

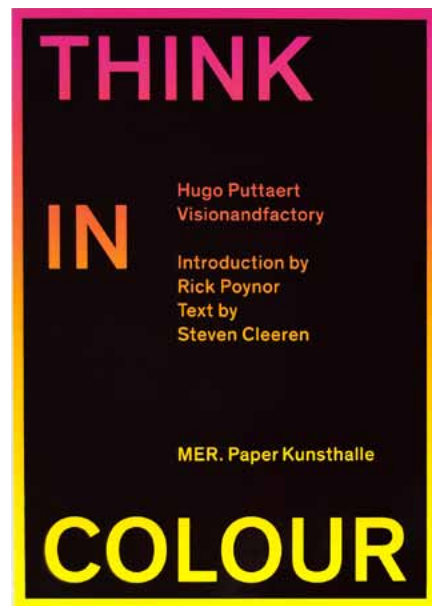
◆ MER. Paper Kunsthalle

Ghent, March 13th 2014

Dear Journalist

In over 380 pages that evolve from black over yellow, orange, red, purple, blue, green over black again, graphic designer Hugo Puttaert (° 1960) takes us on a visual trip that urges us to 'Think in Colour'. This Brussels-based award-winning professor, editor and creative director at large, demonstrates in over 350 colour and black-and-white illustrations created by his studio Visionandfactory why graphic design matters and what effects it has on our everyday lives.

Ever since its foundation in 1990, Puttaert's design studio Visionandfactory has played a prominent role in the international graphic design scene. As one of the movers and shakers of the discipline, Puttaert offers us a kaleidoscopic view of his studio's multifaceted output. Texts by internationally acclaimed design writer Rick Pynor and by Steven Cleeren (Design Vlaanderen, Kwintessens) offer insights into the studio's history and contextualize Puttaert's vision on design and his social responsibility as a designer. The black cover adds a typical Visionandfactory touch: once you rub the cover's surface, everything turns to colour.



authors:	Rick Pynor Steven Cleeren.
title	Think in Colour
imprint	MER. Paper Kunsthalle
design:	Dimitri Jeannotat & Visionandfactory
dimensions:	23,5 x 17 cm
pages:	384
language:	English
publication:	March 27th 2014
presentation:	March 27th 2014, 7 pm at M HKafe, Antwerp
venue:	http://www.muhka.be/nl/praktisch/cafetaria
ISBN:	978 94 9177 518 5
retail:	45,00 €

More info:
MER. Paper Kunsthalle
Aurelie Daems
Molenaarsstraat 29
9000 Gent, Belgium
T + 0032 9 329 31 22
F + 0032 9 329 31 23
E aurelie@merpaperkunsthalle.org
www.merpaperkunsthalle.org
www.thinkincolour.be

MER. Paper Kunsthalle

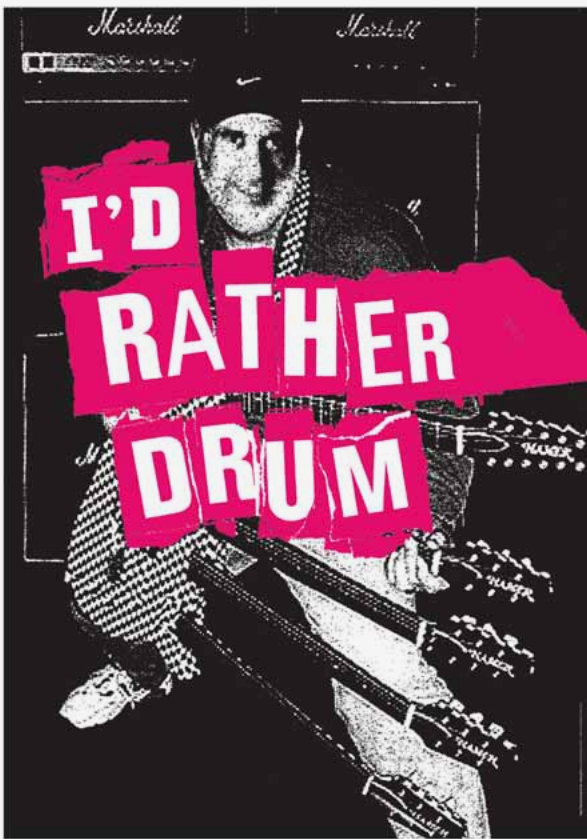


left: book at 20° C - right: book at 30° C

Think in Colour



3 cover variations



THINK IN COLOUR

Written by Steven Cleeren, based on conversations with Hugo Puttaert, Brussels, spring 2013.

INTRODUCTION

- INTRODUCTION
- I BEGINNINGS
ART AND ANARCHY
- II GROWTH
STUDIO AND STRUCTURE
- III THE PROCESS
ANARCHY AND ORDER
A EPIPHANY AND METHOD
B FORM AND CONCEPT
C REASON AND INTUITION
- IV ASSIGNMENTS
THE ART OF COMPROMISE?
- V ETHICS
CRITICAL DESIGN FOR A SUSTAINABLE SOCIETY
- VI THE FIELD
FOR INTEGRATION, AGAINST PIGEONHOLING
- VII EDUCATION
THOSE WHO CAN, TEACH
- VIII LOOKING BACK
PLAYING GUITAR BUT DREAMING OF DRUMS
- EPILOGUE
A GENTLEMAN AND A SCHOLAR

In just under a quarter of a century, design studio visionand-factory has always been able to adapt in a protean manner to the needs of the day. Since its foundation in 1990, the studio's outlines have been continuously redrawn as a result of changing personnel, new objectives, evolving areas of expertise, and novel attitudes towards partners, clients and the 'field'. The pivotal figure of this single-celled but dynamic organism has always been its founder, Hugo Puttaert.

