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Anna Gerber and  
Anja Lutz

A Lexicon of Contemporary  
Graphic Design

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# INFL UENC ES

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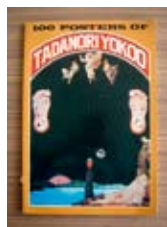
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➔ Andersen, Hans Christian

**This book looks at who or what is influencing, provoking, inspiring and informing graphic designers today. It looks at the vast and seemingly endless spectrum of objects, memories, people, ideas, thoughts and references that form the backbone of any given creative project.**

**This book seeks to provide an insightful portal into graphic design practice today, while also understanding and accepting that this is a continuously evolving pursuit. While the format assumes the tradition of the lexicon, it is by no means exhaustive or objective, as the nature of influences is not only cumulative, but always in flux.**



100 Posters Of  
Tadanori Yokoo,  
cover.



11 Designers For  
Germany. Poster  
for the initiative.



1984, lithograph  
by Ed Ruscha.

## 100 POSTERS BY TADANORI YOKOO

100 Posters, published in 1978, is a → book of posters designed by Japanese graphic designer → Tadanori Yokoo. The posters are made up of elaborate collages that combine Japanese culture with Far Eastern and European → influences. The book is considered to be one of the most seminal → graphic design books to come out of post-war → Japan. **“Koichi Tanikawa, 100 Posters By Tadanori Yokoo, 275mm x 345mm, New York, 1978.”** → NORM

## THE 10TH VICTIM

The 10th Victim is a → science fiction → film, directed by Elio Petri, released in 1965. Marcello Mastroianni stars in the film. The 10th Victim is about the formation of a club where human hunts are organised. Each member hunts and preys, struggling to stay alive. The sole survivor wins one million dollars. **“A film by director Elio Petri, set against the backdrop of Sixties → pop culture design aesthetics. After the end of all wars, a → future society’s appetite for violence is satisfied by the broadcast of a global game of legalised murder: The Big Hunt. The → film stars Marcello Mastroianni and Ursula Andress as the game’s two top assassins pitted against each other. The rules are simple: each participant has to get through ten rounds, five as a ‘hunter’ and five as ‘victim’ in order to become the ‘ultimate winner’ and to pocket the jackpot of one million dollars. While Ursula has a contract with Ming Tea for the rights to film her final kill during a TV [ → Television ] advert, Marcello is struggling to find a sponsor. Needless to say, they fall in → love. The film is beautifully composed and entertaining, the production design is stunning, and the story itself is almost prophetic from a sociological point of view as it is a preview of the reality TV which makes up our TV landscape today, forty years later.”** ALEXANDRA JUGOVIC

## 11 DESIGNERS FOR GERMANY

11 Designers For Germany was a Berlin-based initiative, instigated by a group of eleven leading German designers, to design an alternative solution to the official Football World Championship logo. In March

2005, the group presented their designs, in → Berlin, to the general public. **“Initiated by Klaus Hesse and myself, eleven leading German designers formed an action team for the Football World Championship 2006. The aim of the initiative was to raise → graphic design awareness to both the general public and media. The initiative criticised the embarrassing official logo for the World Championship which is made up of smiling circles. It went so far as to also criticise the corrupt commissioning practice of large public graphic design commissions. The logo, which is an offence to designers and football → fans alike, could not be avoided. However, the initiative ensured that → future commissions will be professionally overseen. The 11 Designers received widespread media attention – unlike any other issue in the history of graphic design.”** FONS HICKMANN

## 1984

A lithograph print by American artist → Ed Ruscha, produced in 1967. The print is in grey and black with touches of yellow watercolour, done by hand. **“This is a → drawing by artist Ed Ruscha from 1967, one in a series of powdered graphite on → paper made in the late Sixties. The numbers are rendered in MICR E13b, a → typeface designed specifically for scanning by Magnetic Character Recognition to facilitate the instant electronic routing of → money through global banking → systems. The absurdity of the inevitable title and date combination (1984, 1967) is even stronger when you find it hanging on the wall of a private → art foundation, tucked away in a remote parcel of industrial Queens, NY in 2004.”** DAVID REINFURT

