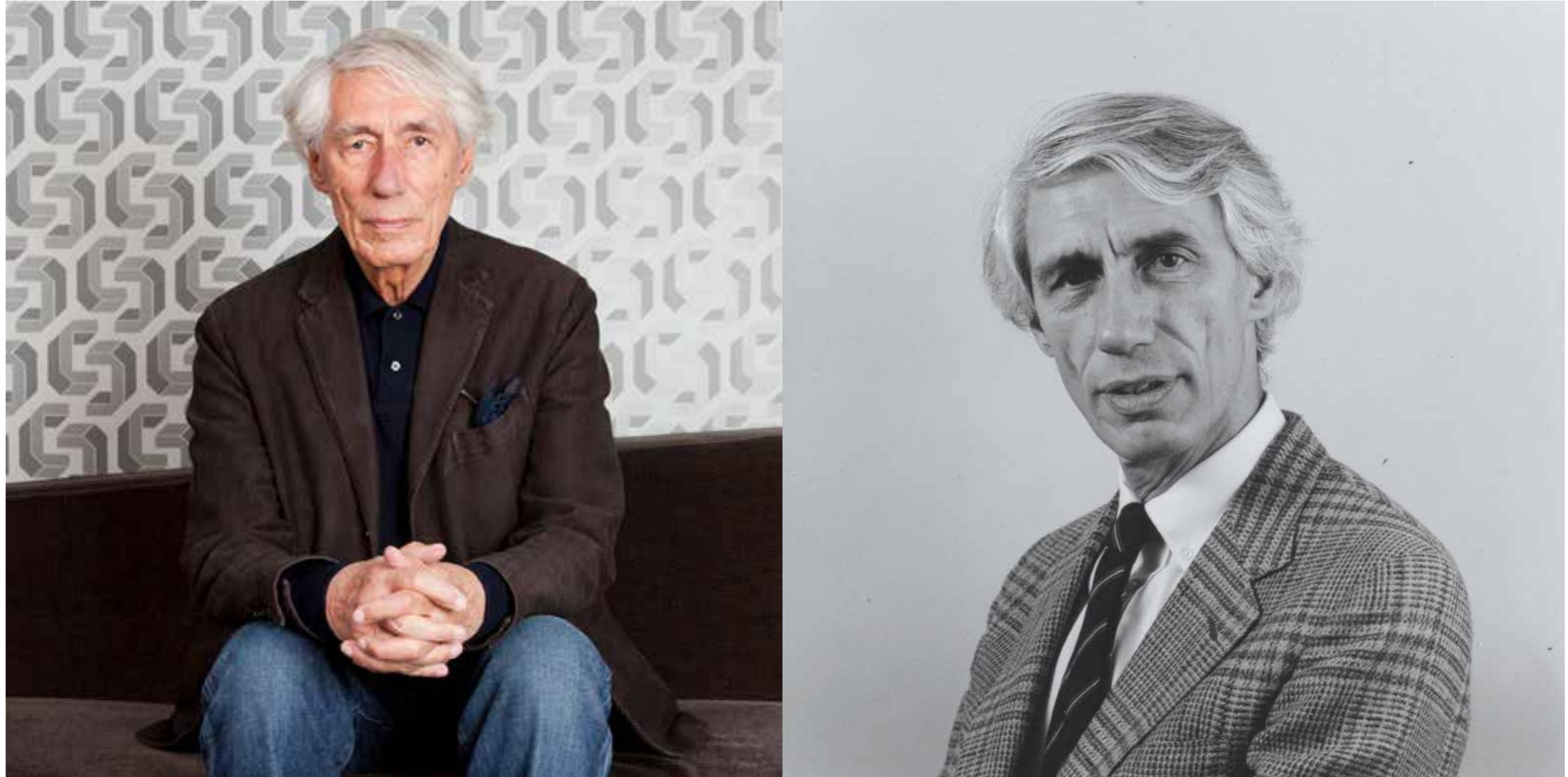


Wim Crouwel: Crouwelism

Jasper Morrison & Naoto Fukasawa:
Super Normal

Wim Crouwel



Dutch designer born in 1928.

