

Gloria Baker Photography Inc.

**Top dogs won't sit for anyone else.**

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*The International Journal of Graphic and Applied Art*

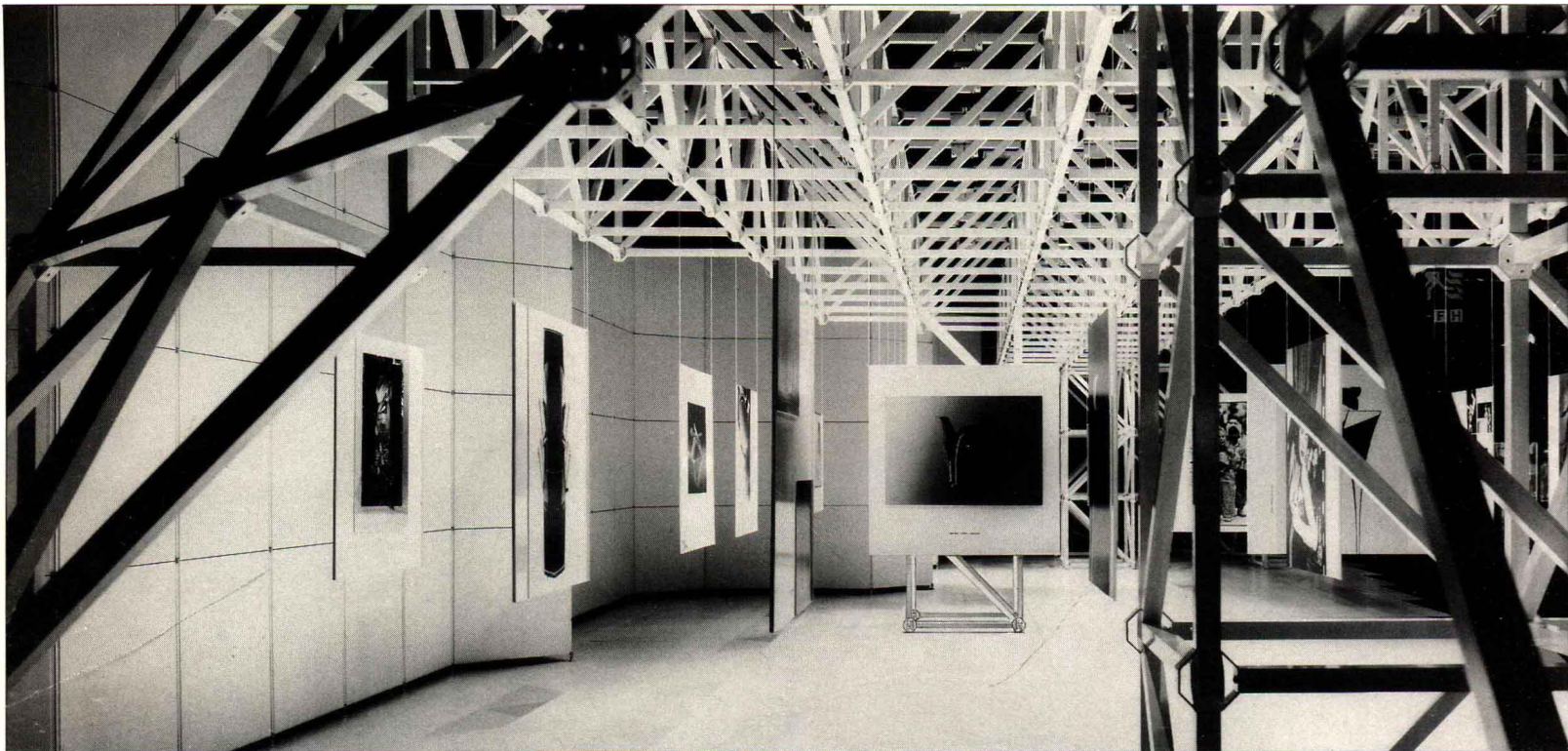
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*Revue Internationale D'Art Graphique et D'Art Appliqué*



Sich selbst darstellen. In Messe und Ausstellung.