## THE 1986 WORLD SERIES

The World Series is an annual baseball championship in the United States. In the 1986 World Series final, the New York Mets played the Boston Red Sox. In the tenth inning, the Red Sox appeared to have claimed an early victory. Then, at the last minute, Mookie Wilson and Ray Knight, of the New York Mets, scored the winning run and won the game. **“Mets vs Red Sox, Game Six, tenth inning. Another reminder that no situation**



2001: A Space Odyssey. Screenshot of the eye of the omniscient computer HAL 9000. HAL is a riddle for IBM.



2001: A Space Odyssey. Three-dimensional visualisation of the word HAL, as pronounced in the film. Part of the project Speech Recognising Letterforms by Andreas Lauhoff / 3deluxe.



8vo, The Guitar And Other Machines record sleeve designed by 8vo for the band The Durutti Column.

is hopeless. One strike away from losing the World Series, Mookie Wilson's at-bat led a Mets rally from which the Boston Red Sox didn't recover for seventeen years." MICHAEL BIERUT

### 2001: A SPACE ODYSSEY

2001: A Space Odyssey, directed by → Stanley Kubrick, is a → film about space travel and the discovery of extra-terrestrial life. The film, released in 1968, was based on British → science fiction writer Arthur C. Clarke's 1948 short story, The Sentinel. [1] "This → film doesn't age. We know → everything about this film. In the DVD still → image mode, we have discovered the minute German and English flags on the → space ships. We know that HAL is a riddle for IBM (the following letter in the alphabet). That the little girl on the videophone is Kubrick's → daughter. We are excited about not hearing unnecessary space ship noises since there are no audible sounds in space. Since the exhibition in Frankfurt, we know that Kubrick asked existing companies like Nikon and IBM to design the film set of the → future (a future product placement so to speak). We were sad when Pan Am declared bankruptcy before the year 2001. We are sympathetic when → friends say, they did not understand the end of the film. And still we watch this film over and over again." JOHANNES BERGERHAUSEN [2] "My Dad took me to see 2001: A Space Odyssey for my birthday at a big theatre with a huge screen in downtown Cleveland. I barely understood what I was looking at, that first → time. Since then, I've come to really admire Kubrick's ability to reduce enormous ideas to simple → images, never so aptly (or amusingly) as this jump cut between man's first tool and what was then his most recent." MICHAEL BIERUT [3] "With this → film, → Stanley Kubrick predicted the intelligent interaction between human beings and → computers. Even though things turned out differently, the film is still of great interest. Kubrick once said that '2001 is a nonverbal experience'. But how much information do we get from this and especially how it is said. With the help of a quotation out of this film, my MA work at Central Saint Martins tackles the → problem of → typog-

raphy as a static notation. The astronaut in his → conversation with the computer said HAL five → times in a row in an increasingly demanding tone. The 'speech recognising letterforms' visualise these different pronunciations and contain all the information of the spoken word in the third dimension of a letterform." ANDREAS LAUHOFF

### 20ML ISTANBUL

20ML or 20000000 is a creative group, founded in 2002, in Istanbul, Turkey. 20ML focus primarily on → photography, however they also design brand identities. The → studio is made up of Tolga Cebi, Emre Dogru, Andrew Foxall and Ertan Uca. 20ML's clients include Biz Magazine, Mavi Jeans and Another Zero. "My business partners are Emre Dogru and Ertan Uca. I made a marriage style commitment with them in order to start our company. We set out to attach value to creativity and to increase creative → criticism in Turkey by setting and maintaining certain standards. We are now in our fourth year and are doing well after some inevitable teething → problems. It is a release when you learn how to share your creative, work, → money, → future with other → people. We can do → a lot more as a team." ANDREW FOXALL

### 'THE 3 BS'

"The 3 Bs: → Bob Dylan, Beat Happening, and → Bauhaus (not the band). Oh, and Levon Helm in the Band." LOYAL

