

惊瞳目

国际新锐平面设计巡礼

CRACK



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我讲述的是交流之间

思考之间

我讲述的是情感之间

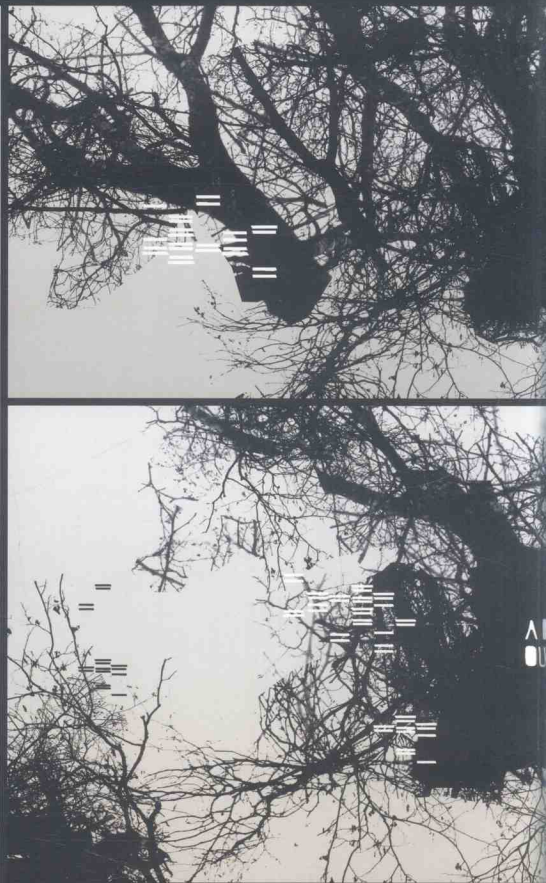
为什么单一的世界不能如此?

——丹麦设计人爱格·克里斯滕森，1969年12月

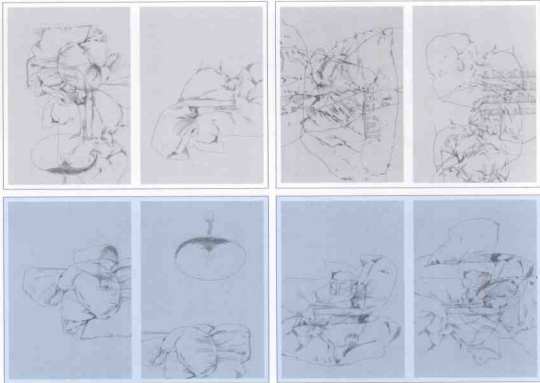
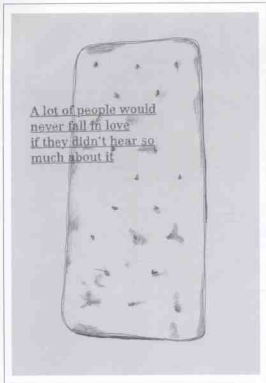
Alexander Egger是一位意大利平面设计师、插画家、概念设计师、艺术家、作家、电子杂志发行人及音乐人。他在不同的媒体领域内为多位客户创作风格迥异的文化和商业作品，现工作并居住于维也纳。

I am talking about the interstages of communication / the interstages of thought.
I am talking about the intercultures of emotion / why should not that be the only world.
inger Christensen, Dec. 1969

Alexander Egger is an Italian graphic designer, illustrator, conceptualist, artist, writer, publisher of zines and musician. He is working in different media on a range of cultural and commercial projects for small and big clients. He is currently living and working in Vienna and sometimes elsewhere.







电子杂志

如果不是常听人说人终有一死，也许许多人永远都不会恋爱，不是爱

然而却喜欢我

记恢复肉体关系之后的意外感觉

要去的地方，要见的人，要做的事

1984年提笔无聊

文字=差劲的沟通

情爱一旦进入高潮就会令人无法忘怀

你究竟能笑着说啥

委托人：自主设计

艺术总监&设计师：Alexander Egger

印刷：digitaldruck.at

年份：2007年

Zines

Many people would never fall in love if they didn't hear so much about that in the long term we are all dead

Buildings, not homes

But the sun likes me

Notes on unexpected feelings after the resumption of bodily relations

Places to go, people to see, things to do

1984 was an extremely boring year

but = bad communication

Sex is nostalgia for sex when once it used to be exciting

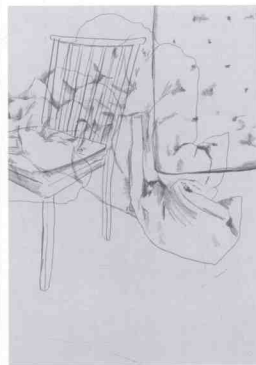
How can you smile while you talk bullshit

