

## Winter 2006

Finally...Welcome to the delayed second issue of seasonal affective design. We would like thank all the people involved with both issues to date, and for your continuing support. The intention for the online magazine is to reflect the thoughts and opinions of its audience, hopefully we continue to achieve this.

The magazine focuses on the subject of art & design - and everything in between the process of creative practice; art, graffiti, graphic design, illustration, photography and writing to name a few. The magazine aims to delve into the creative practices and hopes to inform and inspire. Above all else seasonal affective design aims to be inspirational itself and to become a visual experience.

We hope that you see the publication as a working project that you feel attached to, and continue to be involved with its production and development. If you have any suggestions for future content please contact s.a.d. We hope you enjoy the first issue.

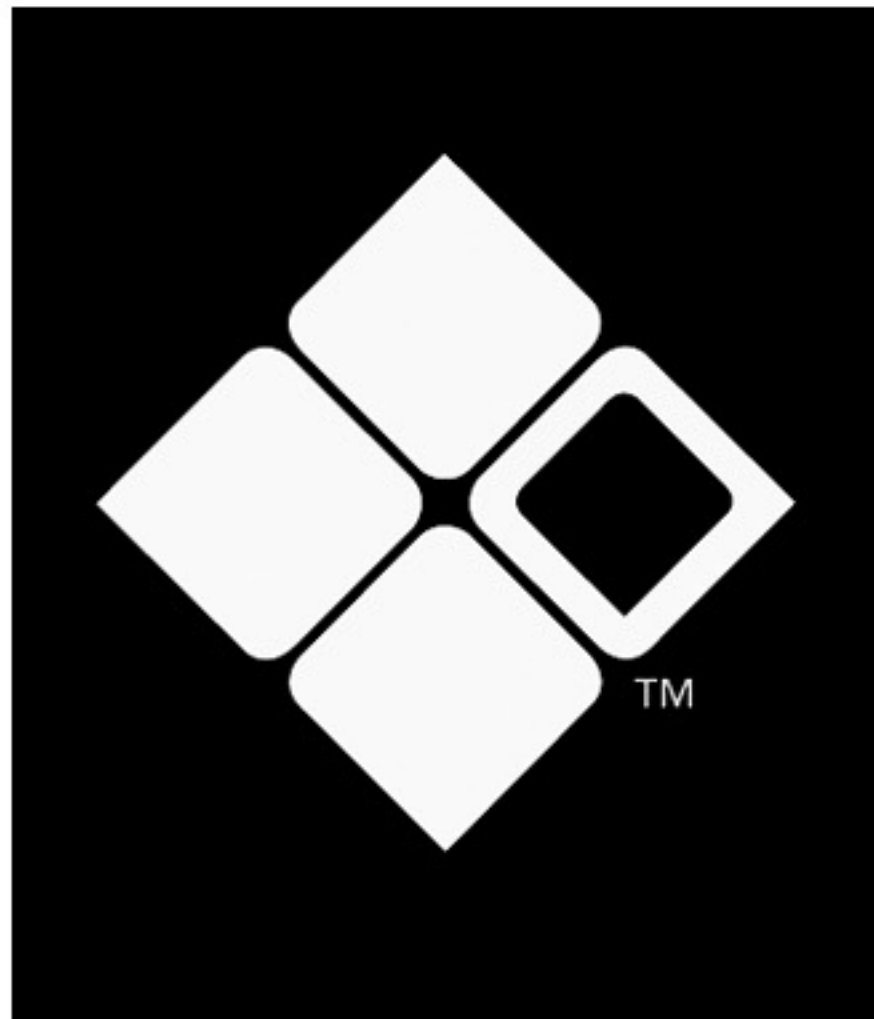
s.a.d.  
seasonal affective design.



BASTARDGRAPHICS, SCARLET & LOIC DEGENEVE PRESENT

# KRAFTY IS HERE. ADD US MATES.

**KRAFTY** [WWW.WEAREKRAFTY.COM](http://WWW.WEAREKRAFTY.COM) AND ALSO  
[WWW.MYSPACE.COM/WEAREKRAFTY](http://WWW.MYSPACE.COM/WEAREKRAFTY)







## Winter 2006

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01



02



03

- 01. Bright Like Neon Death
- 02. What If I Smell Your Feet
- 03. Zap Zap / Draven Shoes

### Ronald Ashburn

Age: 23  
 Occupation: Graphic Designer / Illustrator  
 Location: LA, USA  
 Contact: ra909@darkpop1983.com  
 www.darkpop1983.com

# Showcase.



01



02



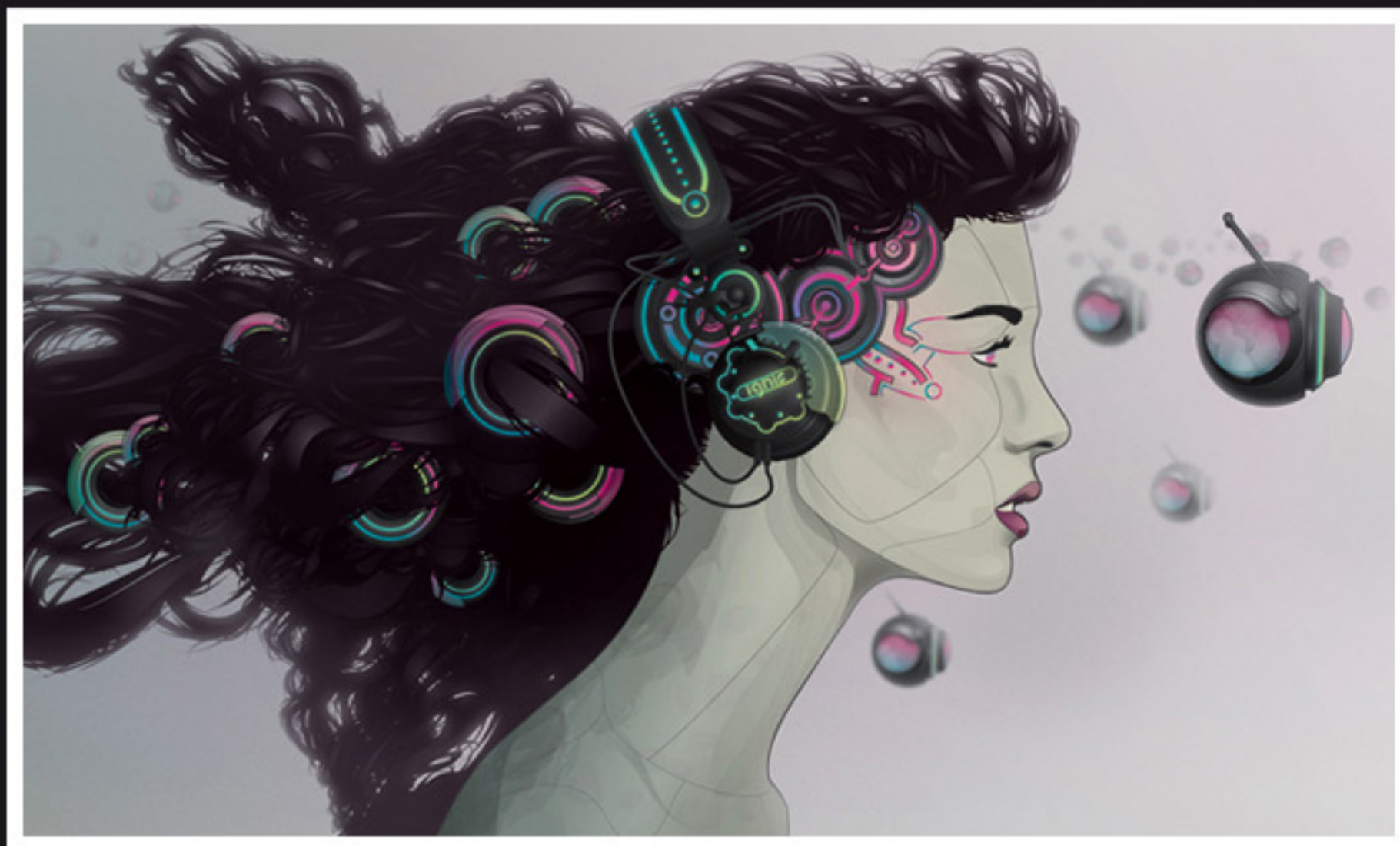
03

- 01. Selfconscious V2
- 02. Technicolour Waistcoat
- 03. Selfconscious V1

### Karan Singh

Age: 19  
 Occupation: Freelance Graphic Designer / Student  
 Location: Sydney, Australia  
 Contact: karan@wakeupmrsingh.com  
 www.wakeupmrsingh.com