A graphic designer, Hugo Puttaert is also a teacher, author, publisher, conference organizer and 'all-around nice guy'. The myriad activities he is involved in make him one of the movers and shakers in the Belgian graphic design landscape, perhaps the most important one around. He is hardly aware of this, however. When we call him the unofficial spokesman of the graphic sector in Flanders, he flinches at the idea. The authority with which he speaks is not something he has chased after, but something that was imparted to him by his peers. He prefers turning the spotlight on others, as he does at the international Integrated conferences, of which he is the driving force. He acts as an intermediary between national and international graphic design, and is on a first-name basis with graphic gods like Ed, Erik and Stefan.

This text seeks to complement the kaleidoscope you can discover in these pages. Elsewhere in this book you will find the studio's visual, tangible output. Here we wish to provide a minimal impression of Hugo Puttaert's activities in addition to his work as a designer in the strict sense. Through the exploration of a number of themes we also go in search of his beliefs and his outlook on the field. He best expresses his opinions himself, which is why we quote at length from conversations we have had with him. The title of this book suggests a retrospective work. But how do you do justice to someone whose professional

06-06

06.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

07.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

08.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

14.06 - 22:00
CHEZ TOIT: X

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

15.06 - 22:00
CHEZ TOIT: Youngin Hunter D. Bloodfont

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

21.06 - 22:00
CHEZ TOIT: Perfect Blue

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

22.06 - 22:00
CHEZ TOIT: Millimeter Pattern

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

27.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

28.06 - 22:00
CHEZ TOIT: Animate

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

29.06 - 22:00
CHEZ TOIT: beautiful: The Story of the First Blue System
Terraflora + DJ Summerseizoen

h beurs SCHOUBURG

11 Oudestraat - 3811 AA Amstelveen
T 020 486 0000
www.beurschouburg.nl

06-06

06.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

07.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

08.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

14.06 - 22:00
CHEZ TOIT: X

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

15.06 - 22:00
CHEZ TOIT: Youngin Hunter D. Bloodfont

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

21.06 - 22:00
CHEZ TOIT: Perfect Blue

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

22.06 - 22:00
CHEZ TOIT: Millimeter Pattern

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

27.06 - 20:00
P.A.R.T.S. - afsluiterprojecten

DANS/PERFORMANCE
in het kader van P.A.R.T.S.

28.06 - 22:00
CHEZ TOIT: Animate

Terraflora + DJ Summerseizoen
FILM in het kader van CHEZ TOIT: JAPANMATION

29.06 - 22:00
CHEZ TOIT: beautiful: The Story of the First Blue System
Terraflora + DJ Summerseizoen

h beurs SCHOUBURG

11 Oudestraat - 3811 AA Amstelveen
T 020 486 0000
www.beurschouburg.nl

Lazy Erik
refuses to Spiek
about every fifteen
mann instead
of type

Exhibition
Sint Lucas Antwerp
18 | 03 | 06
31 | 03 | 06

Erik Spiekermann
"Posters viewing an exceptional career"

FIFTEEN | FUSE
"15 years of type for independent minds"

Nocturne on Monday 27 March at 18.00
with lectures of Fred Smeijers and Peter Verheul
free entrance

Open on Monday to Friday from 09.00 to 16.00

Kunst de Grote Marktstraat Antwerpen
9000 Antwerpen 20, 20-2000 Antwerpen
+32 (3) 31 19 21
info@fontshop.be

