

Swatches of Seasons / The Chase

Walks / Graphic design studio by Yurko Gutsulyak

Combinatorio Diary / A



ar / Mytton Williams Design Consultancy

5th Floor 2010 / 5th Floor

Gregor Scarf / Patrick Frey



Calendar-Transformer '10 / Sveta Shubina

Happy & Sweet / Kanella

Ring A Date / Collecte

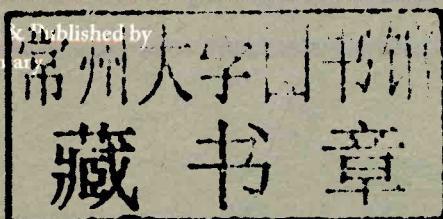




SAVE THE DATE

*New Ideas and Approaches
in Calendar Design*

Edited & Published by
Victor and



This book belongs to:

SAVE THE DATE

New Ideas and Approaches in Calendar Design

First published and distributed by
viction:workshop ltd.



viction:ary™

viction workshop limited
Unit C, 7th Floor, Seabright Plaza,
9-23 Shell Street, North Point,
Hong Kong
Url: www.victionary.com
Email: we@victionary.com

Edited and produced by
viction workshop ltd.

Book design by viction workshop ltd.
Concepts & art direction by
Victor Cheung

©2010 viction workshop ltd.
Copyright on text and design work is held
by respective designers and contributors.

ISBN 978-988-19438-2-8
Printed and bound in China

All rights reserved. No part of this
publication may be reproduced, stored in
retrieval systems or transmitted in any form
or by any means, electronic, mechanical,
photocopying, recording or any information
storage, without written permissions from
the copyright owner(s).

All artwork and textual information in this
book are based on the materials offered by
designers whose work has been included.
While every effort has been made to ensure
their accuracy, viction:workshop does
not accept any responsibility, under any
circumstances, for any errors or omissions.

PREFACE

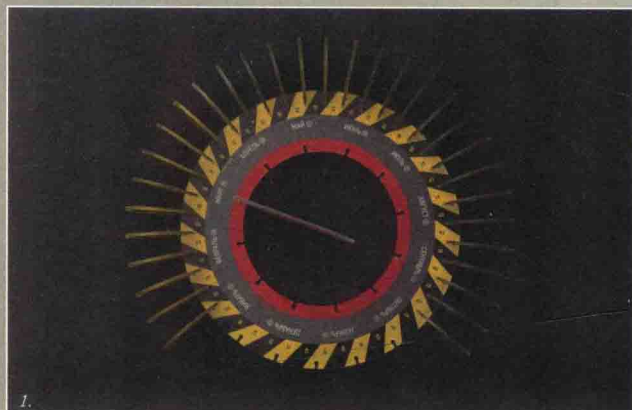
In 1752, all British citizens experienced a 12-day sleep, going to bed on Sep 2, a Wednesday, and waking up on Sep 14 the next day as the country shifted from Julian calendar to Gregorian calendar as declared by the British Calendar Act of 1751.

To many business and individuals, calendars' role in signifying time and coordinating work is undoubtedly significant. With days, weeks, months and year laid out on one single panel or a multi-page structure, calendars help to facilitate work by giving an overview of the year, allowing the busy ones to make plans and organise time in advance.

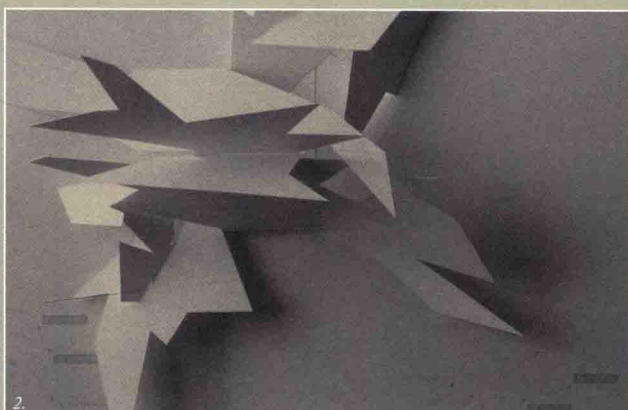
Earlier calendars were observation-based. As people on Earth became aware of the consistent pattern in the sun's and moon's variations and regularity in climatic changes, curiosity drew them to make records and examine the relations between these natural phenomena, resulting in a primitive system of days in rough cycles. Farmers decided when to plow and sow for a higher yield based on the year plan. People commemorated and celebrated events on marked days, year in year out, and

passed the traditions and customs down generations who follow suit according to calendar marks. As different cultures and life developed, so as variations of calendars with separate rules and names around the world. Reforms eventually took place to improve accuracy and gain common views in time indications. Although the Christian calendar, or Gregorian calendar, has become the most adopted and official system in present time, others like the Chinese calendar, with different year terms and divisions, are still in use in parallel with Christian calendar to determine auspicious dates for human affairs and agricultural activities in modern Chinese societies around the world. Another example is the Japanese calendar which displays local names for months and days with year names based on the reign of current emperors. In general, calendar in common use today has years of 365, or 366 days in leap years,