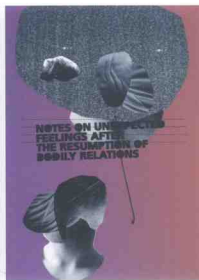
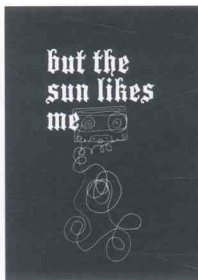
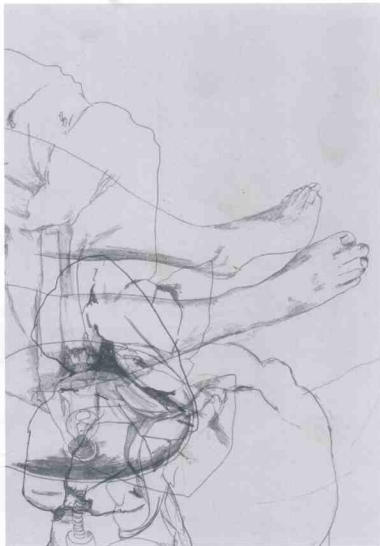
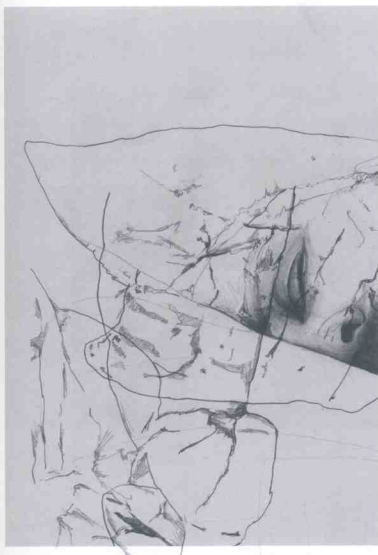
Client: self-initiated

Creative director & Designer: Alexander Egger

Printed by digitaldruck.at

Year: 2007

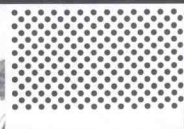




In the
long term
we are
all death

Details,
diseases

Is God
lonely



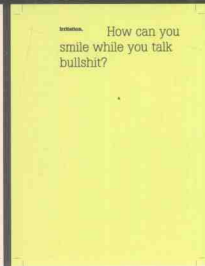
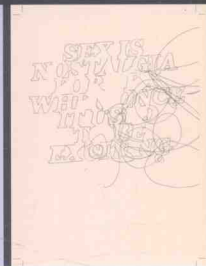
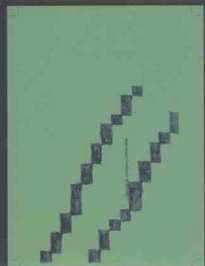
places
go, people
to see, th
to do

write your
biggest wish on a
piece of paper,
then throw it away

eat regularly
at least two days
a week

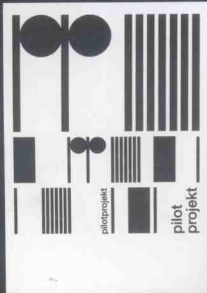
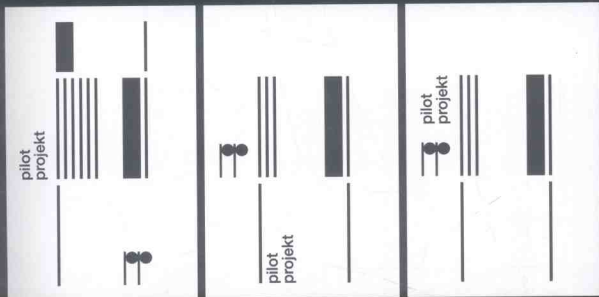
consider
smiling at the
tourists

bring your face
so close you see
everything slightly
out of focus



How can you
smile while you talk
bullshit?

Client: red-hot
Creative director & Designer: Alexander Egger
Year: 2006



Pilotproject

Pilotproject is a gallery space for design conceived by two designers and industry's podium for an open exchange of knowledge and development of vision and strategies for dynamic and fast changing markets.

Corporate identity – visual system

Signage – films and 3D objects from the letters PP

The formal language of the whole corporate identity is very reductionist and basic. It consists of a grid system, the major elementary element able to create a dimension, length, bending, curves, circles and can be combined to give many and different forms a rectangle. The basic element is line and dots, solid in the logo and in dots to represent the logo within the layout.

