

Sti II Moti on

Ian Anderson
Jonathan Barnbrook
Jorge Silva
Pedro Falcão
Sagmeister & Walsh

Curator *Guta Moura Guedes*

La Triennale di Milano
Viale Alemagna 6, 20121 Milano, Italy
30 March - 2 April · 10:30 - 20:30
4 April · 10:30 - 00:00
5 - 9 April · 10:30 - 22:00

www.primeirapedra.com

 Assimagra (experimentadesign)

Still Motion Milan

This exhibition presents a series of original pieces designed by five international graphic design studios, produced using Portuguese stone. Still Motion incorporates work by the English designers Ian Anderson and Jonathan Barnbrook, the New-York based studio headed by Austrian designer Stefan Sagmeister and the American Jessica Walsh, and the Portuguese designers Pedro Falcão and Jorge Silva, both with studios in Lisbon.

Still Motion explores the potential and diversity of Portuguese stone, with a particular focus on its value and aesthetic characteristics of colour and texture, while taking into account its physical and mechanical attributes. It presents the challenge of experimenting with this material and applying it to a project area that rarely uses it — graphic design. Using a selection of Portuguese marble and limestone, these pieces originate from the intersection of extremely diverse ideas: ranging from using the stone to create signage panels, using its history as inspiration for the creation of a specific typography, to more ironic and political undertones that permeate into the realm of art.

The designers have appropriated stone-working techniques, both traditional and technological, applying them to the specificity of graphic design, including the technique of stone inlaying with high precision waterjet cutting or engraving with laser technology. The finish applied to the surface of each piece is equally decisive in the appearance of their materiality, adding different textures, colours, brightness and reflexes.

This exhibition in Milan is the first presentation of the 20 original pieces produced and a second one is scheduled for September, during the London Design Festival.

Drawing with Stones

Stone belongs to the matrix of materials that have followed humanity's development since the dawn of time. Ranging from the smallest of objects to intricate and extraordinary architectural structures, stone has accompanied the ways in which we have appropriated and redefined the world. There are stones that can be moulded with bare hands, with fingers even. Others require complex technologies to be manipulated. All of them were formed millions of years ago, and each one is truly unique.

Five international graphic design studios were invited to explore the potential of Portuguese stone. The theme for the development of the projects presented in STILL MOTION is divided into two main outlines: the exploration of the idea of beauty and its presence in public or private spaces, and the creation of three-dimensional images that can have several interpretations, depending on perspective and meaning, lending them a truly contemporary nature.

The challenge set to the designers required that the projects explore the visual characteristics of Portuguese stones, while working with their physical and mechanical attributes. The marble and limestone that the authors chose to work with have different characteristics and attributes, depending on their specific geological origin and composition. These properties also relate to their unique beauty and colorations, both central aspects of STILL MOTION, which calls for the use of the material's personality as a predominant aspect of the project.

The briefing called for a strong emphasis on creativity and innovation, to create singular ways of working with stone through graphic design. This field of design has rarely been used in contemporary approaches to stone, having been intensely applied in the past, in structures such as great monuments and urban, public and private spaces, both western and oriental.

Faced with this challenge, the New York based duo *Sagmeister & Walsh*, who have produced communication projects with limitless creativity and imagination, designed a sextet under the name DON'T LOOK BACK, produced on black stone inlayed into thick white felt. A reference to the black screens of televisions, tablets and smartphones, alluding to the cult show "Black Mirror", these pieces question our ability to reflect on what we want and who we are, and our relationship to the present, the past and the future, in an attempt to define which of these is the most important dimension.

In turn, *Jonathan Barnbrook*, whose perspective as a political activist is embedded into his work as a graphic designer, created a diptych named THE AGE OF REASON. Barnbrook worked two floor panels with graphic characteristics that are strongly inspired by panels found in western catholic churches. By subverting them through the modification of their composition and his use of typography, the author forces us to think about two distinct realities, both of which represent interesting and important contemporary questions: one that is related to what we glorify and the reasons for which we live and work, and the other relating to the fascinating and revealing question of a post-truth era with alternative facts.

