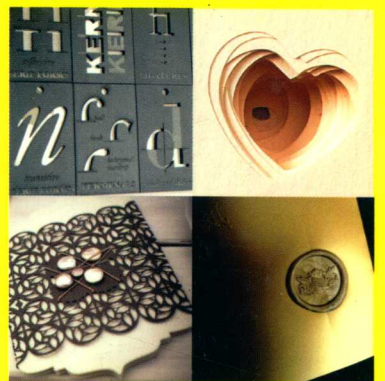
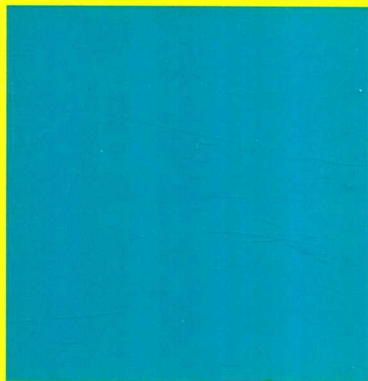
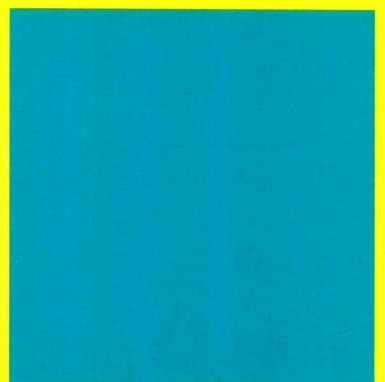
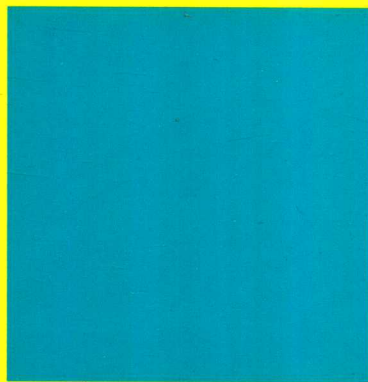