The system of lines is rather an arbitrary experiment to work in a coordinate way but a thoughtful system which introduces a conceptual space, tension, makes the space grid and makes visible connections and relations which are absent.

Dependent on the graphic language as a whole type the lines form part of a total image, chosen from all signs and whole formless and function as a playground when the programme is chosen, however, created from a technical viewpoint to take contents and to explain.

Material reference to the material. Besides, construction of an art. Design project as a technical or aesthetic not as a design-system tool.

Colors. The gallery is a structure working with background and image material. Everything is produced in black and white. Any colour on the material can be used, except in areas where the material is used together with images, a case from a limited palette.

Color: Pilotproject

Graphic Design & Design: Alexander Eger

Year: 2001

陈冠中小武装起来

陈冠中小武装起来是一个独立的声音平台，它出现在陈冠中的创作中。陈冠中是一个独立的声音平台，它出现在陈冠中的创作中。陈冠中是一个独立的声音平台，它出现在陈冠中的创作中。

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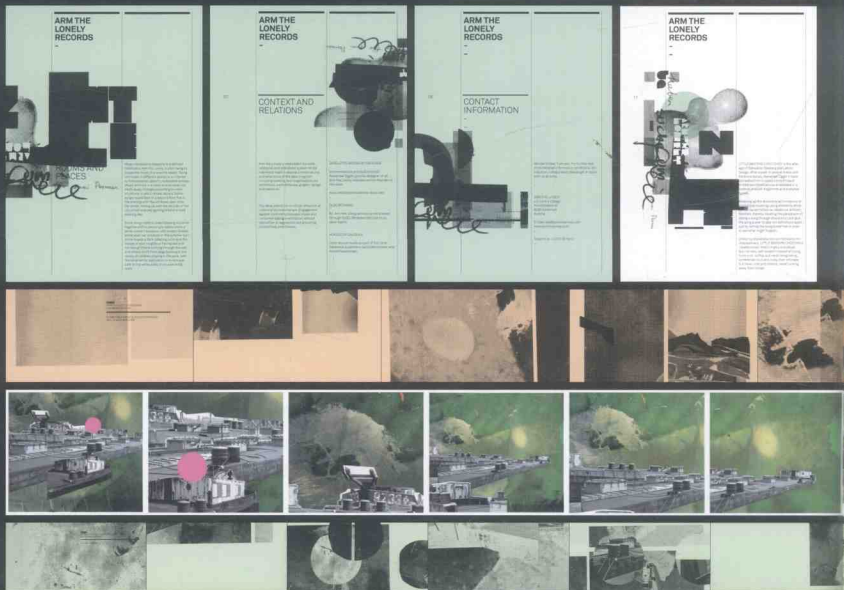
陈冠中小武装起来
艺术总监及设计师：Alexander Egger
年份：2007年

ARM THE LONELY

Arm The Lonely is an independent platform for music conceived to occur in banal surroundings. Arm The Lonely is embedded in a wide relational and referential system which manifests itself in several occasions and extensions of the record label program including posters, book reproductions, art exhibitions, performances, graphic design and literature. Engagement against conformity between music and consumer taking in a position without opposition or aggression but embracing possibilities and choices.

The name of the label Arm The Lonely is a citation of a Sadey Grand song and programmatic. Making one's own opinions and instincts accessible as an individual contribution to collective consciousness. The label stands for a critical reflection of culture and consumerism. Economic requirements. Production costs have to be low. Found footage, scratches, photocopies, raster, noise, Samples, Cutout, sprayed, projections (concert posters), basically all DIY techniques imaginable have been used and underline the subcultural potential.

