

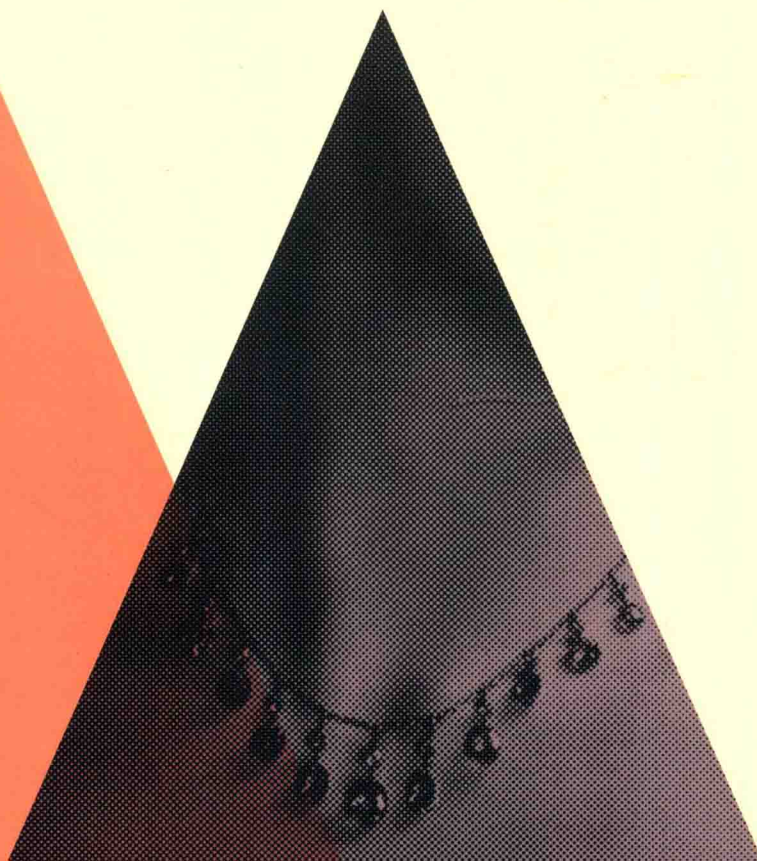
13



ECHOES
OF THE
FUTURE

RATIONAL GRAPHIC DESIGN
& ILLUSTRATION

gestalten



ECHOES OF THE FUTURE

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RATIONAL GRAPHIC DESIGN & ILLUSTRATION

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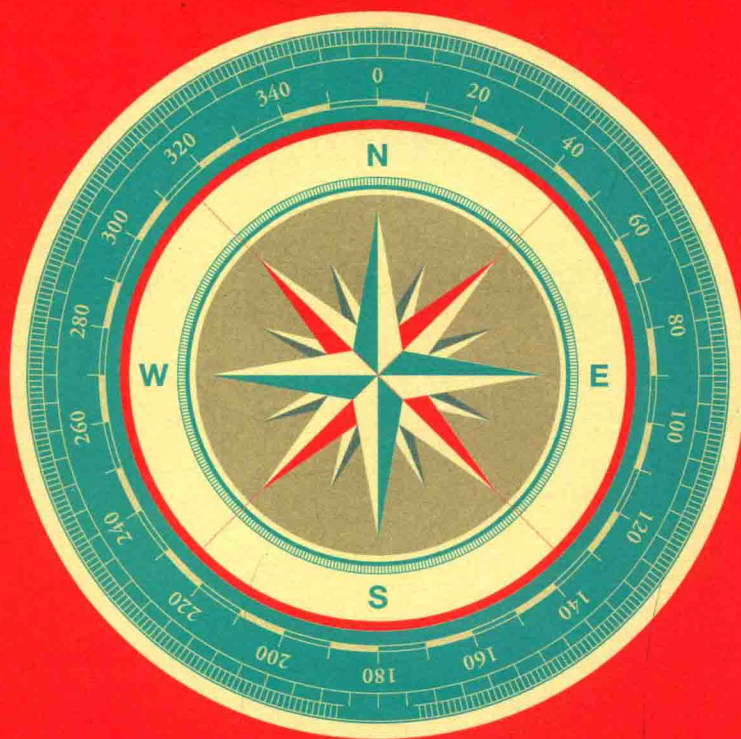
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Navigation

Cardinal Point	Abbr.	Direction	Wind
North	N	0°	Tenderbree
North-East	NE	45°	Crozier
East	E	90°	Levanter
South-East	SE	135°	Greco
South	S	180°	Auster
South-West	SW	225°	Libeccio
West	W	270°	Ponente
North-West	NW	315°	Mistral



