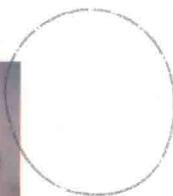




DESIGNERS UNIVERSE



48hours

A is a Name

adkifarear

All the Way to Paris

Angus MacPherson

Ashley O'Neil

Aurélien Arnaud (PN15 Studio)

Blow

Casper Chan

CHICKENSHIT CONSPIRACY

CINCO

Corriette Schooneerts

Daydream Nation

deserz

Diebold & Supper

Dirk Leo

Eps51

Full of Love

Franco Moon

Frederique Oswald

Geoffrey Ross

Heinrich Smith

HELLO! (H)

HelloMe

Hudson Powell

Inventory Studio

Jean Julien

Johan Hierne

Justin Blynn

Katie Blomgren

Katrin Schacke

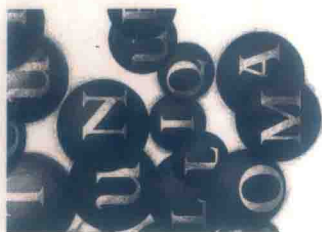
Les Graphiques

Mark Jakob Poulson

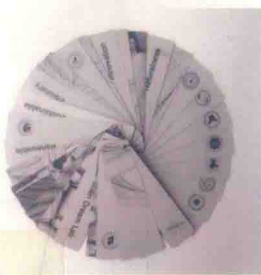
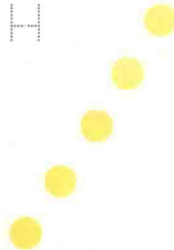
Mark Pernice

Melissa Thompson

more+ studio



H



MyORB

Orbit

Orbit Studio

Pablo Alencar

Park & Terry

Pink & Blue

Rafael Magana

Rafael Quevedo

Sandwich

Sandwich

Shinya Kishino

So. House

Soblime Comunicación

Soraya Brusecyn

Studio

Thomas Schlegel

Tom & Jerry

Transmedia

Two, But Two

Uppercase

Wavelength

Xiao Eze & Yin Yuo

Yoda Design

SANDU



WHEN YOU
LINK GOOD
IDEAS WITH
BRAVE PEOPLE,
IT CAN BE
MAGIC.



DESIGNERS UNIVERSE

THE WOW FACTOR

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The Magic Seeker's Guide to the Design Universe

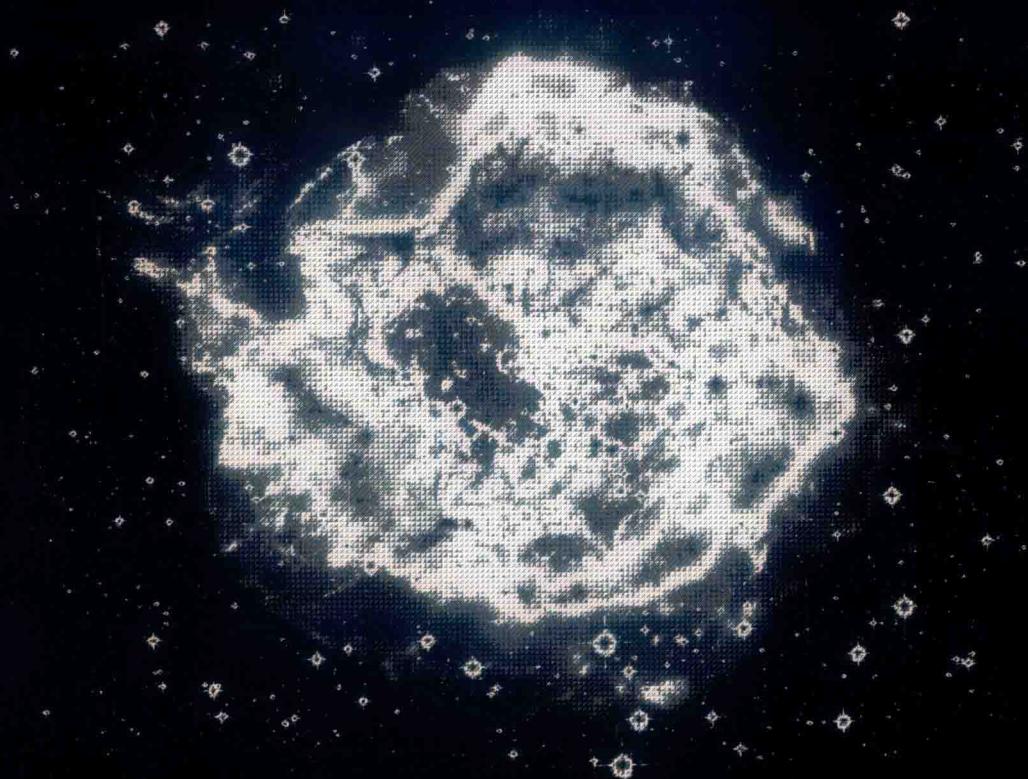
In *Designers Universe - The WOW Factor*, we spotlight 59 professional designers who shine within the field. They come from different corners of the world, specializing in various fields such as graphic design, illustration, fashion, set design, and motion graphics, but they all have one thing in common: there is a unique aesthetic which they try to convey through their work, which sets them apart from other designers.