### 8VO

8vo were a British → graphic design → studio founded in → London in 1984 by Hamish Muir, Mark Holt and Simon Johnston. 8vo designed, wrote and produced the magazine Octavo, which was published between 1986 and 1991. They designed posters for the Hacienda Club, redesigned the utility bill for Thames Water and also designed the American Express statement. The studio disbanded in 2001. Muir and Holt wrote and designed their → book, 8vo: On The Outside, which was published in 2005. "Sublime Exhibition, 1990, Manchester, → England. For The Guitar and Other Machines. I saw the artwork for this sleeve. It was



Abstracted landscapes. Still from Radiohead's video clip Pyramid Song. Animation and artwork by Shynola.



Acht Bildtafeln Zur Kritik Der Warenästhetik (Eight Colour Plates On The Criticism Of Consumer Goods Aesthetics).

the single most defining influence on my work then, and my (personal) work now. And overall – for their hands-on, lick and stick approach." CHRIS ASHWORTH

### A LOT MORE

"This is of course a joke..." RIK BAS BACKER

### ABANDONED BUILDINGS

"The perfect ruin: Sundowner Bar Restaurant on the border of the Anza-Borrego Desert National Park near the eerie land-locked Salton Sea – Route 86 towards Mexico in Southern California. The sea is artificial, reliant on agricultural drain → water. Its origin was an accidental overflow from the Colorado River, when it burst through a levee in 1905, flooding the Salton Sink – two hundred and twenty eight feet below sea level. Now the sea is the centre of a water war. Nearby, Palm Springs echoes the Martian settlement novels of → Philip K. Dick and the deserted shoreline towns of Salton Sea stepping out of the pages of early J.G. Ballard. Having these fictional landscapes come to life within spitting distance of each other is a real treat. The fluidity and fragility of finding their real world counterparts is alarming to experience off the page – a desert of the mind." JAKE TILSON

### ABBOTT, MR.

"My high school newspaper advisor. Introduced me to design. Forever indebted." WARREN CORBITT

### L'ABC DU MÉTIER

L'ABC Du Metier (The ABCs Of The Trade) is a → book by French typographer Robert Massin. Massin writes about his experiences as an innovative typographer and graphic designer. The book includes eight hundred reproductions of covers and page layouts. "A → book written by Robert Massin, telling the story of his life as a typographer and art director. He was designing books before book design was work worthy of being referred to as a → profession. It was through his talent and work that the French publishing industry came to recognise the strength and value of design." NATHANAËL HAMON

### ABSTRACT GRAPHICS

[ → Movement created with script ] "What I find exciting about indulging in abstract graphics is to see whether other → people can follow and understand my thoughts. I can only explain why geometric shapes (without any concrete meaning) can create emotional responses (first in me and then in the viewer) by the → theory that our brain relates symbols to one another in a similar way as abstract graphics do." DEXTRO

### ABSTRACTED LANDSCAPES

"The abstracted landscapes of Stanley/Tchock and Shynola for heightening atmospheric, textural and emotional values within a piece of artwork. An uncanny synchronised mood between the audio and the visual." PANDAROSA

### ACHT BILDTAFLN ZUR KRITIK DER WARENÄSTHETIK

"Wolfgang Fritz Haug, Acht Bildtafeln Zur Kritik Der Warenästhetik (Eight Colour Plates On The Criticism Of Consumer Goods Aesthetics), 460mm x 308mm, Frankfurt/M., 1971." → NORM

### ADER, BAS JAN

Bas Jan Ader (1942–1975) was a Dutch artist. Ader experimented with → film, → photography, installation and performance. He was an active member of the Los Angeles → art scene in the Sixties and Seventies. Ader died, some claim disappeared, in 1975, in a boat off the coast of Cape Cod. [1] "For having searched for the miraculous in conceptual art." DETANICO LAIN [2] "I came across Bas Jan Ader's work when a → friend, Brad Spence, curated a show of his work in 1997. Brad turned up at my → studio and handed over a box of ephemera and asked if I could make a → book out of it. It contained Ader's diary, some 16mm → film clips, photographs and original posters and invites. I was immediately struck by the combination of sadness and → humour in Ader's work: in one film piece it's hard to tell if he's laughing or crying. Formal and conceptual precision, mixed with a playful poke at history. Ader was Dutch but was → working and → teaching in





Africa. An example of Durban's privately owned and operated buses. Most bus lines are Indian owned and operated. Photograph by Garth Walker.