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Navigation

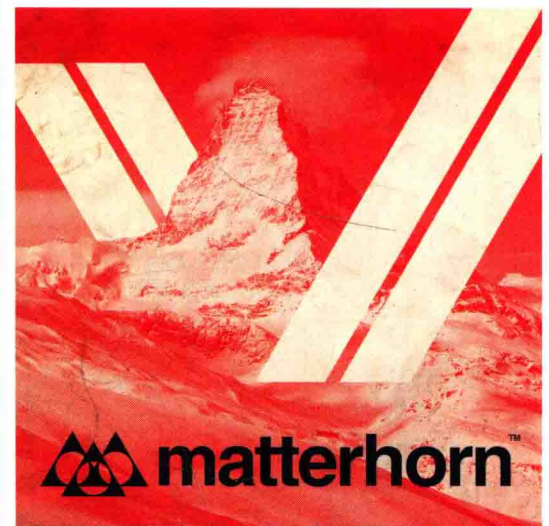
16.02.1820

180°



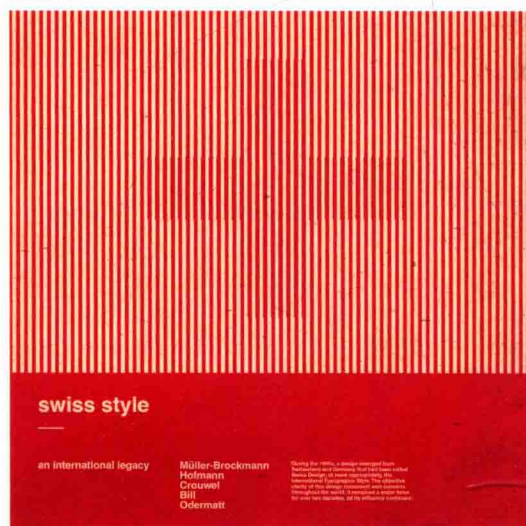
Astronaut Design

Navigation, Chrome
2010, Personal Project



Duane Dalton

Swiss Style, Swiss Plus, Matterhorn
Switzerland (right page)
2011, Personal Project