new ALPHABET

win

CROUSEL



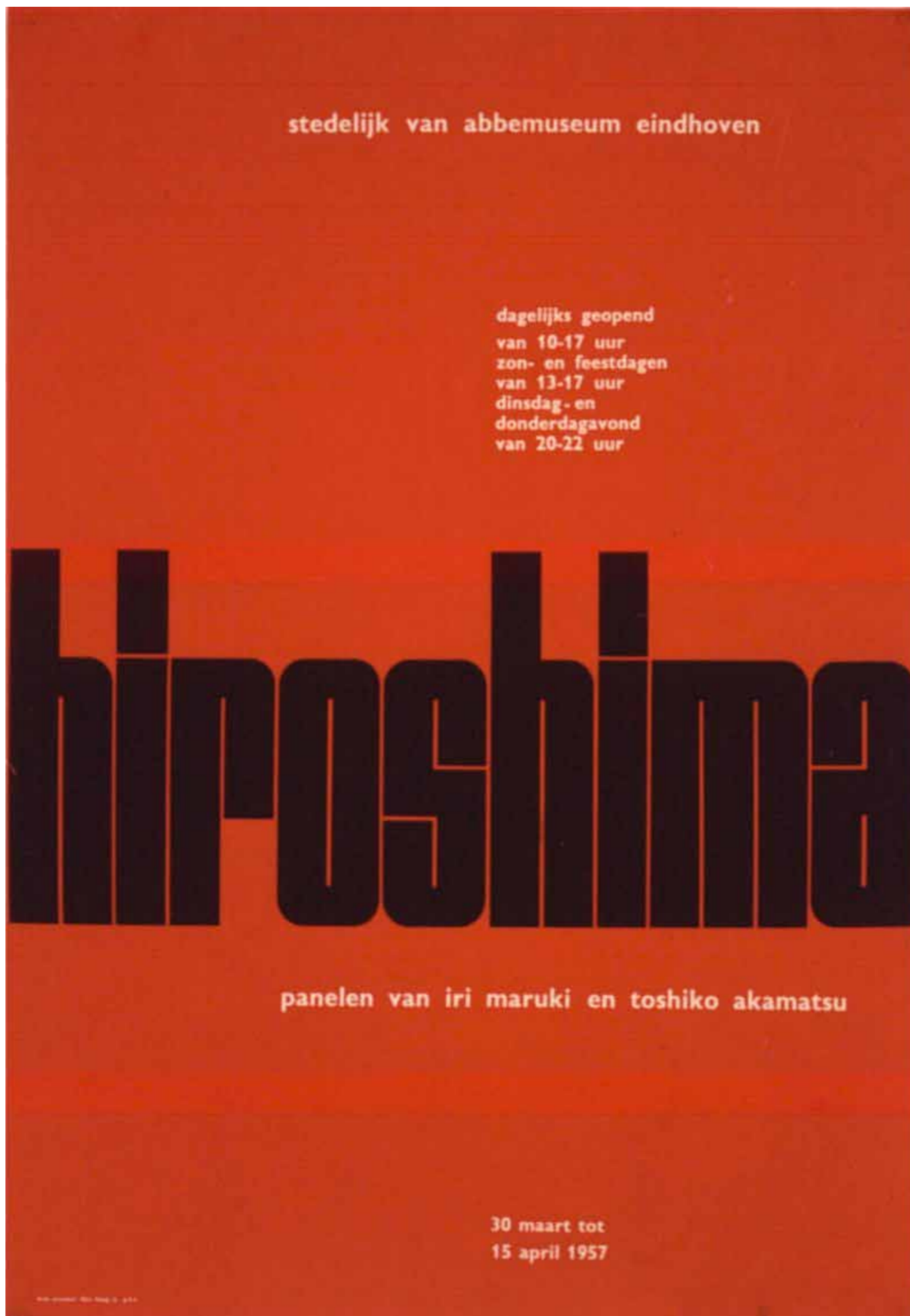
cathode ray tube

ABCDEFGHIJTLN

OPQRSTUVWXYK

0123456789

Typeface, *New Alphabet* 1967



Hiroshima poster, 1957



Leger, 1957



1985-1993, director at Boijmans van Beuningen
Museum in Rotterdam

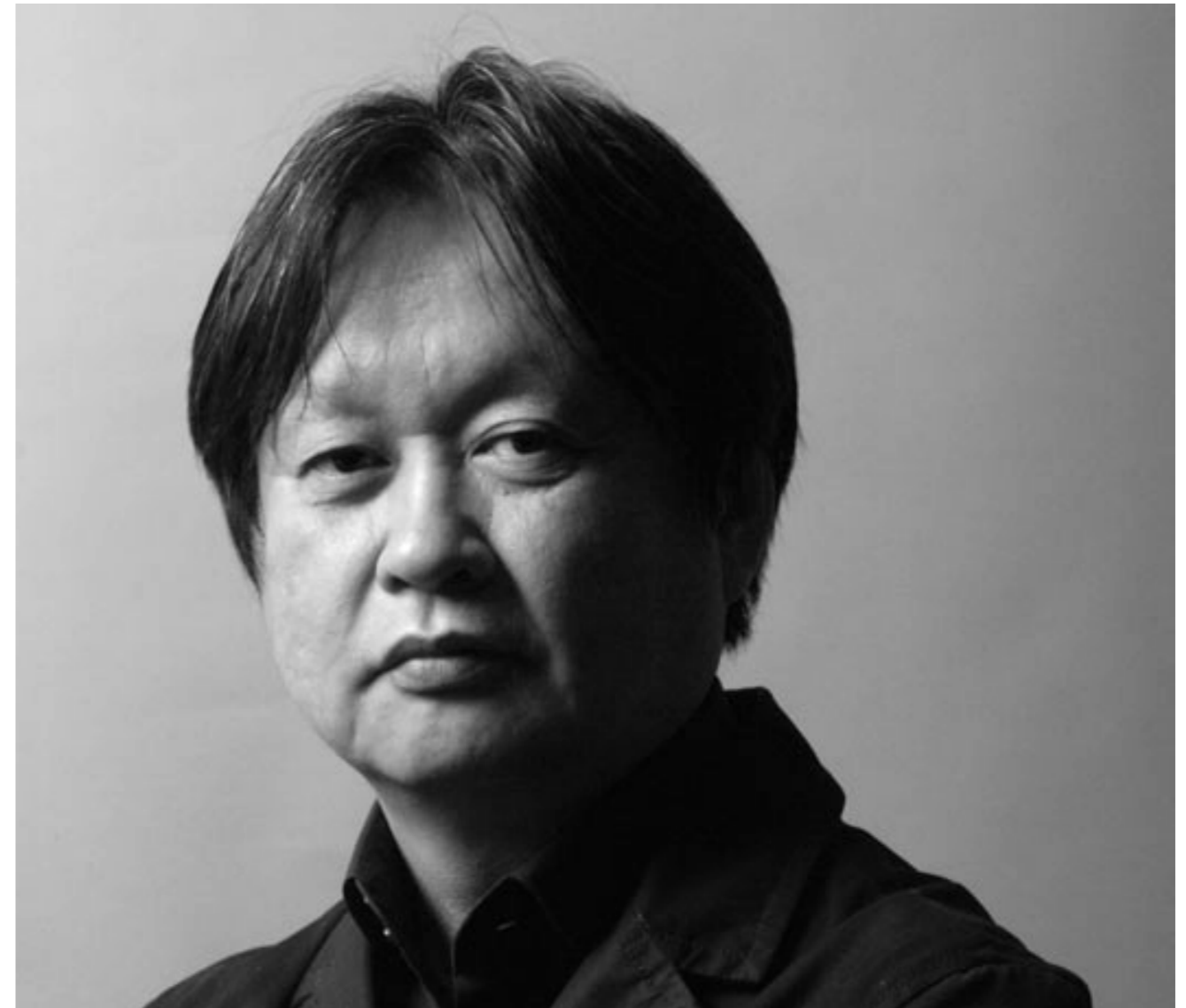


Experimental Jetset:

Wim Crouwel: Architecture Typographiques/Typographic Architecture

Super Normal

Jasper Morrison & Naoto Fukasawa



Super Normal

Sensations of the Ordinary

Naoto Fukasawa & Jasper Morrison



Lars Müller Publishers

Compilation of 204 everyday objects in search of “super normal design”. Published April 2007.



Silvana Annicchiarico



Questions

- 1) As a graphic designer do you feel as if you're reflected in your work? How does that apply to working with advertising agencies or other marketing concepts?
- 2) Should the design and business sides be merged as it is at Experimental Jetset or should designers just stick to design?
- 3) Does the goal of advertising interfere with design?
- 4) Are designers today occupied with themselves? Are we lacking a common movement or do we need one at all?
- 5) Do you think Super Normal design is considered to be timeless based on Experimental Jetset's definition of iconic design?