

Metahaven Uncorporate Identity

Uncorporate Identity Command+I The Development of Corporate Design Come Together Design Issues laspis forum on design and critical practice Hans Van Houwelingen The Hard Question of Art Daniel van der Velden WOT WOW David Preston Francesco Spampinato Magnus Ericson Hans van Houwelingen Metahaven

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this book takes an imaginative approach to visual identity

chronicling the emergence of brand consultancy this book explores how the development and proliferation of brand identity systems transformed the working methods and ideals of practicing graphic designers working in post war britain practitioners in britain were at the forefront of efforts to transform corporate identity design into a recognised practice with its own codified methods focussing particularly on the british experience the book also draws on the influences and developments in this formative era in other countries including the us and germany during this period designers were struggling with two conflicting paradigms the socially motivated free spirited artist designer and the design entrepreneur as corporate agent david preston uses three key design agencies as the springboard to explore this foundational period in the history of graphic design labour practices the practical rationality of hans schleger associates the systematic methods of henrion design associates and the design research unit and their design manual as an instrument of control these design agencies created some of the most striking and successful brand identities of the era the klm logo the british rail double arrow the john lewis branding of the 1960s glenfiddich s iconic triangular bottle the post office s house style the national theatre logo and many more the case studies look at the power at play how branding became systematic the struggle between motives and standards and draws on first hand interviews with key actors and archival material a valuable contribution

to our understanding of british post war graphic design and the history of branding

the past twenty years have seen a new generation of artists working together in small groups and large collectives to explore new avenues of art design performance and commerce in come together author and visual artist francesco spampinato assembles an international roster of forty of today s most exciting and influential collectives from design studios like project projects and political performance artists the yes men to flash mob provocateurs improv everywhere and the multimedia artists assume vivid astro focus alongside visual portfolios of their best work are in depth interviews addressing each group s unique motivations processes and objectives what emerges is a shared desire to turn viewers into producers and to use commercial mass media strategies to challenge prevailing social political and cultural power structures come together is an essential resource and inspiration for students art lovers and anyone interested in the cutting edge of visual culture

the iaspis forum on design and critical practice has comprised an exhibition an international seminar and now a publication on investigative speculative and critically oriented design the reader is based on four conversations between graphic designers about various aspects of design relating to their practices it also contains a number of interviews and other texts linked to these conversations and a broader discussion about design and transboundary practice book jacket

this publication presents three recent proposals by artist hans van houwelingen and through their mediation one of the most remarkable discourses on public art in the netherlands what s done can be undone is the proposed exchange of place between the statues of johan rudolph thorbecke and baruch spinoza sitting in amsterdam and the hague respectively correcting the historical inaccuracy in their placement could trigger a crucial reevaluation of the politician s and the philosopher s legacies in relation to today s political and moral unrest sluipweg relocates over 300 disinterred tombstones as a footpath circling the ramparts of fort vijfhuizen a defense construction rendered obsolete the very moment it was completed by advancements in military technology the work collapses two forms of death and two ways in which death absents the categories we employ to make sense of it

leading design group metahaven on what is art in the 21st century the hard question of art questions our assumptions of what art is today and sets out new ways of thinking creatively for the future in these complicated times when the power to change things seems out of our grasp we put a huge weight on art to transform the world but how does beauty matter does art have a moral purpose as scientists map our brains when we look at a painting what do these flashing synapses tell us about these signals can you tell the difference between work produced by an artist or an ai is the murmuration of birds a form of

creativity does the price a work sells for on the market reference its quality what is the point if art can't reverse climate change metahaven argue that in this urgent age we need to rethink what art does in the world for the creator the viewer the owner art is a means of communion we should stop asking whether we think it is good or not it is what moves us and can therefore become the means through which change can happen

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