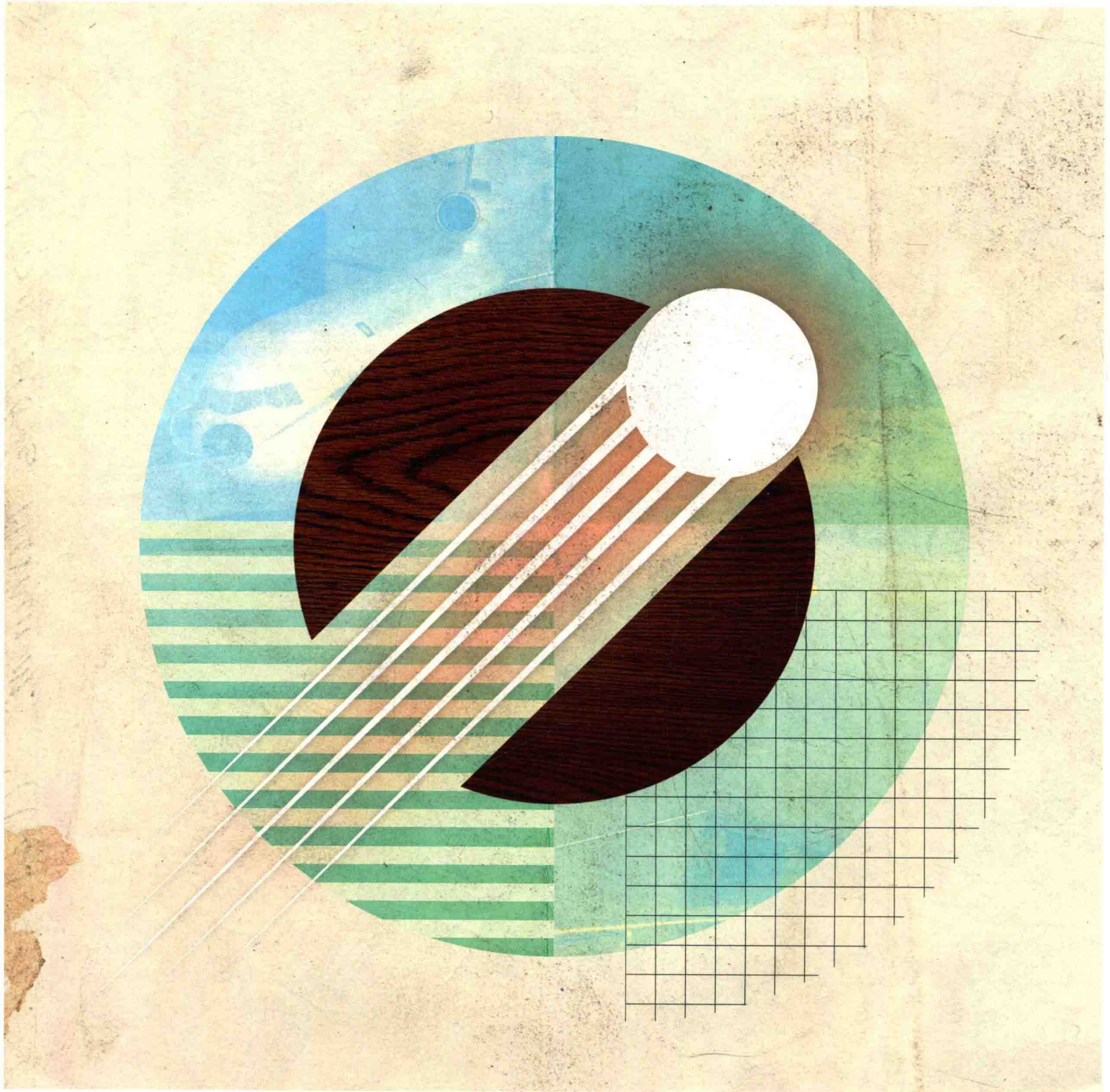


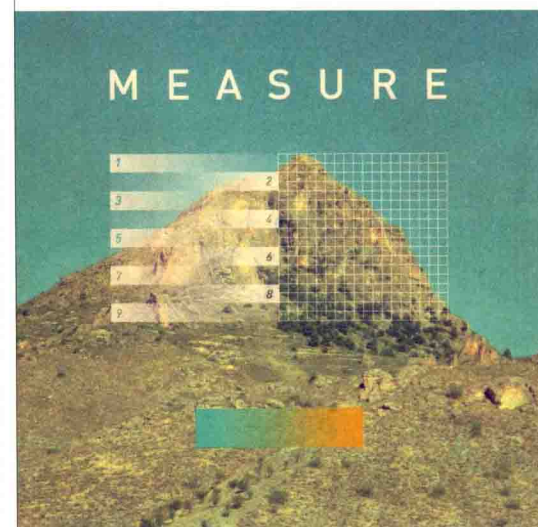