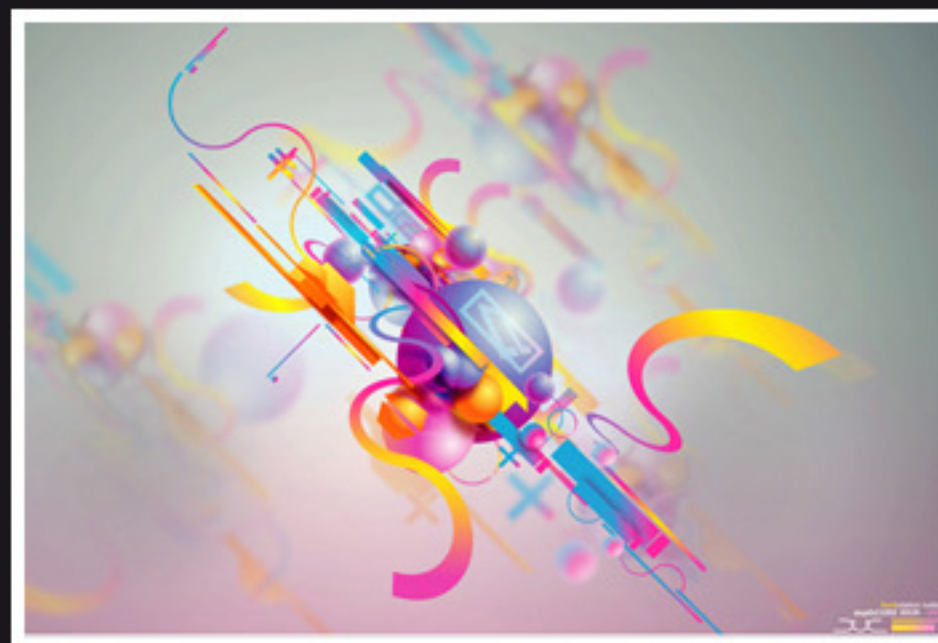


01

01. Quixotic Airwaves  
02. Funkstation Battery

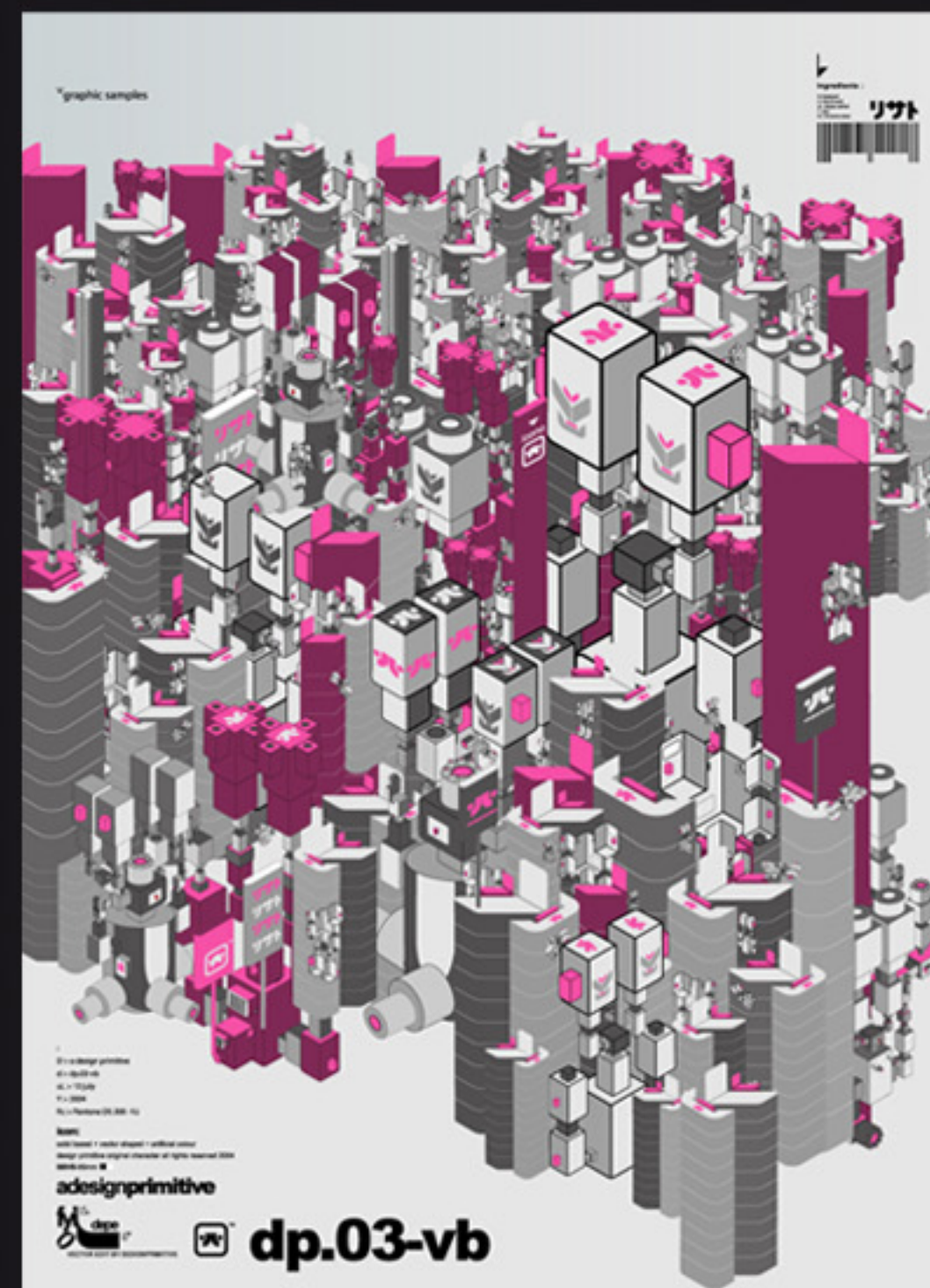
### Kervin Brisseaux

Age: 21  
Occupation: Architecture Student  
Location: NY, USA  
Contact: kervin@systemkings.net  
www.systemkings.net



02

# Showcase.



01

01. DP.03.VB Primitave Land  
02. Battle  
03. Sequal

### Risart Soengkono

Age: 27  
Occupation: Designer  
Location: Jakarta, Indonesia  
Contact: design\_primitive@yahoo.com  
<http://designprimitive.deviantart.com>



02



03

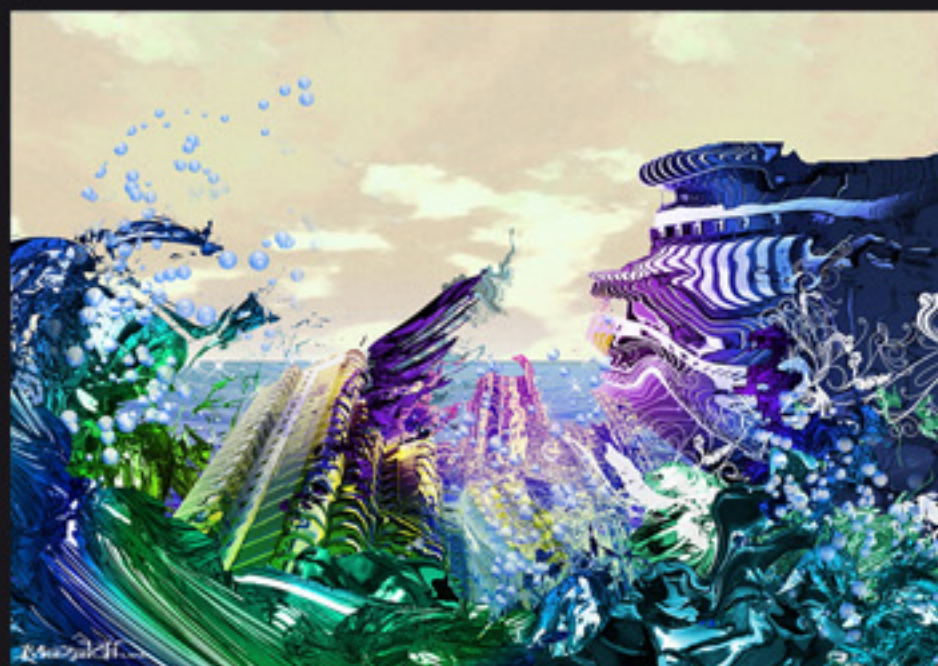




01



03



01. I'm Sailing  
02. The Powers That Be  
03. The Powers That Be V2

### Zhang Jing

Age: 22  
Occupation: Freelance Illustrator  
Location: China  
Contact: mazakii@126.com  
www.mazakii.com

02

# Showcase.



01



02



03

01. Lady Killer  
02. Thanks For The 6K  
03. Cheer Me Up

### William Chua

Age: 23  
Occupation: Freelance Illustrator  
Location: Singapore  
Contact: xiabaosg@gmail.com  
www.mi50.blogspot.com





01

01. The Eelectronics  
02. The Pump

### Matei Apostolescu

Age: 24  
Occupation: Illustrator / Graphic Designer  
Location: Bucharest, Romania  
Contact: [hellobeaucoupzero@gmail.com](mailto:hellobeaucoupzero@gmail.com)  
[www.013a.com](http://www.013a.com)

