal it with a kiss
 And it goes like this

We'll go on and on and on
 Be my baby
 Be my baby, tonight
 Go on and on and on

12 Dragonslayer



She is a Spanish señorita
 Her eyes are green and her heart is gold
 You have a vision, you'd like to meet her
 And so you're walking down that road to the sea

You hear a lot of things about her
 Her reputation's widely known
 The people talk, but that don't matter
 Because to you, she feels like home
 You feel free because

She'll never bring you down
 You're hot, then she'll bring you water
 She wears a flower crown
 She is the people's daughter

She's holy, holy
 Maria's prayer, the dragonslayer
 She's fighting fire by the sea

She is a Spanish, La Lilita
 Her eyes are green and her dress is gold
 She is a siren, la femme Nikita
 Her children young but her soul is old
 She feels free

She'll never bring you down
 You're tired, she'll bring you water
 She'll never leave this town
 She is the father's daughter

She's holy, holy
 Maria's prayer, the dragonslayer
 She's fighting fire by the sea
 Maria's prayer, if you should see her
 Give her my best wishes for me

Holy, dragonslayer
 These troubled waters
 They don't mean nothing to you
 Patron saint of troubled daughters
 Hold your light and you have it true
 Because you're holy, you're holy
 Holy, holy, you're holy, holy

Mariah's prayer, the dragonslayer
 She's fighting fire by the sea
 Mariah's prayer, if you should see her
 Give her my best wishes for me

13 Yes To Heaven

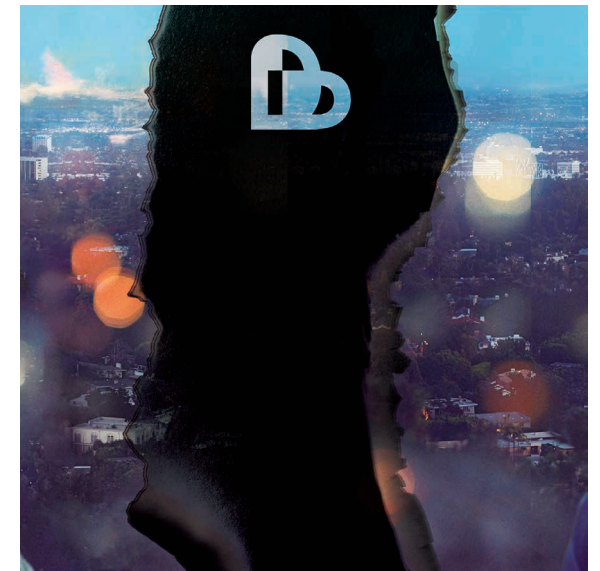
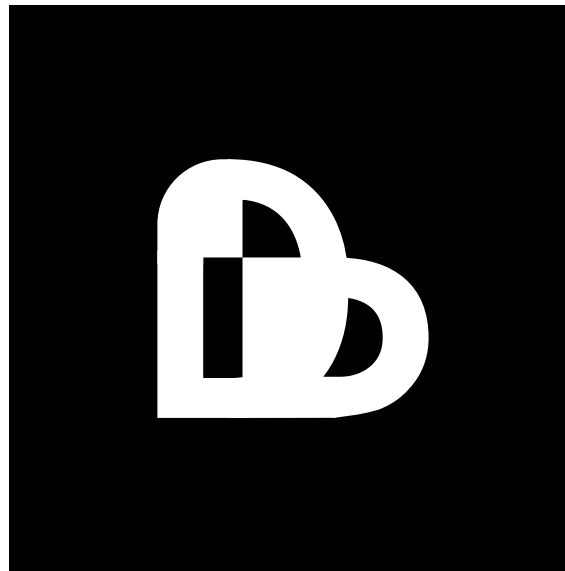
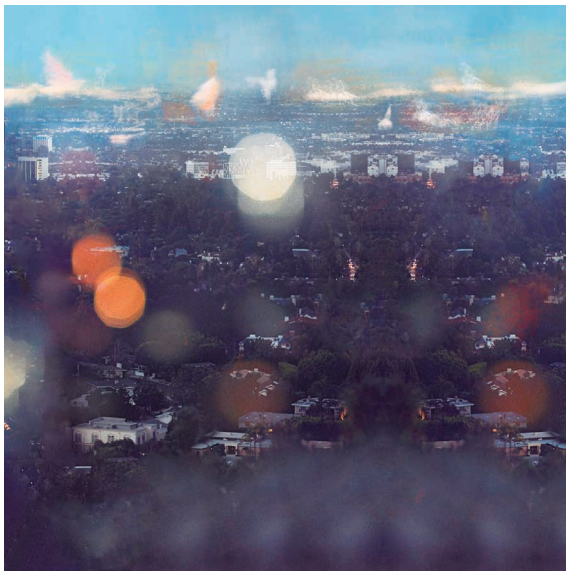


| | |
|---|--|
| If you dance I'll dance And if you don't I'll dance anyway Give peace a chance Let the fear you have fall away | If you dance I'll dance I'll put my red dress on again And if you fight I'll fight It doesn't matter, now it's all gone |
| I've got my eye on you I've got my eye on you | I've got my mind on you I've got my mind on you |
| Say yes to heaven Say yes to me Say yes to heaven Say yes to me | Say yes to heaven Say yes to me Say yes to heaven Say yes to me |
| If you go I'll stay You come back I'll be right here Like a barge at sea In the storm I stay clear | I've got my eye on you I've got my eye on you I've got my eye on you I've got my eye on you |
| 'Cause I've got my mind on you I've got my mind on you | |
| Say yes to heaven Say yes to me Say yes to heaven Say yes to me | |