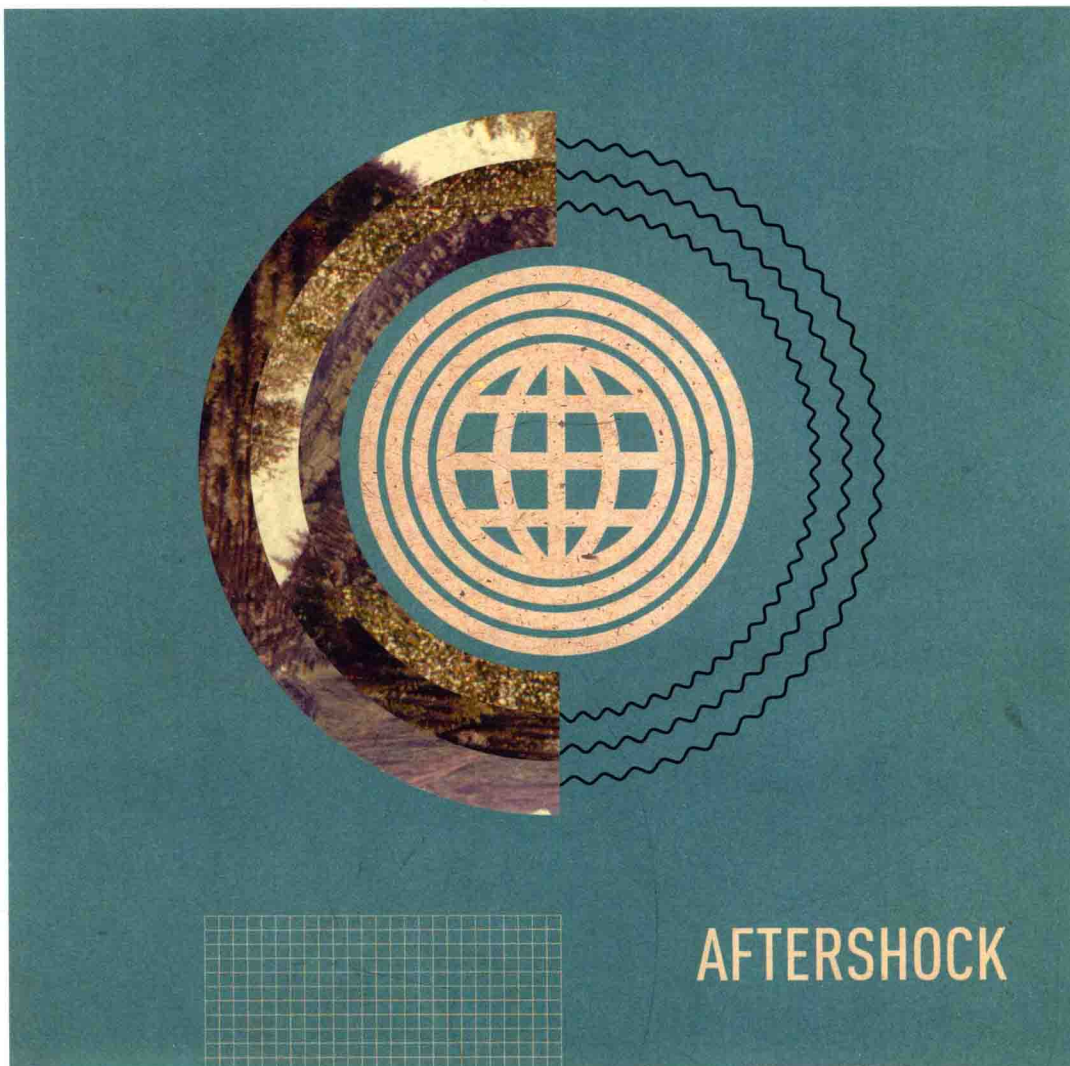
Switzerland