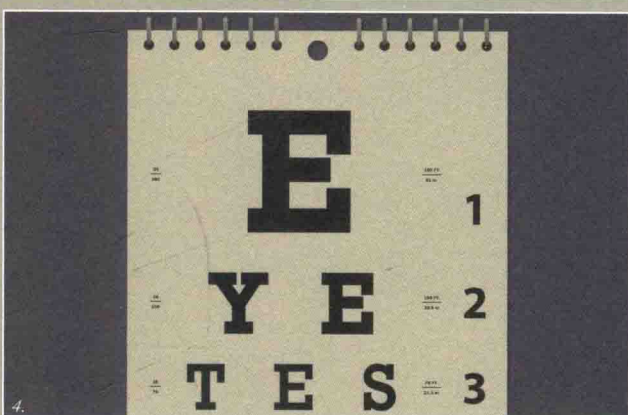
1.



2.



3.



4.

subdivided into 12 months and weeks grouping days in sets of seven. Traditional systems usually start the year three to seven weeks behind the Gregorian calendar.

The reform of calendar design did not emerge until the resurgence of art and graphic design after the economy during the post-war period, prospering modelling and photography businesses in line with entertainment industries. The practice of blending posters into calendars with portraits of glamorous models as corporate gifts exclusive for important customers was seen in the origin of the then most sought-after Pirelli Calendars, published by Pirelli company's UK subsidiary back in the 1960s, on which appearance was considered a mark of distinction even for established models and photographers.

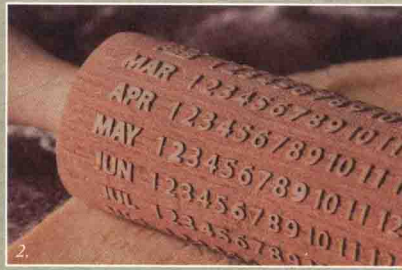
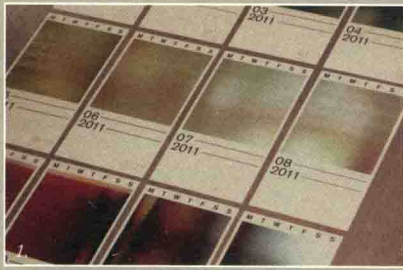
As the heat of decorative calendars prevails, the range of subjects featured on calendar grow wider and more oriented towards personal interest, spanning wildlife, automobiles and artwork through photography and illustrations. And rather than featuring conventional calendar templates with monthly figures enlarged and bank holidays in red, greater emphases have been placed on visual expressions as a whole, so as to establish connections and communicate brand values via the blending of typefaces, layout arrangements and subjects and by a more effective and flexible means. Apart from the competition to fight and stay front of clients' mind and desk, today's promotional calendars also respond to the market's increasing acceptance of unconventional and inspirational designs. The fashion of publishing visually pleasant

1. Everlast
Graphic design studio
by Yurko Gutsulyak / page 5.5-6

2. Faltjahr 2010
Johann Völkner / page 5.7-8

3. Ring A Date
Collected by itis edition. / page 2.9-10

4. Eye Test Calendar
Andrew Ackroyd / page 1.15-16



In 1964, the first Pirelli Calendar was introduced, depicting glamour models and celebrities in great popularity and noise. It was discontinued after the 1974 issue as an economising cut back and resurrected 10 years later as a regular publication since.

calendars as marketing tools continues to be vigorous, while charities and non-profits also step into the scene, capitalising on its popularity to increase exposure, educate and call for donations. Metaphorical expressions, humour and even physical merchandise samples in calendars are a common sight to stir up emotions towards company products among potential and existing clients. Their sizes and forms are correspondingly diverse, ranging from business card-sized pocket cards and multi-page desk calendars, to posters measuring up to several metres in length and items like rolling pins, sausages, 3D puzzles – anything that represents the company at best.

