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Yasmin Khan Counterspace Los Angeles USA	Yves Fidalgo Fulguro Lausanne Switzerland	Frank Philippin & Billy Kiosoglou Brighten the Corners London/Darmstadt United Kingdom/Germany			

50 graphic designers

Then Now

TITLE

I used
to be
a design
student

AUTHORS AND EDITORS

Frank Philippin and
Billy Kiosoglou
Brighten the Corners
London/Darmstadt
United Kingdom/Germany

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I used
to be
a design
student

Then

Now

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First of all, we'd like to thank the Hochschule Darmstadt (Germany), where Frank is a professor, for granting the sabbatical during which the research for this project took place. Without this great academic tradition, it would have been impossible to give this book the kick-start, time and attention it needed.

Thank you also to the tutors and designers who were influential during our studies. At Camberwell College of Arts, London: primarily Andy Long but also Alex Lumley, Jim Fielding and Lawrence Zeegen; at the Royal College of Art: Margaret Calvert, David Cross, Dan Fern, Ian Gabb and Alan Kitching; and, of course, all the other people in both places who had an impact on us in one way or another during our studies.

For later years, when we were trying to find our way in the 'real world', we have the following people to thank: Jeremy Myerson at the Helen Hamlyn Research Centre, Nina Lemmens at the DAAD (German Academic Exchange Service) and all our other clients who have enabled us to run a successful design studio for the last 13 years.

Regarding teaching, I (Frank) must greatly thank (or perhaps blame) Adrian Spaak, for without him I would have never committed to it in the way that I have done.

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Thank you all!

Portrait photos on inside flaps, comparative spread pages 22–23 and on designer project spreads of António S. Gomes (then/now) by José Albergaria/Pedro Ca, Bernd Hilpert (then/now) by Eibe Sönnecken, Danijela Djokic (now) by Tom Ziora, Emmi Salonen (now) by Jere Salonen, Fons Hickmann (now) by Johannes Bock, Kirsty Carter (now) by Martin Hartley, Lars Harmsen (now) by Halim Dogan, Laurent Lacour (then) by Meike Lacour, Liza Enebeis by Dennis Koot, Margaret Calvert (now) by Steven Speller, Oliver Klimpel (now) by Anna Gille and Sebastian Kissel, Sascha Lobe (now) by Michael Schnabel, Sven Voelker (then/now) by Marcus Meyer/Frederik Busch.

Work photos on designer project spreads of Emmi Salonen (now) by Jere Salonen, Kristine Matthews (now) by Doug Manelski (top and bottom two) and Cassie Klingler (central two).

Portrait photos of the authors (page 256) by Tagore Leet (then) and Kai von Rabenau (now).

FRANZ KAFKA

Roads grow
out of
travelling them!

MANFRED KRÖPLIN

Without attitude,
it's just shuffling
things around

STEVE MALKMUS

No more
absolutes,
no more
absolutes

TITLE

I used
to be
a design
student

AUTHORS AND EDITORS

Frank Philippin and
Billy Kiosoglou
Brighten the Corners
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I used to be a design student



Then



Now

See back cover

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The idea for this project came when we were invited to give a talk at our old college, Camberwell College of Arts (London, UK), 12 years after our graduation. For the talk, we presented old student projects alongside work we had done in the 'professional world' and looked for connections between them.

Initially, we weren't sure how fruitful this comparison would be, but we quickly realized that the connections were there once we started looking. These were sometimes conceptual, other times visual, but there was also a certain attitude that permeated the work. So, without necessarily being able to say exactly why, the work always felt that it belonged to the same people.

The students responded very well to the talk because they could relate to the college work and see how it fed into future projects. We also felt that it helped bridge the student and professional worlds a little, demystifying the transition from one to the other, reassuring students that they needn't tremble with awe at the professional world, but instead remember that most practising designers used to be design students too.

And it was also strangely reassuring for us to revisit old projects and see that no matter how much our lives and work may have changed and developed, there was something there that was still fundamentally the same.

Realizing that other people's work would also offer such insights, we invited graphic designers to share both a student project and a professional project with us. These two works could be similar conceptually or visually, or share a certain attitude or approach. They didn't have to be the designers' favourite projects but, rather, memorable projects of which they were fond, or which they considered to be defining in their development as a professional.