Suisse
Svizzera
Schweiz

41,285 km²

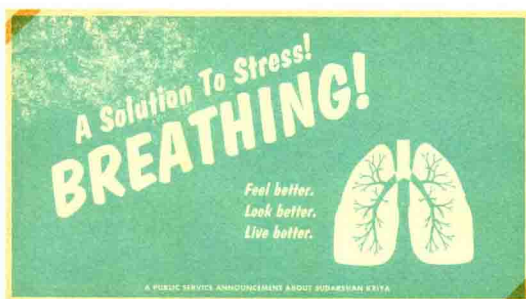
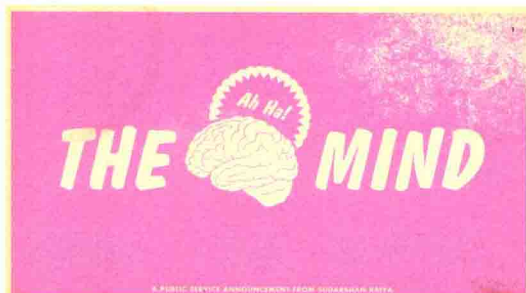




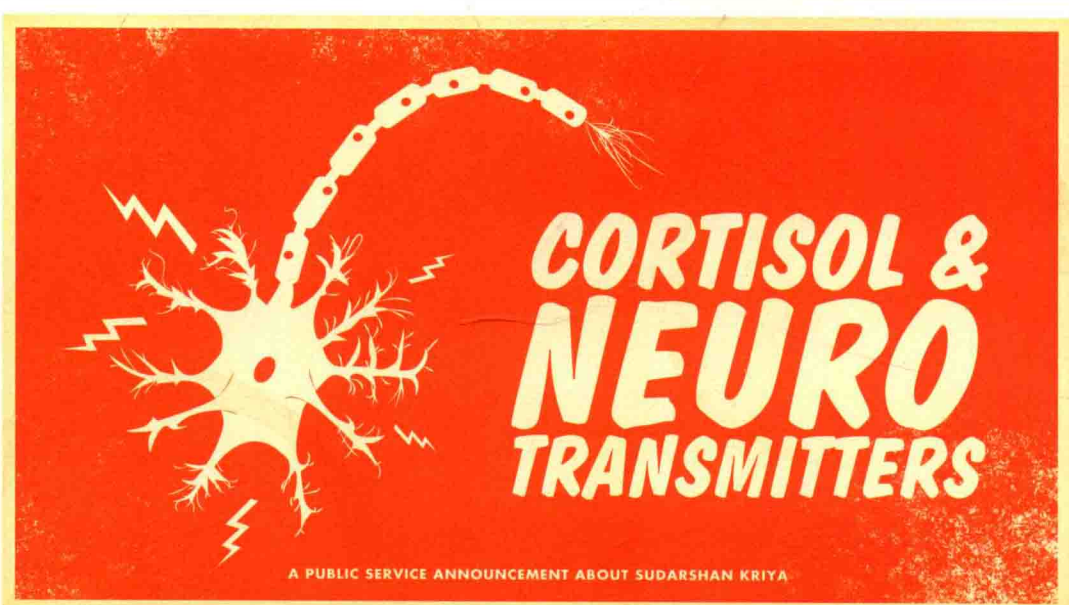
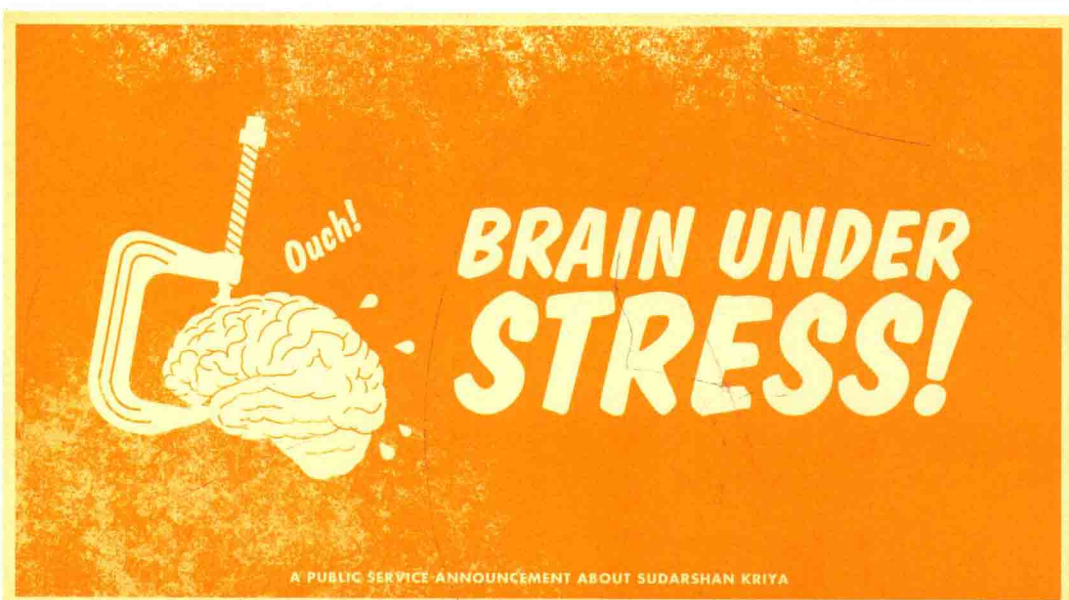
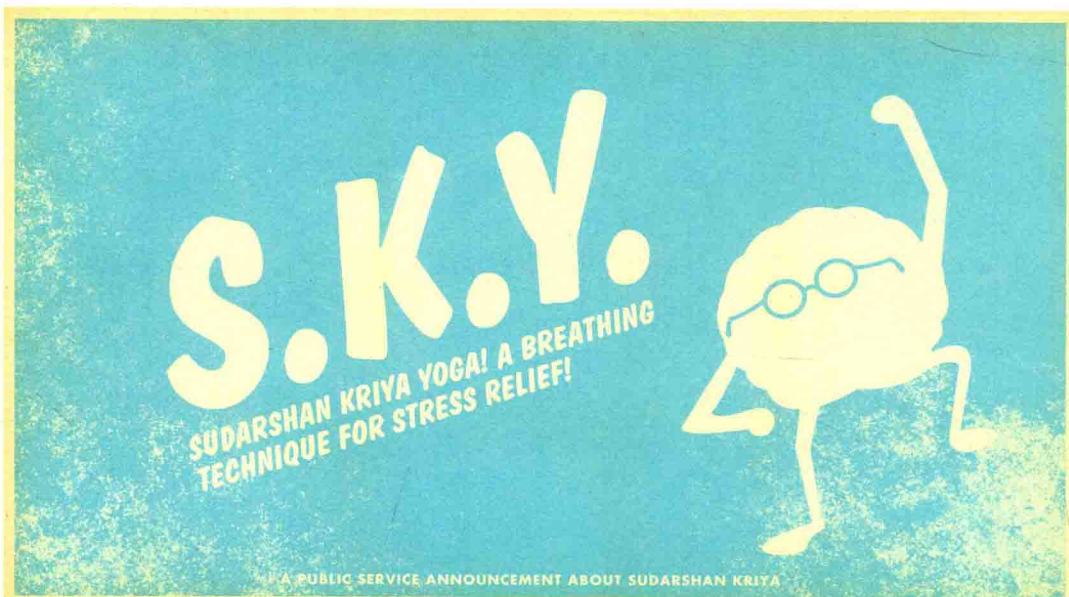