Despite the fact that most of today's personal electronic devices, such as smartphones and personal computers, comprise personal information manager

applications, or PIM tools, which bring great convenience to daily operations, incorporating functions of synchronising data within the same computer network and buzzing reminders of upcoming appointments or events, physical calendars remain a great charm to many. Offering a wonderful surface to touch and flip over, they also comprise the potential to be configured and personalised by handnotes, personal remarks, illustrations, labels and inserts, renewed year after year. Moleskine planners and calendars are definitely a good example, featuring designs that as well vary to target users' specific needs. And on top of functional designs, themes, colours and concepts contribute additional qualities to personal style like clothes and shoes.

As when the general think they know very well how calendars influence life in reality,

1. TOCA
Erick Fletes / Page 5.13-14

2. Roll-out Your Year
Futura 2/2 Macedonia / page 2.11-12

3. Bubble Calendar
Bubble Calendar LLC / page 2.17-18

*In 1994, the first all-black female
swimsuit calendar broke into mainstream
bookstores across the States.*

4. **Antalis 2010 Calendar**
Studioswill / page 1.29-30

5. **Rainbow**
Niels Kjeldsen Design / page 4.9-10

6. **Orientalism**
NOTHING design group / page 4.3-4

7. **Days in Shreds**
Mytton Williams Design Consultancy
page 4.8

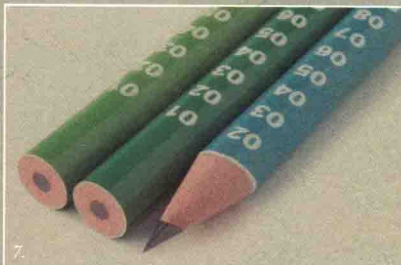
8. **Happy & Sweet**
Kanelia / page 1.43-44

this book asks you to pay attention to those which are taking an active role in projecting time as the very precious thing in between the familiar figures and holiday highlights. With attractive graphics, one for every week, month or season, today's calendar designs draw you back to it from time to time, reminding you of how time could fly in the blink of an eye and how yesterdays get closer every second. And while some bygones are worth to keep in mind, a noticeable amount of attempts draw comparison between present days and yesterdays, as a little something that explains how every day of today has come in shape. With its life expected to span a year or even forever as for the perpetual ones, calendars make an excellent platform for artists and designers to invent avant-garde methodologies and aesthetics to conceptualise time, just as the book witnesses in the notion of designers' experiments with communication channels and the afteruse of calendars. The evolution

of visual appearance and adding extras to blend product with daily life and invite response from users is definitely happening on an ongoing basis. Calendars as a cultural zeitgeist of time will become increasingly apparent over time.

From promotional calendars to experimental projects, this book does not only capture the versatility of calendars, but also the perception of time and related values put through in original ideas and vivid graphics without marring the sweet simplicity of life. In sections of Promotional Giveaways, Interactive Experience, Graphic Aspirations, Multi-functional Agendas and Experimental Rendering, *Save The Date* gathers a global view of contemporary calendars derived from a good understanding of time.

Reference: wikipedia.com



Nº1

PROMOTIONAL GIVEAWAY

*Its goal is to stay on customers' mind and desk.
Has to be visually pleasant, pragmatic and
economy to establish connections and communicate
brand values at best.*



1 | Feature: pragmatic, economy and visually attractive to establish connections and communicate brand values at best. Its goal is to stay on customers' mind and desk.

2 | Feature: great source of amusement from trajectory of exploration to the relish of accomplishment. Users' participation is part of the plan and necessary for making the design work.

3 | Feature: contribute qualities to reflect personal style and as stimulus to working or living spaces. Emphasis is on visuals and function comes second.

4 | Feature: allow a shift in purpose even after the calendar expires. Its materials and attributes suggest additional functions beyond fundamental use to signify time.

5 | Feature: convey alternative angles and methods to conceptualise time and days. Breaking the rules and reinventing formats in calendar display is what they do.