Otl Aicher. Left: Spread from Aicher's unillustrated text-book, *Analogous And Digital*. Right: Cover of the book *What Is Graphic Design* by Quentin Newark. Motivated by Otl Aicher's urge to write.

Los Angeles. Ader died during one of his performances, he was sailing a small boat from the U.S. to → **Holland** and his body was never recovered. Many thought he had faked his own → **death** as a work of → **art** since his prior work often concerned drowning, sinking, or falling.” MICHAEL WORTHINGTON

## ADOBE

Adobe Systems is the global → **computer** software company founded in 1982 by John Warnock and Charles Geschke. They developed the PostScript page description language and were instrumental in the accurate rendering of digital type. Adobe software such as Photoshop, Illustrator, InDesign and Acrobat are considered to be software standards for the → **graphic design** industry. DENISE GONZALES CRISP

## AFRICA

“Africa is no place for sissies. Africa is a land of extremes. There is no grey. Only black or white, hot or cold, violence or compassion, life or → **death**. Walking on the edge of sanity is the ideal → **environment** for creativity.” GARTH WALKER

## AGAINST INTERPRETATION

Against Interpretation And Other Essays, originally published in 1966, is considered to be a seminal critical essay collection by American commentator, theorist, essayist and author Susan Sontag. Sontag writes about filmmaker Robert Bresson, psychoanalysis, → **science fiction** → **films** and writer Cesare Pavese, among other topics. The title essay discusses the concept and implications of interpretation. “Susan Sontag’s 1964 essay about form and content. ‘Interpretation, based on the highly dubious → **theory** that a work of → **art** is composed of items of content, violates art.’ They still don’t get it.” STEFANIA MALMSTEN

## AICHER, OTL

Otl Aicher (1922–1991) was a German graphic designer and typographer. He designed the visual identity for the Munich Olympic Games in 1972. His clients included Braun, Lufthansa and Blohm & Voss. Aicher also wrote several → **books**, including *The World As Design* (1991), *Analogous And Digital* (1991) and *Flying Over*

Europe (1974). “The late, great German designer, Otl Aicher, wrote several unillustrated → **books**. They are actually quite badly written, overly long, stream-of-consciousness examinations. But how many designers can do this? How many designers have the depth of thought that enables → **writing**? How many designers are interested enough in the wider world to allow them to produce books like *Analogous And Digital*, or a book on deserts? Aicher’s struggle to understand his place in the world is profoundly inspiring, to engage in sustained thinking. It led directly to my own (feeble) effort, a book about what I spend my days doing: *What Is Graphic Design?*” QUENTIN NEWARK

## AKIRA

Akira is a → **manga** (Japanese comic strip) created by Japanese manga artist and animation → **film** director, Katsuhiro Otomo. Akira was originally published in 1982 in → **Japan’s** Young Magazine and ran until July 1990, totalling over two thousand pages. [1] “The → **manga** which made me become a graphic designer. The shocking → **details** and scenario had so much impact on me as an innocent child: it completely determined my direction.” QUENTARO FUJIMOTO [2] “This work was serialised in a magazine when I was a high school student, knocked me out. It is a revolutionary work that dramatically expanded the potential of → **manga**. I am a fan of Akira.” RYOSUKE TEI

## AKZIDENZ GROTESK

Akzidenz Grotesk is a sans serif → **typeface**. It was published in 1898 by the German Berthold type foundry in → **Berlin**. Between 1958 and 2001, Günter Gerhard Lange designed thirty three additional typefaces for the Akzidenz Grotesk typeface family. “This and → **Bodoni** were the first two → **typefaces** I ever had an affair with.” JUSTUS OEHLER

## ALBERS, JOSEPH

Josef Albers (1888–1976) was a German abstract painter, designer, typographer and educator. He studied at the → **Bauhaus** in Weimar. Albers emigrated to the U.S. in 1933 where he ran the Painting programme at



Alitalia logo, designed by Landor Associates in 1969.



