



INDEX BOOK

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Index Book organizes an event in Barcelona gathering the best in European design at 'Selected: Graphic design from Europe'

Next 12-13 March Index Book will gather in Barcelona some of Europe's top professionals who will impart a cycle of conferences and workshops in order to share ideas and creative solutions in the fields of graphic design and visual communication.

The [Selected: Graphic Design from Europe](#) event will take place at the Axa Conventions Center Auditorium, in the grounds of L'illa Diagonal shopping mall. The graphic design and visual communication specializing publisher is also preparing for the forthcoming launch, in 2010, of its new European design yearbook - [Selected A: Graphic Design from Europe](#).

The **Conferences** and **Workshops** held in Barcelona will offer a unique opportunity to see and listen to some of the *Selectors* which have participated in the making of the yearbook as they will share some of their knowledge and expertise with the attendees.

Alongside the conferences and workshops, **Selected Europe** will also offer a series of free access, parallel **Activities**. Also, at the Sala Win, there will be a **Book Shop** displaying some of Index Book's latest titles and a **Coffee Corner** where to enjoy short breaks.

Following is the **PROGRAMME** of events.

PROGRAMME

Conferences

12/03/10

16:00 hrs – Joakim Borgström

Joakim Borgström spent 10 years as Creative Director and partner of DOUBLEYOU in Barcelona, creating award-winning campaigns for brands as varied as Nike, Audi, Diageo, Nestle, Diesel, Electrolux, Yahoo!, SEAT and Coca-Cola.

Joakim joined **Wieden+Kennedy** (W+K) Amsterdam in 2006 to spearhead interactive work, creating global brand campaigns. These clients include Coca-Cola, Nike, Electronic Arts, Procter & Gamble and Wyborowa Vodka. In January 2008 Joakim became W+K's Creative Director for the Electronic Arts and Wyborowa accounts along with CD partner Edu Pou. Joakim has also been working closely with W+K's London office on the Global Nokia account.

17:00 hrs – FL@33

Agathe Jacquillat (French from Paris; ESAG Penninghen) and her partner **Tomi Vollauschek** (Austrian, originally from Frankfurt; FH Darmstadt) run London-based **FL@33**, a multi-disciplinary design studio for visual communication. The duo is also responsible for the popular and self-initiated online sound collection **bzzzpeek.com**, self-published *trans-form* magazine and their sister company **Stereohype.com** – graphic art and fashion boutique, that opened its online gates in 2004.

FL@33 was launched in 2001 after Agathe and Tomi graduated from the postgraduate Communication Art and Design Master's class at London's Royal College of Art (RCA). Since then FL@33 won many awards, was interviewed and featured on the radio, online and in numerous newspapers, magazines and books around the world. A FL@33 monograph was published in 2005 by French Pyramyd Editions as part of their *design&designer* series.



Agathe and Tomi also conceived, compiled, edited, wrote and designed two books (*Postcard*, 2008 and *Made & Sold*, 2009, both Laurence King). *Postcard* was translated into French, German and Spanish (*Postales. Diseño por correo*, Gustavo Gili).

18:30 hrs – Eduardo del Fraile

Eduardo del Fraile has studied design at the Elisava School of Design in Barcelona (Spain) and the School of Design and Crafts in Gothenburg (Sweden). In 2000 he founded his own studio (**Dfraile**) and carries out design work for large and small clients.

His specialties are identities, packaging and book design. In recent years, he has established connections between design and photography with the photo book *En Ruta Solidaria a Mauritania*. This year he is publishing *Abecedario Fonético*, a book that illustrates the sound made when pronouncing the same letter repeatedly.

He has been part of the jury for various national and international awards, while he has won more than 50 design awards himself, including the *Best of the Best* award (Red Dot Award, Essen), a silver nomination (D&AD London), the *Gold World Award* (New York Festivals), two gold medals in the *Madrid Visual Awards*, a platinum trophy (Graphis New York), two gold medals in the Barcelona *Laus* awards and an honorable mention for the best photo book (*PhotoEspaña*).

19:30 hrs – Hi-Res!

David Linderman's work is commonly associated with the early experimental and commercial design projects at Fork Unstable Media, a design group that he founded in 1996 in Hamburg, Germany. In 1999, he launched a second Fork studio in Berlin, where he worked and taught as a professor of graphic and interactive design (HfG-Offenbach) until shortly before moving to **Hi-Res!** in 2009.

Since the spring of 2009, he has been working as creative director with **Florian Schmitt** and **Alexandra Jugovic** in the Hi-Res! London studio. The studio's current client list includes Dolce & Gabbana, Chanel, Jägermeister, Nokia, Channel 4 UK, Rizzoli New York as well as artists such as Beck, Massive Attack and Goldfrapp.



13/03/10

16:00 hrs – Magma Brand Design

Lars Harmsen is associate and creative director of MAGMA Brand Design in Karlsruhe (founded in 1996 with Ulrich Weiss and Florian Gärtner). The focal point of his work is corporate and editorial design. He is also partner and creative director for the Munich agency Melville Brand Design (associated office with MAGMA).