CONTENTS

PREFACE

04 07

THE CONTRIBUTORS

01 14

Nº1 PROMOTIONAL GIVEAWAY

01 46

Nº2 INTERACTIVE EXPERIENCE

01 36

Nº3 GRAPHIC ASPIRATIONS

01 44

Nº4 MULTI-FUNCTIONAL AGENDAS

01 32

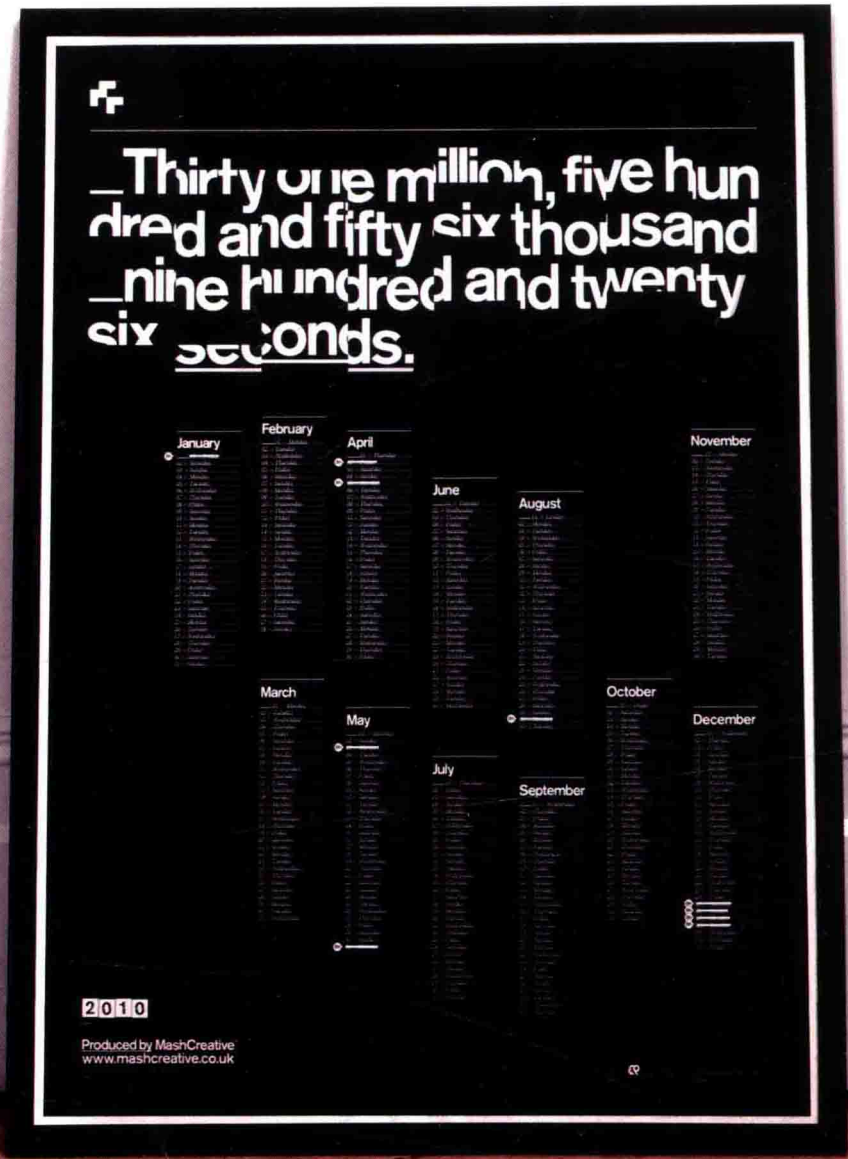
Nº5 EXPERIMENTAL RENDERING

01 40

Year in Seconds / Mash Creative

Limited to a hundred copies, the poster-calendar features an eight-column grid design on solemn black background, realised by two-colour litho and 60 percent cyan shiner offset. The title at the top spells out the total number of seconds that composed the year 2010, in an old analogue clock display manner, echoed by the 2010 text at the bottom left. The limited edition poster is for sale online.