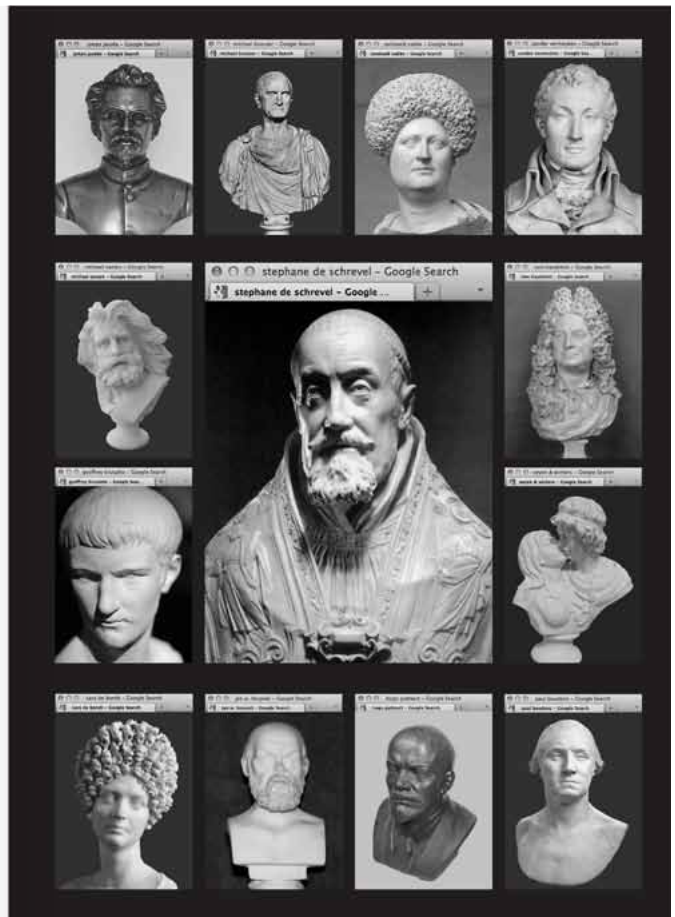
Font Shop FIFTEEN SINT LUCAS ANTWERP



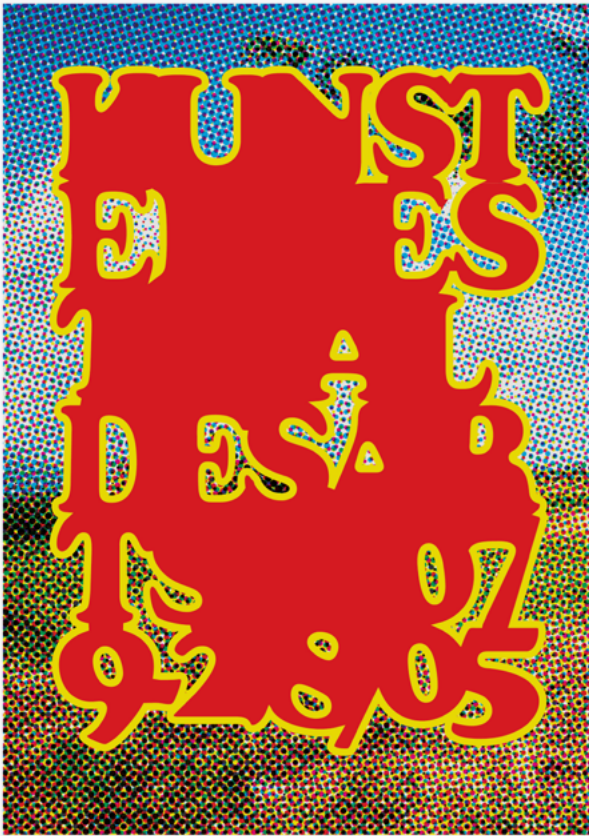
ERIK SPIEKERMANN, FUSE & FIFTEEN
Booklet published by FontShop Bananas
Poster announcing three exhibitions
at St Lucas University College of Art
and Design, Antwerp, 2006.

ANOTHER USELESS TYPE BOOK
Booklet published by FontShop Bananas
in collaboration with the graduate students
of St Lucas University College of Art and
Design, Antwerp, 2006.

Spreads showing work by:
Dennis Karafelis, Arto Cotroneo,
Jolke Gosak, Frédéric Albers and
visionandfactory.



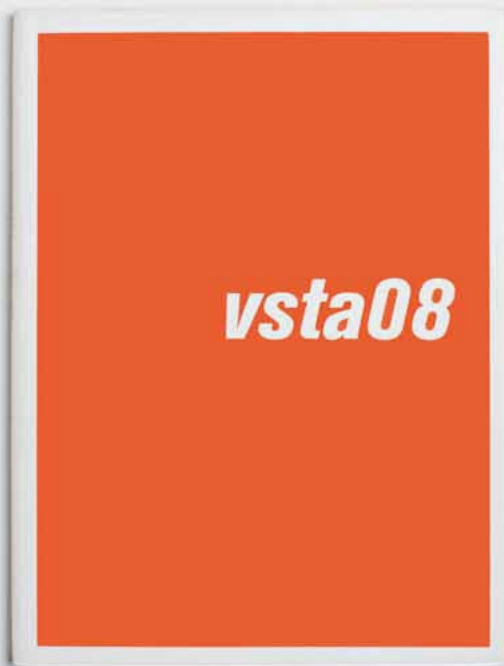
134



135



110



111



VAN STOF TOT ASSE
Triennial contemporary art exhibition.
Catalogue and poster, commissioned
by Galerie de Zierne, 2008.

Spreads showing work by:
Jo De Smedt and Sjoerd Bulsman.

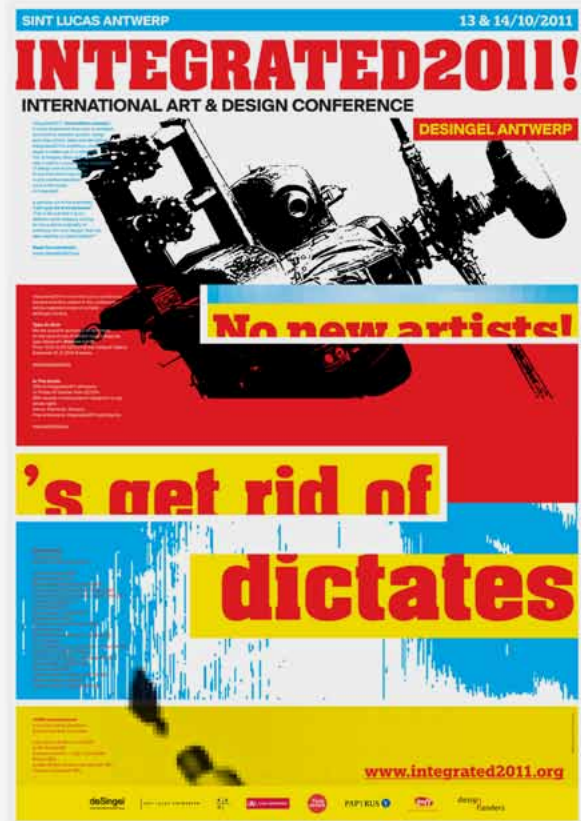
152



INTEGRATED 2011
Communication campaign for the international art and design conference, organized by St. Lucas University College of Art and Design and deSingel, Antwerp, 2011.

In collaboration with Studio Integrated: Christofa Clarijs and Tom De Smedt (website).