Client: Arm The Lonely
Creative director & Designer: Alexander Egger
Year: 2007

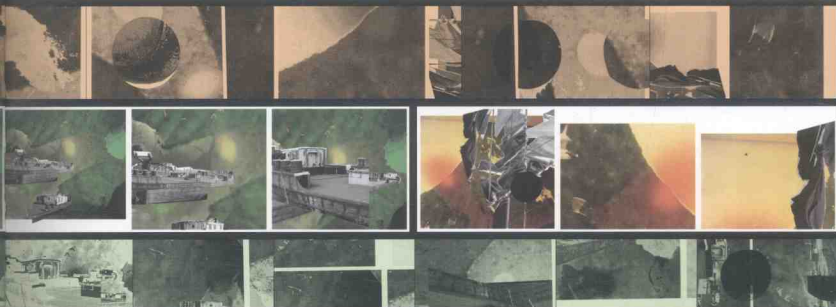
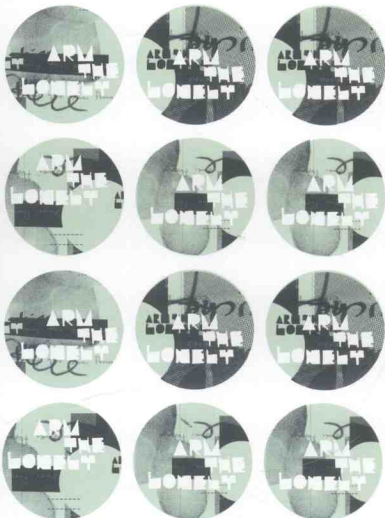
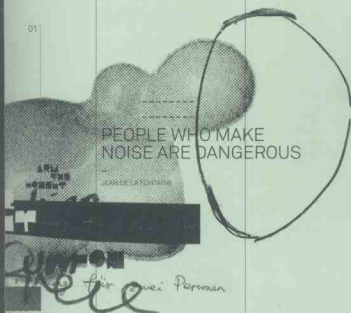


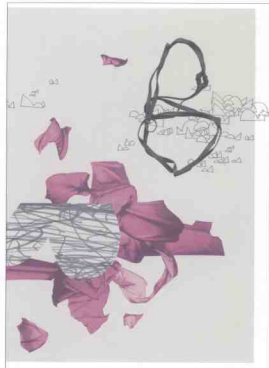
ARM THE
LONELY
RECORDS

01

PEOPLE WHO MAKE
NOISE ARE DANGEROUS

JEAN DE LA FONTAINE





BSIDE

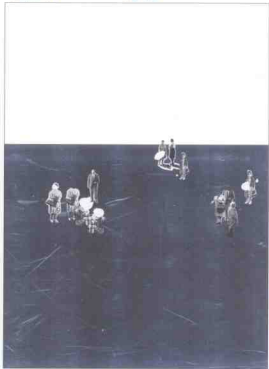
展览海报

委托人: Katalogue XXL
艺术总监&设计师:
Alexander Egger
年份: 2007年

BSIDE

Poster artwork for exhibition

Client: Katalogue XXL
Creative director & Designer:
Alexander Egger
Year: 2007



创建记忆

展览海报

Found Memories
Poster artwork for exhibition

以买新衣服为起点的经验我都不信任
为《Bob》杂志设计的插画方案。

委托人: 《Bob》杂志
艺术总监&设计师: Alexander Egger
年份: 2007年

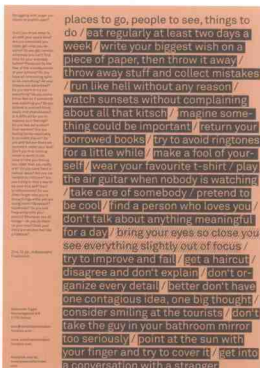


要去的地方, 要见的人, 要做的事

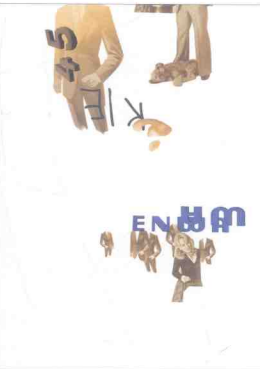
为电子杂志做的宣传海报。

Places To Go, People To See, Things To Do

Protoposter for Zine



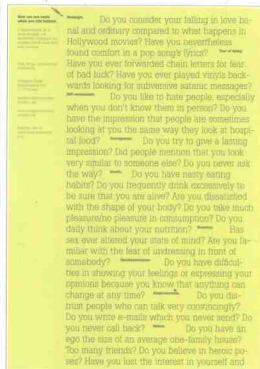
places to go, people to see, things to do / pat regularly at least two days a week / write your biggest wish on a piece of paper, then throw it away / throw away stuff and collect mistakes / run like hell without any reason / watch sunsets without complaining about all that kitsch / imagine something could be important / return your borrowed books / try to avoid ringtones for a little while / make a fool of yourself / wear your favourite t-shirt / play the air guitar when nobody is watching / take care of somebody / pretend to be cool / find a person who loves you / don't talk about anything meaningful for a day / bring your eyes so close you see everything slightly out of focus / try to improve and fail / get a haircut / disagree and don't explain / don't organize every detail / better don't have one contagious idea, one big thought / consider smiling at the tourists / don't take the guy in your bathroom mirror too seriously / point at the sun with your finger and try to cover it / get into a conversation with a stranger