Dimensions: 840 x 594mm

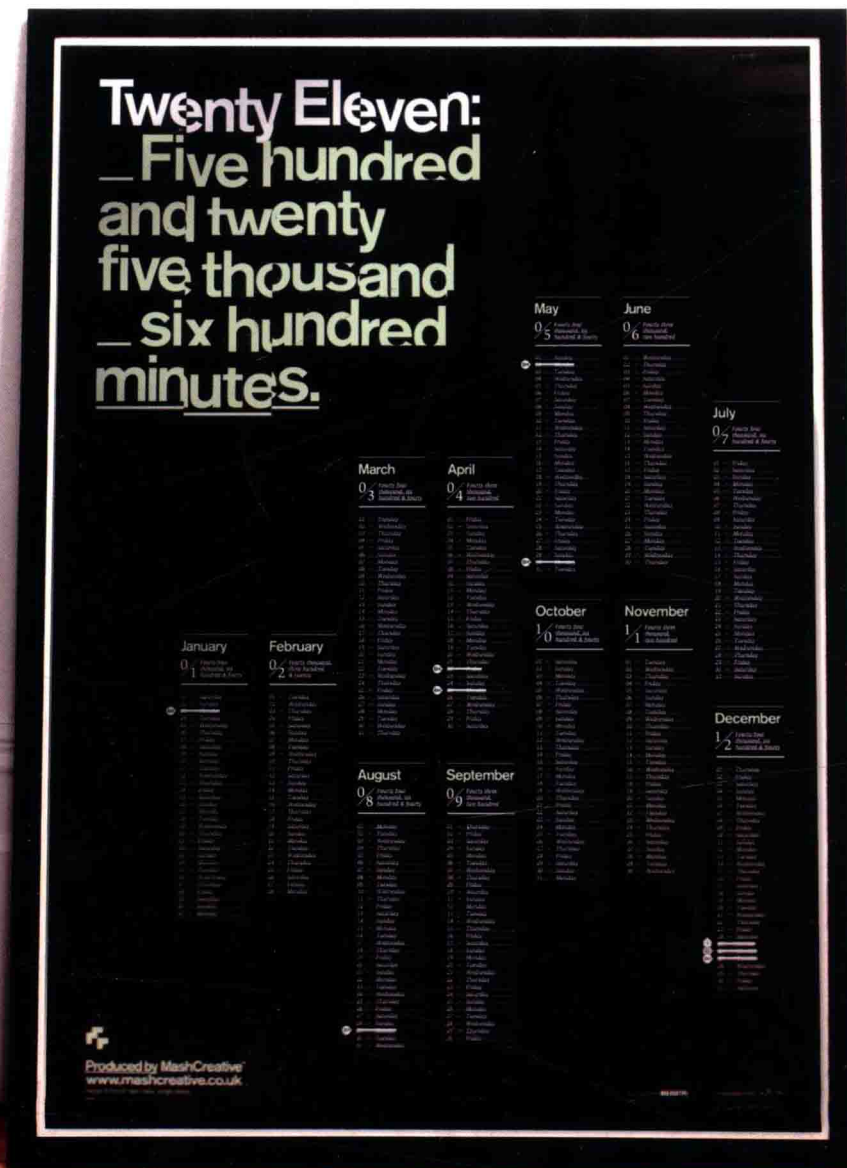