IN EFFECT



Ground Breaking Finishes & Materials
in Graphic Design





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IN EFFECT: GROUNDBREAKING FINISHES AND MATERIALS IN GRAPHIC DESIGN

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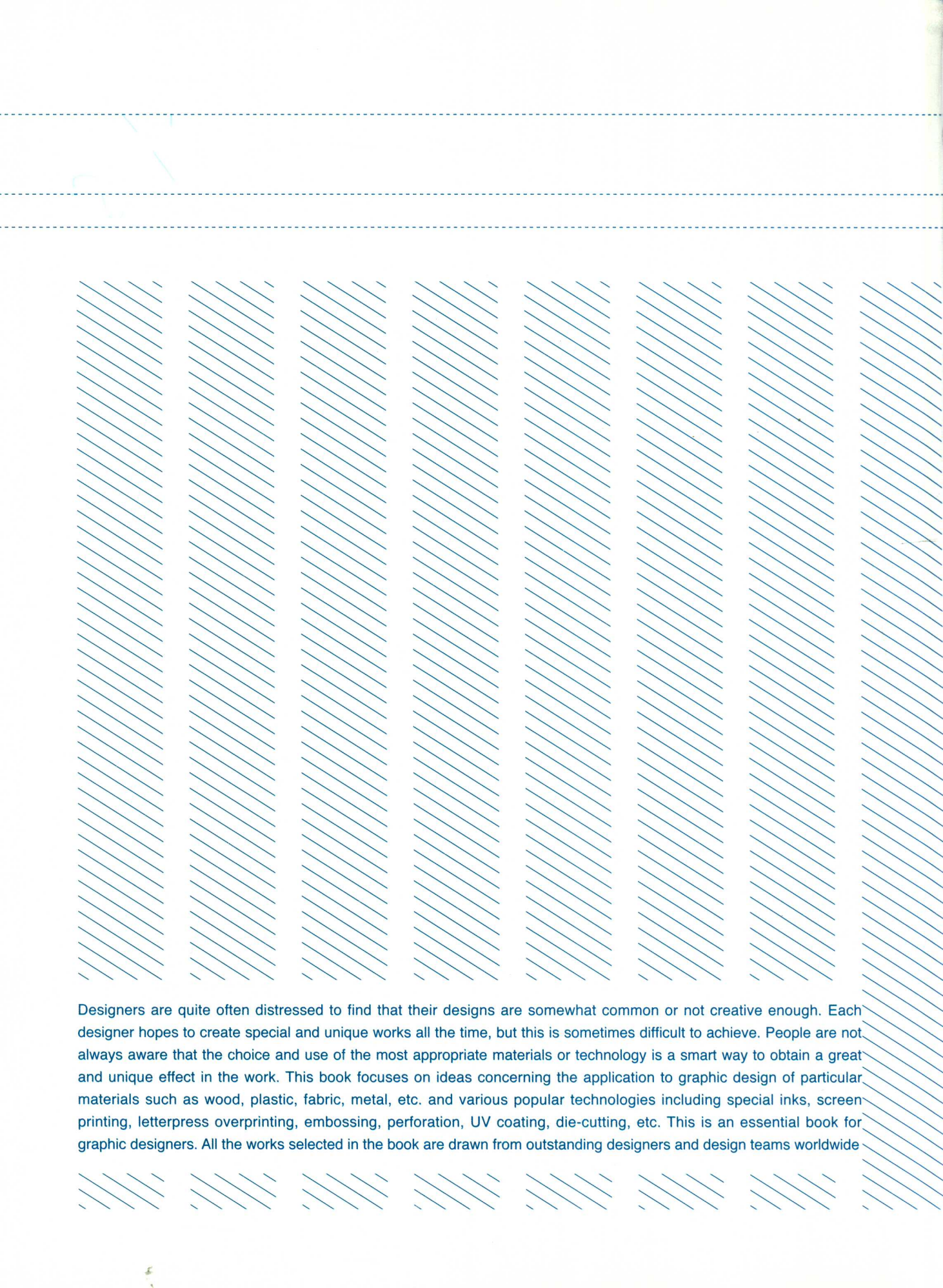
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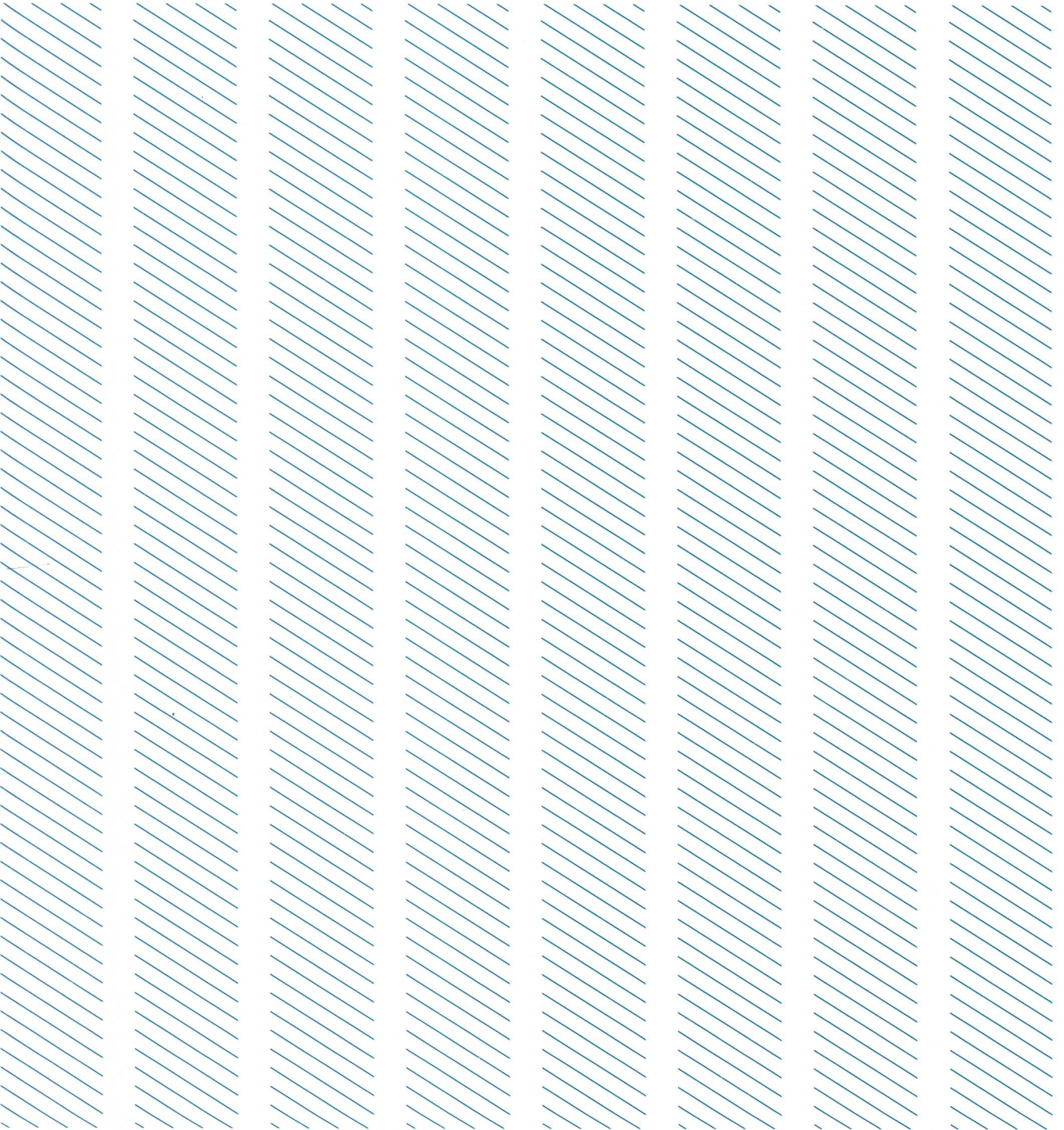
Ground Breaking Finishes & Materials
in Graphic Design