Allen Jones’ Figures, book cover, Edizioni O., Milan 1969.



Emanuel Almborg, picture of his everyday documentation.

Black Mountain College. His students included Willem de Kooning, → **Robert Rauschenberg** and → **Robert Motherwell**. From 1950 until 1958, he was head of the Design department at → **Yale University**. Albers wrote *Interaction Of Color*, published in 1958, where he discussed his → **theory** that → **colours** were dictated by an internal logic. He painted a series of abstract paintings and prints which he called *Homage To The Square*. “For the search of the absolute in → **art**.” MASSIMO VIGNELLI

## ALI, MUHAMMAD

Muhammad Ali-Haj (b. 1942 as Cassius Marcellus Clay Jr.), is a retired American boxer. Ali was a heavy-weight boxing champion, who boxed with his hands at his sides, rather than protecting his face. Ali converted to Islam and changed his birth name in 1964. In 1967, he declared himself a conscientious objector, refusing to serve in the American Army for the Vietnam War. As a result, he was sentenced to prison for five years and asked to denounce his titles (this was later overturned by the Supreme Court). Ali retired from boxing in 1981. He was diagnosed with Parkinson’s syndrome in 1984. “Muhammad Ali once said, ‘Boxing was just the dressing room, and the stadium is the world’s → **problems**’. He faced the sport almost as an → **excuse** to reach out and touch → **people**. → **Art** is the same for me. It’s about sharing and connecting with as many people as possible. Ali is a role model, mainly in his → **daily life**.” SPETO

## ALITALIA

Alitalia is the Italian airline founded in 1947. Landor Associates designed the logo in 1969. The logo is green and → **red** and uses the → **typeface** Rotis SemiSerif. “Recently Alitalia airlines was in the news. I think they were saved from bankruptcy. The Alitalia logo was on the screen. It exists, in my mind, for as long as I can remember. I must have encountered the Alitalia logo when I was about twelve years old. I was fascinated by airplanes and I started → **drawing** and painting them. This was how I became aware and got interested in → **graphic design** and → **typefaces**. I now realise this logo, especially its lower case ‘a’, was an → **inspiration**

when drawing my first typeface design in 1976. I drew it when I was seventeen, just before I went to the Art Academy in Arnhem.” EVERT BLOEMSMAS

## ALLEN JONES FIGURES

Allen Jones Figures is a → **book** by British pop artist Allen Jones, published in 1969. The book is primarily made up of Jones’ work on female eroticism and fetishism. It also contains source material for his 1970 series of sculptures called *Woman As Furniture*, where life-sized women, portrayed in a sexually provocative way, double up as hat stands, tables and chairs. “Published by Galerie Mikro Edizioni O Milano in 1969, Figures is one of the most fabulous artist → **books** I have ever seen. Jones presents in the book his fetishist → **vision of woman: as images, colors, body** → **details** (especially legs). Printed on several different kinds of → **paper**, Figure is a combination of Jones’ personal → **archives** (Mens magazines, pictures, adverts) and original works. Stunning coloured → **drawings**, research sketches and workshop pictures presenting the making of his anthropomorphic furniture.” LAURENT FETIS

## ALMBORG, EMANUEL

Emanuel Almborg (b. 1981) is a photographer and filmmaker. He is currently studying Fine Arts at Konstfack in Stockholm. Almborg’s work has been exhibited at Le Festival d’Hyères and he has made a number of contributions to different magazines, including a portfolio for *Graphic*. “Emanuel Almborg is a photographer, born in Sweden. Emanuel has consistently documented his life and his → **friends** since he was fourteen years old. He is the first in his generation to tell this story and he makes me see things I’ve never seen before.” STEFANIA MALMSTEN

## ALPHABET(S)

“Regarding type design, what attracts me is the challenge of → **working** within the → **constraints** of supposedly static, precisely defined shapes, respecting the laws of Latin letterforms, balancing cultural conventions with individual expressions. It’s fascinating how minimal alterations (variations in weight and → **space**, straights and curves, starts



Alt'Oké, device to stop hiccups. Invented and designed by David Tanguy's father.