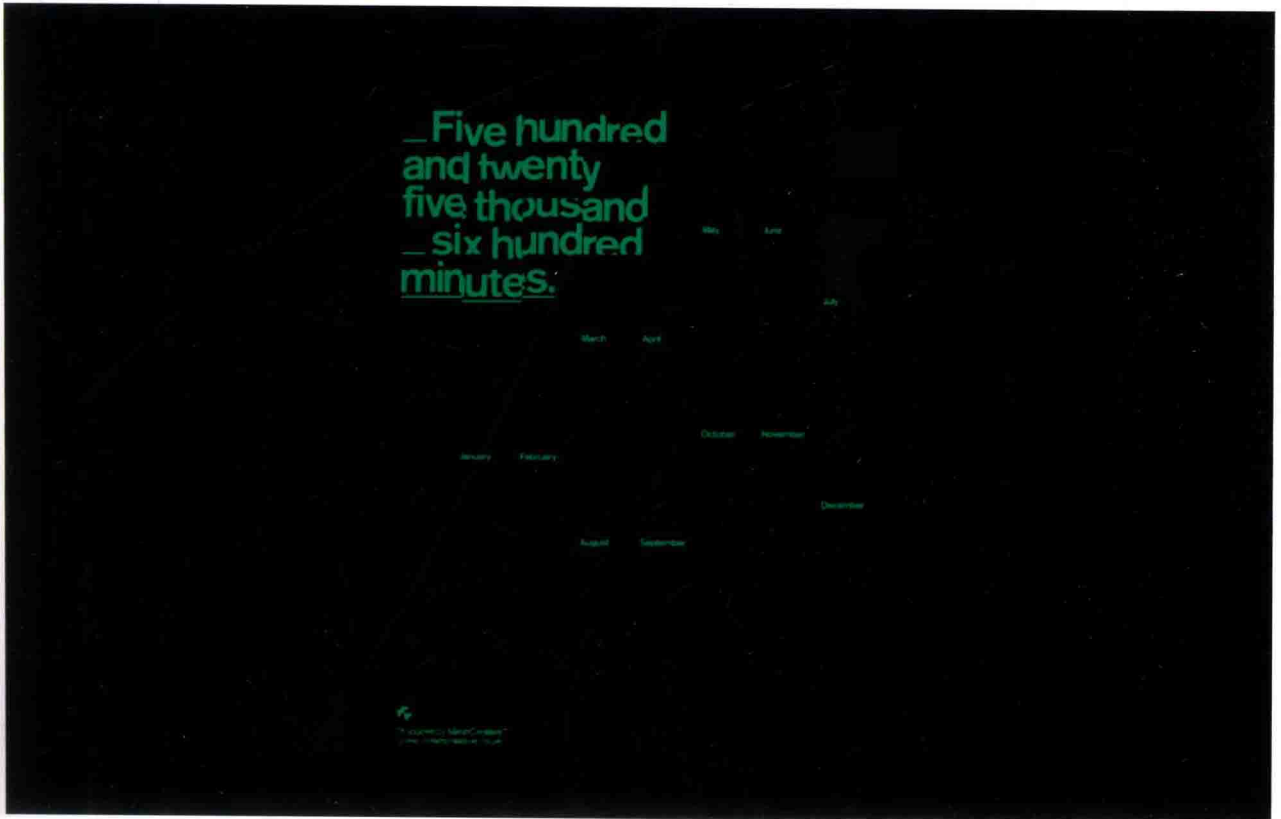
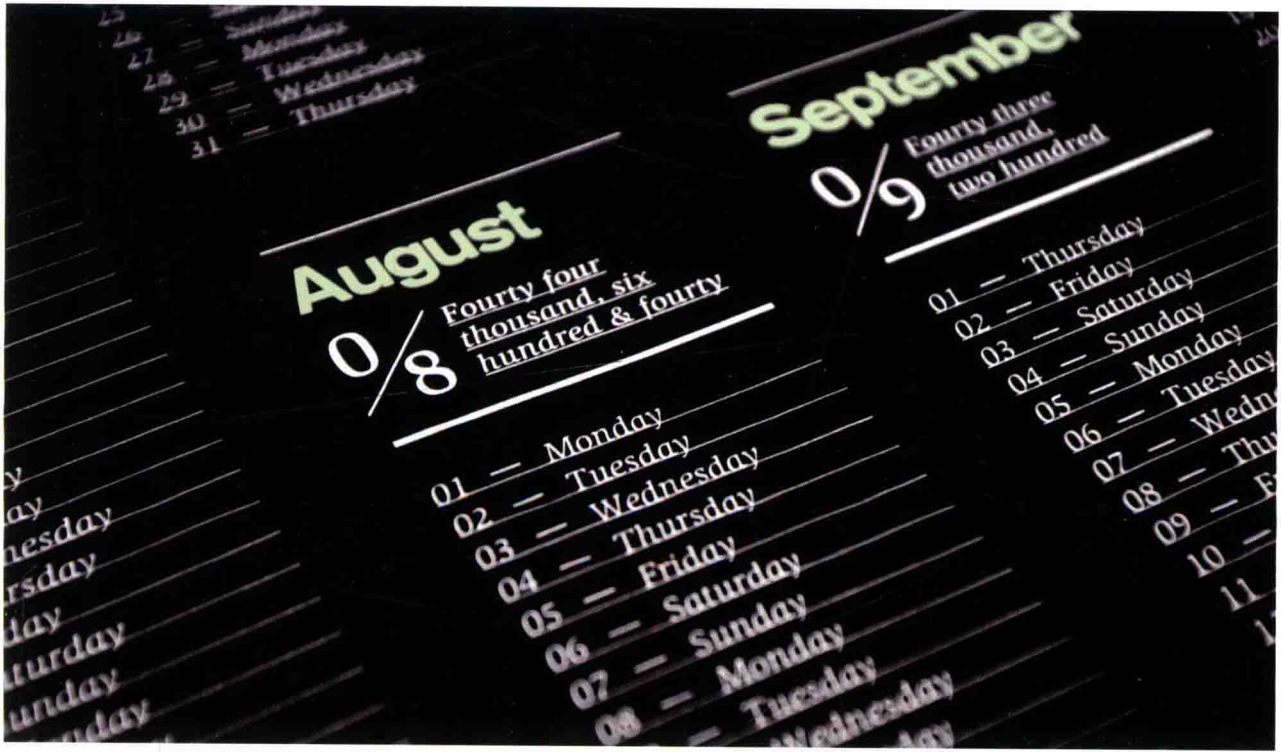