Designers are quite often distressed to find that their designs are somewhat common or not creative enough. Each designer hopes to create special and unique works all the time, but this is sometimes difficult to achieve. People are not always aware that the choice and use of the most appropriate materials or technology is a smart way to obtain a great and unique effect in the work. This book focuses on ideas concerning the application to graphic design of particular materials such as wood, plastic, fabric, metal, etc. and various popular technologies including special inks, screen printing, letterpress overprinting, embossing, perforation, UV coating, die-cutting, etc. This is an essential book for graphic designers. All the works selected in the book are drawn from outstanding designers and design teams worldwide

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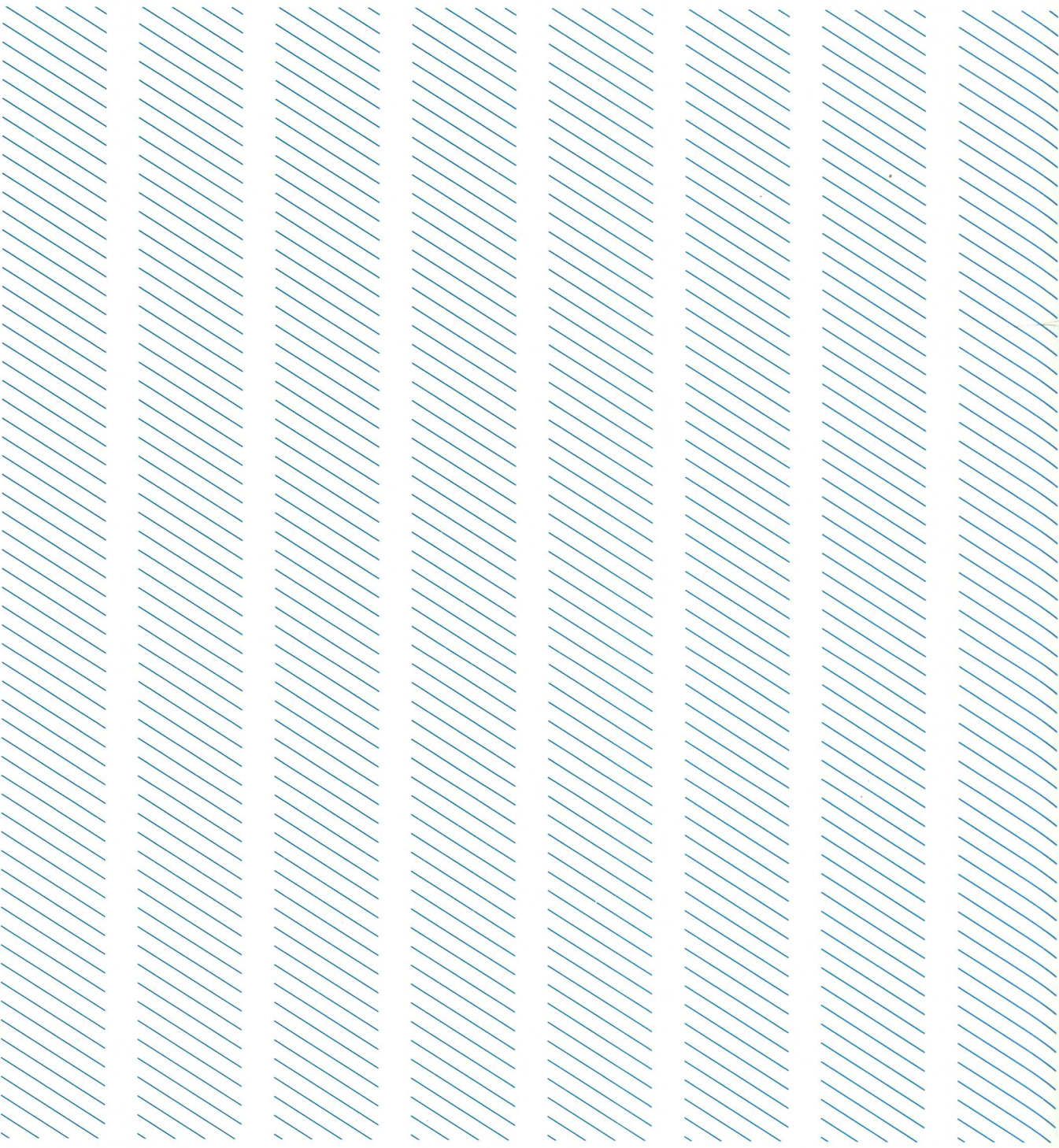
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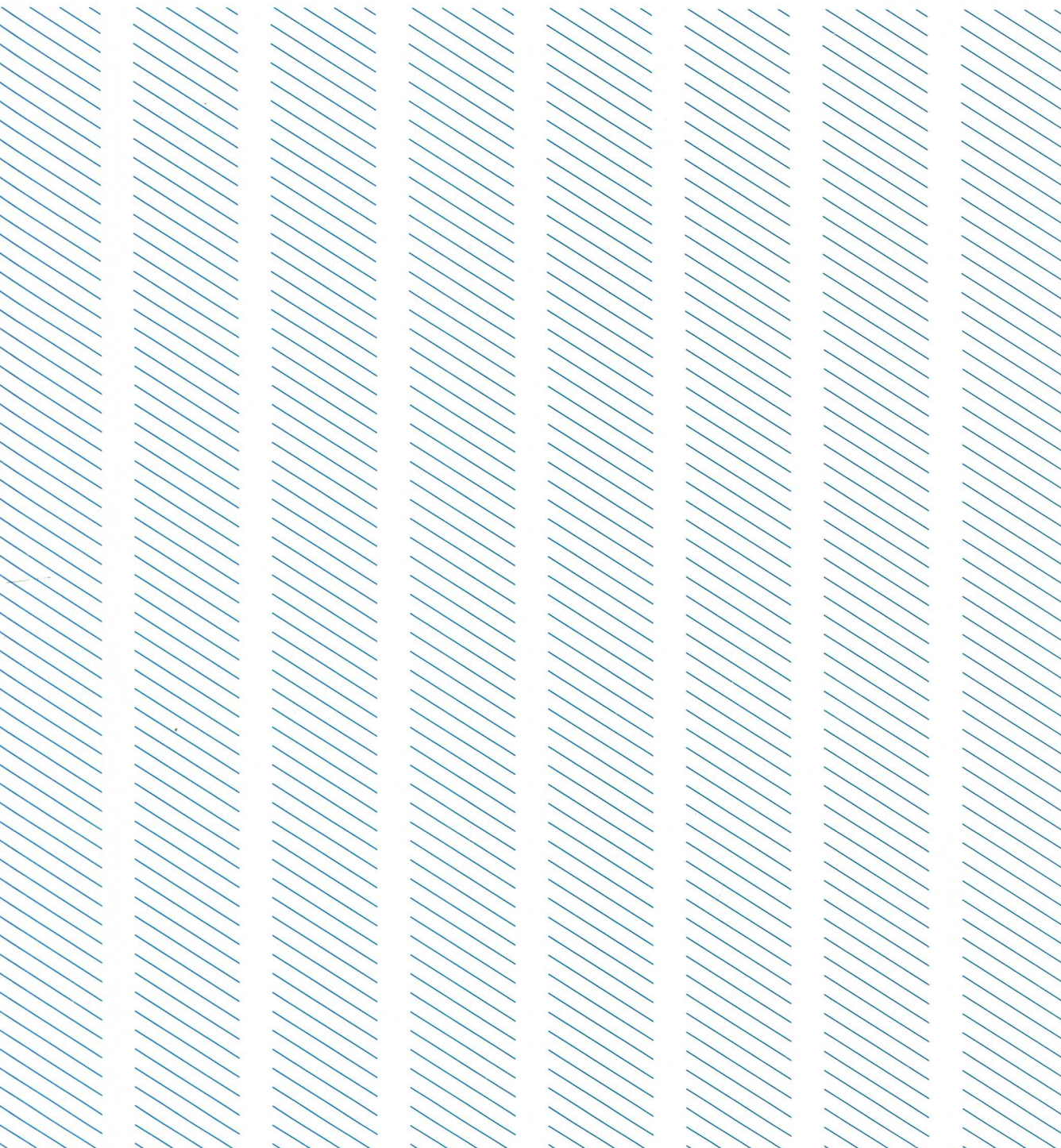
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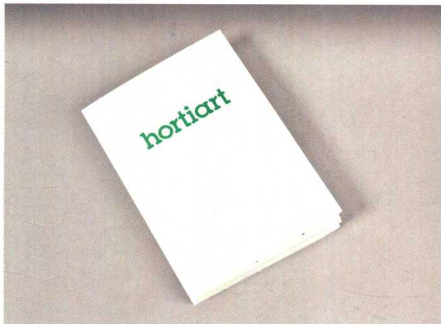
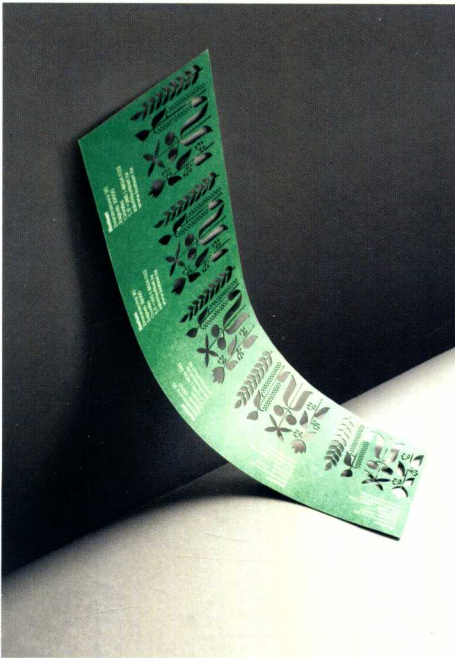
LASER-CUTTING & DIE-CUTTING