Our selection of contributors was pretty personal: some we had met during our studies (fellow students or tutors), others during our teaching (fellow tutors or students) and others are practising designers whose work we have always liked. Between them, the designers featured in this book have a total of 832 years of working experience and have spent 309½ years studying (see pages 20–21).

The aim of this publication is to trace the links between past and present work, and look at each designer's particular methodology and attitude. We see this book as a resource students can use and will hopefully learn from, as well as something teachers can use in their practice.

For professionals, the book provides a great opportunity to have a peek at colleagues' student work. And for the participating designers, it's an opportunity to get all those unseen student projects (brilliant or slightly confused) out of the black leather portfolio, and give them a much-deserved public platform.

Being a designer is often a vocation, so it's difficult to split the person from the work. We therefore asked contributors to give us feedback not only on their practice and influences, but on such incidental things as their weight, favourite food or their most valued possession, to help get a sense of what the person behind the work might be like. We decided to look at all these personal details alongside each other, comparing responses of different people to the same questions, for an overall 'portrait' of the design community (see pages 8–23 and 234–253).

TEACHING DESIGN

Teaching for the past 15 years has made me very interested in the different means by which good design finds its expression. What I often see is that attitude (towards design, and also towards life in general) plays a major role in the kind of solutions one finds, and consequently in the kind of designer one becomes. A better description for this is the German 'Haltung', which describes attitude and mindset, as well as one's posture – a person's stance, notional and physical. It is the 'Haltung' of each contributor that we are looking for in this project. What kind of 'Haltung' do different graphic designers have? How important is it in creating a piece of design? What role does it play in how one's work is received by others? Is it subject to change? Is 'Haltung' individual or can we adopt that of another? And most of all: does 'Haltung' visibly manifest itself in moments when things fall into place, when we realize and understand, when the penny drops?

– FRANK PHILIPPIN

A certain way of doing things

Preface

Wake-up time
Mode of transport
Favourite food
Weight
Exercise
Most valued possession
Student years
Portrait



Then

Wake-up time
Mode of transport
Favourite food
Weight
Exercise
Most valued possession
Professional years
Portrait



Now

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT
08:00	08:30 – 09:00	09:00	10:00	Earlier than I wanted to	09:00
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
08:00	07:30	07:00 – 10:00	08:30 – 12:30	Around 08:00	08:00
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
12:00	07:00	09:00	10:00	It depended on my daily condition and classes	07:00 – 07:30
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
09:00 or 10:00	10:00 – 11:00	09:00	09:00	Late	07:30
KRISTINE MATTHEWS	LARS HARMSSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NOBLE	MAKI SUZUKI
08:30ish	06:30	07:00	08:00	08:30	08:00
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIOU
08:00	It varied	09:00 – 09:30	09:00	Mostly around 08:00	10:00
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
Around 08:00	07:00	07:00	09:00 – 11:00	07:00	10:00
SANDRA HOFFMANN	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
Early	09:00	06:00	09:00	07:00 – 08:00	Around 08:00
YASMIN KHAN	YVES FIDALGO	AVERAGE / EARLIEST / LATEST			
Stayed up from night before	07:30 (train to catch)	A 08:46 E 06:00 L 12:30			

What time did you get up each morning?

Then

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTONIO S. GOMES	BEN BRANAGAN	BERND HILPERT
07:00	09:30	07:00	06:00– 08:00	Later than I need to	07:00
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
07:45	08:15	07:00– 10:00	07:45	Around 08:00	07:00
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
10:00	07:30	09:00	08:00	It depends on projects – usually at 08:30	05:30
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
07:00	07:00– 08:30	09:00	09:00	Not so late	07:30
KRISTINE MATTHEWS	LARS HARMSSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NEWTON-DUNN	MAKI SUZUKI
06:30ish	06:30	07:00	07:30	06:15	09:00
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIU
07:30	It varies	07:30	07:00	08:00 at the latest	07:00
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
Around 08:00	08:00	05:00– 07:00	07:00– 09:00	I don't use an alarm clock, but generally I wake up around 07:30	06:30
S. HOFFMANN ROBBIANI	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
Very early	06:00	06:00	07:30	07:00	Around 08:00
YASMIN KHAN	YVES FIDALGO	AVERAGE/EARLIEST/LATEST			
05:30	No rule, I go to work by bike	A 07:22 E 05:00 L 10:00			

What time do you get up
each morning?