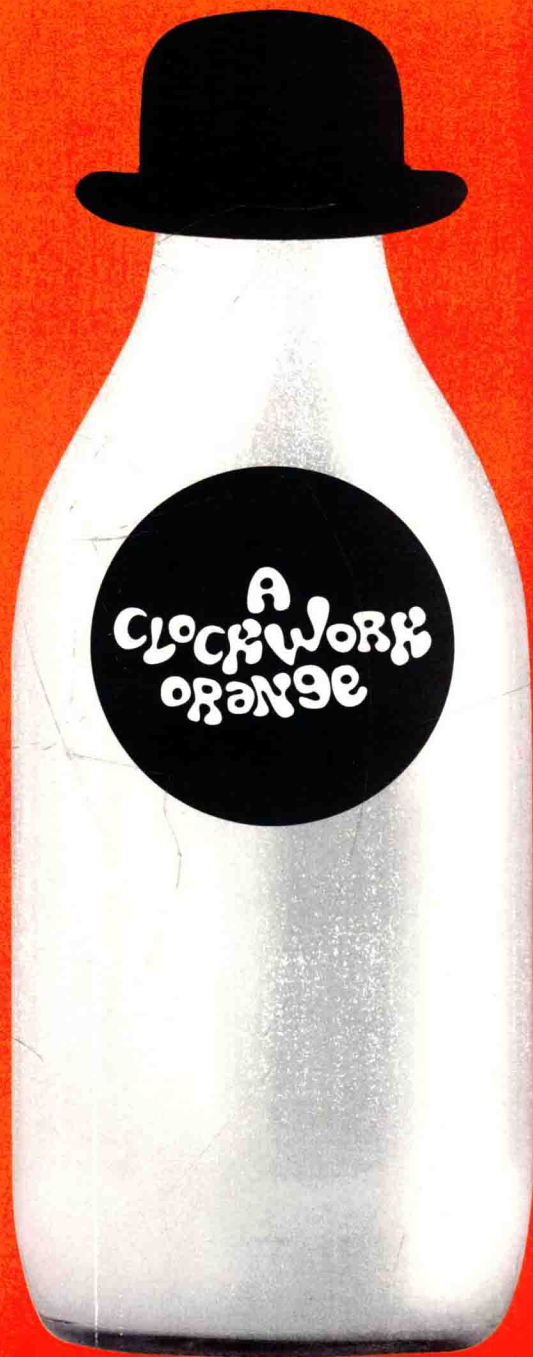
Duane Dalton

Speed (left page)
Aftershock, Supersonic, Measure
2011, Personal Project



The Mind, Breathing, Sudarshan Kriya,
Brain Under Stress, Neurotransmitters
2010/11, Personal Project





BEING THE ADVENTURES OF A YOUNG MAN
WHOSE PRINCIPAL INTERESTS ARE
RAPE, ULTRA VIOLENCE & BEETHOVEN

Heath Killen

A Clockwork Orange
2010, Personal Project

YOU ARE

● **THE CONSUMER** ●

... IT IS YOUR MISSION TO ...

SPEND



.....
As an individual you are a consumer. Society relies on you to consume as much as possible. Without your relentless spending our economy and wellbeing would surely collapse.

ALWAYS
WANT

... OVER ...
NEED

.....
Reputable consumers frequently buy what they want over what they need. This consistently guarantees them a sustained level of happiness.

... **BUY** ...
NOW

== PAY LATER ==

.....
Not working hard enough can often result in a lack of funds needed for consumption. However, a clever consumer will always borrow money to keep up.

CELEBRITIES

.....
**SELLING
OUT!**

.....
● GET THE LATEST LOOK NOW ●

.....
Honourable consumers are advised to admire and follow all current trends, however trends will continuously change and so must you.

* * * STRESS * * * ANXIETY * * * DISMAY * *

AVAILABLE HERE

.....
Consumerism can sometimes conclude with feelings of stress, anxiety and dismay. Do not worry, these are typical symptoms. To overcome such feelings we propose more spending to ensure endless fulfilment.

... WHY BOTHER WITH ...



WHEN YOU CAN BE LIKE

EVERYBODY ELSE

.....
Individualism is overrated! We suggest that you place trust in brands, they offer uniformity. The repercussions of not fitting in can be devastating.

Andy Penny

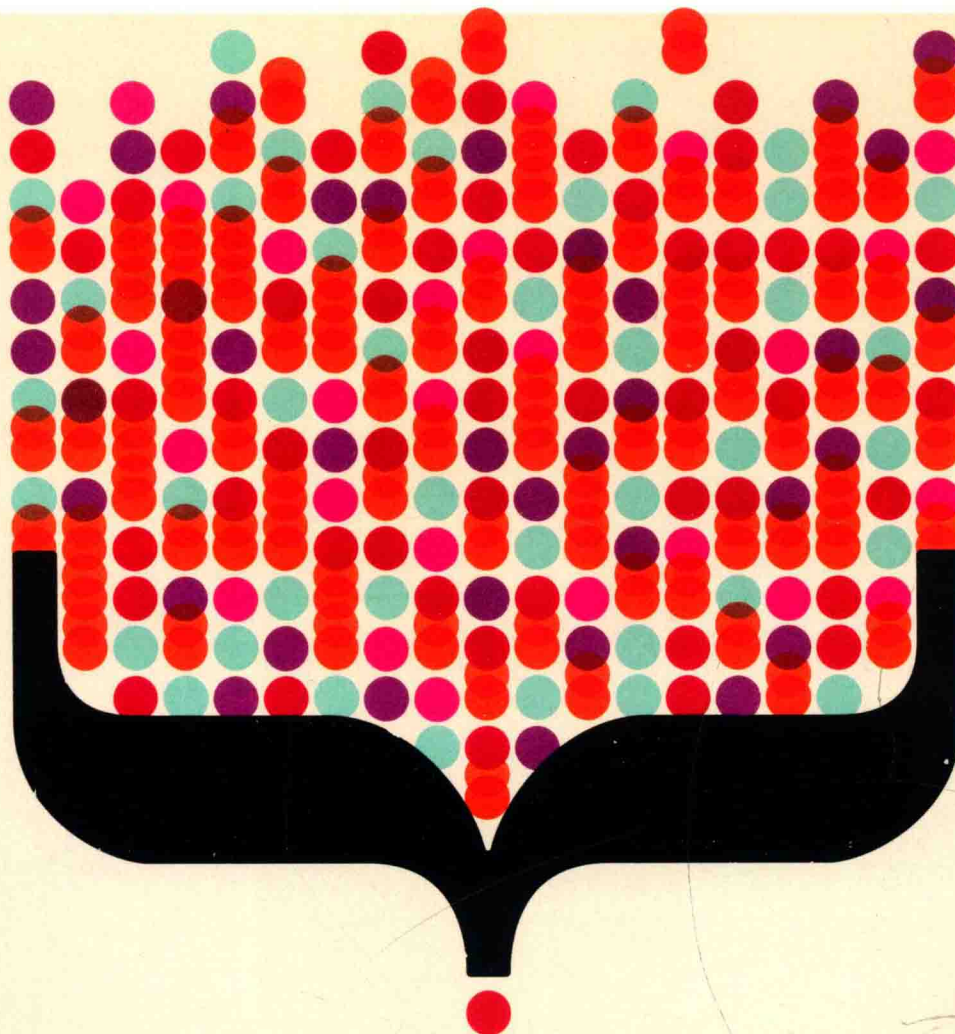
Consumerism
2010, Personal (Student) Project