# Showcase.

02

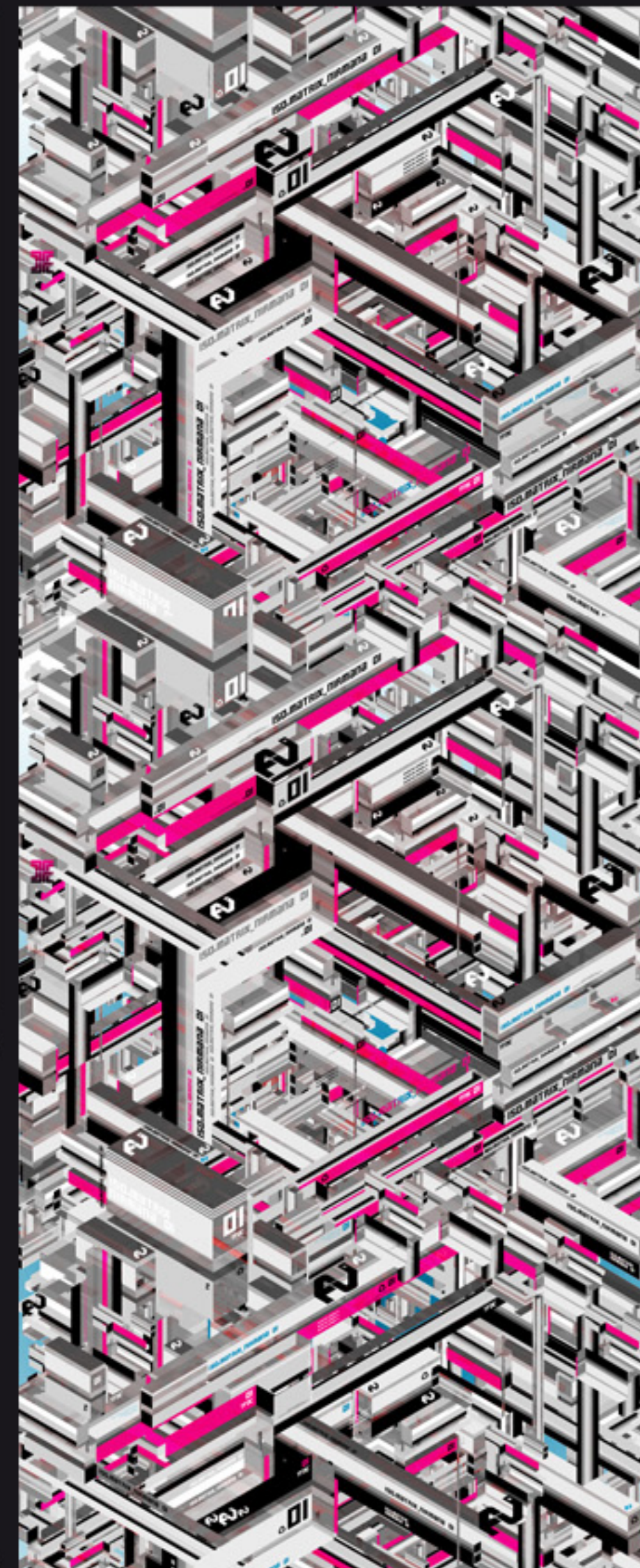


01

01. Clone Colonee  
02. IMX Nirmana

### Samuel Sinaga

Age : 26  
Occupation : Creative Director  
Location : Jakarta , Indonesia  
Contact : [babi\\_kosmik@hotmail.com](mailto:babi_kosmik@hotmail.com)  
Website : <http://tfdc.deviantart.com>



02





01



02



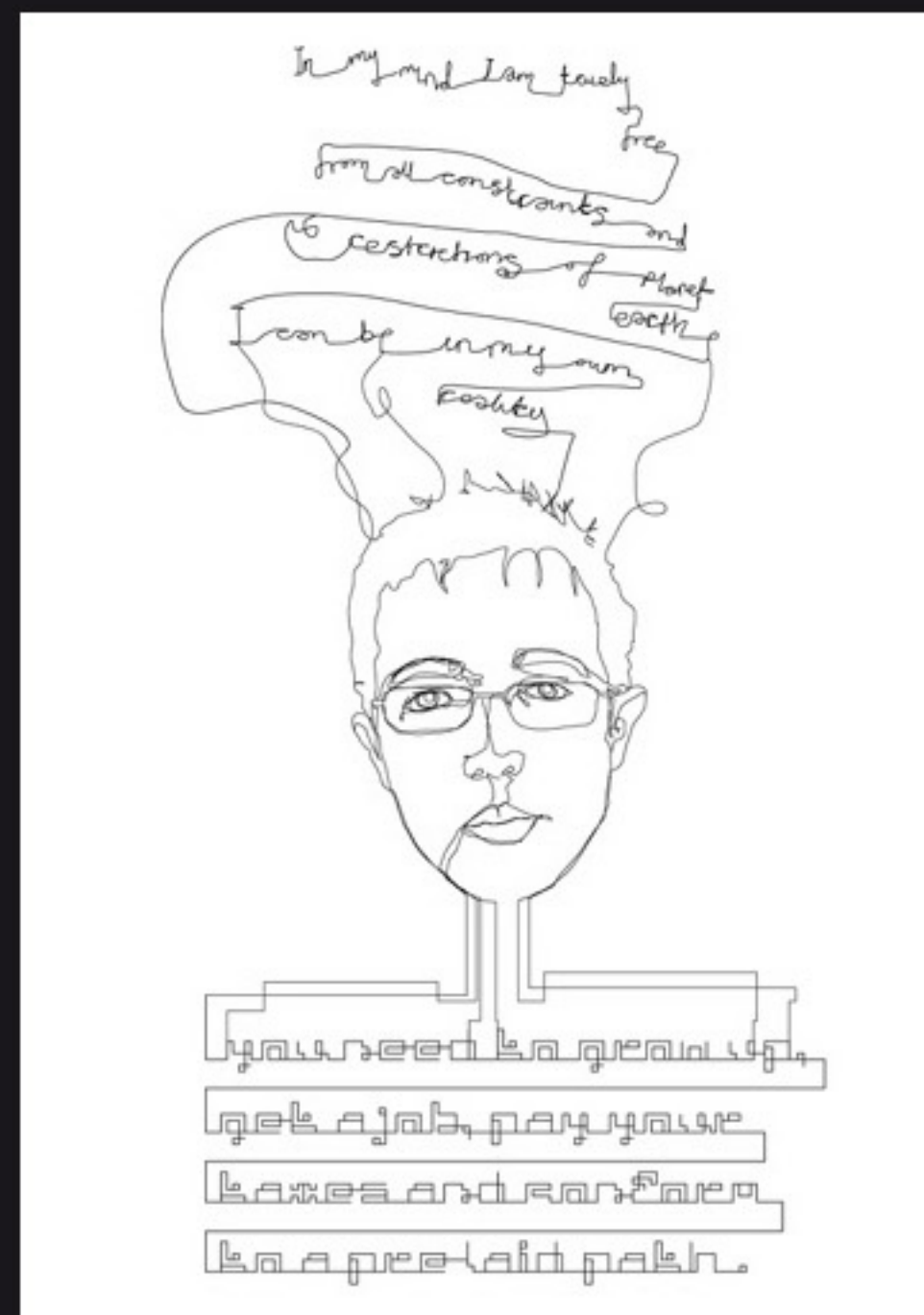
03

01. Two of Us  
02. Wolfmother  
03. Mika Nakashima

### Agus Pramono

Age: 22  
Occupation: Layout Artist / Illustrator  
Location: Jakarta, Indonesia  
Contact: kerjakomik@yahoo.com  
www.thecleber.com