153

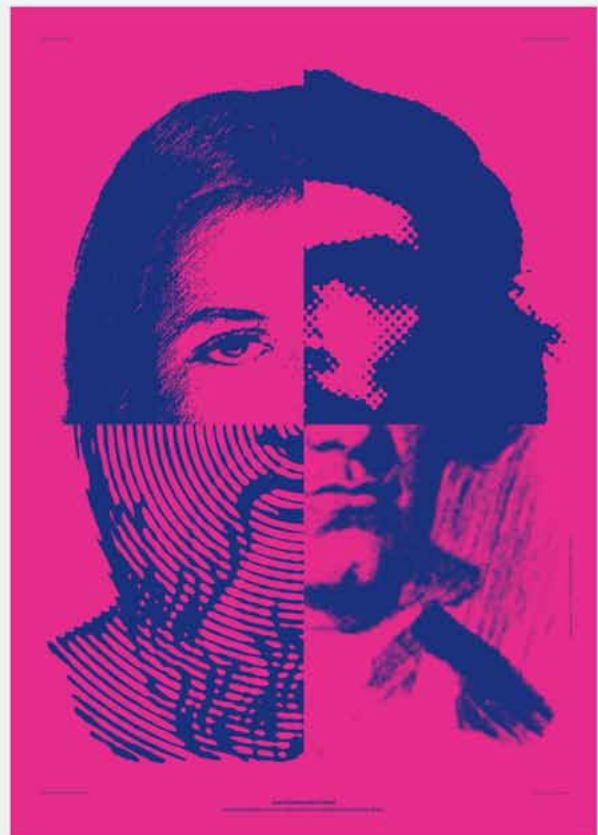


164

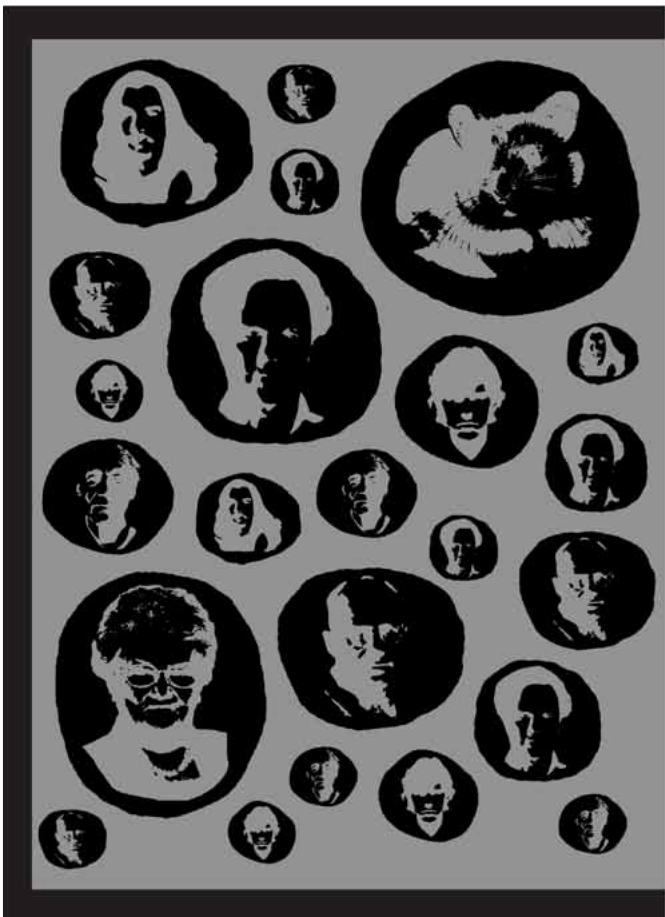


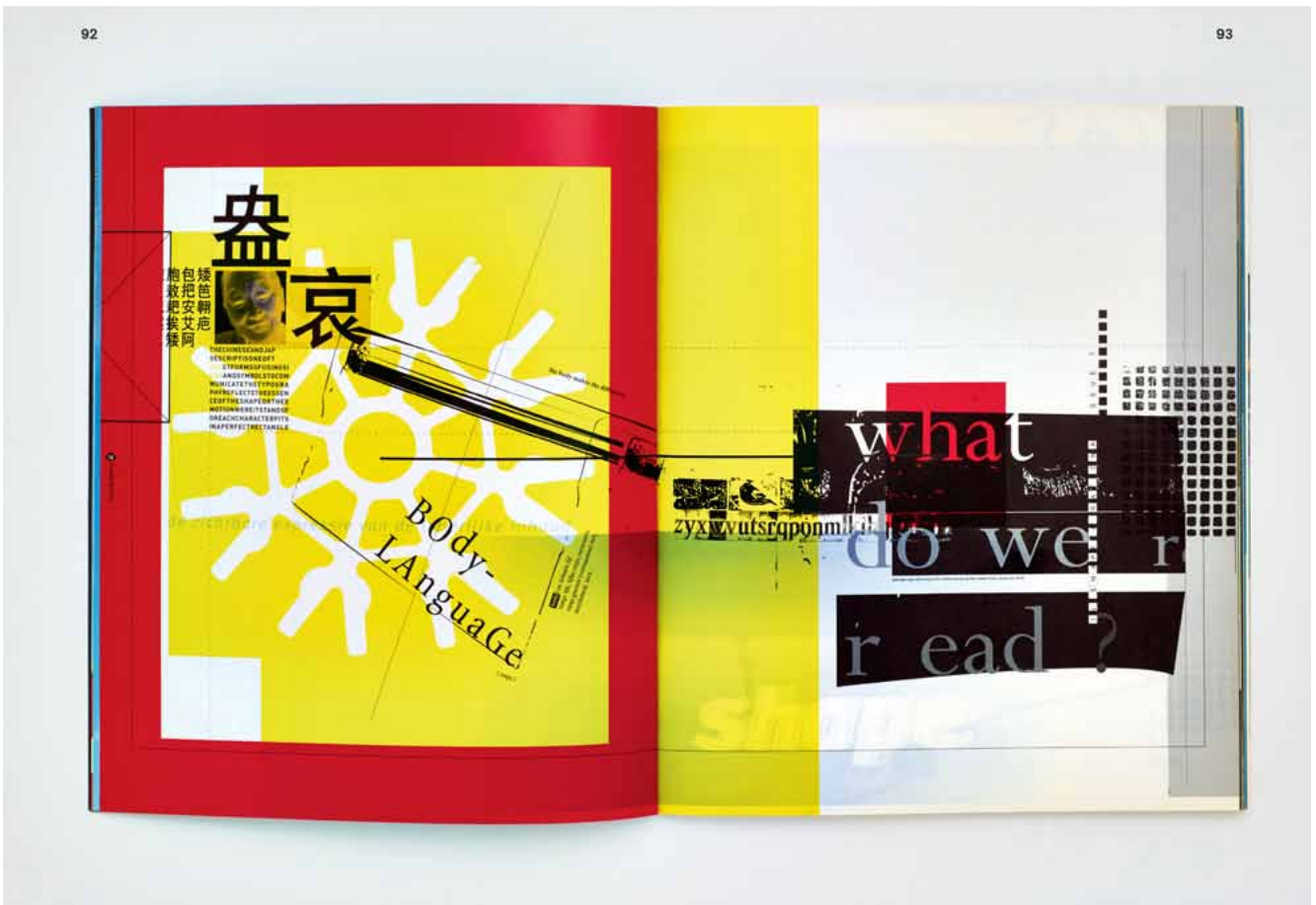
RENOWNED DESIGNERS
ON SPECIALS
"Icon Examination Chart".
Commissioned by Pepprux, 2011.