Now

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT
Muscle-driven transport	Bus	Train	The tram	Driving	Car
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
Train	Mountain bike	Walking	Train	Walking	The tube
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
By foot	Car (VW Beetle, 1200cc), bus, train, tram	Bicycle (second-hand)	Bicycle	-	Walking
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
Bicycle or rail	Public transportation	Bus	Underground	-	In Brighton, I lived a stone's throw away from the university and walked every morning along the seafront... (Full answer, p. 228)
KRISTINE MATTHEWS	LARS HARMSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NOBLE	MAKI SUZUKI
Bus (in British style)	1: Bicycle 2: Car	-	Walking	Public transport	Bicycle
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIU
Bicycle (of course – being Dutch and poor)	Train	Bicycle	Car or bike	Walking	Car
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
Bicycle	Bicycle	Walking, running and train	Walking	Walking, biking	Walking
SANDRA HOFFMANN	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
Bicycle	Flying	Train	Bicycle	Foot	Bicycle
YASMIN KHAN	YVES FIDALGO	RANKING LIST			
Car	My red Peugeot 205 GTI	1 CYCLE 2 WALK 3 TRAIN, CAR			

What was your favoured mode of transport?

Then

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT
Transport with no system-forced stop-overs	Bus	Train	Imperial Speeder Bike or any other form of individual transportation	Walking	Car
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
Train	Race bike	Walking	Car and train	Cycling	Le métro
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
By foot	Car (Volvo V50), bus, train, tube, plane	There are several bicycles to choose from (mostly new)	Car	-	Walking
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
Bicycle or high-speed rail	Public transport	Bicycle	Bicycle	-	I walk to work every day – I live really close to our East London studio, it's a ten-minute walk
KRISTINE MATTHEWS	LARS HARMSSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NEWTON-DUNN	MAKI SUZUKI
Car (in American style)	1: Bicycle 2: Walking 3: Train 4: Aeroplane Cars don't mean much to me. Walking is about having time	-	Walking	By foot (but currently have to drive everywhere)	Four bicycles
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIOU
Car: I don't drive much but really enjoy it when I do. I have a 1976 gold metallic Mercedes-Benz 280 SE (it's a classic)	Train	Bicycle	Walking	Taking the train and walking	Bicycle
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
Bicycle	Walking	Walking, running, cycling and train	Walking	Walking, biking, flying across oceans	Taxi
S. HOFFMANN ROBBIANI	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
Bicycle and train	Flying	Train	Porsche	Car	Bicycle
YASMIN KHAN	YVES FIDALGO	RANKING LIST			
Car	My Cannondale	1 CYCLE 2 WALK 3 TRAIN			

What is your favoured mode of transport?

Now

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT
I didn't have a favourite food	Rigatoni Siciliana	-	Pasta fredda	Bacon sandwich	Kellogg's Smacks
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ERIC & MARIE GASPAR
Chinese	Pasta pesto	Fruit	Fast food	Vegetarian	Cadbury's
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
Cake	German (Currywurst mit Fritten)	German potato pancakes	Korean BBQ	Korean	Good home-made food
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
Japanese	Anything from the students' cafeteria	-	Pasta with tuna	Tomato Soup	I've always kept a very balanced diet. It makes me happy to eat well. When I had little money, food was... (Cont. opposite - now)
KRISTINE MATTHEWS	LARS HARMSSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NOBLE	MAKI SUZUKI
Pasta	Pasta	Tafelspitz	Marmite	Probably pasta	Being French and being a vegetarian was a national joke... (Full answer, p. 229)
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIOU
Pasta	Pasta	Hummus, and the soups and spicy sauces of my Korean flatmate	All kinds	Whatever was available within a limited budget	Spaghetti bolognese
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
Indonesian (my mother comes from Indonesia)	Cheap	Pasta	Taco Bell bean burritos	I love all things food, but I am addicted to just one: coffee	Indian food
SANDRA HOFFMANN	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
Canadian	Italian cuisine	Zürich veal with cream sauce and mushrooms	Käsespätzle (Thimble dumplings made with cheese)	Bread	-
YASMIN KHAN	YVES FIDALGO	RANKING LIST			
Anything that wasn't dehydrated	Pasta	1 PASTA 2 CHEAP, CHOCOLATE, KOREAN, VEGETARIAN 3 ALL OTHER FOOD			

What was your favourite food?