What's the best way to present yourself – at fairs and exhibitions?



**S**ie selbst, Ihr Produkt, Ihr Firmenimage soll kommunizieren. Es bedarf eines Systems, das zu Ihrer Firmenidentität paßt. In Ästhetik, Funktionalität und Variabilität. Ein ganzheitliches Konzept also.

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**E**in Beispiel dafür aus unserem System-Programm ist **Leitner\_50**. Leitner Ausstellungssysteme. Aus Prinzip einfach. Bitte schreiben Sie uns.

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**O**ne good example of how we have accomplished this is our **Leitner\_50** system. Leitner exhibit systems. Simple and flexible as a matter of principle. Please write for more information.

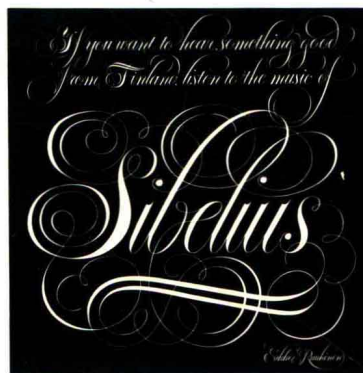
**Leitner**



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## ERRATA:

In GRAPHIS issue no. 252, the photographer of the E.G. Smith Color Sock Co. packaging design shown on page 57 was misidentified. He is Adam Chinitz.







# Foreign Intrigue

The photographers of  
Japan. Fascinated by  
subtle form, graceful  
line, and American film.  
Kodak film.

In Japan, 7 out of  
10 photographers  
capture the mysteries  
of the Orient on film  
from America.

How could this  
happen in a country  
known for intense  
national pride?

Because in Japan,  
photographers take  
chances with their  
art, not with their film.

Kodak professional  
film. Choice of the  
world's top  
photographers.



Photograph by Hideki Fujii  
35 mm Kodachrome 64 film

Photograph by Hideki Fujii  
35 mm Kodachrome 64 film







## TIMMUNG UND INFORMATION

Farbe warnt, lockt,  
gibt Auskunft: Kälte oder Hitze,  
Morgen oder Abend – jedes Phänomen  
hat seinen farbigen Ausdruck.  
Saftig grün oder giftgrün –  
Farben sagen uns mehr als viele Worte  
und „farbige“ Schilderungen.

Unser Leben,  
unsere Gedanken – alles ist mit  
dem Spektrum des Lichtes verknüpft.

Farbe  
braucht der Mensch zum Leben.