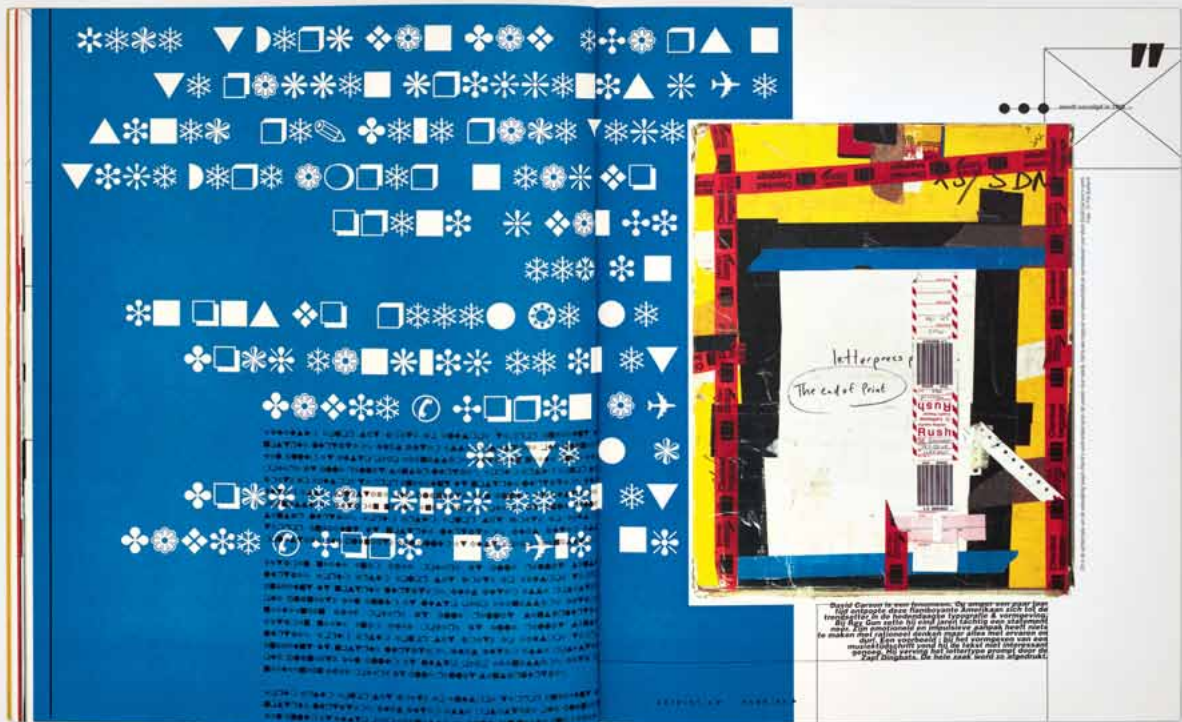
165



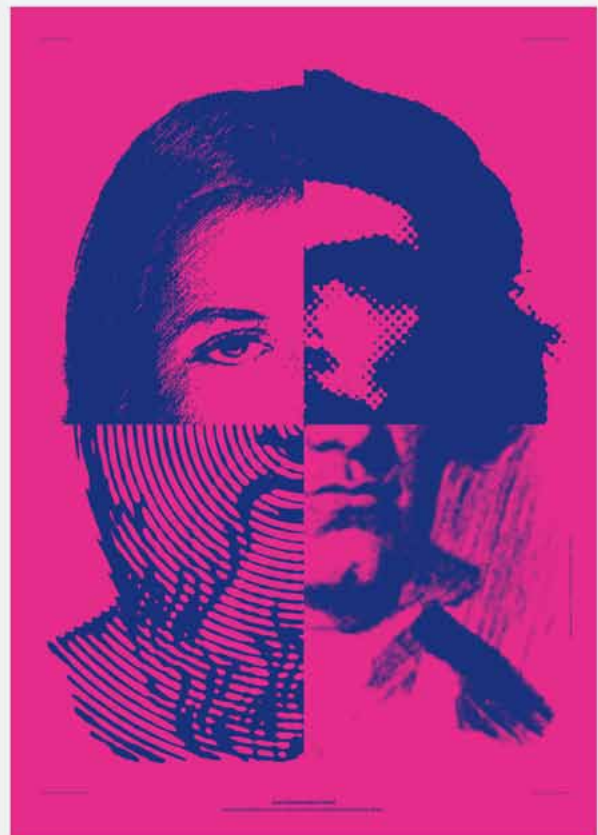