# Showcase.

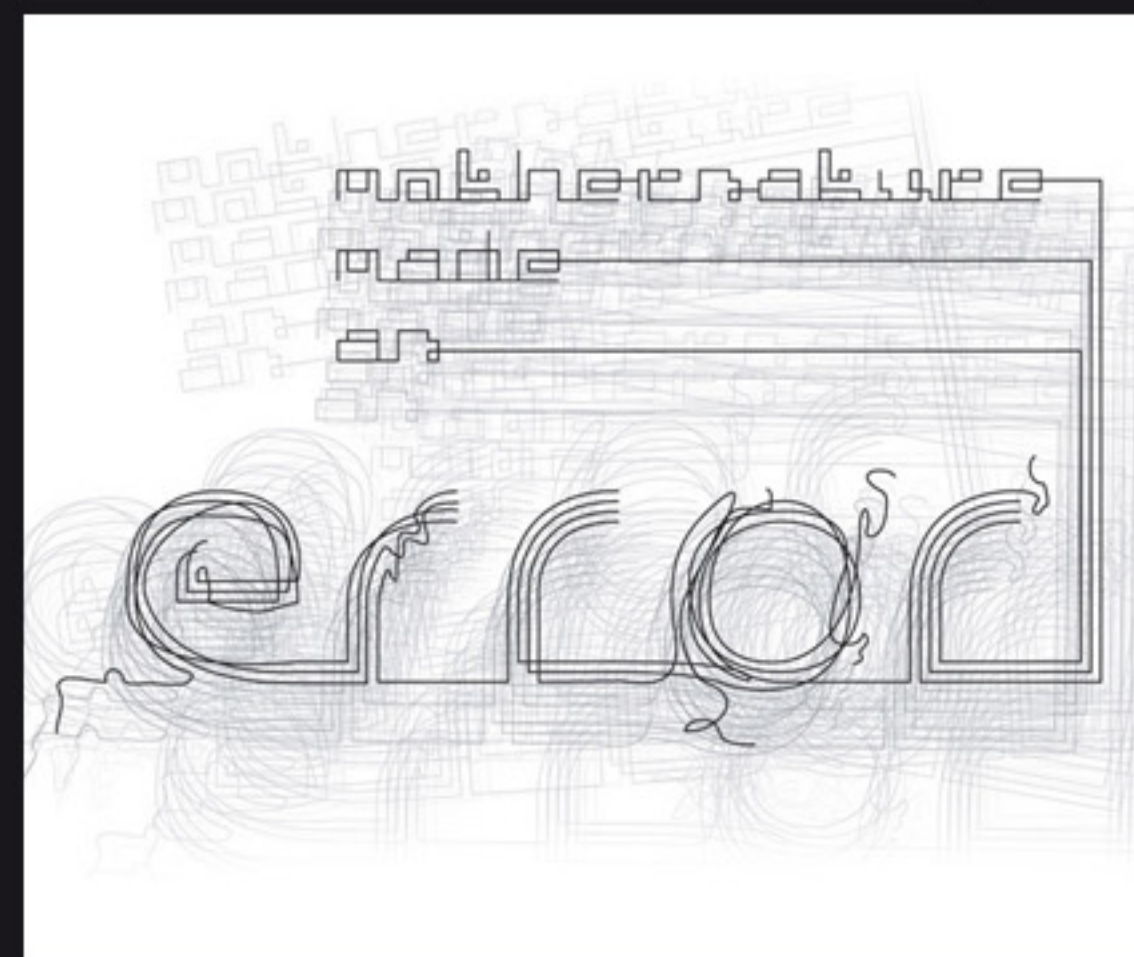


01

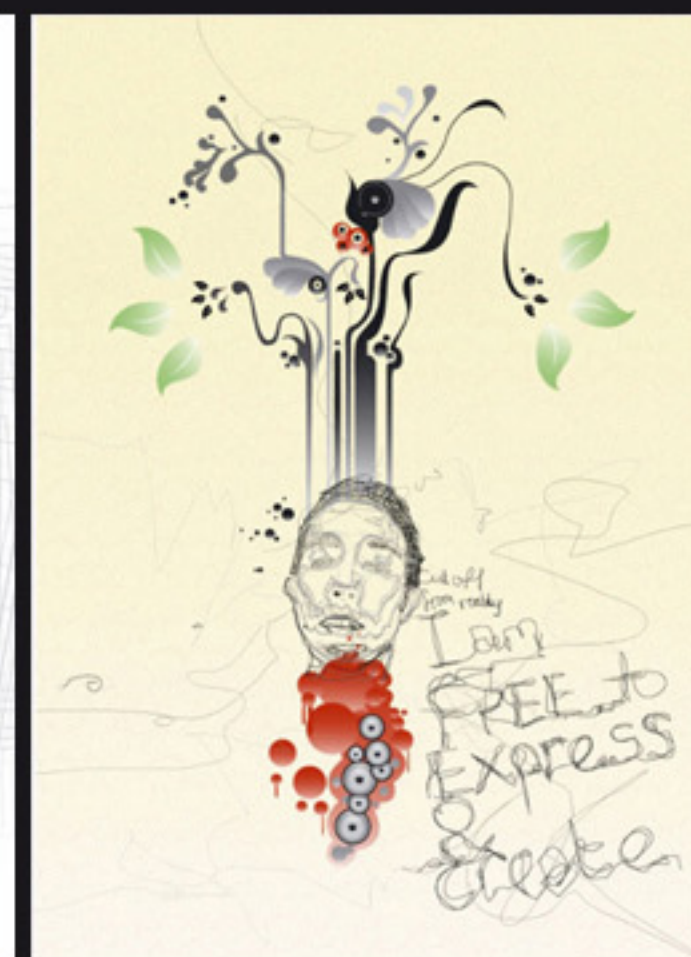
01. In My Mind  
02. Error Typeface  
03. Express Poster

### Christopher Goodwin

Age: 21  
Occupation: Graphic Designer  
Location: Leeds, England  
Contact: christos@christosh.co.uk  
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02



03

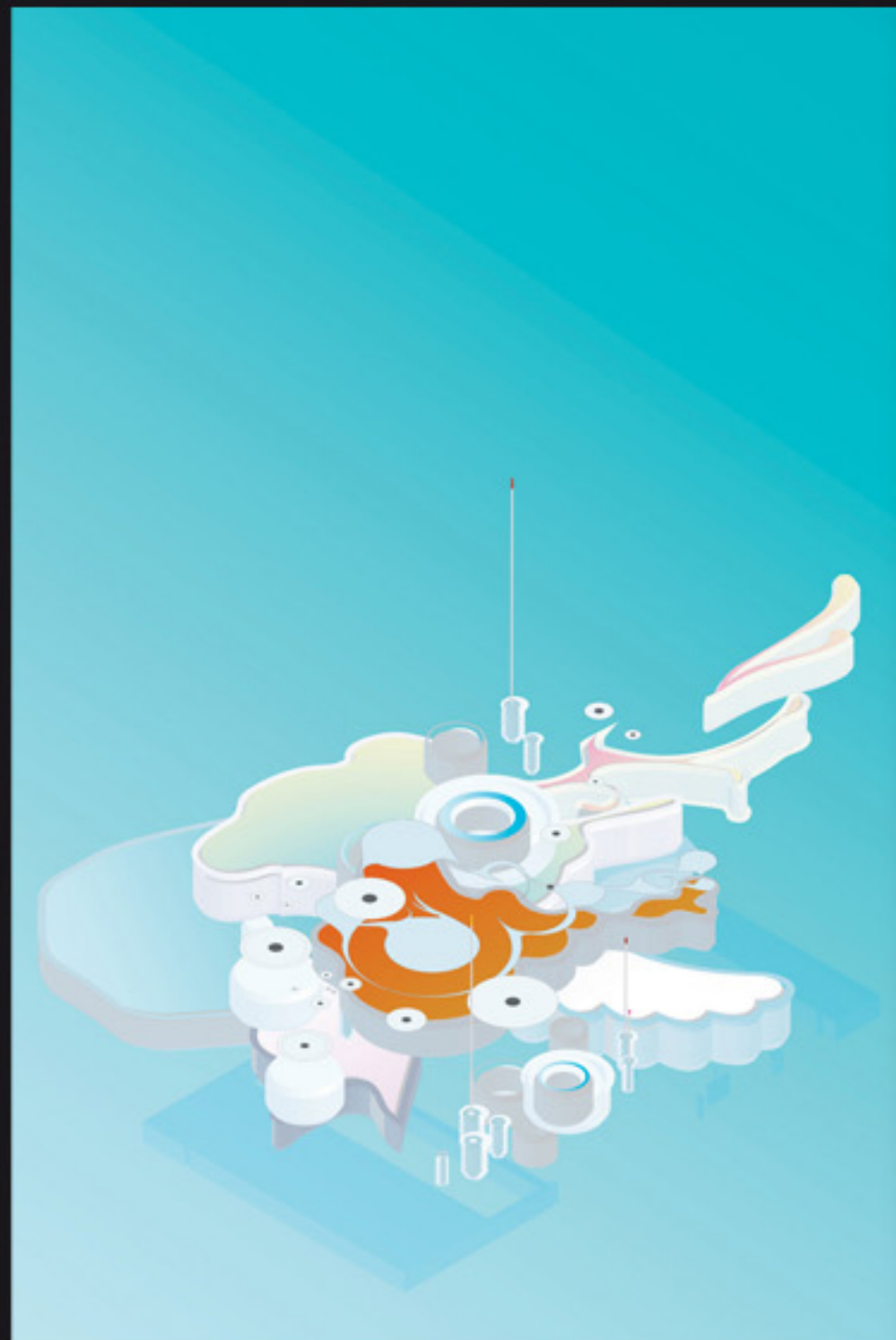




01



02



03

01. Elysium  
02. Playa  
03. Sad Seaside Clown

### James Wignall

Age: 24  
Occupation: Graphic / Motion Designer  
Location: London  
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www.mutanthands.com

# Showcase.



01



02



03

01. Programmed 2 Destroy  
02. Octobunny Attax  
03. What a mess

### Scott Bartlett

Age: 21  
Occupation: Graphic Designer  
Location: Melbourne, Australia  
Contact: cronobreak@gmail.com  
http://cronobreaker.deviantart.com



dirty / funky / vibrant  
 colour / exploding /  
 into / your / soul /  
 sexual / love /  
 release

profile

## thinkdust

SENSE. / THINK. / GRASP. / TOUCH. / VISUALISE. / EXPLORE. / IMAGINE. / TRANSFORM. / CREATE. / PERSERVE. / FEEL.

### \_Info

Thinkdust was founded by Alex Haigh in January 2006 having worked within the creative industry producing work for a mix of clients including HMV, Telewest Broadband, Braun, Corus, Swyx, Leap Design, playstation & The Level 5 Group.

The name thinkdust derives from an old mentor who's philosophy embraced that extra something special, that extra "designdust".

Thinkdust is that extra thought, touch, & message in which to communicate and connect.

Our philosophy is not only to produce creative design, but to use visual and verbal language to connect and communicate with the individual.

### \_Services

- \_ Advertising
- \_ Branding
- \_ Design For Print
- \_ Graphic Design
- \_ Illustration
- \_ Typography
- \_ Web Design