Altamira. Environmental poster, 'We are for air in Berlin', 1990.



American Woodtype 1828–1900 by Rob Roy Kelly. Book cover.

and finishes, ascenders and descenders) can have a maximum effect.” ANDREA TINNES

## ALT'OKÉ

“A stop hiccup device invented by my dad in the Seventies. Literally means ‘stop hiccup’ in a phonetic way. And I → love the leaflets and ads my dad designed himself.” DAVID TANGUY

## ALTAMIRA

Altamira (Spanish for ‘high view’) is a two hundred and seventy metre long cave in Spain renowned for its paintings. The paintings include animals as well as more abstract shapes. They are thought to date back to the Magdalenian occupation, believed to have been anywhere between sixteen thousand five hundred to fourteen thousand years ago. “Among the prehistoric → people, there were great artists who depicted their hunting → environment and turned them into magical abstract signs. These signs have a lasting impression on me.” → UWE LOESCH

## AMBIENT LIGHT

“The healing → space rather than a harsh space allows for new ideas to be born.” → RICK VALICENTI

## AMERICA

[1] “The → spaces and → environment that surround me.” → ED FELLA [2] “→ Wim Wenders wrote in Kings Of The Road, ‘The Yanks have colonised our subconscious’. Growing up in Germany, a generation later than he did, I can still see what he meant. The American culture from 1945 onwards has had quite an impact on Europe in general and Germany in particular. Generally, it seemed more open and more fun.” CHRISTIAN KÜSTERS [3] “For all that is good and bad.” MASSIMO VIGNELLI

## AMERICA'S FUNNIEST HOME VIDEOS

America's Funniest Home Videos is an American → television show which first aired on ABC in 1990. Viewers were asked to send in videotapes containing humorous acts featuring themes such as → children, → pets, or → mistakes. The programme was pulled off the air twice, once in 1997 and then finally in 1999. “I find

America's Funniest Home Videos → television show to be the most disturbingly truthful portrayal of → America I know of.” PETER BUCHANAN-SMITH

## AMERICAN MUSCLE CARS

“The lines, the logos, the chrome, the colours, the horsepower. Sad how the same manufacturers of said badness try to ‘re-introduce’ the muscle cars of the Sixties and Seventies and completely miss the mark.” ANDY CRUZ

## AMERICAN WOODTYPE: 1828–1900

American Woodtype: 1828–1900 is an expansive collection of woodtype compiled by Rob Roy Kelly, published in 1969. Kelly was a → typography scholar and considered to be an authority on American woodtype. He was a → Yale graduate, where he studied with Josef Albers, Alvin Eisenman, → Alvin Lustig, Herbert Matter, Leo Lionni, Lester Beall and Alexey Brodovitch. American Woodtype is thought to have inspired a typographic revival of Nineteenth Century woodtype in the Seventies. “Rob Roy Kelly, American Woodtype 1828–1900, 225mm x 300mm, New York, 1969.” → NORM

## AMPHIBIANS

Amphibians are four-legged vertebrates capable of living on both land and → water. There are thought to be approximately fifty seven hundred living species of amphibians. “Frogs, basically. We → love them. Especially the singing variety. Their otherworldly alien appearance, their funny little faces with those big eyes and the broad mouths. Now that I come to think of it we have really neglected the other members of the amphibian → family. Note to self: must research toads and salamanders.” CONTAINER

## ANDERSEN, HANS CHRISTIAN

Hans Christian Andersen (1805–1875) was a Danish author and poet, best known for his fairy tales. He wrote approximately three hundred and fifty → stories including, The Emperor's New Clothes, The Ugly Ducking, The Little Mermaid and Red Shoes. “The cover of a → paper promotion I once designed to



Hans Christian Anderson. Honest Beauty, Gilbert Paper, 1993. Cover of a paper promotion for Gilbert's hundred year old paper mill, designed by Scott Santoro.