DISTRUST ALL EXPERIENCES WHICH START WITH THE ACQUISITION OF NEW CLOTHES

Illustration proposal for Bob Magazine

Client: Bob Magazine
Creative director & Designer: Alexander Egger
Year: 2007



Do you consider your falling in love banal and ordinary compared to what happens in Hollywood movies? Have you nevertheless found comfort in a pop song's lyrics? Have you ever forwarded chain letters for fear of bad luck? Have you ever played vintage backwards looking for subversive satanic messages? Do you like to hate people, especially when you don't know them in person? Do you have the impression that people are sometimes looking at you the same way they look at hospital food? Do you try to give a lasting impression? Did people mention that you look very similar to someone else? Do you never ask the way? Do you have nasty eating habits? Do you frequently drink excessively to be sure that you are alone? Are you dissatisfied with the shape of your body? Do you take much pleasure/no pleasure in consumption? Do you daily think about your outfit? Has sex ever altered your state of mind? Are you familiar with the fear of undressing in front of somebody? Do you have difficulties in showing your feelings or expressing your opinion because you know that anything can change at any time? Do you distrust people who can talk very convincingly? Do you write e-mails which you never send? Do you never call back? Do you have an ego the size of an average one-family house? Too many friends? Do you believe in heroic poses? Have you lost the interest in yourself and

你怎么能笑着说瞎话

为电子杂志制作的宣传海报。

How Can You Smile While You Talk Bullshit
Protoposter for Zine



投射

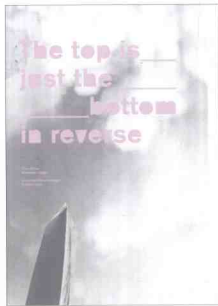
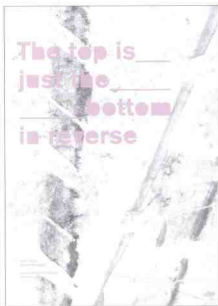
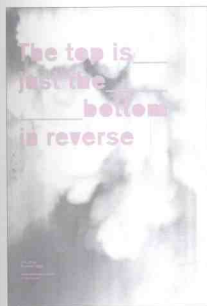
自我推广CD光盘。这项设计的概念是源自每个人自己的台式电脑。从把CD插进电脑的那一刻起，电脑就会立刻执行光盘内的程序。它营造出一神秘的氛围。在那里所有的事物都处于一种永恒的文化之中。各种想法来去无常。这项设计使用户产生一种紧张而兴奋的感觉。正如向设计者在捕捉到灵感的那一刻间所体会到的感觉一样。

委托人：自主设计
艺术总监&设计师：Alexander Egger

Emissions

Self-promotional CD-Rom. The idea was to start from everybody's own desktop when one inserts the CD. The personal desktop gets filled with projects the more you are spending time with the CD. A mystical atmosphere is created, everything is in a permanent flux, fragments of thoughts appear and disappear. The aim was to create a dense feeling which is close to the moment when the designer is attuning to inspiration.

Client: self-initiated
Creative director & Designer: Alexander Egger

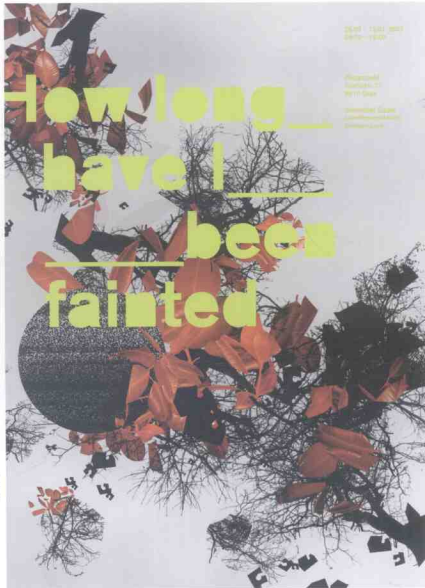


顶部只不过是倒过来的底部
系列海报

委托人：自主设计
艺术总监&设计师：Alexander Egger
年份：2007年

The Top is Just The Bottom in Reverse
Poster Series.

Client: Self-initiated
Creative director & Designer: Alexander Egger
Year: 2007



20.07 - 13.08.2007
18.00h - 21.00h

Photoprojekt
Kunstraum 22
4010 Essen
www.photoprojekt-essen.de