G E B R. S C H M I D T

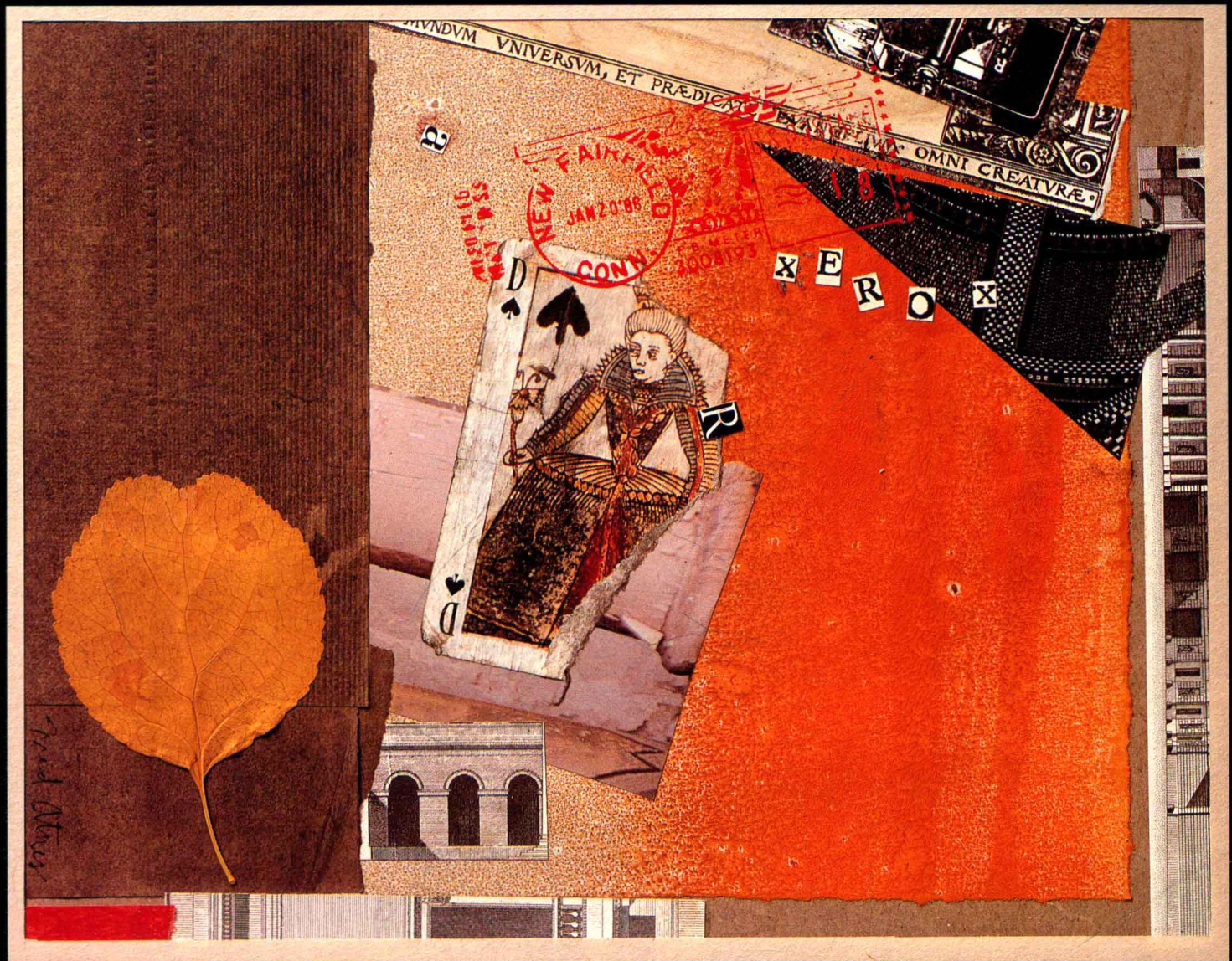


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FRED OTNES

CORPORATE ART



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You've never seen anything quite like it. There's never been anything like it. Not an SLR. Not a point-and-shoot camera. In fact, it's not even like putting the two of them together.

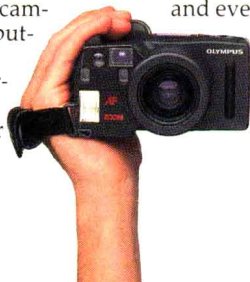
The Olympus Infinity Super-Zoom just may have the most revolutionary technologies ever

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It has the world's first built-in, autofocus 38mm to 105mm power zoom lens. That makes its telephoto capability 30% greater than any other compact zoom camera. Bring-

ing your subject closer than ever before.

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time with an SLR.

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special effect filters, all with the built-in, extended range zoom lens.

And for all this sophistication, you don't need an engineering degree. All you need to be able to do is push a few buttons.