THE CONSUMER CYCLE



GET YOURS TODAY

.....
To ensure a rich and satisfying lifestyle we suggest a structured occupation cycle. A good consumer will repeat this cycle indefinitely, any other routine is forbidden.



Expertise

The postmodernists told us there was no objective truth. Reality, they said, was an infinite number of multiple stories that we tell ourselves about ourselves – and this meant that everyone could be an artist, a critic or a philosopher.

As a theoretical position this was intriguing and empowering, but these advocates were not living in a time when the expansion of the media meant that everyone's art, expertise and philosophies could be self-published. In the age of the blog, the podcast, the self-designed website and the self-published 'zine, this multiplicity overwhelms us and engenders new desires and feelings. We find it hard to maintain concentration, and struggle with a new condition of Continuous Partial Attention. Thanks to interactive technology and new media, everyone is a critic – and in truth, most of them are dull, badly informed and good only at unqualified attack or unintelligent celebration.

The trouble is, everyone these days thinks they're an expert. But they're not. Sure, everyone can blog and many can use Photoshop – but is everyone then a writer and designer? Research by Wiki and Google produces information, but it doesn't teach you how to apply that information and turn it into meaningful knowledge. The world where everybody does everything creates middling results. It's time to embrace real expertise and experts again.

Depressingly, teachers of design now find that for some students 'research' has become a collation of sources of information gathered online. This creates a body of data and an awareness of what has gone before, but the question is, how does someone create new work using those sources? How does he or she develop a vision, and create something new? How do they turn their knowledge into inspiring products and services that relate to people's lives in the modern world? To author a work, to turn data into knowledge, requires intuition and a comprehension that involves a sense of practical experience and vision. Without that, we just have amateurish pastiche, which is why so much creative work today feels like a cross, empty rehash of an old idea.

When in doubt, investigate the language. The root of the English word 'knowledge' is *cræwer*, a Germanic word meaning to recognise or identify. Interestingly, it is highly unusual in sharing a root with Latin *gnoscere*, and the Greek *gignoskein* (meaning 'to know by the senses'). The word knowledge thus signifies a combination of ways of knowing – knowing as fact, recognising from memory, and identifying through the senses.

In a world in which data is often used to justify poor decisions, this type of knowing should be regarded as more valuable than platinum. And you can't have wise and instinctive thinking without experience. While this depth of thought came to be undervalued during the boom, in design it is now being fostered. The last decade has seen a growth in multi-disciplinary working, whereby practitioners are asked to apply learning from one field of expertise to several others. It is an acknowledgement that only knowing the facts and data of a discipline is insufficient to produce work good enough to meet the new demands of a changing world. Also essential are insight and intuition, those priceless combinations of instinct and rich experience.

In this world where skill and intention matter, age comes before beauty. When youth is fetishised, skills are lost. People are starting to value long-term knowledge over the anything-goes ethos of the Internet, and realising that depth and intuition aren't things you instinctively do or don't have. They come from all you know and from living and working with a subject for years.

Expertise doesn't mean that you no longer take risks during the process. But there's a high return on the results. And it means you don't add to the ignorant crap and clutter that gets in the way of good design and human progress.