### \_Enquire

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\_Collaborate With Thinkdust  
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\_Press  
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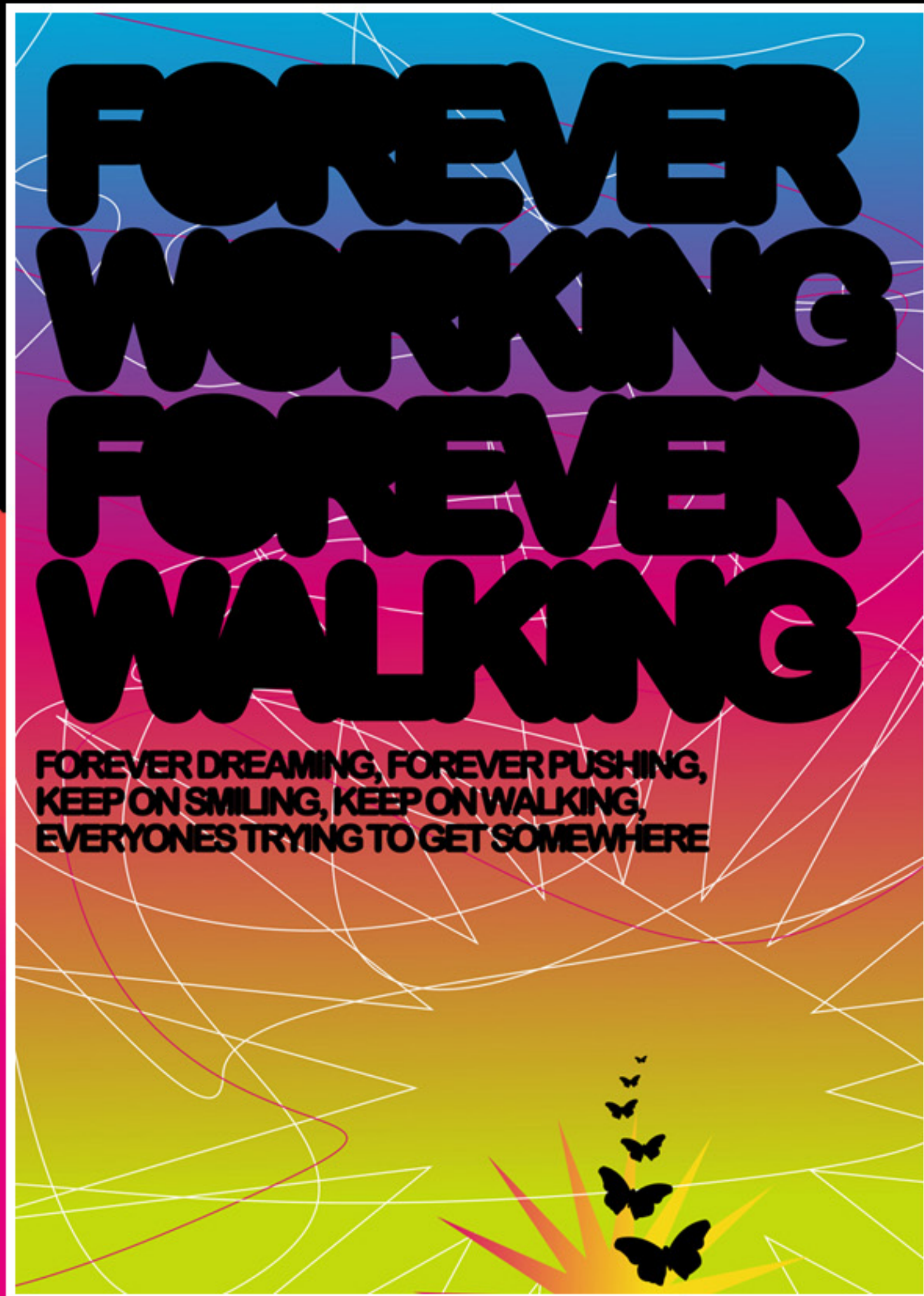
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 Dronfield,  
 Sheffield S18 6AA









[ JOHN NORMAN ]

Feature.

Gary Howe is a Art Director specialising in advertising at Saatchi, London. Upon submission Gary worked closely with s.a.d. founder John Norman, to create this issue's Feature. Gary decided to use the resources available at the Saatchi studio, to conduct an interview-style feature. 'I wanted to create an interview identity to the s.a.d. feature in order to get an insight into John, with the intention of revealing what makes him tick - this in turn would give an insight into his creative practice, something that s.a.d. focuses on passionately.' Gary is continuing to interview a range of artists and designers for his self published book *Behind The Idea*. Interview & Photography: Gary Howe

## BEHIND THE IDEA

### DESIGNER: JOHN NORMAN

FAVOURITE DRINK: MILK FAVOURITE FILM: ETERNAL SUNSHINE OF A SPOTLESS MIND  
 FAVOURITE MUSIC: INDIE DESERT ISLAND AND ONLY ONE ITEM: A PACKET OF SMOKES  
 HERO: SPIDERMAN, THEN MY PARENTS

What is inspiration? Inspiration er...inspiration, anything and everything. It depends on the individual, someone might get it from a book or walking down the street. Inspiration is different for everyone. What inspires you? Ah that's easy...people, life, love, music, film, design, photography, style, fashion, travel and adventure. What inspired you to study graphic design? I'd say the lecturers I've had throughout my education! It's just what happened... all relative. Your feature, day dream in A06 - how did you get the idea for it? I got inspiration from the film *Vanilla Sky* and I suppose also the original 'open your eyes'. I was inquisitive about my own dreams and thought patterns...I tend to have spells just thinking about everything so I guess daydream was a way of expressing myself and what is reality really! What is your favourite/ most inspired piece of design? Er...don't know, magazines and the concept of magazines. I've always liked the design of the mini cooper, the union jack and the underground! Most influential designer? Um, haven't got one, because if you pick just one person that inspires you, you limit yourself straight away and you end up producing similar work to him/her anyway! Favourite Font? s.a.d. Most influential project you've ever done? I'd probably say s.a.d. - just because it's brought me closer to the process of creative practice and the people who create. It's a subject matter that's often overlooked, but it's a talent in itself. Favourite aspect of design? Press. How important do you feel Art is in today's design world? Very, because I think if you just stick to design you're limiting yourself again. It's like looking out of the same window all your life...if there are always biscuits in the tin, what's the fun in biscuits?!! What's your process of designing? Um...I don't brainstorm because it pressurises yourself into getting an idea. You've got to get ideas naturally, think different! Personally I try to go to the library to get inspiration from books, try to stay away from the internet...you can be searching for ages and find fuck all. Where as if you look in a book you could come across other inspiration. You don't get accidental inspiration from the Internet, which personally I feel it's a good thing to happen. The beauty of accidental inspiration is the fact you have no idea when or where it'll happen and sometimes the best ideas are results of it! Philosophy on design? Form follows function! Finally... Prep work Vs Final outcome, which wins? Prep work no question!!! Yeah prep work because I said it first!!





FLASH • FREEHAND • PHOTOSHOP

## EASY VECTOR COMPOSITIONS

Darren Firth demonstrates the advantages of mixing up software packages and uses *Flash*, *FreeHand* and *Photoshop* to tackle the troublesome issues of picking colours and creating random shapes

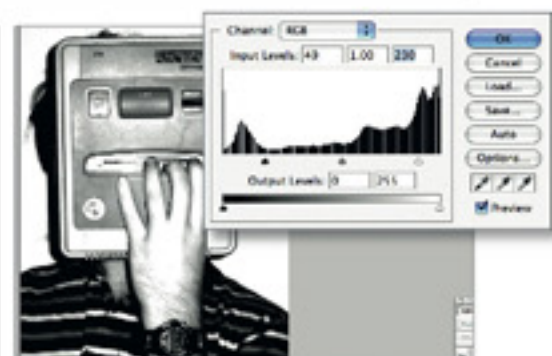
Creating busy compositions is one of the hardest things for a designer to approach. Where do you start? And, more importantly, when do you stop? Which colours are best? What a headache! And all this is made twice as hard when working with vectors, because all your assets must be produced from scratch.

There is no sure-fire way of producing a composition, and the best pieces often materialise from unplanned sparks of imagination. Rather than getting all technical, this tutorial will take an informal tour through my design process, offering practical advice and opinions along the way. It's important to develop

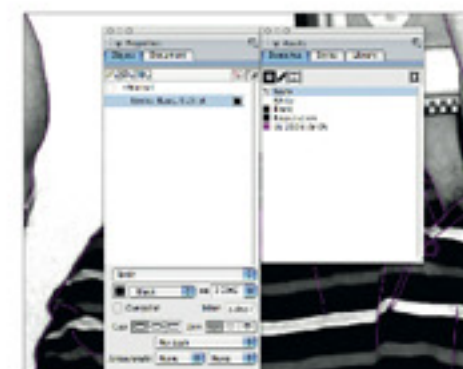
a strong idea before even thinking about turning on your machine. If you have a strong idea, good things should follow. So don't be scared to deviate from the original concept, because this is usually where the more interesting work occurs.

Most of this tutorial will be based in *Flash*, a process that you may find strange, especially when producing work for print. Remember that there are no set rules to follow when creating vector illustrations, so experiment with different software and techniques.

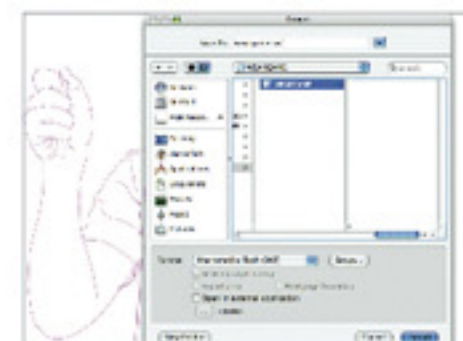
Illustration and tutorial by Darren Firth  
www.keepsmesane.com



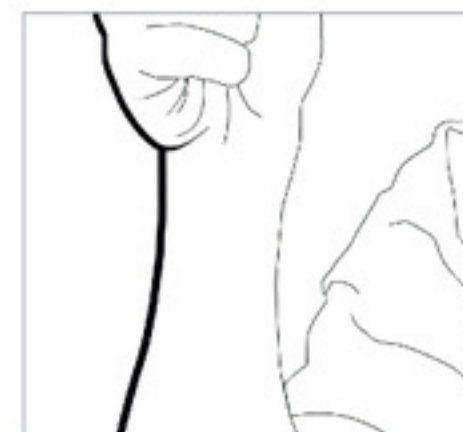
**1** To get started, open the face.jpg file from the CD and in *Photoshop* convert the image to Greyscale. Use Image→Adjust→Levels to saturate the image – giving the details more definition. There is no exact setting here, just move the arrows towards the centre until you're happy.



**2** In *FreeHand*, import the image file to the stage. Zoom into the image and draw around the outlines of the person using the Pen tool. You will find that turning the Path's Stroke to Hairline and selecting a bright colour will make this process easier. Delete the photographic image from the stage and export the artwork as a SWF.