Side by side, no other camera, compact or otherwise, can compare itself to the incredible Infinity SuperZoom. Of course,

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*The Art Directors of Germany carried out the adjudication of its 1987 contest at the beginning of February in Berlin. The jury was, as always, composed of the over 200 ADC members. They had to assess over 1,144 campaigns with 3,263 single items. They awarded 2 Gold, 2 Silver, and 11 Bronze medals, as well as 124 Distinctive Merits. We show here a selection of awarded works. The ADC Annual 1987 is available from the ADC Verlag, Grabenstrasse 2, 4000 Düsseldorf 1, West Germany. Thorsten Mann, manager of MSH Bozell Jacobs GmbH agency and member of the ADC, puts forward a few thoughts on this year's Art Directors Club event and the current situation of advertising in Germany.*

I guess we can say the past year was a good one. The Art Directors Club of Germany received more entries than ever in Berlin and, in spite of awarding less medals, we saw more quality, especially in the radio sector. We had a great show with more guests than ever before and sponsors who were even more generous than in the past. Increases in all the numbers added up to a very positive show, but the most important—and exciting—development of last year was that better and more creative advertising was given a real break by firms and their clients.

In taking stock of this, my guess is that we've got a real chance here—the first for years—and we ought to grab it so as to gain the confidence of our clients and to

lay new cornerstones. We've got to make it clear what we consider creative; where we see possibilities for new departures.

It's going to be difficult for each of us to hold our share of the market, or to expand it, without a lot of hard work. Today, the road that passes by the qualities of unusual solutions also makes a detour away from the user. It's a learning process called "rethinking."

The possibilities now open to us began with our clients. It's a slow process often still burdened by skepticism. But it's nevertheless the start of a new frankness.

It's right and proper that we don't react in an overly clumsy manner to this situation, and sell the kick-up in the foreground as ideas. Because I really fear for

the client's confidence if somebody now would start to film jokes and present them as ideas. People love humor. They miss it in Germany's advertising. But deliberate humor is, after all, only deliberate humor.

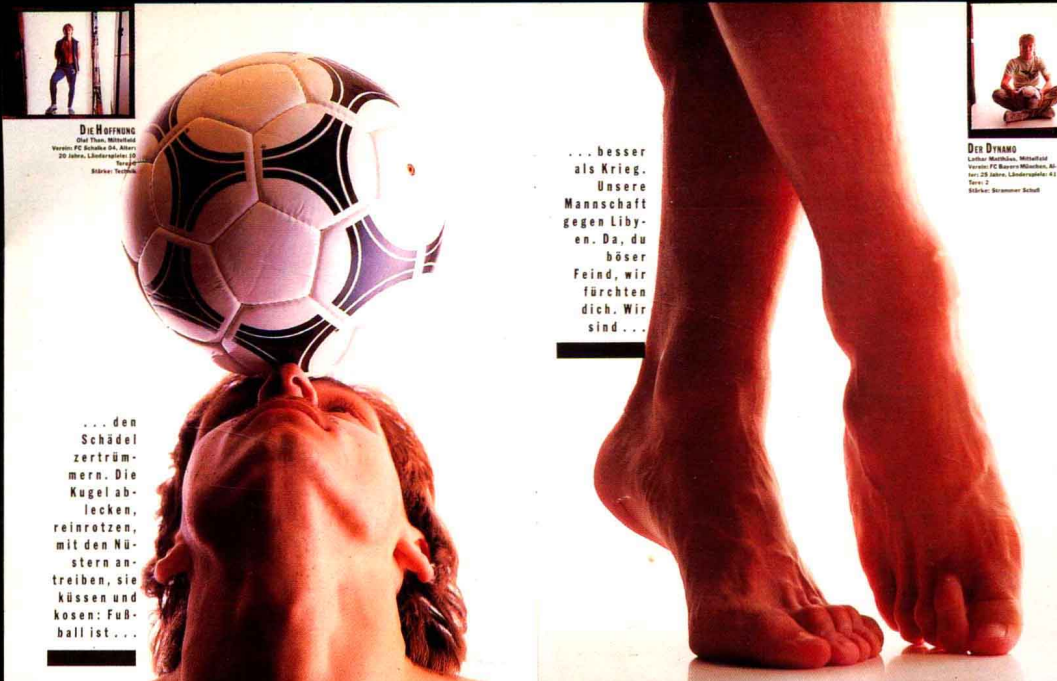
We're no longer the wild action artists. I reckon we're becoming more predictable in our quality, without being any the less surprising for it.