Known for his minimal and often conceptual approach, designer *Pedro Falcão* presents the EL LISSITZKY triptych, in an homage to the work of Russian artist and designer Lazar Markovich Lissitzky and Russian Constructivism. With a sculptural nature and a strong association to puzzles, the work in stone allows for several interpretations of the three paintings that Falcão created in 2001, and that he now carries into 2017.

Ian Anderson, founder and director of The Designers Republic, whose career has been strongly linked to music, dance and electronica, developed six circular pieces under the umbrella ATOMS VECTORS PIXELS GHOSTS (STONE)TM. These are highly pixelated images about ideas and fictions, which are almost like scans of dreams, resulting in abstract constructions engraved in stone. The designs originate from a series of sequential elements related to the Oversteps project, which was created by The Designers Republic to fail while attempting to draw the perfect circle.

Finally, *Jorge Silva*, who has produced an expressive body of work in the area of editorial design and publishing, as well as the creation of branding and signage, developed PICTORAMA, a set of three pieces based on the visual culture of signage and pictograms. Currently used in mostly ephemeral communication platforms like vinyl and other polymers, this transposition into stone offers a different context and meaning. Silva inserts yet another dimension, offering the illusion of movement through designs created with the most basic elements of pictograms.

Still Motion presents an unconventional approach to the use of stone, with the objective of creating not only new cultural values, but also generating new relationships between use, production and creativity. Stone is a common material in the domains of Art, Product Design and Architecture. By introducing Graphic Design into the equation, Still Motion broadens the perspective of the potential of this material, where overlaps with these other fields are inevitable. New uses and techniques, new languages and even new work technologies are catalysts for productive and economic evolution, expanding markets and audiences and forging new paths.

Guta Moura Guedes, curator

Ian Anderson GB

With a decidedly hybrid career, Ian Anderson studied Philosophy at The University of Sheffield and is a self-taught designer. In 1986 he created the iconic graphic design studio, The Designers Republic, which is globally renowned for its individual and counterculture language. Anderson has worked with an eclectic array of clients, including architects such as Sadar+Vuga and MADE, built environment developers Urban Splash and RREEF, fashion designers such as Issey Miyake, Hedi Slimane and Rick Owens. He also developed global branding campaigns, identities and Special Projects for the likes of Fundação Calouste Gulbenkian, Coca Cola, Sony (including Aibo), Nokia, Telia, MTV, Nike, Audi and Pinterest. He was also co-curator of the British Pavilion at the 10th Venice Biennale for Architecture in 2006. Currently, he continues to head The Designers Republic, working in music and in close collaboration with Aphex Twin and Autechre on Warp Records, or other international entities (including Jazz em Agosto in Lisbon). He is also Creative Director at Aim Low + M—ss, an agent provocateur at Call Down The Thunder, Creative Director (comms) for various clients internationally, a patron of Site Gallery, a member of AGI, a writer of columns and educator (running Design Thinking courses at Manchester School of Art and globally).

www.thedesignersrepublic.com



Ian Anderson



Atoms Vectors Pixels Ghosts (Stone)TM

6 panels, 2017

TDRTM/AVPGTM 008
Probe Prober Probest (Readymade)
TDRTM/AVPGTM 038
AI's Air Hostess Orgy (Readymade)
TDRTM/AVPGTM 062
The Empty Shell Of Fucking Hell
TDRTM/AVPGTM 104X
Atoms Vectors Pixels Gosht (Rahul Throws A Shape)
TDRTM/AVPGTM 117
Over There Is Also Over Here
TDRTM/AVPGTM 138
This Is A Door. You Are The Key.