14 Angels Forever, Forever Angels



| | |
|--|--|
| Ah, ah, ah, ah, ah Ah, ah, ah, ah, ah | Ah, ah, ah, ah, ah Ah, ah, ah, ah, ah |
| Is the sun in your eyes, easy rider? Do the flame-colored skies light your fire? We are heavy metal lions They will never understand The kind of people you or I am Bow your heads and take your hands | Paradise is a hell-colored flame sky Is it nice to feel free and wild? Paradise is a game of do or die I just ride, ride, ride They were angels forever (forever, forever) Forever angels (angels, angels) Forever angels |
| They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever forever angels They were angels forever forever angels | They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever (forever, forever) Forever angels (angels, angels) |
| Does the ocean inspire, easy rider? Do the stars and the wind take you higher? You are California proud You are angels of the night Rock 'n' roll guardians now The last keepers of the light | Ah, ah, ah, ah, ah, ah |
| They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever (forever, forever) Forever angels (angels, angels) They were angels forever (forever, forever) Forever angels (angels, angels) | |



Páginas de la 30 a la 34 y contraportada del libreto con las letras de las canciones del álbum



Fotografía de la caratula del CD impresa y montada



Fotografía del interior de la caratula del CD y de la galleta impresa sobre un CD

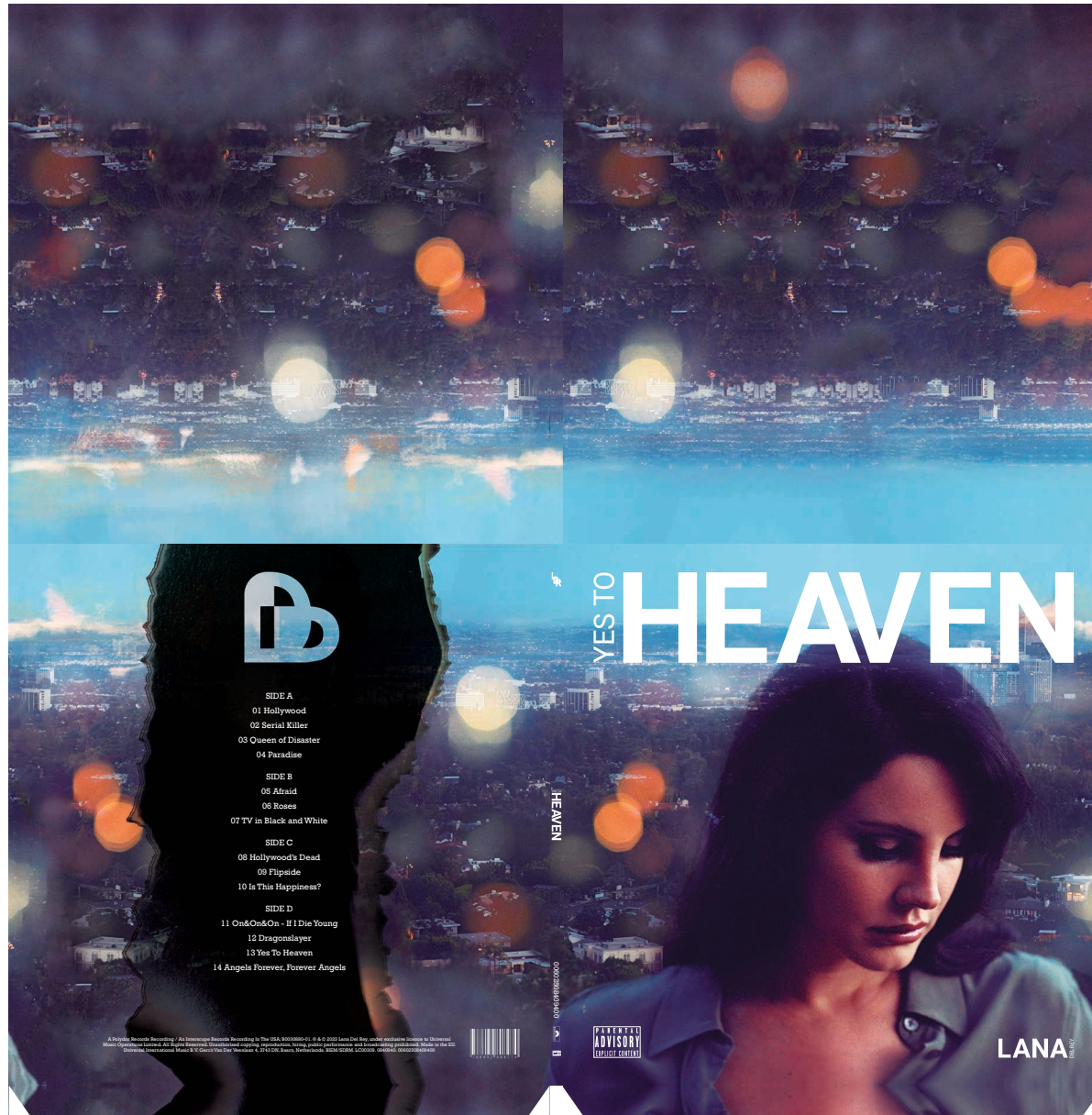


Fotografía del libreto junto al CD del álbum impresos y montados

VINILOS *YES TO HEAVEN*

La caratula de los vinilos se construye al aplicar la imagen gráfica principal.

