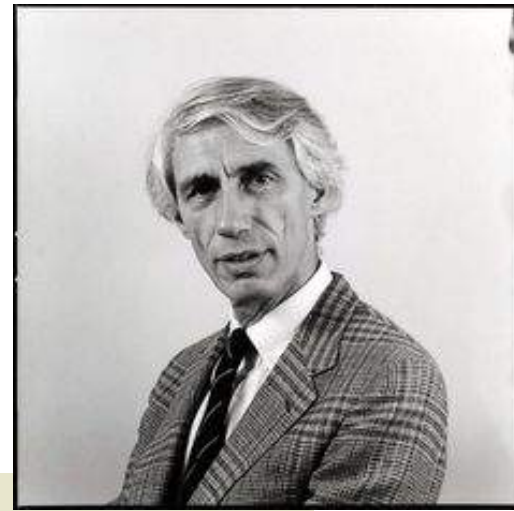


# Wim Crouwel-Experimental Jetset

for Graphic magazine

# Wim Crouwel



- Born 1928, Groningen, Netherlands
- Graphic designer, type designer, typographer
- Famous for typeface “New Alphabet” (1967)
- Typography work: International Typographic Style (Swiss Style- cleanliness, readability, objectivity)
- Graphic works: uses grid based layouts
- Bauhaus related works



# Experimental Jetset

- Small independent graphic design studio based in Amsterdam
- Founded in 1997 by Marieke Stolk, Erwin Brinkers and Danny van den Dungen
- Focus: printed matter, site-specific installations
- Methodology: turning language into objects



Vanessa Beecroft VB60



DTC / Het Wijde Land



Typographic Architect. 1



MoMA NY



DTC / Peanuts



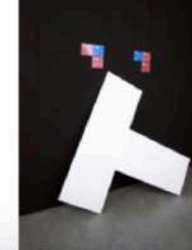
MM / Internet Paintings



RMN



2K by Gingham 2006



# Discussion

- Different approaches to design
- Their opinions vary
- Idea of creating work for the masses vs. creating personal work

# Example: Advertising

- **WC**: in contrast to the commercial side, the cultural sector allows the designer carte blanche
- **EJ**: The role of the designer at ad agencies is actually quite free of restraints
- **WC**: As a designer you want to be informative, yet in advertising they think far more in terms of atmosphere and mood.
- **EJ**: Advertising now is heavily focused on projecting an image onto a product from outside the product itself and its intrinsic characteristics

# Timeless work

- WC: At the time, what we mainly tried to do was create timeless work. But timeless designs simply do not exist. You are always a child of your time.
- EJ: another approach to the term: “Some things can be dated so clearly that they are elevated to become icons of their time. In that capacity, they become timeless. Time capsules, in a way. Other designs remain timeless because they preserve their own context so well.”