Dimensions
841 x 118,9 mm
Stone
Azul Valverde



Jonathan Barnbrook

Jonathan Barnbrook GB

Graphic designer and typographer, Jonathan Barnbrook is considered one of the most notable professionals in his area, having recently been awarded a Grammy for his collaboration with David Bowie in the design of his last album, Blackstar. He is responsible for the Barnbrook design group, which among many other projects, in 2016 designed the identity for the exhibition about Stanley Kubrick at Somerset House in London. His work contains distinctly political undertones, which led him to collaborate with cultural institutions and activist groups right after finishing his studies, believing that graphic design can be a force for cultural and social debate. Some highlights from his vast portfolio of work include collaborations with Adbusters and Damien Hirst, as well as his creative relationship with David Bowie. His font 'Mason' was one of the first digital typefaces acquired by MoMA, New York. His graphic design was exhibited in a major retrospective at the Design Museum, London in 2007, and a touring exhibition that has been to over 10 countries.

www.barnbrook.net

Primeira Pedra / First Stone

First Stone is an international experimental research programme exploring the potential of Portuguese Stone, focussing on its uses, material properties and distinctive characteristics. The programme draws together industry and design through the development of new uses for this material, raising awareness about its specificities and the industry it encapsulates.

At the core of this programme are various architects and product or graphic designers, as well as other international protagonists within the field of cultural creation. They have been invited to develop work that emphasizes this material in both its raw and processed form, as well as the places from where it has been extracted: the stone quarries, their socio-cultural surroundings and their role in the landscape and the environment.

Spanning 18 months, this programme is at the base of an international communication campaign that will highlight the specificities of Portuguese Stone, its industry and the various projects created. First Stone has 3 main projects — RESISTANCE, STILL MOTION and COMMON SENSE — which will be internationally presented in Venice, Milan, Basel, São Paulo, New York and London. The programme is complemented by a comprehensive website about the theme, a documentary about the fruition of the project and the creation of three apps for mobile digital platforms. This series of projects is curated and produced by experimentadesign.

Portuguese Stone

The diversity of stone that can be found across Portugal is astonishing. Its natural qualities of beauty, coloration, durability and easy conservation make Portuguese Stone an efficient raw material, adding to the intrinsic value it embodies as a fascinating documentation of millions of years of geological evolution.

The most common stones in Portugal are Marble, Limestone, Granite, Schist and Slate. The excellence of Portuguese ornamental stones, along with the advances achieved in their extraction and transformation, have served to continuously increase the value of Portuguese Stone in the international markets.

The art of working stone has traced through various ages throughout history and is still an extremely important industry in the socio-economic and cultural fabric of Portugal. And now in the 21st Century, when issues pertaining to environmental and social sustainability have become paramount, this industry in Portugal presents an extremely interesting particularity: while extraction and transformation techniques are exceptionally competitive and of the highest quality, the more artisanal and manual techniques that are unique and irreplaceable have not been lost.

More information
www.primeirapedra.com

Credits
Assimagra
Project Coordination Miguel Goulão, Célia Marques, Daniel Rebelo
Valoredra
Tânia Peças, Nelson Cristo (*Technical Consultant*)
(e)
Curator Guta Moura Guedes
Research and Curatorial Assistant Joana Moraes
Executive Producer Marta Frade
Exhibition Design André Lopes
Editors Paula Melâneo, Miguel Côte-Real
Graphic Design Margarida Vilhena
Web Design Marco Reixa
Press Officer Helena César
International Press Officer Susan van Daal
Financial Manager Teresa Oliveira
Financial Assistant Madalena Madeira
Executive Coordinator Filipa Matos

First Stone (Primeira Pedra) is developed in partnership with ALTA_International Creative Alliance, in the specific areas of video, mixmedia, videomapping, sound design and digital mobile-platforms:

Mixmedia Creative Director Rui Gato
Digital Apps Creative Director Margarida Moura Guedes
Financial Manager Rui Maria Morgado
MixMedia Graphic Design Catarina Lee, Francisco Elias, Mariana Rosa, Tiago Moura
Motion Design Rúben Santos
3D and Interactive Design David Negrão
Sound Design Manuel Morgado