Las canciones se recogen en 2 discos de vinilo grabados por ambas caras. Las primeras 7 canciones se encuentran en el vinilo con la galleta a la que se le ha aplicado la imagen gráfica principal de la parte del cielo; mientras que las otras 7 restantes, en el vinilo con la parte de la ciudad quemada. Además, estos vinilos están protegidos por dos fundas de papel vegetal, uno sin intervenir y otro quemado. El sentido de usar papel vegetal es por el juego con las transparencias, pues en este álbum la artista se abre y se vuelve “transparente” a su público



Diseño en plano de la caratula de los vinilos



Galleta del primer vinilo Cara A



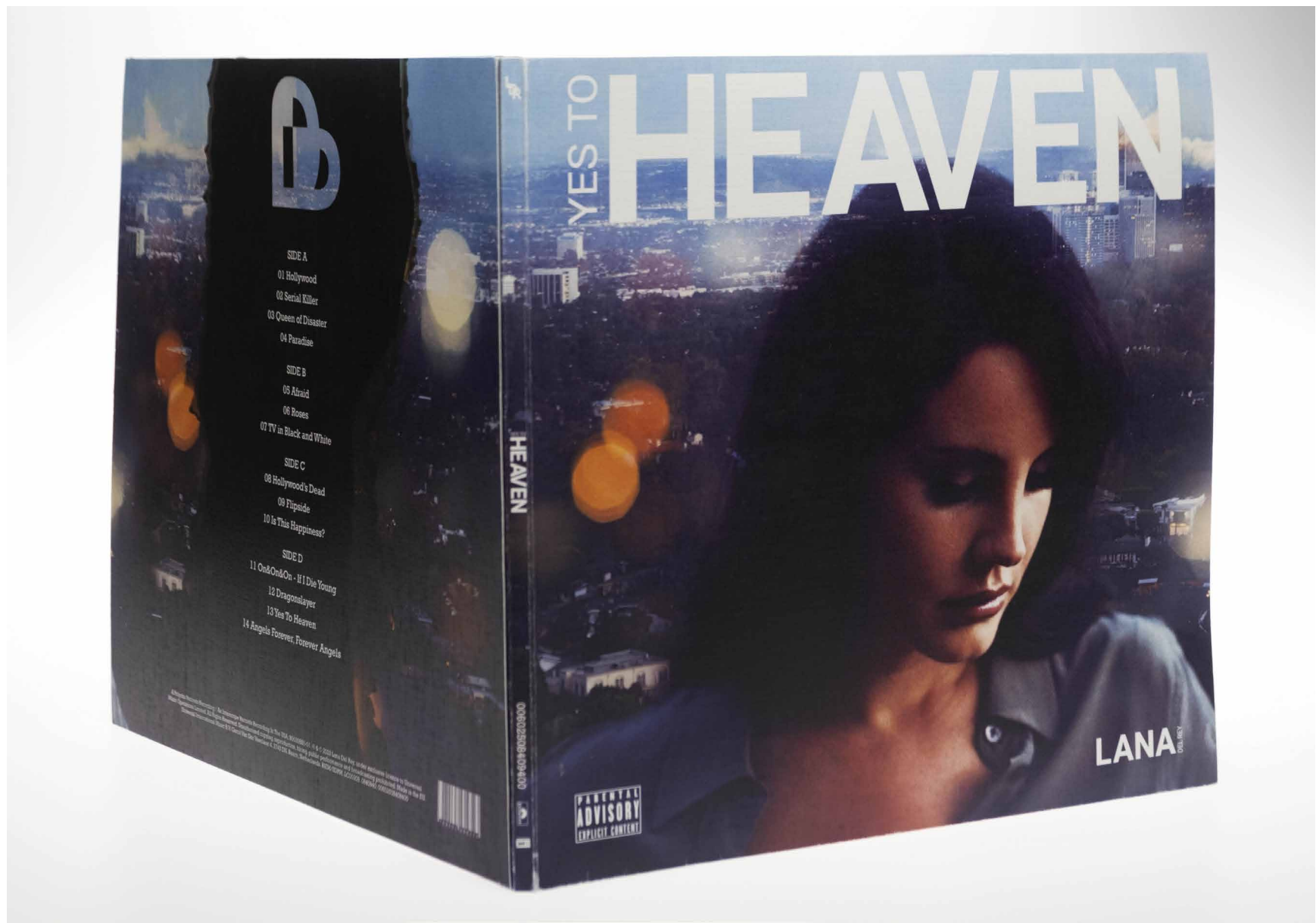
Galleta del primer vinilo Cara B



Galleta del segundo vinilo Cara C



Galleta del segundo vinilo Cara D



Portada y contraportada de la caratula de los vinilos impresa y montada



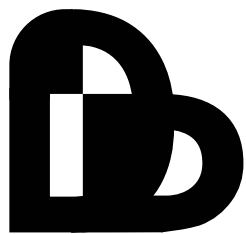
Interior de la caratula de los vinilos, junto a los vinilos con las galletas pegadas y sus fundas de protección

FOTOLIBRO *YES TO HEAVEN*

Para el proyecto también he maquetado un fotolibro que recoge fotografías y poemas de la artista.

Las imágenes han sido recogidas según una temática y se dividen por capítulos: Fotos familiares, fotos en el césped, fotos de flores, fotos de lugares importantes para la artista y fotos de la propia artista.

He incluido además textos manuscritos por la propia Lana para enfatizar ese carácter más personal e íntimo que he buscado desde el principio.