It has been a year since we sent out the first invitation letter to the designers we wished to include in this project. During this time, we talked to over a hundred designers from every continent, reviewed about a thousand pieces of works and finally settled on these 59 "WOW"-inspiring designers. Although the process of

selecting images and conducting interviews was daunting, we worked together with all of the contributors to create an outstanding design collection. We hope that when you open this book, you not only enjoy the exceptional creative output of the featured designers, but also that you draw inspiration from their views on design and life. May their wonderful stories and work add richness to your day, and help you to create your own magic.

Editor

What Does a Leading-edge Designer Look Like?





Single-breasted

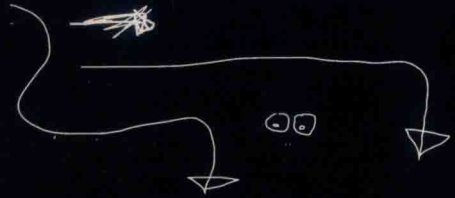


Double-breasted

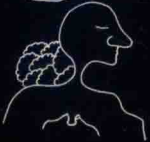


He has an
open heart,
aiming for the
sky with he's
feet on the ground.

He never
STOPS
Dreaming!



FREE
LIBERABDE



THAT'S A REALLY DIFFICULT QUESTION.
MAYBE LIKE A YOUNG BOB DYLAN,
A VISIONARY, SELF MADE PERSON
AND A WAYWARD.

If there was a look that a leading-edge designer had,
I would want to have that look - as long as it didn't involve
plastic surgery.



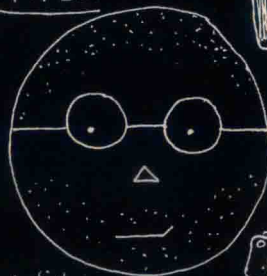
STEREOTYPES:



black
molester



black t-shirt



iphone



black
bike
pants



black
pen
camera

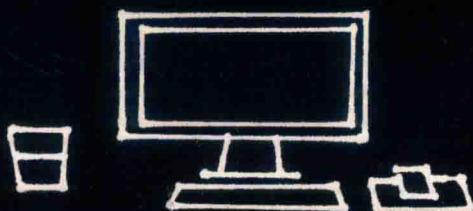
WHAT DOES A LEADING-EDGE DESIGNER LOOK LIKE?

FREESTYLE

**A HEAD,
A BODY,
TWO ARMS,
TWO LEGS,
AND A MAC BOOK PRO**



a leading
edge
designer
is constantly
changing...
therefore
the image
is in flux!



He usually has a beard, very tired during the week and looks a bit nerdy.

No ideas. But I believe he must be very passionate in design and always have a curiosity to explore new things.



Creative
Intuitive
Experimental
Not afraid of break "rules"



"I don't think I can define a boundary. The frame, you gave me, that is enough."

I think there is not standard model for a leading-edge designer. I know designers who dress in a classic way despite being up-to-date and others dress casual, some others dress more elegant wearing suits and ties. It depends on your likes!

Antwort (Bild):

I try to be comfortable as long as I spend many hours on the computer. I wear comfortable shirt, jeans and sneakers.

A greedy animal playing and jumping among designs to find the extraordinary one. A Panda trying to escape from the standard design world.



I don't think there is a certain look for leading-edge designer.

I'm going to choose David Pearson as my idea of what a leading edge designer looks like, I think he does some amazing, beautiful and innovative work, but it also connects to a really wide audience, which I think is important. Good design shouldn't be esoteric; it should be able to connect with people from all walks of life.

I think leading-edge designers depend on the project, for example: concept and applications. Nowadays, what I like most is experimental editorial design. In my magazine "Nofreno" (about fixed bikes) I let myself play with the images. If you have noticed, in some pages they are looking down. That's because the concept (based on dynamic and movement) allows us to create this kind of things.

I guess there is no typical way of looking. At least i can't think of a specific way a creative should look like. Of course there are some sorts of stereotypes but actually the outer appearance of a designer does not matter at all as long as he/she is able to think outside the box and be creative.

Like nothing in particular.

That's a really difficult question. Maybe like a young Bob Dylan; a visionary, self made person and a way ward.

It seems that they all wear black frame glasses.

"Imaginative mind"

A leader edge designer is a Chameleon, changing his/her accent and walk to suit the problems they're confronted with.