PRODUCTION AND MANUFACTURING COMPANIES
AIREMÁRMORES
DIMPOMAR
ETMA
FORMAS DE PEDRA
GÁRGULA GÓTICA
INOVOPEDRA
MARFILPE
MÁRMORES GALRÃO
MOCAPOR
MVC—MÁRMORES DE ALCÓBOÇA
SOLANCIS

Find out more (free download):
See Portuguese Stone
App Do you know Portuguese Stone
App Stone Stories
App First Stone

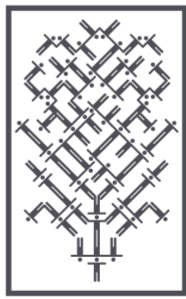
Jorge Silva PT

Jorge Silva is a communication designer dedicated essentially to editorial design and the art direction of publications. He was art director for the Combate and O Independente newspapers, and of the supplements he designed for the Público newspaper: Y and Mil Folhas, which won several prizes from the American SND. He was also at the head of various magazines, including 20 Anos, Ícon, LER and Parque Expo's LX Métropole. In 2001 he created the studio Silvedesigners, which has mainly worked in the field of cultural branding, specialising in initiatives linked to Lisbon's cultural life. In this context, he was the art director for the Agenda Cultural de Lisboa, XXI, and Património e Blimunda magazines. Over the last years he has been teaching Art Direction in MA programmes at the Faculdade de Belas Artes in Porto and has also dedicated his time to research and curating in the fields of design and illustration. He is responsible for the concept and editing of Coleção D, published by INCM, about Portuguese contemporary and historical designers.

www.silvedesigners.com

Pictorama

3 panels, 2017
Dimensions
1000 x 1600 mm
Stone
Pele de Tigre
Ruivina Escuro



Jorge Silva © André Santos



Pedro Falcão © Leticia Firmas

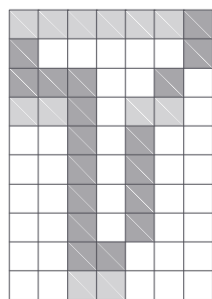
Pedro Falcão PT

Specialising in editorial design, Pedro Falcão studied Graphic Design at the Escola Superior de Tecnologia de Tomar and Fine Arts at the Escola Superior de Arte e Design, in Caldas da Rainha. In 2006 he created his own atelier in Lisbon, Atelier Pedro Falcão, producing work for several cultural institutions, artists and architects. In the field of graphic design, he has produced work for corporate branding, editorial design, posters and the conceptualization of signage for buildings and exhibitions. He has won various prestigious prizes and his work has been presented in national and international exhibitions. Since 2006 he has also been teaching Editorial Design for the Multimedia and Graphic Design course at Restart, in Lisbon.

www.atelierpedrofalcao.com

El Lissitzky

3 pieces, 2017
Dimensions
1000 x 700 x 700 mm
Stone
Pele de Tigre
Rosa com veios verdes
Ruivina Escuro



The Age of Reason

2 panels, 2017
Dimensions
1500 x 693 mm
1350 x 1072 mm
Stone
Vidraço Moleanos Azul
Moleanos
Cadoiço
Azul Valverde



Sagmeister & Walsh US

Sagmeister & Walsh is a design studio based in New York, led by Stefan Sagmeister and Jessica Walsh. Known for their controversial and irreverent work, they focus on the creation of brand identity, advertising, websites, apps, films, books and objects. They have stood out for their strategic approach, having produced work for clients as diverse as the Rolling Stones, Jay-Z, the Guggenheim Museum, Levis, Snapchat, Vitra and the New York Times. Their work has been presented in exhibitions in many cities, including New York, Philadelphia, Tokyo, Osaka, Seoul, Paris, Lausanne, Zurich, Vienna, Prague, Cologne and Berlin.

www.sagmeisterwalsh.com

Don't look back

6 panels, 2017
Dimensions
1189 x 1682 mm
Stone
Branco sem veios
Ruivina Escuro



Sagmeister & Walsh © John Madere