A Polydor Records Recording / An Interscope Records Recording In The USA: B0030880-01. © & © 2023 Lana Del Rey, under exclusive licence to Universal Music Operations Limited. All Rights Reserved. Unauthorised copying, reproduction, hiring, public performance and broadcasting prohibited. Made in the EU. Universal International Music B.V. Gerrit Van Der Veenlaan 4, 3743 DN, Baarn, Netherlands. BEM/SIDM, LC00309, 0840940, 0092258469400



HEAVEN

0190213981109400

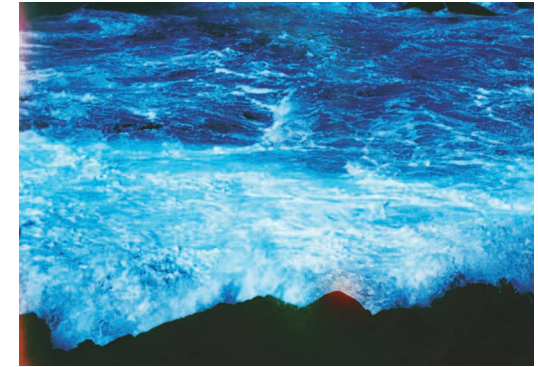
LANA DEL REY

Diseño en plano de las cubiertas del fotolibro

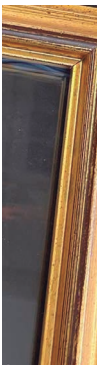


Welcome on this journey... Just take my hand and come with me...

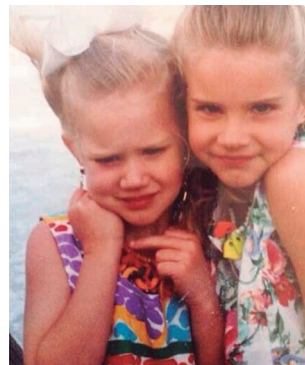
Yes To Heaven.



This is my starting point, Lake Placid. Life was simple and peaceful, but when you know, you know and it's time to go.



*My grandmother's last smile
I'm gonna take that too with me.*



Interior del fotolibro de la página 1 a la página 12

I love you so bad, Chuck... I hope you're always with me...



I'm gonna take mind of you with me...



Violet Bet Backward Over the Grass

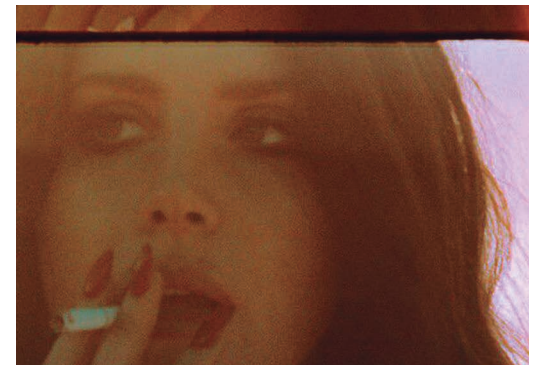
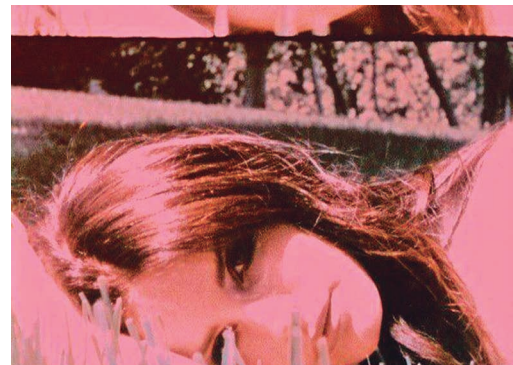
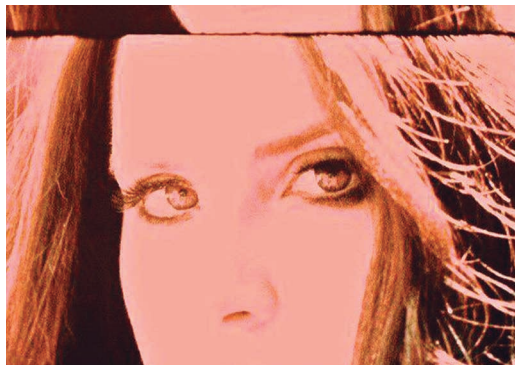
I want to a party
I came in hot
made decisions beforehand
my mind made up
to do them or not
each option weighed quietly
a plan for each thought

But the i walked through the door
past the open concept
and saw Violet
bent backwards over the grass
7 years old with dandelions grasped

highly in her hands
arched like a bridge in a fallen handstand
grinning wildly like a madman
with the exuberance that only doing nothing can bring
waiting for the fireworks to begin

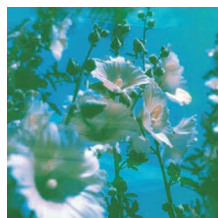
and in that moment
i decided to do nothing about everything

forever.



Interior del fotolibro de la página 1 a la página 12

When I'm lying on the grass, I...



love you, I do
stay here, I won't
the stars fade from your eyes



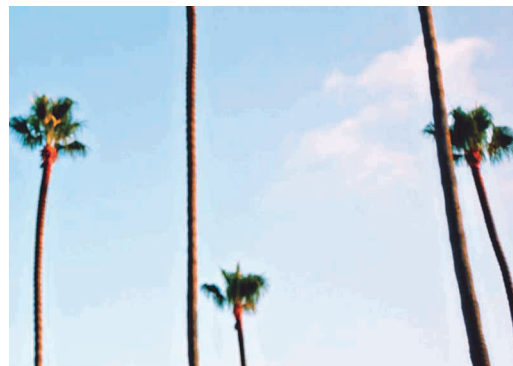
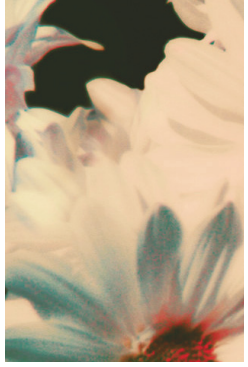
Interior del fotolibro de la página 1 a la página 12



It hurts to love you...



...but I still love you.