Ground Breaking Finishes & Materials
in Graphic Design





Bunch was responsible for creating the identity for Hortiart, a Croatian-based landscaping company. The illustrations were developed for a range of applications including the laser-cutting and foil-embossed business cards and stationery. A Flash for their website was also created together.

Project: Hortiart Identity; **Client:** Hortiart;

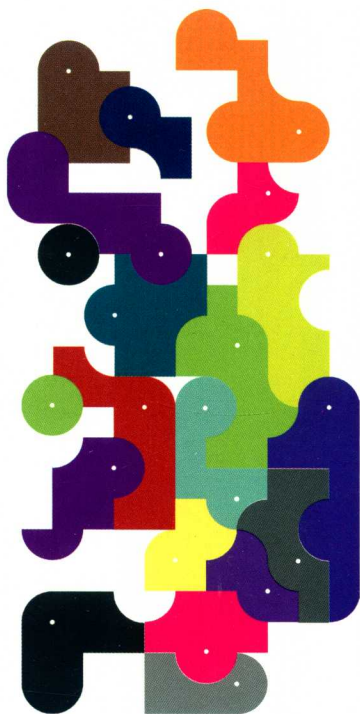
Design Firm: Bunch;

Highlight: Die-Cutting.



Province design studio organized a Ping-Pong match among the designers of Tomsk. Participation in the match was by invitation only. The invitations were made in the form of black spots (like in "Treasure Island" by Robert Louis Stevenson). The first prize was made of a bust of a politically exposed person (V.I. Lenin) with a Ping-Pong ball instead of the head.

Project: Ping-Pong; **Client:** Province Design Studio,
Design Firm: Province Design Studio; **Designers:** Sem Ermakov, Denis Raudsepp; **Photographer:** Sem Ermakov;
Highlight: Chips, Plaster and Acrylic Paint, Laser Perforation and Engraving of Thick Cardboard.



artefakt



Project: Artfakt (Project Was Designed for Exhibition and Sale at Design Within Reach);

Designers: Lisa Mary Albright, Mikeala Ehly, Dane Gagnon, Joshua J. Paynter;

Photographer: Lisa Mary Albright;

Highlight: Chip Board, Pattern Paper, Puzzle Shapes, Laser-Cutting.



Designed for exhibition and sale at Design Within Reach, the work was inspired by Swedish minimalist designs and German geometric forms. The design of the puzzle shapes came from a collaboration of Josh's symmetrical forms, Dane's mathematical system and Lisa's biomorphic objects. Using resources such as dry mounting and laser-cutting, the team created the final product successfully.



The Chinese proverb "one takes on the color of one's company" illustrates the influence of environment on people. It literally means "one who stays near vermillion gets stained red, and one who stays near ink gets stained black." It is a metaphor meaning one's habit may change under the influence of other people, events, objects or environments. Given the relevance of paper, ink and color, using this book as a medium to express this proverb is quite appropriate. A book entirely of red paper and a book entirely of black paper, each with a pen-shaped cut-out in the pages to place a pen carries the corresponding color in. "Red book carries a red pen; black book carries a black one." The emphasis here aims to stress that the influence of the two objects on each other is subtle and invisible.

Project: One Takes on the Color of One's Company; **Client:** Fonso Enterprise;
Designer: Ken-tsai Lee; **Photographer:** Ken-tsai Lee;
Highlight: Die-Cutting.