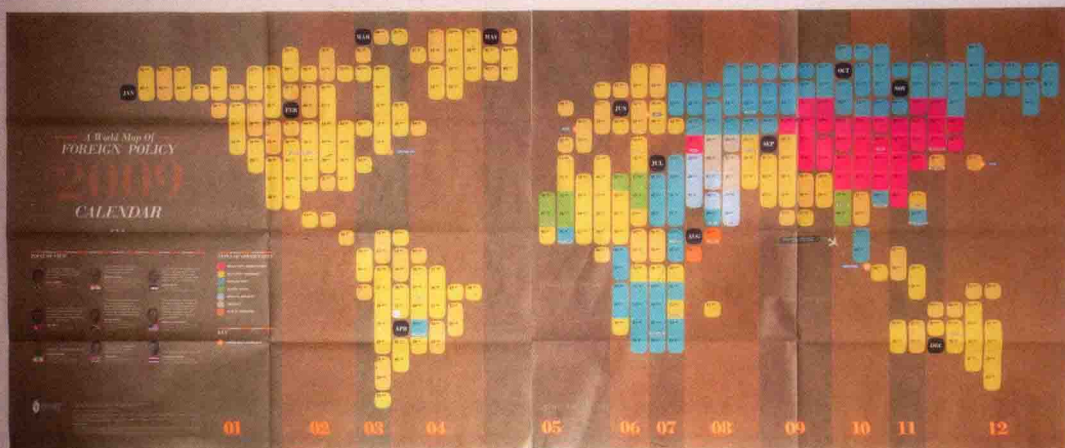
Year in Minutes / Mash Creative

Made up of a total of 525,600 minutes or an average of 43,800 minutes per month, year 2011 is typographically interpreted in white and glow-in-the-dark ink for a round-the-clock visual appeal. The jumble title text inspired by old analogue flip clock display is inherited from Mash's design for last year, establishing a subtle connection in between. The limited edition poster is for sale online.

