

**A MULTI-ANNUAL EXHIBITION PROJECT DEDICATED TO THE MAPPING
OF CONTEMPORARY DESIGN FROM FORMER 'EASTERN BLOCK' NATIONS**
WWW.EASTDESIGN.ORG

PROJECT TITLE

DESIGN OF EASTERN EUROPE

ORGANIZERS

La Triennale di Milano, Museum of Art, Architecture and Design (www.triennale.it)
Italian Design Agency (www.idagency.it)

Details concerning the entire exhibition project may be consulted on www.eastdesign.org

CALL FOR ENTRIES: VISUAL COMMUNICATION / GRAPHIC DESIGN
BEYOND ZEITGEIST: A RESEARCH FOR OWN VISUAL STYLES

In the years following up to their independence, public spaces in most former Eastern Block nations have become dominated by cloned versions of 'western' advertisement styles. With the exception of few examples most these graphic products contain few references to local culture apart from the languages they use. In doing so a vast potential of diversity and visual heritage is going by unnoticed.

The non-critical application of western visual codes tends to ignore their often inadequate suitability of being universal tools of communication. While outside developments may be carefully observed and recognized, an equal amount of attention should be paid to the inspiration offered by local visual culture, customs and modes of communication, which present us with a variety of solutions capable of being developed into new and independent visual languages.

The graphic design section of this exhibition will highlight this issue by showcasing conscious approaches towards local visual culture and ways of introducing it within contemporary applications. Far away from being an attempt to ideologise graphic design, this concept is calling for the will to preserve the riches of local identity through a reflexive and self-confident design process.

EXHIBIT SELECTION

The curator will personally invite selected designers to participate in the exhibition. Participating designers will be selected on the basis of preliminary research and of recommendations received from renowned design experts. The final exhibit selection will be decided upon by a scientific committee, composed of: Silana Annichiarico (head curator, modern design collection, La Triennale di Milano); Arturo Dell'Acqua Bellavitis (vice-president, La Triennale di Milano); Ake Rudolf (exhibition curator, Berlin); Marco Bravo (co-curator, Milan); as well as additional international experts, to be named by time of the selection. A first review will take place at the beginning of July 2006.

PARTICIPANTS

The organizers will invite graphic designers from the following nations:

Albania, Belarus, Bosnia, Bulgaria, Croatia, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Poland, Romania, Serbia and Montenegro, Slovakia, Slovenia and Ukraine

Both professionals and design students (student category) will participate. The number of exhibits from any given nation or from individual designers, as well as their exhibition mode may vary.

ACCEPTED DESIGN TYPOLOGIES

print	<ul style="list-style-type: none">• corporate identity (trademark, logo, stationary, calling cards)• promotional (annual reports, profiles, brochures, calendars)• securities (documents, banknotes, postage stamps, forms)• publishing (catalogues, books, magazines, newspapers)• posters, billboards• advertising (print and campaigns)
informational	<ul style="list-style-type: none">• typefaces, logotypes• pictograms, orientation and signage systems
electronic media packaging	<ul style="list-style-type: none">• web, interactive (cd-rom); typography-based animation, spots, trailers

AREAS OF WORK

commercial cultural	<ul style="list-style-type: none">• institutions (NGOs, institutions, events, exhibitions)• education / publishing (announcements, catalogues, magazines, books)
student / self-commissioned	

CONTACT

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