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Distance From Home	12 555 km
Books Published	8
Years In Profession	30
Google Hits*	54 200

USA  
DESIGN INDABA 2010

**LESSONS:** Pentagram's Michael Bierut (blog: DesignObserver.com), who also doubled as MC of Design Indaba this year, and a brilliant one at that, gave us some lessons from failures he encountered:

1. Don't be so darned clever, i.e. don't be a show-off
2. You get power by giving away power; don't try to control the whole process
3. The real opportunity may not be part of your scope of work
4. Consistency does not equal sameness - the message is the same, the graphics may be different
5. The audience is more wonderful than you think - so think about who you are really working for: it's not the client paying the bills, but the consumer

**WHAT'S IN:** Birds (still), yellow, wool, mohair, luxurious home furnishings, burlesque, family, community, rocking chairs, the barn, blankets, authenticity, cultural diversity, craft, patterns, wood, what our parents wore, guerrilla knitters

**WHAT'S DEFINITELY OUT:** Arrogance, self-aggrandisement, waste, Western civilisation, individualism, cultural hegemony, 'me me me'

**WHAT'S OTT:** Trend forecaster Li Edelkoort's weird concept of the 21st century bordello and 'pleasure mall' for families. It went down like a ton of bricks with the over-sensitive SA audience. She should have explained herself better; and, the 5.5 Designers 2050 city vision of hunting for rats and cockroaches.

and people are giving their own self to the group, and everyone is doing what they want - there is no sacrificing of individuality."

The fact that this 'Individual Society' is over brings enormous change, and represents a new global current, says Edelkoort.

**"Designers must feed on life; the way it used to be, is now, and the way they would like it to be."**

- Piyush Pandey

So who are we and what impact does this have on our industry? Edelkoort, as usual, uses design, textiles, fashion and the grouping of things to denote her trends:

1. A congregation of simplicity: it is not back to basics as is usual after a crisis (like the recession).
2. A cluster of tactility: minimal, but with the texture of things - voluptuous, chubby, woolly, hairy, fat yarns. As we get more virtual, we need to get more tactile.
3. A strain of structures: fashion, 3D design, folding, pleating, stacking, organising, taking form from nature. Resistant products - we still believe in metal, which is unusual in a crisis. But this is because the crisis isn't our fault, so we don't feel guilty. Metals are more matte and brushed and used as decoration.
4. Modernism: an incentive to rethink the industrialisation of design.
5. Unique design: furniture becomes an abstraction, with

the landscaping of interiors. Landscaping will go into interior and design.

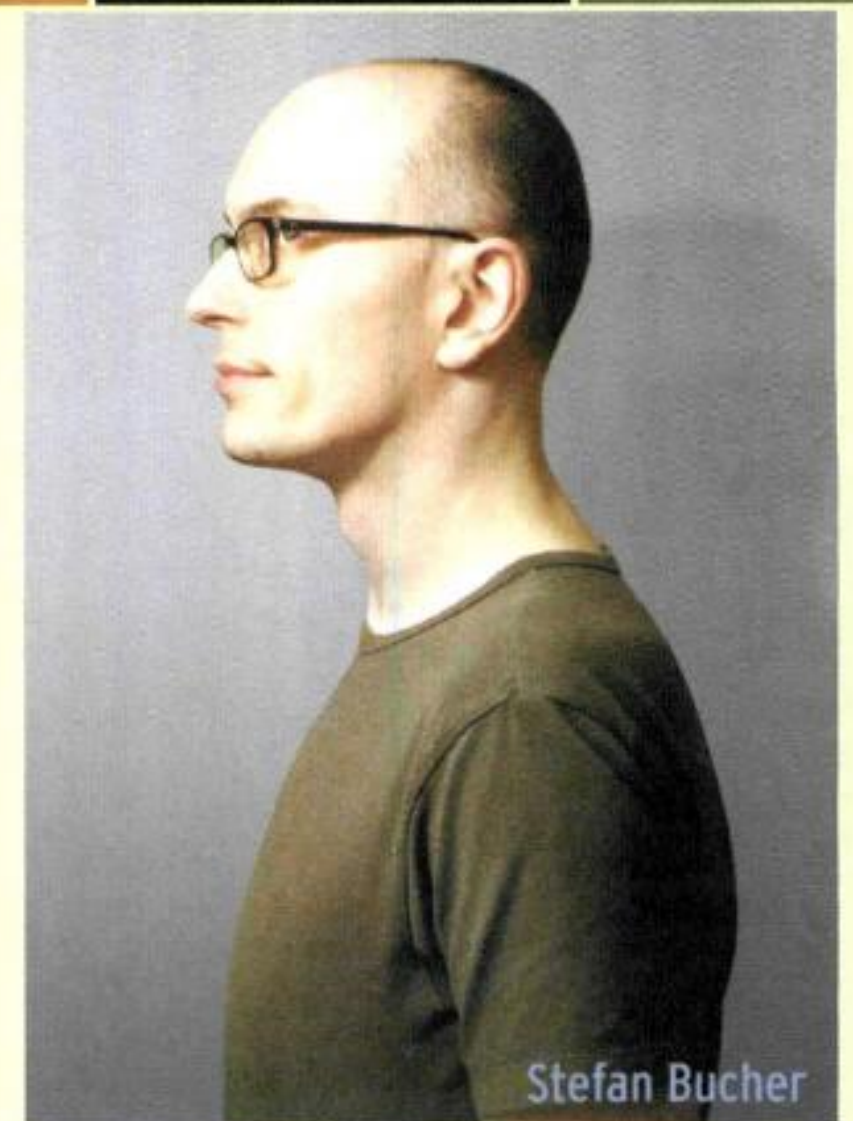
Everyone is making films, animation, drawing, making buildings, etc. It's wonderful for the future of education, as we are able to design new schools that are centred around disciplines.