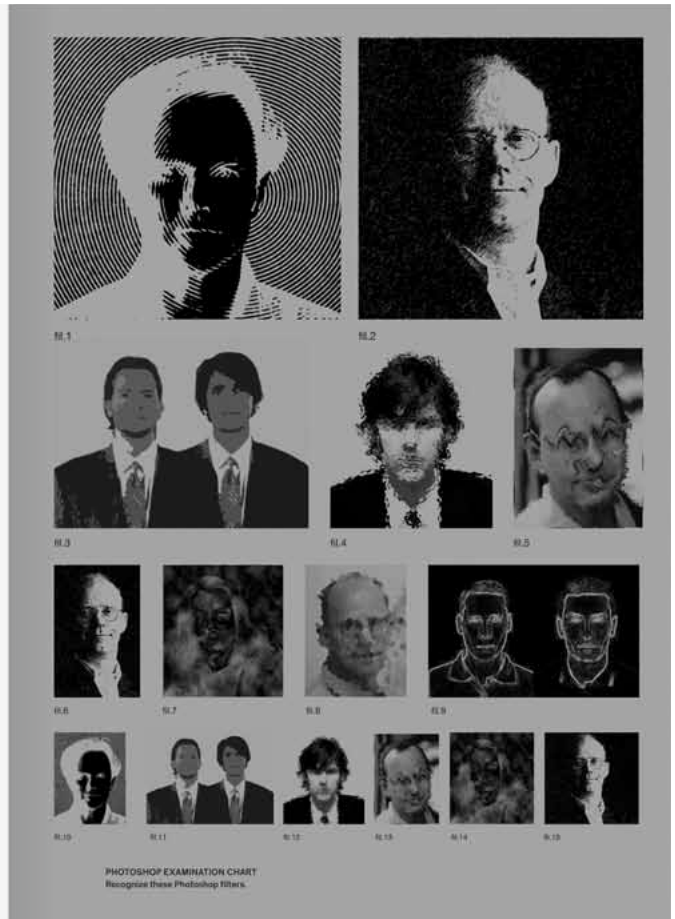
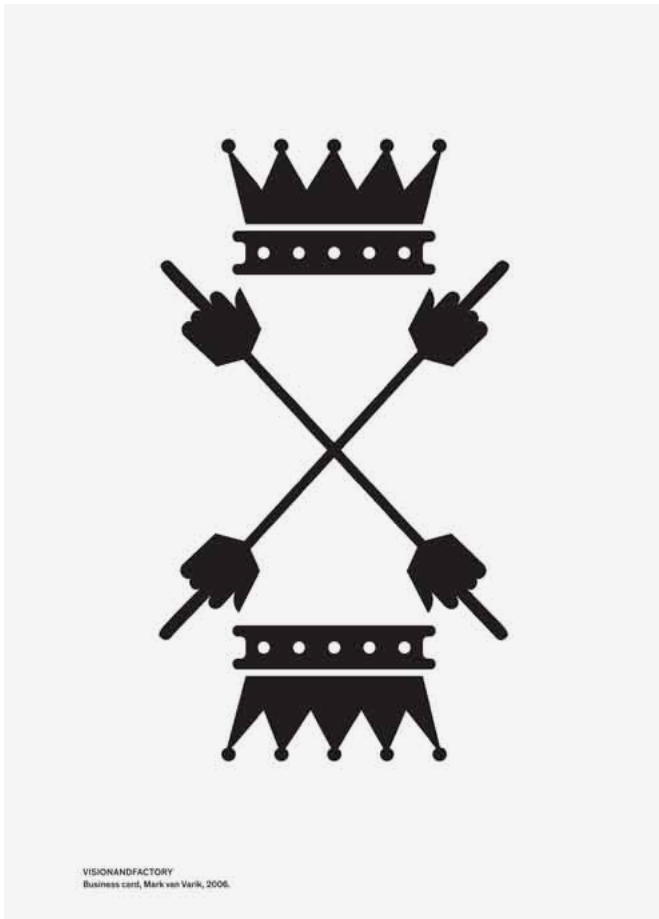