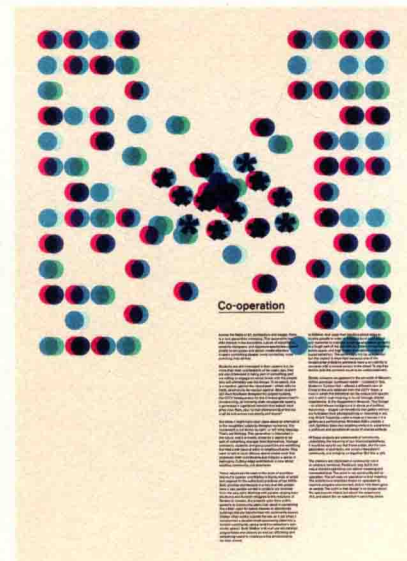
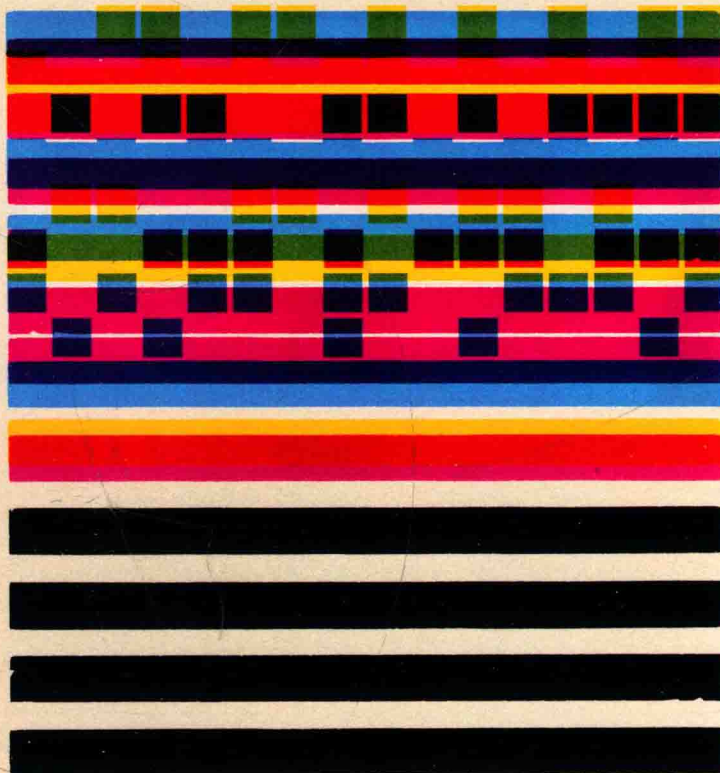
Romanticism

For years capitalism did because it could. It made things cheaper and better and it built for abundance rather than taking into account anything other than the rule of profit. In its early stages, in the late Georgian and early Victorian periods, it prompted among intellectuals and artists a counter-reaction which drew an interest in craft and artisan culture. This was a romantic movement, and now, in the age of hyper-capitalism, hyper-consumption and hyper-individualism, a similar movement is taking hold.

Modelling and hacking are new movements whose practitioners change and remake industrial products to fit their needs. It's a high-tech, hi-DIY movement, about like Roland Barthes's reader-response theory applied to consumer technology. Companies always sell products with a prescribed set of uses imagined for consumers. If something doesn't do what they want it to, a modder will modify it. iPhones have their code broken so that people can use their own, non-Apple-approved apps, game software is hacked to personalise the action, car-modders change petrol engines to run on renewable energies, other modders adjust sewing to reduce sexual problems.

The process transforms the notion of who defines a product and its meaning. By embracing the vital skills of programming and engineering they're saying computers can't dictate what something is and how it's used. The modders espouse an ideologically optimistic belief that systems and systems a door first shot in the industrial revolution when companies started mass manufacturing. Now modders take these industrial skills and make them romantic, personal and heroic.

An object cannot in itself have a moral purpose. People working together, however, can. In a sense, the existence of hacking and modelling means that products are no longer limited when they are offered for sale, they're really just a set of possibilities.

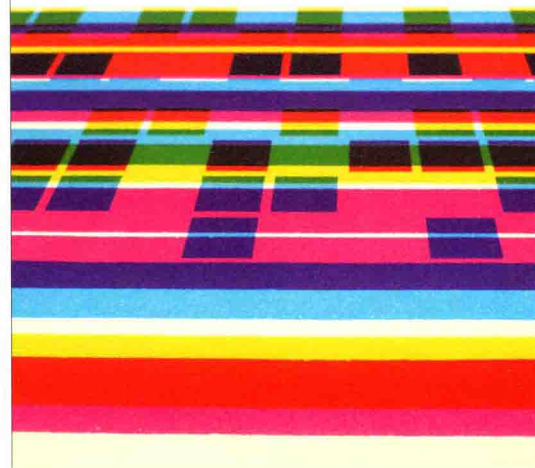


Tom Hingston Studio

Tænker 001 Edition

2011, Æsir Copenhagen

Tænker first edition is a publication, Tænker 001, edited by Suki Larson and Martyn Evans. It was designed and produced by Tom Hingston Studio at a Copenhagen-based lithographic workshop in a limited edition of 100 copies.





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