**3** In *Flash*, make a new document, import the artwork, or open the example *Flash* file, example.fla, provided on the CD. The imported image will be grouped together, so Select All and choose Modify→Break Apart. Delete unwanted overlaying lines and pull lines into shape with the Arrow tool.



**4** Select lines in your illustration, Copy and Paste in Place. Now move the duplicate lines to the side until they are the desired thickness. Go to View→Snapping→SnapToObjects and use the Arrow tool to pull each end of the duplicate lines until they meet the ends of the original stroke. Use the Paint Bucket tool to fill in the gaps created.



**5** It's often easier to trace objects in *Flash*. In this instance, the games console is a good example. Double-click the Rectangle shape tool and input a Corner Radius in the Settings pop-up. Select a Hairline stroke in the Properties window and a bright colour.



**6** Once the outline is finished, start to add detail, referencing your original photo as you go. Take your time – these details will differentiate your final image and add to its quality. Creases can be added using the same process as before, bending them to shape, duplicating and then snapping their ends together using the Arrow tool.



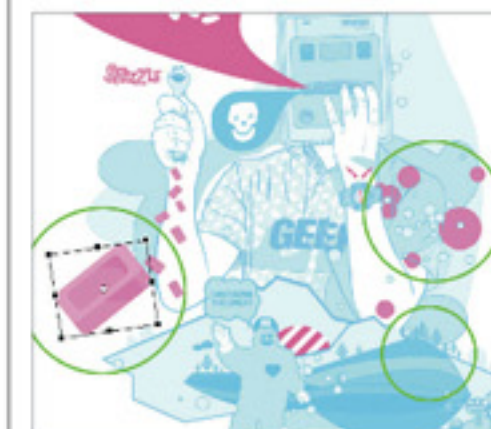
**7** To create the hand-drawn text, import your sketch into *FreeHand* and follow the process explained back in step 2. Try to use as few points within your paths as possible to achieve a smoother outline for your font. Delete your sketch from the stage and export the artwork as a SWF.

**8** In *Flash*, make a new document and import the artwork. Use Break Apart again, as in step 3. Bucket fill the text outlines and delete the original lines.

Now use the Arrow tool to bend any remaining edges into shape. Copy and Paste the text into your final working file.



**9** Lock your illustration layers and import assets to the stage on a separate layer. Move and scale your assets until you're happy, before importing them into a separate *Flash* file to trace them. Group each object and Copy them into a final working file.



**10** Copying and reusing assets can save time at this stage. Randomly placing them never looks natural, so select the Circle tool in *Flash* and frantically draw circles holding down Shift. It will take a few attempts, but you'll be pleased with the results.

### PHOTOS MATTER

When preparing photography to use for your illustration, it's best to take several shots of the subject. These should include a full body shot (full size of final illustration) and numerous close-up shots, usually face and hands. It's worth spending quite a bit of time at this stage to get these shots right. A better photo gives you more scope for producing a more detailed illustration.

### CHOOSING COLOURS

Picking colours can be such a hard task at times. Some designers are naturally gifted in finding and executing good colour combinations; others have to work at it, me included! I find it useful to keep a scrapbook of colour combinations that I come across. These range from club flyers all the way up to food and hair product packaging. Collecting all these together in one place means you have instant access to a range of your favourite ready-made colour combinations.

Darren Firth is currently working as a designer for Un.titled, located in the Midlands, UK. Alongside his personal website – [www.keepsmesane.com](http://www.keepsmesane.com) – he is also the founder/brand manager for the collaborative project [www.wearitwithpride.com](http://www.wearitwithpride.com) and the T-shirt company Branddead. Darren is also a member of the US publication *The Royal Magazine*.





**FL@33 Ltd**

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**[www.flat33.com](http://www.flat33.com)**

## Tom & Agathe (FL@33)

Age: 37

Occupation: Creative director

Location: London

Specialised Creative Practice: Graphic Design

01. when do you feel the presence of 'design around you? Agathe: all the time Tomi: 24/7 wherever I am 02. what is your favourite shape? A: square T: circle 03. what was your happiest moment in your work experience? A: when we saw our trans-form magazine being printed in southend-on-sea. T: when we realised that there are people out there who appreciate what we do especially when they care enough to send us their feedback (e.g. bzzzpeek.com visitors/contributors from around the world). 04. Please list your 3 favourite colours. A: red, blue, black T: olive, sky blue, silver 05. what do you dislike most? A: spiders T: halfheartedness/apathy, ignorance, intolerance, pessimism 06. please list your 3 favourite materials. A: wood, concrete, brushed steel T: uncoated stock, wood (especially with very smooth surface), (100%) cotton 07. where is your most favourite place? A: les digons T: home 08. please list your 3 favourite designers. A: ray and charles eames, jean nouvel, ingo maurer T: lászló moholy-nagy (for his mind-boggling 'licht-raum-modulator'), ray and charles eames (for the best lounge chair ever), vaughan oliver (who's work I've been collecting since 'come on pilgrim' by the pixies was released) 09. please define the word 'design'. A: design is the creative process ideally combining emotion, intellect and skill. it usually involves a lot of heart-blood and time. T: that's obviously a difficult one as I'm not going to write a comprehensive essay but here is my attempt to simplify the definition design is everything created with a purpose regardless of whether the designer is human or 'mother nature' herself. design is usually making life more enjoyable, easier and/or simply makes things work. 10. please list your 3 favourite words. A: dream, sky, design T: unavailable, bonbon, stereotype





## Work.

This season seasonal affective design focuses on the work of FL@33. We have included a selection of work from the multi-disciplinary design studio in order to continue the collaboration between seasonal affective design and FL@33.

Description of work:

(top left, above) Patterns book design/illustration  
 (top right) 300% Cotton T-Shirt & Book design  
 (above left) Mr Papillion Set  
 (left) Custom Dalsouple Rubber Floor design

For more information please visit [www.flat33.com](http://www.flat33.com)





# Exposure.

**Exposure. ©**  
Creative Promotion

[ JOHN NORMAN ]  
seasonal affective design 2006

I2 V1 W06  
Winter 2006

Produced by s.a.d.  
Edited by Designlove Studio

## Introduction.

Exposure offers creative practitioners involved in any creative practice, the opportunity to gain publicity for their work and ideas. Exposure is an open invitation to all, whether the individuals are from academic or professional industries.

Upon submission the creatives featured, were given a series of questions in order to gain an insight into their creative practice and also themselves as creative practitioners.



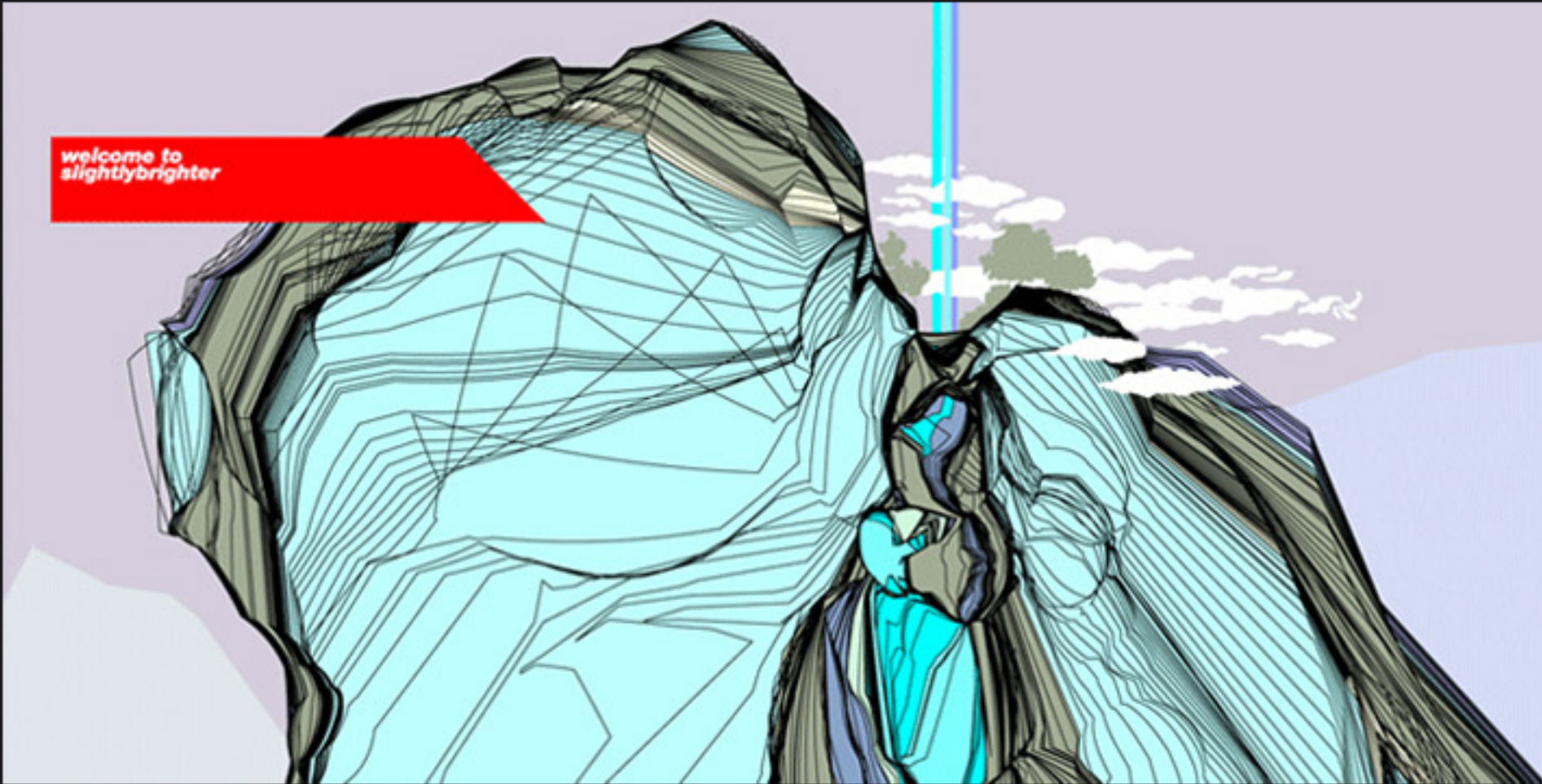
## Sarah Bernhard

Age: 24  
Occupation: Conceptual Artist  
Location: Germany  
Specialised Creative Practice: Photography