Carl Andre icon designed by Vier5.



Angst (French title: Schizophrenia). Videotape of the film by Gerald Kargl.

showcase Gilbert Paper's hundred year old mill began with an object I found on the floor there: a hook used throughout to transport paper. Oddly enough, it also looked like the silhouette of a swan. I attached significance to the hook after learning that the Gilbert factory workers are known in their local baseball league as The Gilbert Ducks. They were named this because of the large, heated duck pond in front of Gilbert's main building. My concept to presenting this mill, and of using the hook on the cover, was solidified. I would indirectly be telling the Hans Christian Anderson fable about the Ugly Duckling or beautiful swan, but instead of Copenhagen, it was Menasha, Wisconsin. My approach throughout, beginning with the cover, was that the mill was not ugly and we shouldn't try to hide any gritty parts. Instead we should present the mill, and the paper it creates, as beautiful, functional and authentic.” SCOTT SANTORO

## ANDERSON, LAURIE

Laurie Anderson (b. 1947) is an experimental performance artist and musician based in → New York. Anderson's work in the Seventies primarily took place on the → street or in informal → art spaces. More recently, her performances have been large scale theatrical pieces combining → music, video, sculpture and spoken word. “The first lady of ‘multimedia’ and storytelling. I first saw her perform when I was at college and have kept going back ever since. I admire how she embraces and plays with → technology in the same way she uses language. I borrowed her sparse and considered poetry from United States as the basis for the typographical experiments of my MA design project (her → words were a gift to work with – the layouts practically designed themselves).” SIÂN COOK

## ANDRE, CARL

Carl Andre (b. 1935) is an American Minimalist artist. Andre had his first public exhibition in 1965 and a one man exhibition at the Solomon R. Guggenheim Museum, N.Y. in 1970. He refers to the concept of his sculpture as ‘place’. This idea is considered to be sig-

nificant not only to his work in particular, but also to Minimalist work in general. Andre writes → concrete poetry, a comprehensive selection of which is part of the Stedelijk Museum collection in Amsterdam. “In 2003, we did a portrait/documentation on the American artist Carl Andre. The → film is very clear, very simple. Still today this documentation is a big influence for our work and our understanding of how we think and work with film elements or pictures.” VIER5

## ANGST

The → film Angst (Fear) was released in 1984. It is about a murderer released from prison who feels the compulsion to kill again and continues to live out his sadistic pleasures. Angst is directed by Gerald Kargl, an Austrian scriptwriter and film director. “Angst, a unique Austrian → film directed by Gerald Kargl, is both a true crime semi-documentary, and an over-stylised slasher film. The film's subject is a released murderer psychopath, who breaks into a house, murdering an entire → family. The film uses real time narration nearly all the way through, filmed with long tracking shots and planned → sequences. This visually stunning film has pushed the way of filming atrocity. The killer's intimate voice-over emphasises the subjective intimate drama he's living. Angst remains my most impressive cinematographic experience.” LAURENT FETIS

## ANT FARM

Ant Farm is an → architecture, design, and media collective formed in 1968 by Chip Lord, Doug Michaels and Curtis Schreier. The → studio is alternately based in San Francisco, California and Houston, Texas. Ant Farm disbanded in 1978 after a fire in their San Francisco studio destroyed much of their work. “Equally engaged with the media and technological advances of the late Sixties and early Seventies and the radical hippie counterculture of the period, Ant Farm's work included groundbreaking video performances, inflatable structures, the unrealised Dolphin Embassy, and the DIY [ → Do It Yourself ] guide, Inflatocookbook (1970), which offered instructions for creating inflatable → archi-



Anna Gerber and  
Anja Lutz

A Lexicon of Contemporary  
Graphic Design

# INFLUENCE

Special edition  
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