Interior del fotolibro de la página 1 a la página 12

I thought of mentioning it but I didn't
 Because captains aren't like poets
 they don't make metaphors between the sea and sky.
 And as I thought that to myself
 I realized
 that's why I write.

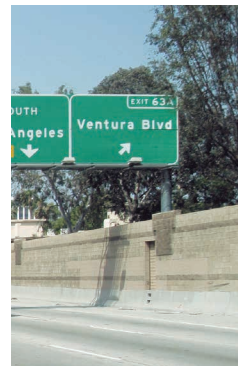
All of this circumnavigating the earth
 was to get back to my life
 It tips to these moons for my poetry to arise
 was to get back to my life
 I'm not a captain
 I'm not a pilot
 I write
 I write.



Did you know that there's a tunnel under Ocean Boulevard?
 Mosaic ceilings
 Painted tiles on the wall

I can't help but feel somewhat like my body, mind, my soul
 Handmade beauty sealed up by two man-made walls
 And I'm like

When's it gonna be my turn?
 When's it gonna be my turn?



I left my city for San Francisco
 Took a free ride off a billionaire's jet
 LA, I'm from nowhere, who am I to love you?
 LA, I've got nothing, who am I to love you when
 I'm feeling this way and I've got nothing to offer?
 LA, not quite the city that never sleeps
 Not quite the city that wakes, but the city that
 dreams, for sure
 If by dreams you mean in nightmares

LA, I'm a dreamer, but I'm from nowhere, who
 am I to dream?
 LA, I'm upset, I have complaints, listen to me
 They say I came from money and I didn't, and I
 didn't even have love, and it's unfair
 LA, I sold my life rights for a big check and I'm
 upset
 And now I can't sleep at night and I don't know
 why
 Plus, I love Zac, so why did I do that when I
 know it won't last?

LA, I picked San Francisco because the man
 who doesn't love me lives there

LA, I'm pathetic, but so are you, can I come
 home now?
 Daughters to no one, table for one
 Party of thousands of people I don't know at
 Delilah where my ex-husband works
 I'm sick of this, but can I come home now?
 Mother to no one, private jet for one
 Back home to the Tudor house that borned a
 thousand murder plots
 Hancock Park, it's treated me very badly and
 resentful
 The witch on the corner, the neighbor nobody
 wanted
 The reason for Garcetti's extra security

LA, I know I'm bad, but I have nowhere else to
 go, can I come home now?
 I never had a mother, will you let me make the
 sun my own for now, and the ocean my son?
 I'm quite good at tending to things despite my
 upbringing, can I raise your mountains?
 I promise to keep them greener, make them my
 daughters, teach them about fire, warn them
 about water
 I'm lonely, LA, can I come home now?

I left my city for San Francisco
 And I'm writing from the Golden Gate Bridge
 But it's not going as I planned
 I took a free ride off a billionaire and brought
 my typewriter and promised myself that I
 would stay but
 It's just not going the way that I thought
 It's not that I feel different, and I don't mind
 that it's not hot
 It's just that I belong to no one, which means
 there's only one place for me
 The city not quite awake, the city not quite
 asleep
 The city that's still deciding how good it can be

And also
 I can't sleep without you
 No one's ever really held me like you
 Not quite tightly, but certainly I feel your body
 next to me
 Smoking next to me
 Vaping lightly next to me
 And I love that you love the neon lights like me
 Orange in the distance
 We both love that

And I love that we have that in common
 Also, neither one of us can go back to New York
 For you are unemployed
 As for me, it won't be my city again until I'm
 dead
 Fuck the New York Post

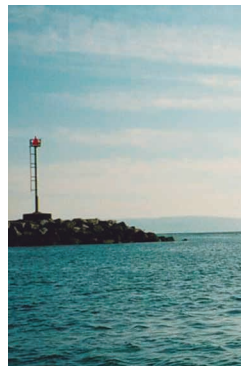
LA, who am I to need you when I've needed so
 much, asked for so much?
 But what I've been given, I'm not sure yet
 I may never know that either until I'm dead
 For now though, what I do know
 Is although I don't deserve you
 Not you at your best and your splendor
 With towering eucalyptus trees that sway in my
 dominion
 Not you at your worst
 Totally on fire, unlivable, unbreathable, I need
 you

You see, I have no mother
 And you do
 A continental shelf
 A larger piece of land from where you came
 And I?

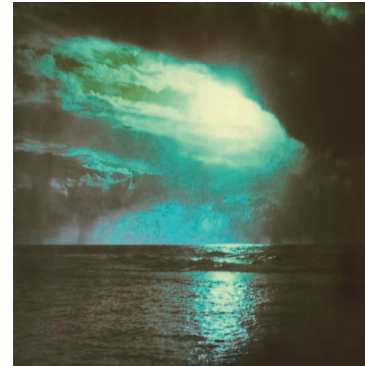
I'm an orphan
 A little seasHELL that rests upon your native
 shores
 One of many, for sure
 But because of that, I surely must love you
 closely to the most of anyone

For that reason, let me love you
 Don't mind my desperation
 Let me hold you, not just for vacation
 But for real and for forever
 Make it real life
 Let me be a real wife to you
 Girlfriend, lover, mother, friend
 I adore you
 Don't be put off by my quick-wordedness
 I'm generally quite quiet
 Quite a mediator, actually
 I'll do very well down by Paramahansa
 Yogananda's realization center, I'm sure
 I promise you'll barely even notice me
 Unless you want to notice me
 Unless you prefer a rambunctious child
 in which case, I can turn it on, too
 I'm quite good on the stage as you may know

You might have heard of me
 So either way, I'll fit in just fine
 So just love me by doing nothing
 And perhaps, by not shaking the county line
 I'm yours if you'll have me
 But regardless, you're mine