6. A faction of improvisation: Using things that don't belong together. Combining in wilder, frivolous ways. Large families. Patterns are important - there's a revival of African print in materials.
7. A forest of warmth: wood is the most dominant tendency in design. On each continent, fairs are full of wooden stuff.
8. A school of craft: Growing movement of technology and craft. Craft will be an important factor, very important in South Africa.
9. Yellow is the new pink! Cold and warm tones, integrated into other forms. Yellow as an accent in crazy organic patterns.
10. A family of authenticity: farming remains a growing movement. The urban field becomes greener and the rural environment becomes more urban. Everywhere we go we see endorsement of the ruralisation of society. It has an impact on design: rocking chairs, the barn, blankets, authentic things. Design is reflecting this new and beautiful social shift on society.

That is what Design Indaba is about: seeing the beautiful things all around us.

**THE MONSTER WITHIN**

Stefan Bucher, creator of the Daily Monster cartoons and artwork, had this to say to all the frustrated artists and creative people: "We are artists



Stefan Bucher

because we see things other people don't see, or in a different light, with a different perspective. Each can only do the very best to take things that come to us: whether we understand them or not, give them a shape that can live independently from anyone else. No one will care about them as much as we do. That is our responsibility: as much as we've been made to feel like an appendix to humanity, it doesn't serve humanity. When you go to a museum, you're not going to see Sumerian accounting practices... you are going to see art, music, and products created before."

He says it is our artefacts that will tell people what it was like to be human in this time: our art and design. "It serves a real lasting purpose. Our job is to get as good as we possibly can, so ideas that we get about the world can be translated with little loss between thought and execution."

As Matisse said (quoted by a DI delegate): 'The world is full of flowers if you just have the eyes to see.'

**WORST PRESENTATION:** By the alleged third most influential woman in America, Martha Stewart. The Friday afternoon session was packed, everyone hoping to hear what this doyenne of home décor and design had to say. She was so dull and self-promotional, the walkout started less than 10 minutes into her presentation. The outrage at her patronising talk to the luminaries of the global creative world gathered in Cape Town was so mighty, it went from the event around social media sites - fuelled by tweets from disappointed delegates and media commentators, until it reached the mainstream media in a total of 30 minutes. The news sites and radio stations were reporting on the walkout within the hour.

**WORST QUOTE:** "I'll have you know the bloggers love my glitter," by Martha Stewart, when helpless laughter greeted her 20-minute presentation on glitter-by-numbers, a variation of 'paint-by-numbers' hobby kits. The bloggers just looked confused and jittery rather than glittery.

**BEST TWEET:** 'Smother me with a Stencilled Hawaiian Flower Cushion' by journalist Herman Manson (in response to Martha Stewart's turgid presentation). For more actual news on Design Indaba this year, go to Twitter: #designindaba.

**GLITTERING PERFORMANCE:** Martha Stewart's glitter ham spoofed by Conan O'Brien of US talk show fame - shown with a straight face by Stewart at Design Indaba. Doesn't the woman get irony?

**A DI FIRST:** Martha Stewart will also now be credited with launching the first local 'twitcom' in SA on Twitter. Read the full list of tweets in sequence here: <http://www.marklives.com/wordpress/?p=1018>



**Rats**

direct flows across the city of Paris while the entire population is outside every part of the city making it a rat paradise. Nonetheless, these rodents are pleasing to eat. Parasites who prepare rat in soup since a week. Different decorative traps are available on the market and it's always a fun game to catch your dinner before grilling it.

Rats trap - just fill it with left over food and wait in your favorite place. Sulfuric is actually the best place.

Grilled rats, for sure the best way to prepare it.

**Lollipopach.**

1. Roll small 150°C and add colorant of your choice
2. Place the cotton-wool and sticks in the mould
3. Fill the mould with your colored caramel
4. Take them out of the mould and let stand before eating.