

المنظمة العالمية لجمعيات التصميم التخطيطي

國際平面設計社團協會

Интернациональный Консилиум Ассоциации Графического Дизайна

המועצה הבינלאומית של אגודות המעצבים הגרפיים

इन्टरनाशनल कौन्सिल ओफ ग्राफिक डिजाइन असोसिएशन्स

國際グラフィックデザイン協会協議会

세계그래픽디자인단체협의회

آئین بین المللی مجامع طراحی گرافیک

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BoardMessage

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Design Without Borders

BY ROBERT L. PETERS, PRESIDENT ICOGRADA, 2001-2003

Frontier gatherings. In March, I was delighted to join my board colleagues in Vancouver, Victoria and Seattle for the first Icograda events in North America in the past 10 years. Events were jointly organised by GDC/BC, GDC/Victoria, AIGA/Seattle, and AIGA/Portland. Following a two day board meeting and a stimulating two day exchange among Icograda Regional Meeting attendees, an Icograda Design Perspectives symposium entitled 'Environ's'002: Design Without Borders' packed the auditorium of Emily Carr Institute of Art and Design. Satellite events followed in Victoria and Seattle. Here are a few observations...

Chaos is fertile. Change is dynamic and invigorating; uniformity can be sterile and stifling. As Yu Bingnan (China) stated: "Change awakens creativity - constants make creativity yawn." Yet most designers compulsively turn chaos into order - often a deliverable that clients expect. Mervyn Kurlansky (Denmark) explored the fertile left-brain/right-brain borders and ordering processes of designers, and shared his personal influences. Jacques Lange (South Africa) visited the borders between past/present and the reshaping of national identity in the land of former apartheid. William Harald-Wong (Malaysia) provided rich glimpses of the cultural overlapping, layering, and fusing that takes place in his multi-ethnic milieu, concluding: "...chaos is just another word for Southeast Asia."

Borders are dangerous. The edges of things are dynamic - the middle remains safe. Rafael Fajardo from El Paso, Texas (USA) spoke to issues of safety and risk, border crossings, cross cultural expression, and the 'rendering visible' of those who disappear at borders. David Grossman (Israel) described a world in flux, sharing samples of visual language from around the world, and making startling predictions about the future's 'communicative surfaces.' Bill McClennan (Canada), a historian of aboriginal art

and culture, showed inspiring First Nations art and explored the boundaries between lost/found and the mythical/real.

Worldwide community. Ideas know no borders. Information now travels around the globe in an instant - though mostly in a one-way flow from the developed to the developing world. It has always been Icograda's view that a healthy worldwide community is inclusive, collaborative, interactive and mutually respectful. In the past year, Americans in particular have been faced with a conscious choice - engage in outward dialog - or turning inwards and become more isolationist. Christopher Liechty, President of AIGA/Salt Lake City, clearly summarised the opinion of those in attendance in Vancouver: "America needs to look outwards."

Friends without borders. Some of the designers attending events in Vancouver expressed that they feel isolated from their peers, and without community. Well, there is a remedy. 'Friends of Icograda' is a worldwide network of those concerned with graphic design and visual communication that wish to support Icograda and its aims. Individuals from more than 40 countries are now profiled on the new 'Friends of Icograda' website. Visit www.friends.icograda.org to meet some new friends, and use the online 'Join Form' to become a 'Friend' yourself.

Take time. Design is a fast paced profession. Many designers find themselves in a state of 'hyperliving,' skimming along the surface of life, ruled by pressure rather than priorities, and caught between the urgent and the important. Life is always more enjoyable, meaningful and effective when we are in control of our time. Peter Drucker puts it succinctly when he states: "Time is the scarcest resource and unless it is managed, nothing else can be." Take time to play. Take time for friends and family. Take time for community. Take time to dream - across borders.



Robert L. Peters, President Icograda

CONTENTS

- 1 Design Without Borders
- 2 Global News Update
- 3 Icograda Vancouver Board Meeting
- 4 Icograda Vancouver Regional Meeting
- 7 Environ's'002 - Design Without Borders
- 8 The State of Graphic Design in Greece
- 10 Un-Trashed, Exhibition of Rejected Works
- 12 Comics and Copyright
- 13 Design Protection at International Level
- 15 Icograda Calendar