01. What's your favourite thing ? I like my new shoes. Sushi and sunny days in winter. 02. Where are you most happiest ? In Berlin. 03. What inspires you ? Art, Music, Love, Life. 04. Who is your alter ego ? I think Mr Burns. 05. What's on your to do list ? Finish Uni ! 06. Which song would you like played at your funeral ? I don't really care. 07. What's your guilty pleasure ? I won't tell you ! 08. What's your desert island item(s) ? iPod, Ketchup, Chocolate, Toothpaste, Coffee. 09. What's your secret ambition ? World domination (of course), to publish a (photo-) book. 10. What's your philosophy on creative practice ? The medium is the message ! (Marshall McLuhan).







## Slightlybrighter

Age: 01  
Occupation: Design Collective  
Location: Sheffield, England  
Specialised Creative Practice: Graphic Design

01. What's your favourite thing ? Beer, girlfriend & mac. In that order. 02. Where are you most happiest ? When with friends / playing pool (anywhere as long as beer is involved). 03. What inspires you ? Everything. 04. Who is your alter ego ? slightlydarker. 05. What's on your to do list ? Do more work. 06. Which song would you like played at your funeral ? My entire Pink Floyd record collection. 07. What's your guilty pleasure ? Freehand. 08. What's your desert island item(s) ? A rat. 09. What's your secret ambition ? To be the person who types live TV subtitles on Teletext page 888. 10. What's your philosophy on creative practice ? Experiment, take risks, always try harder and have fun doing it.





### Sterling Maynard

Age:16

Occupation: Student

Location: Georgia, U.S.A

Contact: LoneWolf2@gmail.com

01. What's your favourite thing ? Well there are plenty of things that are my favorite, but I'd say the number one on my list would be art, I live, breath, eat and sleep for art, it is involved in every aspect of my life. 02. Where are you most happy ? In front of my computer with both monitors turned on giving me a tan in the middle of winter while I listen to music, drink a 12 pack of Dr. Pepper and work on many art projects with the occasional break for Call Of Duty 2. 03. What inspires you ? Music would be the main thing, I can strap on my head phones and all the creative juices start to flow. But another would just be everyday life and what I encounter daily. 04. Who is your alter ego ? well, if you mean online, then that would be LoneWolf2, but in normal every day life, its more of the crazy kid that plays trumpet, does art and drives a car that makes me look like a mobster. 05. What's on your to do list ? Well, the list is quite long, but the items of up most importance are to get my own studio up and going, to finish a ton of un-finished art projects 06. Which song would you like played at your funeral ? hmmm, well for a comical departure, I would say Wow I can get sexual too by Say anything. 07. What's your guilty pleasure ? haha, well Im very into the whole DCI thing ( Drum Corps International ) and Ive downloaded many many shows over the years and I tend to blast them aloud when im home alone, it really brings out the band nerd in me. 08. What's your desert island item(s) ? um, where is this desert island you speak of ? 09. What's your secret ambition ? To be able to have a nice black ferrari 360 modena in black with black wheels so I can cruise the strip under the cover of night. 10. What's your philosophy on creative practice ? Well for myself, I personally think its good to just keep a steady pace and take breaks whenever needed to clear the mind and just constantly practice.





### Raphael Vincenzi

Age: 34

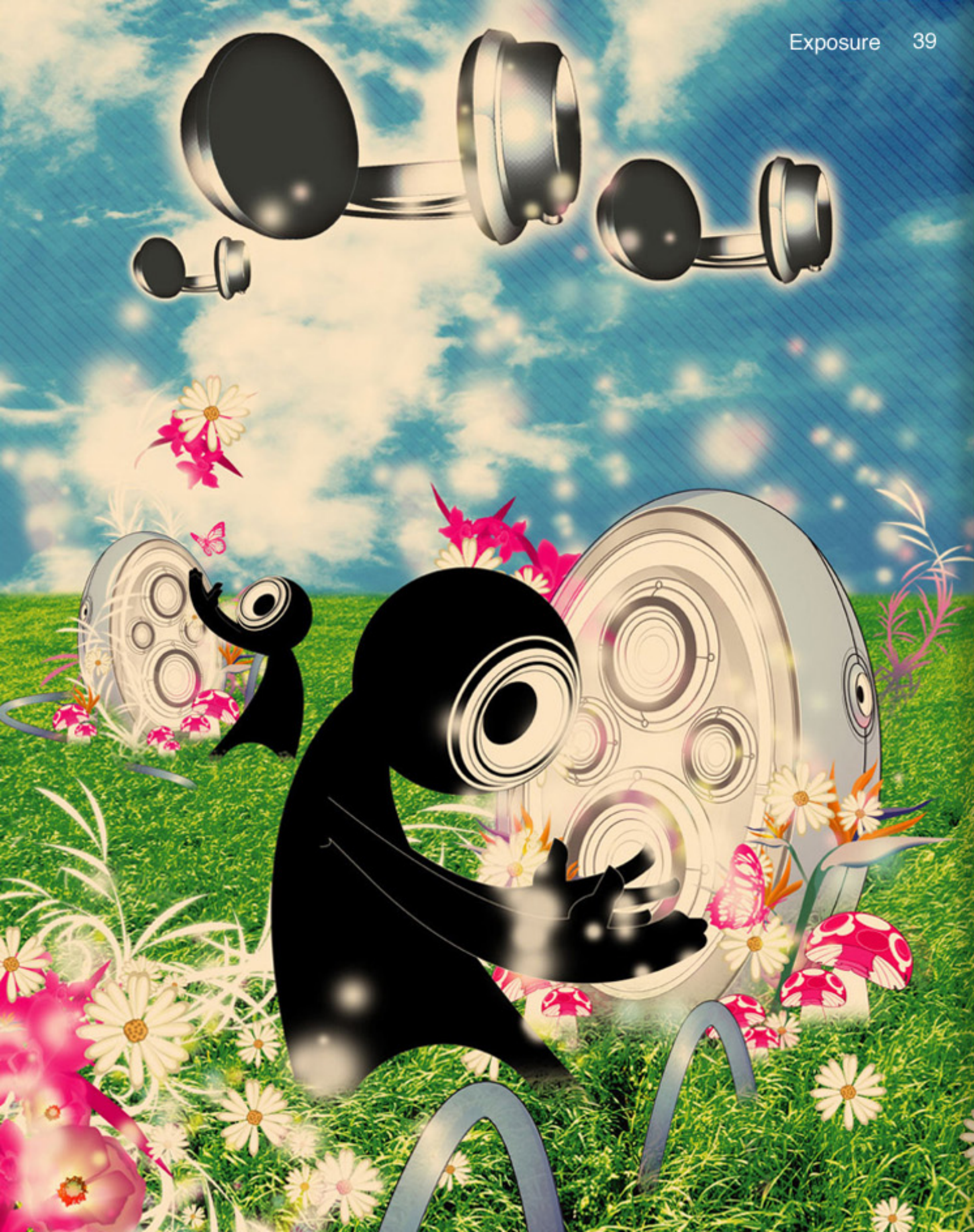
Occupation: Graphic Designer / Illustrator

Location: Brussels, Belgium

Specialised Creative Practice: Graphic Design

01. What's your favourite thing ? I'd say my computer because I use it a lot to create, read and check out the state of the world we live in. 02. Where are you most happiest ? Anywhere, but not too close from noise and civilization. 03. What inspires you ? It can be anything but recently it has a lot to do with my personal life, what processes I go through and what I am reading. 04. Who is your alter ego ? Some dying ideas but that leaves space for new ones. 05. What's on your to do list ? Diasec prints, mugs, t-shirts and write a to do list. 06. Which song would you like played at your funeral ? I am not going to die but I'd play something silly so people will cry laughing. 07. What's your guilty pleasure ? I am not guilty of anything that gives me pleasure. 08. What's your desert island item(s) ? A return ticket. 09. What's your secret ambition ? It's no secret that I want to become very rich so I can't stop worrying. 10. What's your philosophy on creative practice ? Fucking do it.





