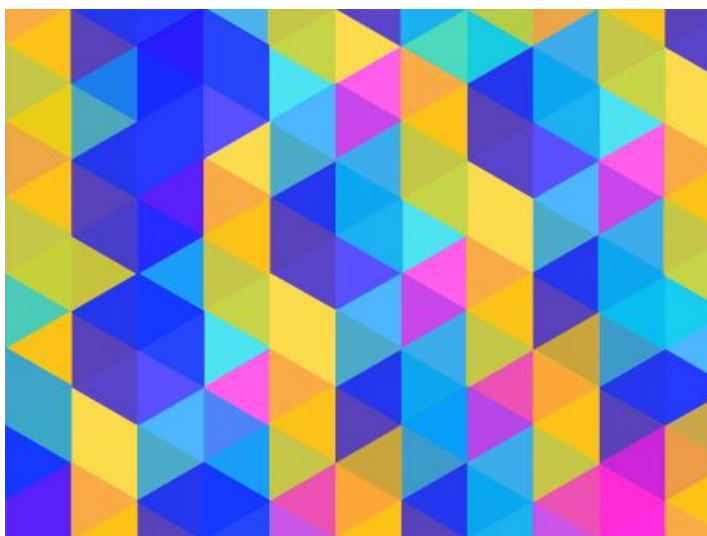


Press

Graphic design is the theme for this edition

PITTI UOMO 81: IT'S GRAPHICS NOW! IS THE THEME FOR THIS EDITION

14 emerging designers present a tribute to visual communications



15.11.2011 |
FORTEZZA DA BASSO

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Graphic design and a tribute to the field of visual communications and its ability to transpose the present into symbols, shapes and feelings often even faster than fashion is the main theme of Pitti Uomo 81. With a careful eye always focused on developments in graphics, Pitti Immagine is offering the field's newest currents an opportunity to express themselves at the world's greatest fashion event with its huge outdoor spaces.

Fourteen young international graphic designers - selected by Studio Camuffo/Libera Università di Bolzano – will express their views of the future through one word that they will translate into an image – a logo. This vocabulary of images will be the fair's own new clothes and will be staged in a special setting in the forecourt of the Fortezza da Basso.

The 14 graphic designers are:

Europa www.europaeuropa.co.uk

This graphic design studio is owned by Mia Frostner, Paul Tisdell and Robert Sollis (Royal College of Art). Their clients include the Tate and the Victoria & Albert Museum. Their word is Empire.

Julia www.julia.uk.com

Valerio di Lucente, Erwan Lhuissier and Hugo Timm (Royal College of Art) founded this London studio in 2008. They work with The British Council, Wallpaper and Elephant Magazine as artistic directors. Their word is Memory.

Chateau-Vacant www.chateau-vacant.com

Yannick Calvez (National School of Applied Arts Olivier de Serres, Paris) Baptiste Alchourroun and Lémuel Malicoutis (National School of Decorative Arts, Strasbourg) are the members of this Montreal-based studio that works in the fields of fashion, publishing and music. Their word is Serendipity.

Mirko Borsche www.mirkoborsche.com

With a degree in Graphic Design from the University of Kingston and in Communication Design from Augsburg, Mirko Borsche established his bureau in Munich and has worked as art director for Levi's, MTV, Die Zeit and Jetzt-Magazin. Money is the word.

Tobias Röttger www.tobiasroettger.de

Tobias Röttger, freelance art director, works with the Hort studio. In 2008 Wallpaper Magazine selected him as one of the most promising young graphic designers. His word is Curiosity.

Giacomo Covacich www.polakopolako.it

After graduating from IUAV in Venice, Mr. Covacich founded "WOW", a graphic arts studio in Treviso together with Morris Granzotto in 2007. The word is Utopia.

Hyoun Youl Joe (Hey Joe) www.hyjoe.net

After earning a degree in Visual Communication Design at Dankook University in Seoul, and an M.F.A. in Graphic Design from Yale, in 2009 he opened a studio that works with artists, advertising agencies and cultural institutions. His word is Reorient.

Pet Punk www.petpunk.com

Andrius Kirvela and Gediminas Siauly, have been working together as a creative duo since 2005; in 2009 their studio was one of the top 6 of the New Wave Designers selected by the Canadian magazine Boards, and was defined as the "New Wave of Animation". Their clients include MTV, Vodafone, Nike and McDonald's. The word is Regain.

Yorel Cayla www.yorelcayla.fr

This French graphic designer graduated from the National College of Arts and Design Olivier Serres, Paris in 2008 and acquired experience working in a graphics studio in Oslo. The word is Share.

OK-RM www.ok-rm.co.uk

Oliver Knight and Rory McGrath, art directors of the Milan-based magazine Kaleidoscope founded their studio in 2008. Their projects include work for the Barbican Art Gallery, the South London Gallery, Damian Ortega and Gabriel Kuri. Their word is Balance.

Void Wreck www.voidwreck.com

Karl Nawrot (Walter Warton) has been working in Amsterdam since 2008. He studied illustration in Lyons and obtained a masters degree from the Werkplaats Typografie in Arnhem. His word is Silence.

We have photoshop www.wehavephotoshop.com

The studio team consists of Andrew Shurtz, Mike Gallagher, Rebecca

Gimenez and Sebastian Campos, (MFAs from the Yale School of Art), who represent the U.S.A., Canada and Spain. Their clients include Princeton University, Yale University and the Whitney Museum. Their selected word is Now.

Formes Vives www.formes-vives.org

Nicolas Filloque, Adrien Zammit and Geoffroy Pithon, are the illustrators and designers in this studio that works in Paris, Brest and Marseilles and devote their energies to non-profit organizations and social projects. Their word is Forest.

Martin Nicolausson www.martinnicolausson.com

Martin Nicolausson is a Swedish illustrator and graphic artist based in London. His client roster includes Absolut Vodka, The Economist, Topman and The New York Times. Technology is the word he chose.

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