Computer<Brain

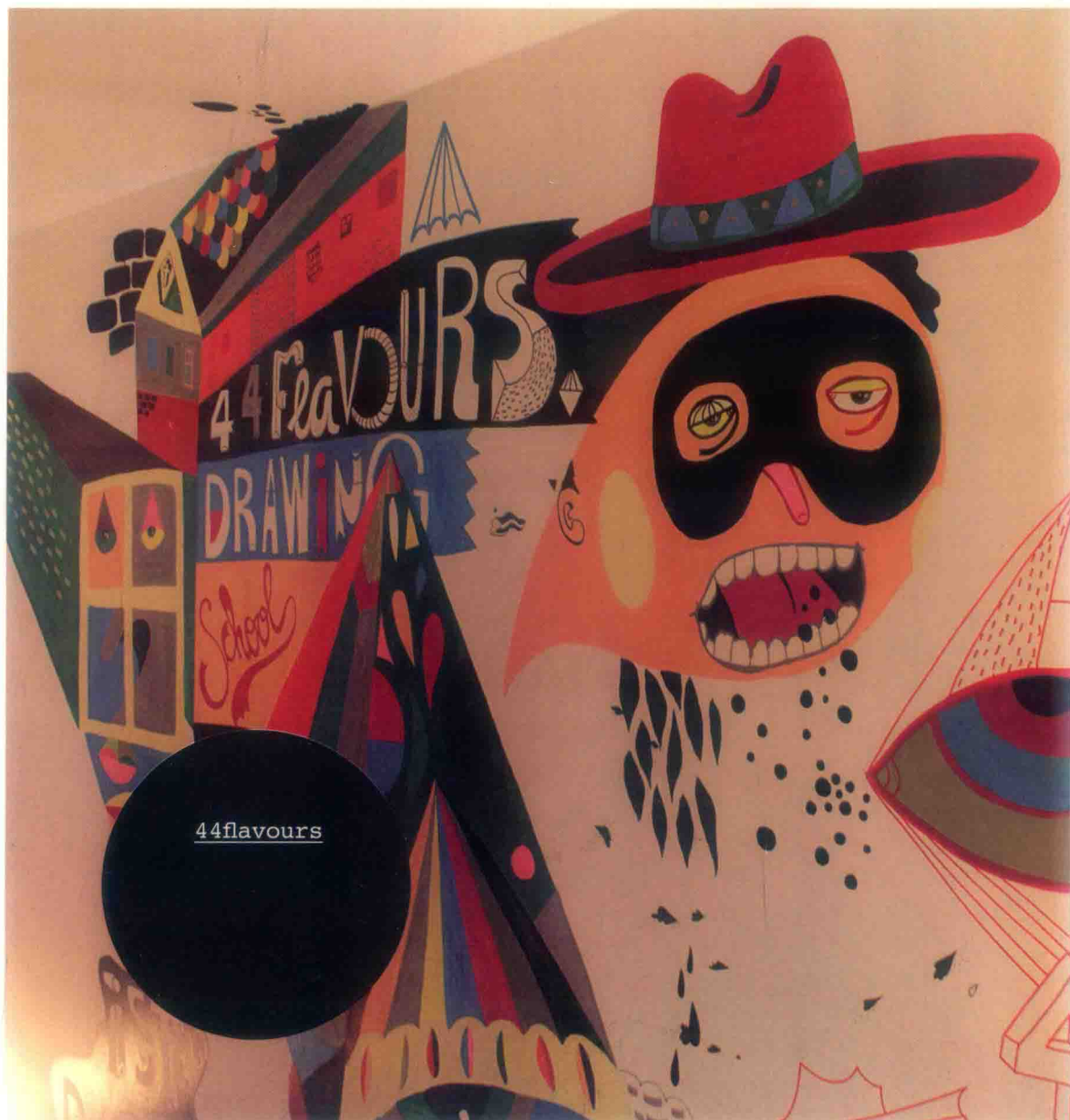


this

Samuel Egloff and Catrina Wipf

Definitely not like a leading-edge designer.

To begin with, I just want to say that I'm not that fond of spotting out stereotypes. I mean, of course there are certain codes and trends in the design world of how a designer should and wants to look, but I always get surprised when I meet a really good designer and they are never what you expect. I think designers in general are questioning everything around them and that's also been my way of finding new ideas, because faces it. It's not how you look that is important, it's how you perceive the world and how that reflects on your work that I find interesting about people. Not how they dress.



44flavours



44flavours is an art collective based in Kreuzberg - Berlin, consisting of Sebastian Bagge and Julio Rölle.

44flavours's work showcases a high level of knowledge of the diverse fields of art, by incorporating and rearranging them to bring their own visions to life.

Growing up with graffiti and the derivative sample and remix culture of hip-hop, both artists developed their individual styles without the implicit limits of any specific medium - instead they exploited multiple media to support and best express their ideas and tastes at the moment of creation.

44flavours is not only synonymous with strangely beautiful exhibitions, which frequently sprout up all over Europe, but also with a cutting edge design studio, which focuses on a very broad scope of graphic design, illustration and typography.

44flavours is still evolving in an environment of unlimited freedom and creativity. Their studio activity is dedicated to pushing skill, craft and conceptual knowledge to their ever widening limits.