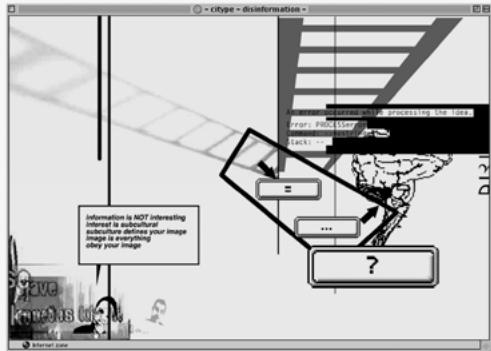




4
RENOWNED DESIGNERS
ON SPECIALS
'Icon Examination Chart',
Commissioned by Papyrus, 2011.







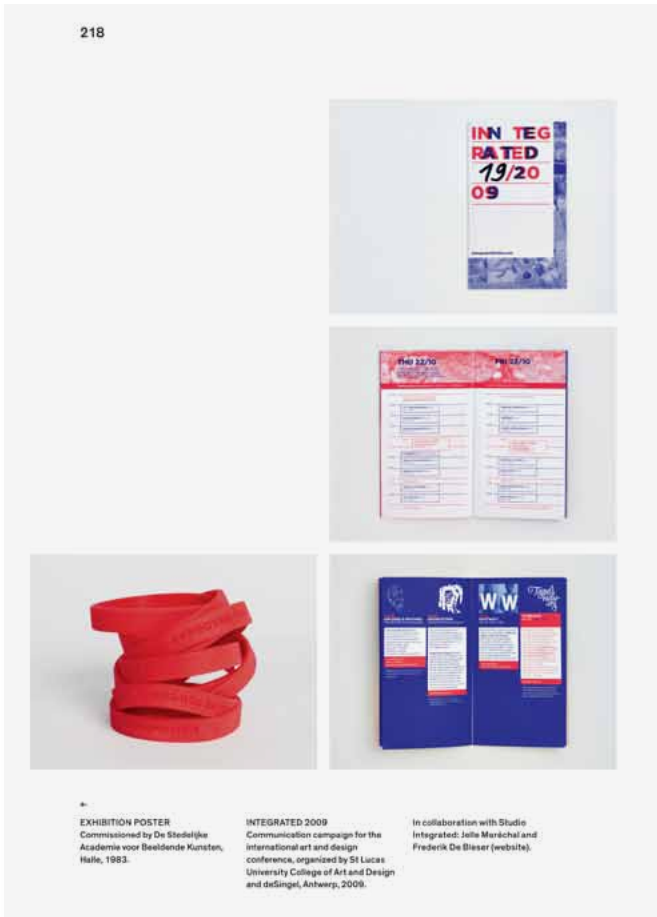
VISTA The cover of this art catalogue contains the portraits of the 15 participating artists, printed in mezzotint and referring to the Shroud of Turin. The result is an abstract symbiosis of all 15 artists' portraits. Assé / Brussels, 2011.
CITYPE 99 This controversial website tackled the theme of the conference 'Disinformation' by using strange messages and sounds. The website is still online: http://www.visionandfactory.com/index.php/Citype_Conference_1999

graphic design. And yet aesthetics presents only a single perspective. Very little of the discourse on design concentrates for instance on the field's social aspects: design as an occasion for or as the result of social interaction, as a solution to social problems, as a way of growing as a designer and a person, as a matter of shared responsibility. From this same social perspective, you could study the designer, for instance, as an intersection in an interdisciplinary network, or the design studio as a place where design's social role is rewritten daily. Such a social approach would fit Hugo perfectly. He is without doubt a 'people person' and he has no problem whatsoever seeing his output as the result of fruitful collaborations with colleagues, clients or interns. He also easily gives credit where it is due. Whether on his website or in this book, he always lists his collaborators, while strictly speaking he doesn't have to. For him, however, it's natural:

"It's the right thing to do. From the moment you work together, a design is never yours alone, not even if there has been a strict division of labour."

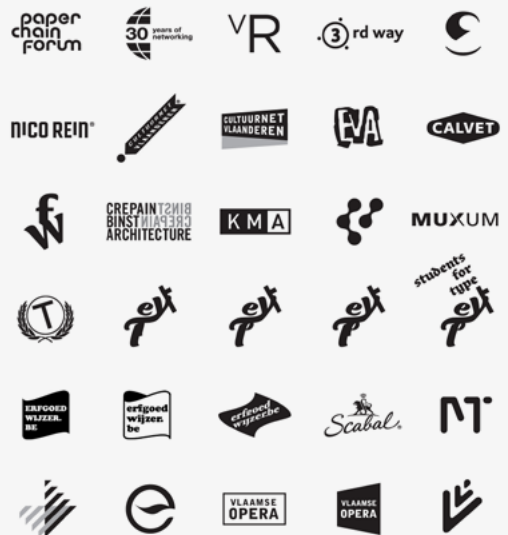
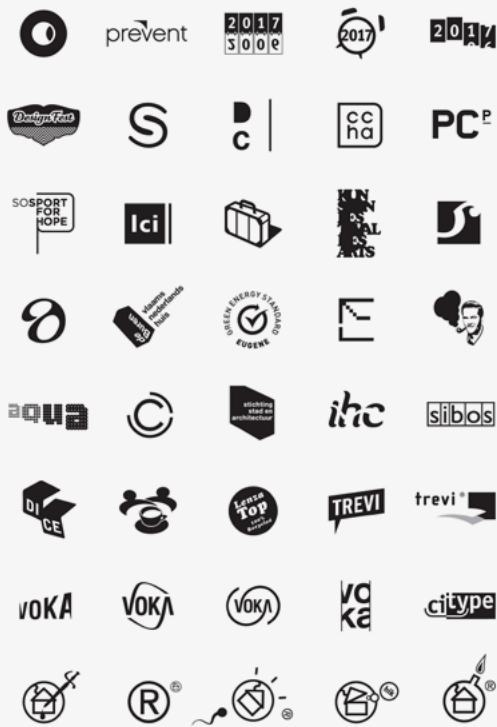
We can say that everyone involved in graphic design in Belgium knows Hugo Puttaert, in one or other capacity, intimately or by name. That too says a lot about the relative size of the Belgian design landscape, but also and especially about his role in it. The term 'pivotal figure' was coined for people like Hugo. Writing in the review *Kwintessens*, Rick Poynor has said of him: '[Belgium's] designers are increasingly concerned to make their mark on the international design conversation. A national scene needs its co-ordinators, its agitators and energisers, and Hugo Puttaert, founder of the studio visionandfactory, has emerged in recent years as one of those figures.'