Interior del fotolibro de la página 1 a la página 12



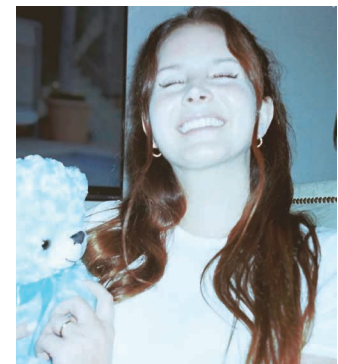
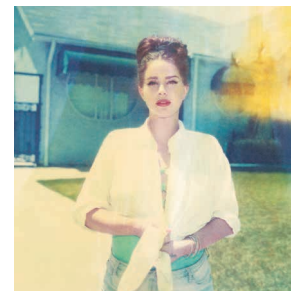
May my eyes always stay level to the horizon
 May they never gaze as high as heaven, to ask why
 May I never go where anguish fears to tread
 So as to have to ask for answers in the sky
 The whys in this lifetime I've found are
 inconsequential
 Compared to the magic of the nowness the solution
 to most
 Questions
 There are no reasons
 And if there are I'm wrong
 But at least I won't have spent my life waiting
 Looking for God in the clouds of the dawn
 I'll be up early to rise though of course
 But only to make you a pot of coffee
 That's what I was thinking this morning Joe
 That it's times like this as the marine layer lifts
 Off the sea from the view of our favorite restaurant
 That I pray that I may
 Always keep my eyes level to your eyeline
 Never downcast at the table cloth

You see, Joe
 It's times like this that the marine layer lifts
 Off the sea on the dock with out candle lit
 That I think to myself
 There are things you still don't know about me
 Like sometimes I'm afraid my sadness is too big
 And that one day you might have to help me handle it
 But until then
 May my eyes always stay level to the skyline
 Assessing Long Beach's glittering new development
 Never higher than the tallest building
 Never higher than heaven or revenant
 'Cause I have faith in man as strange as that seems
 In times like these
 And it's not just because of the warmth I've found in
 your
 brown eyes
 It's because I believe in the goodness in me
 That it's firm enough to plant a flag in
 Or a rosebud
 Or to build a new life

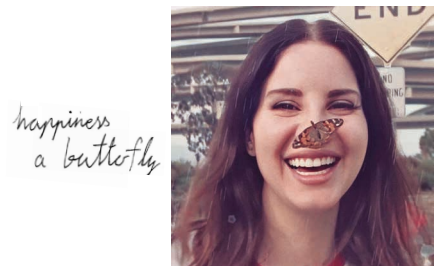
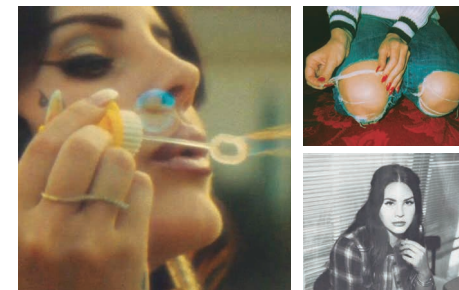
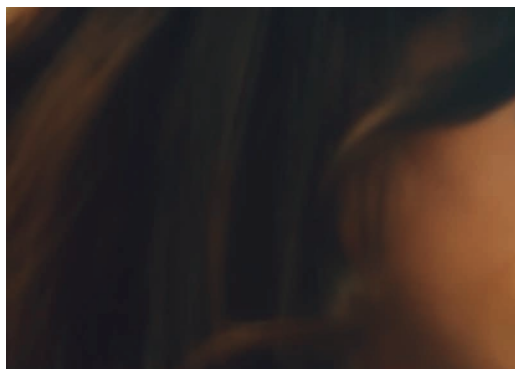
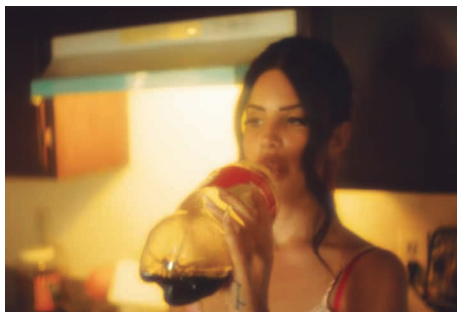


i'm

sweet



Interior del fotolibro de la página 1 a la página 12



You thought I was rich
 And I am but not how you think
 I live in a tudor house
 Under the freeway in Mar Vista by the beach
 When you call I take my phone to the picnic table
 That I brought from the Rose Bowl
 And I listen to the rushing cars above
 And I think about the last time you visited me
 The last time we made love
 How the noise got louder and louder during rush hour
 And it felt like the ocean was the sky
 And that I was flying because you were two feet
 taller than me
 Until you took me in your arms
 And I could touch the stars
 And they all fell down around my head
 And I became an angel
 And you put me to bed

Happy

People think that I'm rich and I am but not how
 they think
 I live in a tudor house under the freeway
 Off of Rose Avenue 1/2 block from the beach
 And on the back it says: Happy joyous and free

Happy

And when I drive
 I think about the last time my friends were driving
 with me
 How the radio was so loud that I couldn't hear the
 words
 So we became the music