### Kris Balerite

Age: 23

Occupation: Graphic Designer

Location: Dubai

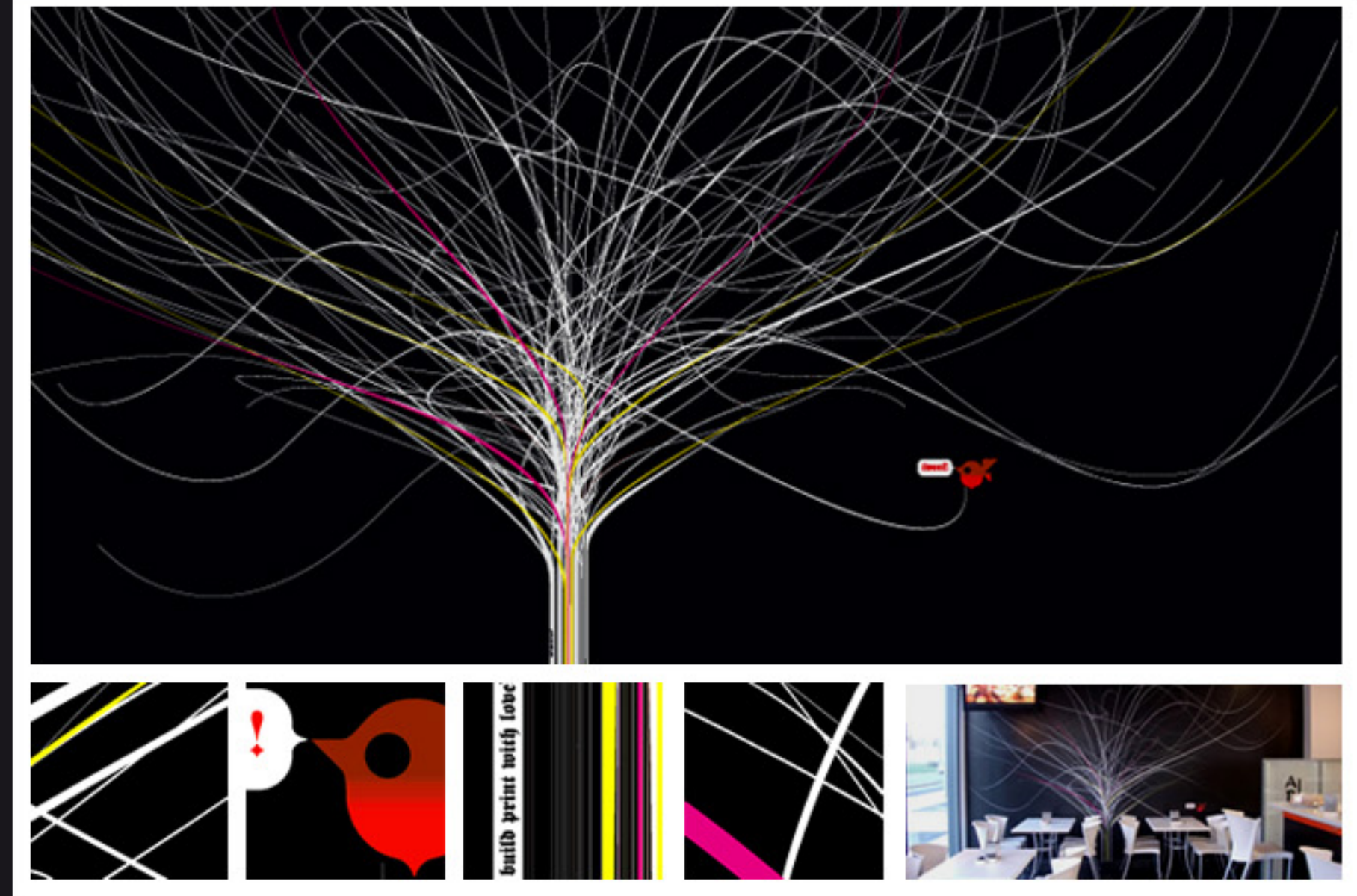
Specialised Creative Practice: Graphic Design

01. What's your favourite thing ? My wacom and my G5.
02. Where are you most happiest ? Back home in the Philippines an island called Batanes.
03. What inspires you ? Day to day life, bad coffee and cold doughnuts.
04. Who is your alter ego ? Dozign.
05. What's on your to do list ? Film school and learning motion graphics.
06. Which song would you like played at your funeral ? Redemption song.
07. What's your guilty pleasure ? Sneakers/Trainers.
08. What's your desert island item(s) ? My aviator glasses, Flip-flops and my iPod.
09. What's your secret ambition ? Cloning a gorilla and rhino at the same time !
10. What's your philosophy on creative practice ? Accept criticism and learn from their be an open box and never stop learning.



# Inspiration

## art



### Build™ Wallpaper

Build is a Graphic Design studio which prides itself on its craft-like approach to print. It was founded in 2001 by Michael C. Place & Nicky Place. With 16 years of experience & this love of print as its starting point, Build has since established itself as a studio with an almost obsessive attention to detail.

Clients range from international to independent, and include Nike, Faber&Faber Publishing, Magma Books, Sony, Nokia, IdN Magazine, Channel4, Siemens, Getty Images, Timothy Saccenti Photography, Ninja Tune Records, CMP Publishing & MTV.

Projects include corporate identities, websites, moving image, magazine re-design, exhibition design, product design, and [almost] everything in between!

Build. Print With Love.

For more information visit [www.maxalot.com](http://www.maxalot.com)







## Notification Book

A gorgeous book that absolutely worships at the temple of Holga. Shot by Christopher Anderson, this book is a collection of 54 stunning Holga images from New York, Milan, Kuwait, Latvia, Cuba, and a gaggle of other far-flung exotic locations. Day to night, standard to cross-processed, light-tight to light-leaked, each glossy image is true photo-quality and printed on high-quality card stock. Packaged inside an elegant presentation box.

For more information visit [www.lomography.com](http://www.lomography.com)

# product



## Factum Graffiti

Factum is a Semi-permanent fold-flat lifestyle furniture, Eco-friendly – Recycled and Recyclable and Capable of supporting at least 220lb/100kg. Future Factum designs will feature substrates including polypropylene and ply. Factum designs made from coated, recycled EB flute board. Designed to take loads of approx 220 lbs/100 kgs. Care should be taken with treatment and designs should not be exposed to naked flame or heat source or liquid spillage. Factum Chair is approx 860 x 400 x 50 mm folded flat.

For more information visit [www.artmeetsmatter.com](http://www.artmeetsmatter.com)

# film



## Helvetica

### About the Film

Helvetica is a feature-length independent film about typography, graphic design and global visual culture. It looks at the proliferation of one typeface (which will celebrate its 50th birthday in 2007) as part of a larger conversation about the way type affects our lives. The film is an exploration of urban spaces in major cities and the type that inhabits them, and a fluid discussion with renowned designers about their work, the creative process, and the choices and aesthetics behind their use of type.

Helvetica encompasses the worlds of design, advertising, psychology, and communication, and invites us to take a second look at the thousands of words we see every day.

The film was shot in high-definition on location in the United States, England, the Netherlands, Germany, Switzerland, France and Belgium. It is currently in post-production and is slated to begin screening at film festivals worldwide starting in early 2007.

Interviewees in Helvetica include some of the most illustrious and innovative names in the design world, including Erik Spiekermann, Matthew Carter, Massimo Vignelli, Wim Crouwel, Hermann Zapf, Neville Brody, Stefan Sagmeister, Michael Bierut, David Carson, Paula Scher, Jonathan Hoefler, Tobias Frere-Jones, Experimental Jetset, Michael C. Place, Norm, APFEL, Pierre Miedinger, Alfred Hoffmann, Mike Parker, Bruno Steinert, Otmar Hofer, Leslie Savan, Rick Poyner, Lars Müller, and many more.

For more information visit [www.helveticafilm.com](http://www.helveticafilm.com)



## NEXT ISSUE I3 V1 S07 / Spring 2007

The next issue of s.a.d. will profile Bastard Graphics™, expose fresh creative talent and Interview another highly rated creative collective.

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I'M TALKING TO YOU FROM MY WORKSPACE, ON MY **WEBLOG**, ABOUT BASTARDGRAPHICS, MUSIC, PHOTOGRAPHY, TRAVELS, EVENTS, INTERNATIONAL GRAPHIC DESIGN. READ ME AT [BASTARDGRAPHICS.COM/BLOG/](http://BASTARDGRAPHICS.COM/BLOG/)



slightly brighter



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Art Direction, Design and Creative Management



# and finally...

## s.a.d. is comited to inspire and inform.

s.a.d. are always asking ourselves tough questions about the way we think and the way we approach our lives, as creative people. s.a.d. loves talking to creative people that we admire and are constantly fascinated by the opinions they form and the decisions they make. s.a.d. believes that through this dialogue, we are able to gain insight into their worlds and mabye even find a little something that will inspire and motivate us.

And so, s.a.d. has decided to start a question for creative living for each issue of the magazine. The first question we set to our friends is:

*If you had 3 wishes, what exactly would you wish for ?*

1. More Beer 2. New Girlfriend 3. New Mac

SlightlyBrighter

[www.slightlybrighter.co.uk](http://www.slightlybrighter.co.uk)

1. For the government to evoke a Robin Hood law that sees the money of the overly rich distributed across areas or poverty 2. For 50% of the population who are unemployed to do 50% of the work that the rest of us do, meaning we all have to work half as much - giving us more time to play with colours. 3. To have been born with a good set of teeth.

Stephen Trott

[ coming soon ]

If we had three wishes we'd wish for five, then we could breath under water and I'd still be alive, we'd be as strong as ten tigers and fly through sky, or be completely invisible yet still pleasing to the eye, just five wishes, no make it ten, so we could travel through time and start all over again.

DESIGNLOVE STUDIO

[www.designlovestudio.com](http://www.designlovestudio.com)

1. A time travelling device (so we are avle to change situations for the better or to prevent certain situations from happening, or even just to knwo what's coming) 2. To end up in a perminant 'loved-up' state throughout a whole relationship. 3. Everyday to be an exciting day, what ever it is I am doing.

Katherine Brown.

[ coming soon ]

Wouldn't need all three. Just one. For anything in my life to change so I'd just always be happy - however that may happen.

Zoe Carter

[ coming soon ]