

**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**

**BERLIN, MAY 2006**

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**INVITATION TO PARTICIPATE IN THE EXHIBITION'S GRAPHIC DESIGN SECTION**

On behalf of the organizers I am honoured to invite you to propose a selection of your work to the upcoming exhibition.

The concept of this project is aiming at creating a showcase of the vast creative potential which exists in European nations which obtained independence in 1989. The graphic design section shall represent the avant-garde of graphic designers through a selection of influential work from the post-89 period.

Some designs may already enjoy a high amount of popularity, others may be unknown to us. Therefore, we invite you to draw up an individual selection of your graphic output, capable of representing your philosophy in the best way. Any expressed work requests from our side may of course be completed by additional proposals.

Among the received works a curatorial selection will be made, in keeping with the parameters outlined in the following paragraphs and the requirements of the exhibition's entire collection. We will make every effort in order to meet your requests and advice. However, be aware that the number of exhibited items from any individual designer or group most probably may not exceed three works.

Please be so kind and confirm your participation as soon as you can. On behalf of the organizers I will gladly answer any of your questions which may arise in connection with this invitation. We are looking forward to receiving your kind response.

With best wishes from Berlin

Ake Rudolf  
Project curator

**PRELIMINARY MATERIALS MUST BE MADE AVAILABLE TO US BEFORE JUNE 30, 2006**  
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## **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 the exhibition modes may vary.

### **ACCEPTED DESIGN TYPOLOGIES**

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

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## WORK AREAS

commercial

cultural

- institutions (NGOs, institutions, events, exhibitions)
- education / publishing (announcements, catalogues, magazines, books)

student / self-commissioned

## ENTRY REGULATIONS

Designs should be proposed directly to the exhibition curator in digital format.

Works designed in the entire period of 1989 – 2006 will be considered for review.

The exhibition concept foresees several modes of presentation:

physical exhibits, re-prints, screenings, projections and interactive workstations.

Please keep to the following technical requirements:

printed matter

- submit work images via e-mail: pdf or RGB jpg format, screen resolution
- attach a concept where necessary
- please indicate production / printing methods, as well as dimensions

indicate availability

- do originals / re-prints exist?
- do only photographs or digital images exist?

film

- on cd or dvd, windows media player or quick time format
- a characteristic sequence printout in A4 format must be provided for catalogue edition purposes

electronic media

- on cd or dvd, original format
- screen shots in A4 format must be provided for catalogue edition

web design

- cd, url
- screen shots in A4 format

*Alternatively, a website may be indicated; the works proposed for review on line should be named. Subsequently requested visual material should be provided as soon as possible.*

All indicated materials are necessary for review; a short CV may be included. Please note that submitted materials can't be returned unless special arrangements have been made.

Please allow some time for preliminary research and reviews. You will be contacted by us once a final decision has been made, at latest by early Fall 2006. In the meantime, we would be obliged for receiving information on outstanding new developments in your professional activity.

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## CURATOR

**postal** Ake Rudolf  
c/o Museum der Dinge  
Oranienstrasse 25, Aufg.1  
D 10999 Berlin

**phone/fax** +49 (0)30 61 65 60 05  
**mobile** +49 (0)177 41 37 631

**e-mail** ake@idagency.it

**web** www.eastdesign.org

## ORGANIZERS

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

Details regarding the entire exhibition project can be found in the attached document  
and on the website [www.eastdesign.org](http://www.eastdesign.org).

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