If in the future, somebody comes up to you and says "I'm only going to do great stuff," then you'd better watch out less for the form and more for the content. Because that's what is important to us. And the form will follow the content anyway.

Creators and creative ideas are habit-forming, but inevitable. And so—for us—are the clients. □

BY THORSTEN MANN





**Die Hoffnung**  
 Der Team-Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 15  
 Stürker: Torjäger

... besser  
 als Krieg.  
 Unsere  
 Mannschaft  
 gegen Liby-  
 en. Da, du  
 böser  
 Feind, wir  
 fürchten  
 dich. Wir  
 sind ...

**Der Dynamo**  
 Linker Mittelfeld, Mittelfeld  
 Verein: FC Bayern München, Al-  
 ter: 28 Jahre, Länderspiele: 62  
 Tor: 2  
 Stürker: Strömmer, Schuster

... den  
 Schädel  
 zertrüm-  
 mern. Die  
 Kugel ab-  
 lecken,  
 reinrotzen,  
 mit den Nü-  
 stern an-  
 treiben, sie  
 küssen und  
 kosen: Fuß-  
 ball ist ...



... keine  
 brutalen  
 Muskel-  
 protze, die  
 ihre kräfti-  
 gen Ober-  
 schenkel  
 wie Kampf-  
 maschinen  
 gegen See-  
 gler an-  
 setzen.  
 Jassene,  
 Jassene

**Die Dampfwalze**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 66  
 Tor: 4  
 Stürker: Kuchel

**Das Grossmaul**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

**Der Vollstrecker**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

**Das Superhirn**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 22 Jahre, Länderspiele: 17  
 Tor: 2  
 Stürker: Lange, Pflaum

**Der Freischütz**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel



... und  
 Schmutz,  
 Rührer in  
 der Nase,  
 Scheiße  
 aufs Trikot,  
 quäl mich,  
 schlag  
 mich, tritt  
 mich, für  
 das deut-  
 sche Vater-  
 land.

**Der Schwanzpfeil**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

**Der Brecher**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 22 Jahre, Länderspiele: 16  
 Tor: 1  
 Stürker: Erlingsson, Müller

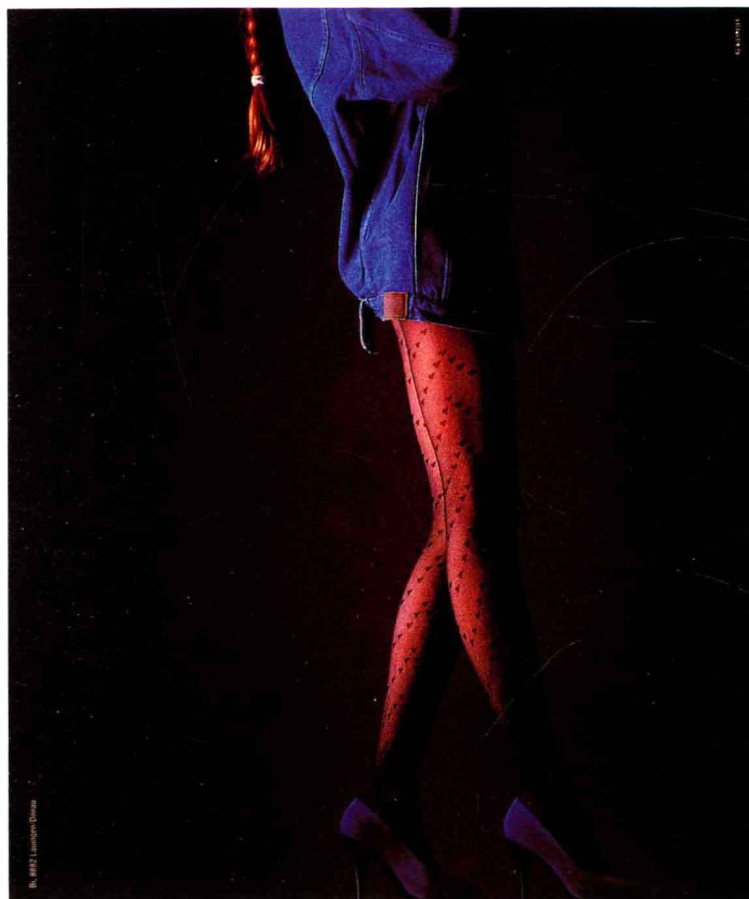
**Der Bleifuss**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