Despite his central position, he never seeks to draw attention to himself. In that respect, the location of his studio is quite revealing. Visionandfactory is housed in an apartment building in a suburb of Brussels, on the city's outskirts. But it is a penthouse studio, with a view on the capital. It was a clever move, positioning himself slightly outside the centre to have a better view of that centre. He moves through the design community in the same way: observing from the wings, stepping forward at times, but only when appropriate. He is neither a bawler, nor a troublemaker, nor an attention-seeker. Yet he is always there, even if it is sometimes in 'stealth mode'. At the same time he is difficult to pin down, since he is always on the move: running from one assignment to the next, commuting between studio and school, travelling between conferences abroad and local exhibitions. But the field itself is of course also always in movement: there are always innovative tools, different paradigms, new clients, changing discourses, fresh





AD INFINITUM
Book representing a selection from more than 1,000 portraits found on the tombstones in Hong Kong's cemeteries. Commissioned by photographer Kris Verseska, 2013.



LOGOTYPES, 1996-2013
Commissioned by: Paper Connection/Saggi (proposal) 2004, Prevent 2002, Antwerp 2017 (2 proposals/final), DesignFest/GPG 2003, Solidskin 2009, De Coker 2002, Cultuurcentrum Hasselt 2005, PCP 2003, SOSport For Hope (proposal) 2009, LCI 1999, Hotel.com 2000, Kunstenfestivaldesarts 2006, Gitek 1999, Gerda De Ceukelaire 2002, Viasma-Nederlands Huis deburen 2004, Eugene/WWF 2004, EnvelPus/Papyrus 2001, Hot Air Consultants/Ayo/Wiggins 2002, Aqua/K.IJ.Leeven 2010, C-Care 2002, Sted en-Architectuur 2002, IHC Group 2007, Sibos/Swift 2003, DICE 2005, Warm Winter/Douwe Egberts 2004, LenzaTop/MAF Belgium 2002, Trevi (proposal/final) 2001, Voka (3 proposals/final) 2003, Citype 1997, visionandfactory (5 pictograms) 2000, Paper Chain Forum 2012, 30 years of networking/Swift 2003, Van Reybrouck 2005, 3rd way/LCI Soft Cell 2000, System Solutions 1999, Nico Rein 2010, Cultuurnet Vlaanderen (2 proposals) 2002, Eva 1999, Calvet 2002, Fonteyn Wouders 2004, Crepain Binst Architecture (proposal) 2006, Koninklijk Museum voor Schone Kunsten Antwerpen 2000, Intensia 2000, Muxum 1998, Students For Type (proposal/4 logotypes: male, female, transsex. and flag) 2006, Erfgoedwijzer.be (2 proposals/final) 2002, Scabal 1997, MediaTower 2002, Obis 2001, Ecowatt 1996, Vlaamse Opera (2 proposals) 2001 and Vlaams Vredesinstituut (proposal) 2006.

◆ MER. Paper Kunsthalle

Hugo Puttaert is a graphic designer, organizer, professor and editor based in the greater Brussels area, Belgium. He was born in 1960. Hugo Puttaert trained as an artist at Sint Lukas Art College in Brussels and worked as a graphic artist for ten years before starting up his own graphic design studio visionandfactory in 1990.

He is professor and researcher at Sint Lucas Antwerp, the art and design department of the Karel de Grote-Hogeschool, where he teaches typography and graphic design. He's also head of the graphic design department and the publishing research platform YellowPress. Hugo was the initiator and programme director of the Citype conferences, organized at Sint Lucas Antwerp in 1997 and 1999. In November 2007, he organized the first edition of the new international biannual design conference 'Integrated' at the international art campus deSingel in Antwerp. The fourth edition of this conference, which deals with the crossover between graphic design, typography, new media, architecture and art, took place at 24 & 25 October, 2013. The fifth one is scheduled at 26 & 27 November 2015. Hugo has been a speaker at several international design conferences and symposia and has contributed to a number of magazines and newspapers. Since 2005, he is editor-in-chief and creative director of Addmagazine.be, a Belgian magazine focusing on cutting-edge, socially relevant graphic design from Belgium and elsewhere.

Hugo Puttaert and visionandfactory have worked as designers and consultants for a wide range of businesses and cultural organisations, integrating corporate and editorial design skills with innovative communication strategies. Work by Hugo Puttaert and visionandfactory was published in design magazines and yearbooks including Package & Design (China), Print European Design Annual (USA), Emigre magazine (USA), Novum, world of graphic design (Germany), Graphis Yearbooks (Switzerland, USA) and Graphics International (London, UK). His work has been nominated several times for the prestigious Belgian Henry van de Velde design prize and was shortlisted in the New York Art Director's Club's annual competition (V&F corporate identity) & won prices at The Plantin Moretus Price & the F. Baudin Price 2009.

Hugo Puttaert on design: *"All too often, design is merely used as a trendy lubricant to facilitate the marketing of anything and everything. To many people, the concept of design conjures up the image of some item of modern, sleek 'design' furniture. But in fact, design is not about the product, it is about the act. The word 'design' traditionally refers to a process, to planning and preparing something using detailed preliminary studies and sketches. Design should be about designing."*

Jan Middendorp (Berlin, 2012)

www.visionandfactory.com
www.addmagazine.eu
www.thinkincolour.be