Dimensions: 840 × 594mm



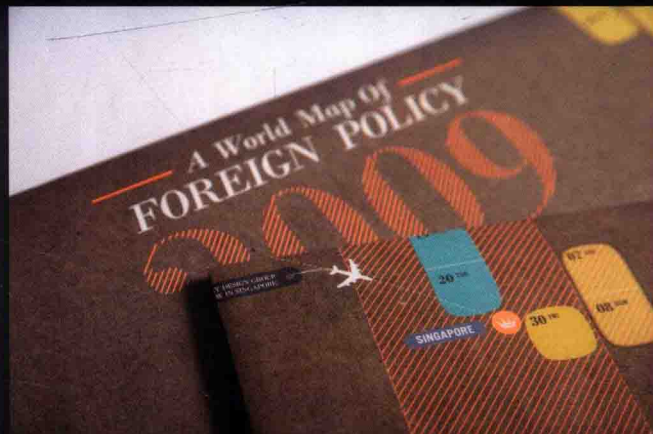


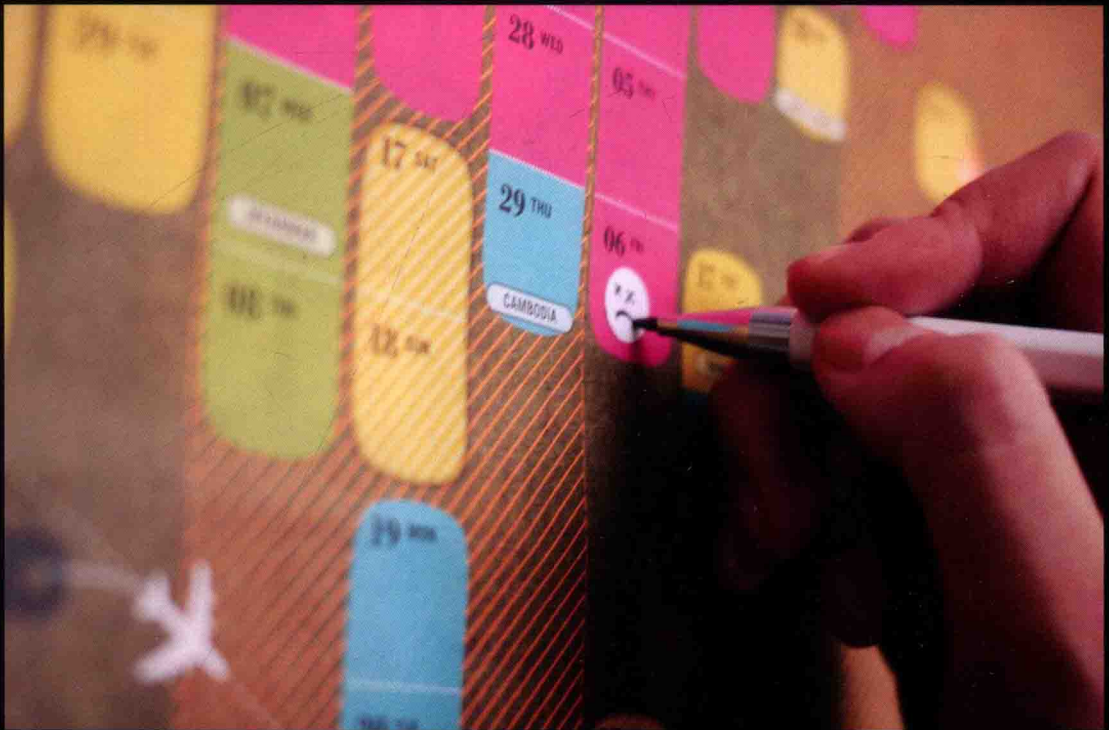
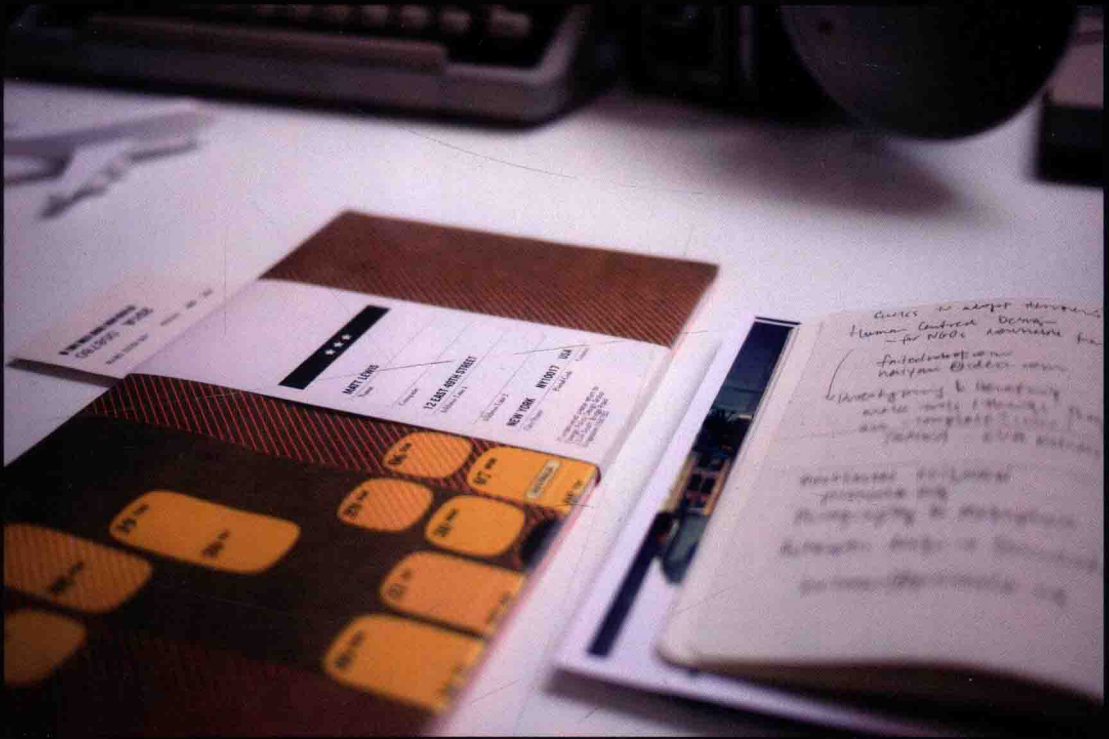


A World Map of Days / Foreign Policy Design Group

Drawing on the studio's name, the creative team brings together a rich content of international politics concepts into a world map, embracing an index of governments and leaders alongside the pixelised continents made of daily grids. The map is issued with a luggage ticket, marking the studio's move from New York City to Singapore.

Dimensions: 635 × 533mm • Photography: Mika Images





Typography 21 / Aleksander Shevchuk Graphic Productions

Depicting the ideal revolution in modern typography, Typography 21 consists six pop-up figures over the bimonthly pages to promote the printing house of the same name. The fluo Pantone was applied to emphasise the uniqueness of the printing press for its juicy impact under light.

Dimensions: 840 × 480mm • Client: Typography 21