**Der Nase**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

**Der Joker**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

**Der Marathonmann**  
 Mittelfeld, Mittelfeld  
 Verein: FC Schalke 04, Alter:  
 20 Jahre, Länderspiele: 67  
 Tor: 4  
 Stürker: Kuchel

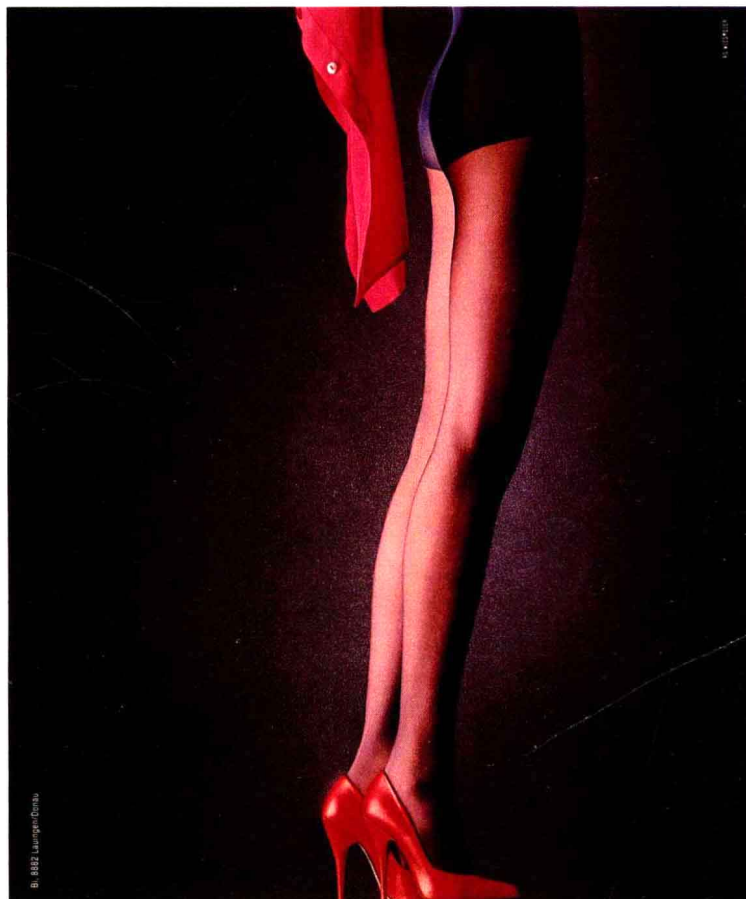




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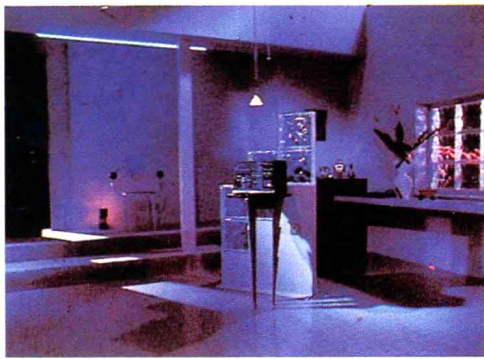




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