Happy

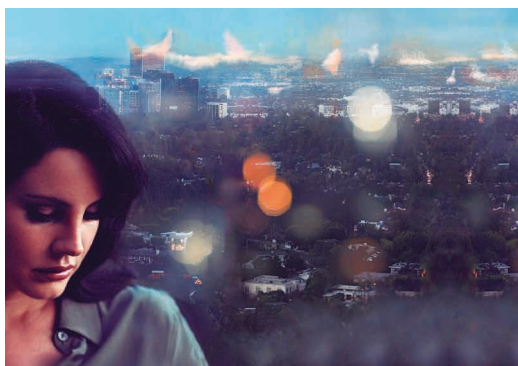
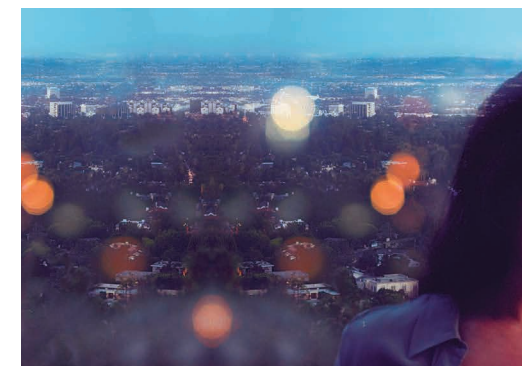
They write that I'm rich and I am but not how they
 think
 I have a safe I call the boyfriend box
 And in it every saved receipt
 Every movie theater ticket just to remind me
 Of all the things I've loved and lost and loved again
 Unconditionally

Happy

You joke that I'm rich and I am but not how you think
 I live in a tudor house under the freeway
 Off of Rose Avenue 1/2 block from the beach
 And when you call I put your sweater on

And put you on speaker
 And chat for hours underneath the trees
 And think about the last time you were here lying
 next to me
 How the noise from the cars got louder and louder
 During rush hour
 Until it sounded like a river or a stream
 And it felt like we were swimming
 But it wasn't just a dream
 We were just

Happy



Thank you. I feel like being happy is the ultimate goal. So I did it. Thank you!

Lana Del Rey





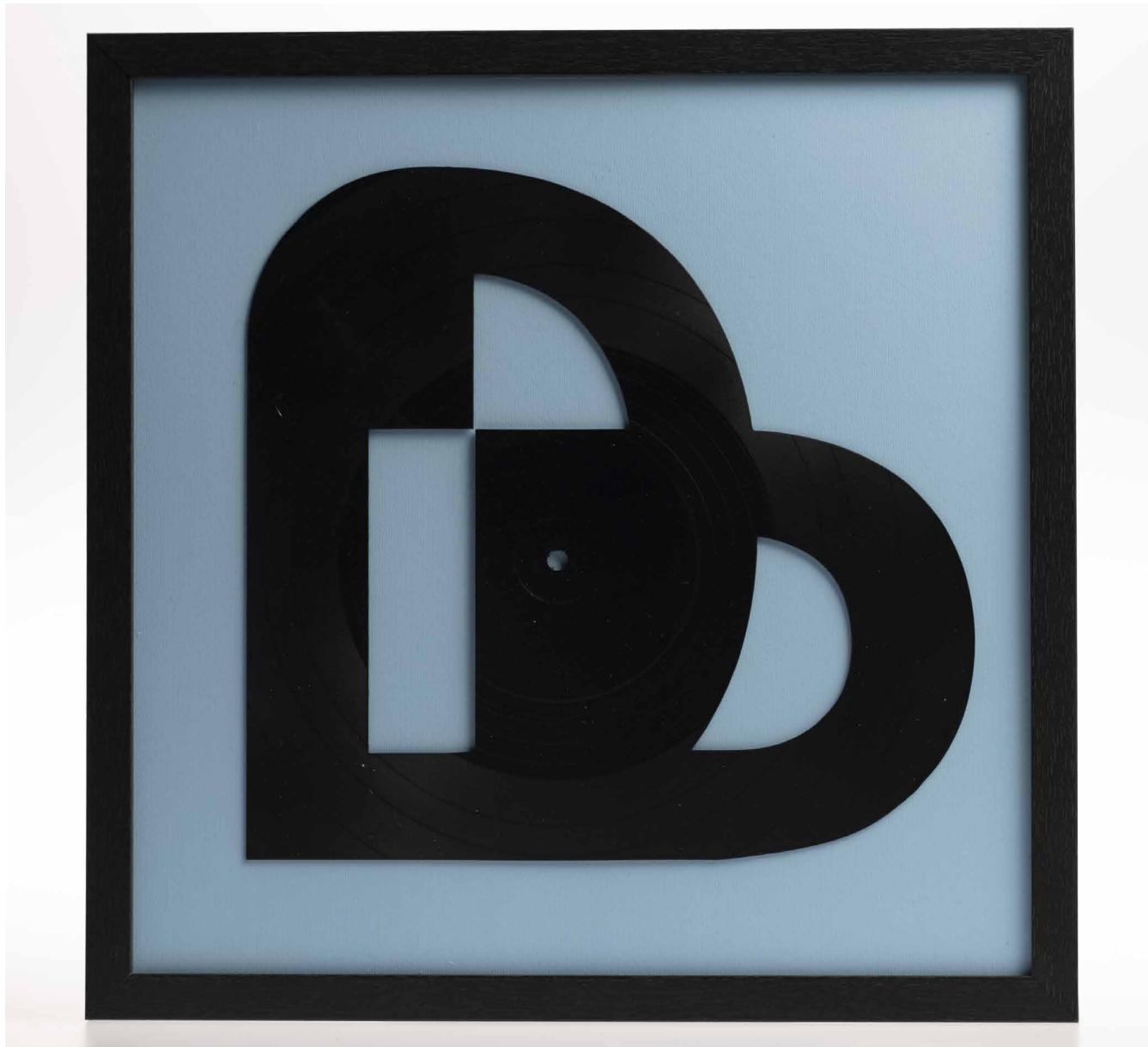
Portada y contraportada del fotolibro impreso y encuadernado



Muestra del fotolibro abierto

OTROS ELEMENTOS / MERCHANDISING

En este apartado, incluyo elementos de merchandising generados a partir de la aplicación de la identidad gráfica y de la imagen gráfica principal del álbum.