Then

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTONIO S. GOMES	BEN BRANAGAN	BERND HILPERT
Still don't have a favourite food. I do like fish, different kinds of pasta and good entrecôte and lamb though	Home-cooked peasant food (pasta, rice)	-	Spaghetti alle vongole	Rendang	Good restaurant food (typical local kitchen – all over the world)
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
Japanese	Anything that has been prepared in the oven	Fruit	Slow food	Vegetarian	Le pot-au-feu
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
Cake	Italian (pasta, antipasti and salad)	Anything Japanese, except for the crab brain that my wife's relatives invited me to taste once	Korean BBQ	Seafood, Korean and Japanese	Good home-made food
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
Probably still Japanese – or Korean	Anything but from the students' cafeteria	-	Schnitzel	Gambas al aquillo (giant prawns in garlic)	...never cut, it was always my top priority. I perhaps eat out a little more now. In terms of favourites, it has always been chocolate
KRISTINE MATTHEWS	LARS HARMSSEN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NEWTON-DUNN	MAKI SUZUKI
Pasta	Home-cooking and good restaurants. There is a great Lebanese restaurant here in Karlsruhe I love to go to	Tafelspitz	Marmite	Japanese food of various kinds	Fish, still
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIOU
Thai food	Pasta	Pasta and good wine	All kinds	Whatever is available	Spaghetti bolognese
NIKKI GONNISSSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
Indonesian, Japanese, French	Japanese	Sushi and home-made bread	Chicken shawarma	I love all things food, but I am addicted to just one: coffee	Cheese
S. HOFFMANN ROBBIANI	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
Italian, Ticinese	Japanese cuisine	Tiny bow Shanghaiinese soup dumplings	Käsespätzle (thimble dumplings made with cheese)	Bread	-
YASMIN KHAN	YVES FIDALGO	RANKING LIST			
Peaches in pie, in cobbler, in anything or just by themselves	Pasta	1 JAPANESE 2 PASTA 3 KOREAN			

What is your favourite food?

Now

ANDREAS GNASS	ANDREW STEVENS	ANNELYS DE VET	ANTÓNIO S. GOMES	BEN BRANAGAN	BERND HILPERT
75kg	67kg	Same (as now)	68kg	Lighter (than now)	Approx. 70kg
BRIAN WEBB	CHRISTIAN HEUSSER	DANIEL EATOCK	DANIJELA DJOKIC	EMMI SALONEN	ÉRIC & MARIE GASPAR
60kg	70kg	54kg	10kg less	-	64kg/50kg
FONS HICKMANN	HANS DIETER REICHERT	HOLGER JACOBS	HOON KIM	HYOUN YOUL JOE	ISABELLE SWIDERSKI
70kg	66kg	75kg	65kg	Approx. 61kg	50kg
JAMES GOGGIN	JAN WILKER	JULIE GAYARD	KAI VON RABENAU	KEN GARLAND	KIRSTY CARTER
70kg	72kg	52kg	75kg	57kg	53kg
KRISTINE MATTHEWS	LARS HARMSÉN	LAURENT LACOUR	LIZA ENEBEIS	LUCINDA NOBLE	MAKI SUZUKI
58kg	Not enough	71kg	A bit less (than now)	51kg	65kg
MARC VAN DER HEIJDE	MARGARET CALVERT	MARION FINK	MARTIN LORENZ	MATTHIAS GÖRLICH	MICHAEL GEORGIU
75kg	-	-	72kg	Too much	70kg
NIKKI GONNISSEN	OLIVER KLIMPEL	PAUL BARNES	PREM KRISHNAMURTHY	RENATA GRAW	RICHARD WALKER
71kg	60kg	65kg	63kg	I was 4 kg lighter than now	80kg
SANDRA HOFFMANN	SASCHA LOBE	STEFAN SAGMEISTER	SVEN VOELKER	TIM BALAAM	URS LEHNI
62kg (of which 10kg was 'Schoggi' after moving to Switzerland...)	Not enough...	82kg	74kg	60kg	67kg
YASMIN KHAN	YVES FIDALGO	AVERAGE / HEAVIEST / LIGHTEST			
48kg	Can't remember really	A 65KG H 82KG L 48KG			

How much did you weigh?

Then