Vinilo recortado y enmarcado con la forma del responsive del álbum



Colgante de perlas, dos mecheros y pastillero



Camiseta parte delantera



Camiseta parte trasera



Totebag y camiseta



Totebag y camiseta

yes to heaven

If you dance I'll dance
And if you don't I'll dance anyway
Give people a chance
Let the fear you have fall away

I've got my eye on you
I've got my eye on you

Say yes to heaven
Say yes to me
Say yes to heaven
Say yes to me

If you go I'll stay
You come back I'll be right here
Like a buoy at sea
In the storm I stay clear

'Cause I've got my mind on you
I've got my mind on you

Say yes to heaven
Say yes to me
Say yes to heaven
Say yes to me

If you dance I'll dance
I'll put my red dress on again
And if you fight I'll fight
It doesn't matter, now it's all gone

I've got my mind on you
I've got my mind on you

Say yes to heaven
Say yes to me
Say yes to heaven
Say yes to me
I've got my eye on you
I've got my eye on you
I've got my eye on you
I've got my eye on you

Lana Del Rey

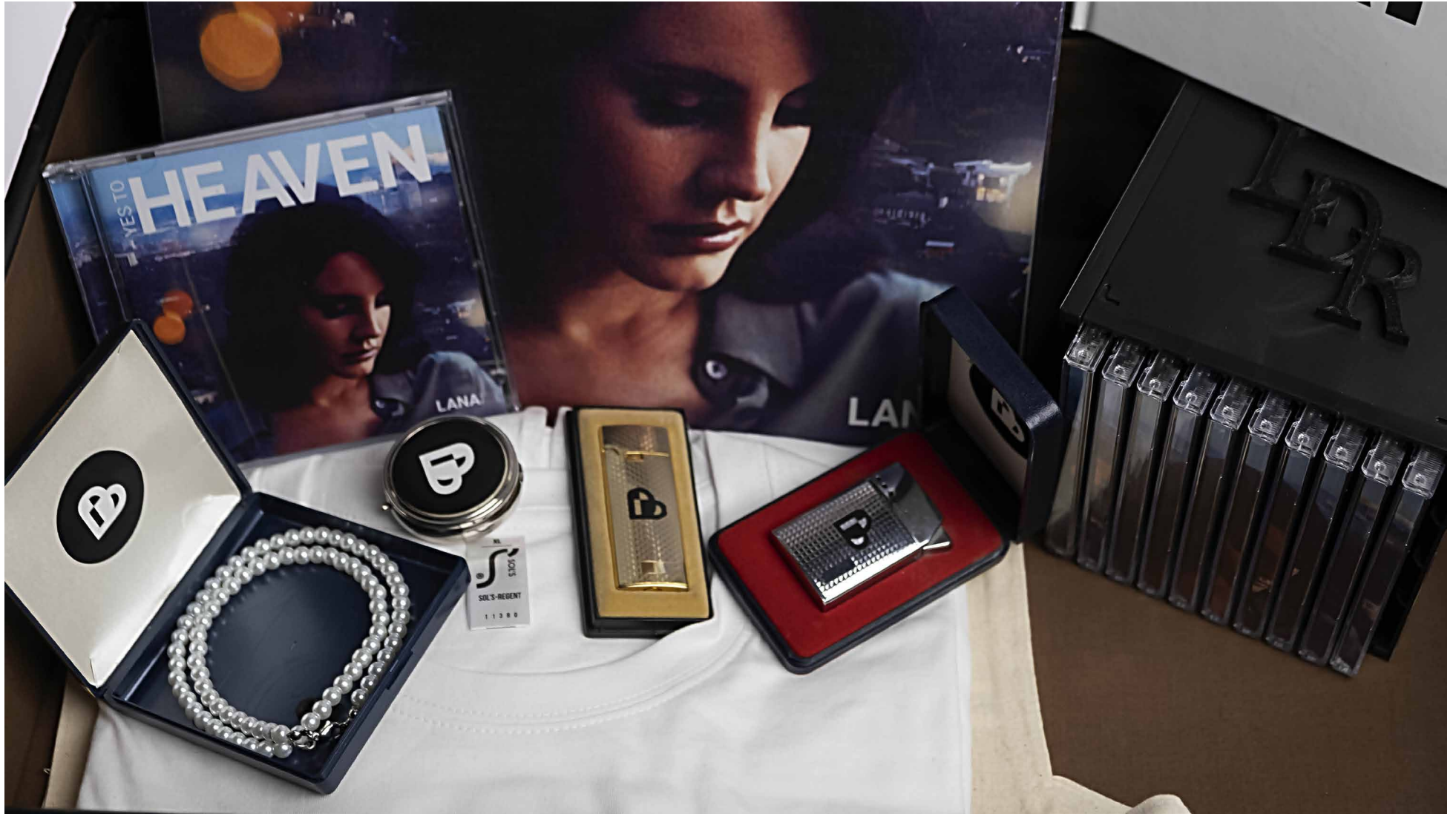
ANEXO



Fotografía de la versión deluxe limitada del álbum *Yes To Heaven* con los elementos que la componen en el interior del packaging



Fotografía detalle de la versión deluxe limitada del álbum Yes To Heaven



Fotografía detalle de la versión deluxe limitada del álbum Yes To Heaven



Fotografía de la instalación en la defensa del TFG



Fotografía de la instalación en la defensa del TFG con todos los elementos desplegados

Enlace a carpeta con vídeo donde se muestra todo el proyecto en movimiento:

<https://drive.google.com/drive/folders/1tc9v-rNh8Mgj990VI5WNI6O353EPAMB0?usp=sharing>