Harmsen is author of design and typography books. In 2004, *Versus* (DGV- Die Gestalten Verlag) received numerous awards (Red Dot, Most Beautiful German Books, Berlin Type). The book *Bastard - Choose my identity* (Actar, bastard-project.com) published in 2006, examines cultural identities and the influence of globalization and web on culture and design. In 2009 and 2010 he published *Typodarium*.

17:00 hrs – Stockholm Design Lab

In 1998 Björn Kusoffsky started the multidisciplinary firm **Stockholm Design Lab**, now one of Europe's most respected design companies.

His work ranges from wetwipes, titlesequences, artbooks, aircraftlivery, advanced packaging projects, cosmetic fragrance and wine packaging to retail environments, logos and graphics, brand repositioning and corporate identity programs for international clients including IKEA, SAS Scandinavian Airlines, Moderna Museet (Sweden), Ustra Stadtbahn (Germany), Hyundai Card (Korea), Askul (Japan) and recently for the 53rd International Art Exhibition Venice (Italy). His work is simple, innovative and powerful.

18:30 hrs – Bildi Grafiks

Bildi Grafiks is a small design studio that was founded by **Agnès Simon** and **Martí Ferré** in 2004, in a small city near Barcelona. Its work has been published in books and magazines and it has earned both national and international awards. Over the years, they have focused more and more on social, cultural and institutional projects and following a natural process, they have progressively abandoned commercial projects.



19:30 hrs – Robert Appleton

Bob is an interdisciplinary designer and artist who performs all 3 media - text, image and sound - simultaneously. He became an art director at Saatchi & Saatchi London in 1974. He studied fine art at St Martins School of Art and became a photojournalist for BBC Television. He then immigrated to the US founding **Appleton Design** in 1983.

Clients have included IBM, Herman Miller and Verve Records as well as Ornette Coleman and John Cage. His work is published internationally and has received awards from AIGA, D&AD, The New York Art Directors Club, Communication Arts, the Warsaw Biennale and Graphis. He was elected to Alliance Graphique Internationale in 2001.

Workshops

12-13/03/10

TwoPoints.Net – Visualizing concepts. 10:00-12:00 hrs, Conference room 1

A 2-day workshop in which we will try to translate a concept into an image. An image which is self-explanatory. We shall start working from a text and everyone must choose a moment which they would like to visualize. Something that moves you, causes you concern, confusion... and which the participant has to express in writing. Only then, with that moment or idea well-defined on paper, you can begin to visualize.

The second part consists of realizing with limited tools (without computer) and format. At the end of the workshop each participant will present his work to the group and will discuss all this, contrasting the writing at the beginning and the visual result and checking for communicative consistency or discrepancy between them.

Catherine Dixon: Letters as forms. 9:30-11:30 hrs, Conference room 2

A 2-day workshop exploring new ways of seeing letters as forms. We shall start by borrowing unexpected visual methods to investigate familiar forms, so that we can begin to better understand what it is that defines the very particular visual personality



of a font with surprising results. Letterform quite literally becomes a physical experience!

During the second part of the workshop letterforms are further explored through their creative use. We will explore the expressive potential of letters in a series of small typographic compositions. And while intentionally playful the potential for professional application of what is learned is clear and confidence-building.

Ada Cardozo: *The Onion*. 10:30-12:30 hrs, Conference room 3

A 2-day workshop about creativity. All you have to bring is an onion and a camera, laptop, pen and paper, or other tools you want to work with. The assignment is explained in the first session (not giving away everything yet), and right after that the working process will start. At the end of the first session the concepts and first visual ideas will be presented and discussed. The second session will be dedicated to the final presentation.

Volcano Type: *Tangram Type Total*. 11:00-13:00 hrs, Conference room 4

The tangram is a dissection puzzle consisting of seven flat shapes, called tans, which are put together to form shapes. The objective of TANGRAM TYPE TOTAL is to form 26 letter shapes, an alphabet, using individually precutted pieces out of a square, which may not overlap.



Activities

12/03/10

Adobe Seminar. 10:00-13:00 hrs. Auditorium.

Seminar imparted by Adobe about the **Adobe Creative Suite 4** programme combo:

10:00-11:00 – Adobe Design Premium CS4

11:00-12:00 – Adobe Production Premium CS4

12:00-13:00 – Adobe Web Premium CS4

12-13/03/10

Designpedia. All day. Sala Win.

Designpedia is a community project to build a free encyclopedia on design, written collaboratively by its readers. It is promoted by the **Signes Foundation**, based on the wiki concept, which collectively can create web documents without the need to review the content prior to acceptance for publication in the network.

At **Selected Europe** you will be able to visit the Designpedia information corner set up by the Signes Foundation, check how it works close up and interact with its contents.

SelfPackaging. All day. Sala Win.

Learn how to make your own packaging at the **SelfPackaging** open all-day workshop, from multiple pre-designed templates which you can assemble into the desired shape.

SelfPackaging.es is an on-line store where one can find a very extense catalogue of standard packaging although with the most creative and original designs. Once chosen, it is possible to customize each box by choosing colours, types of paper, accessories and labels.

Although all the packaging models are very easy to assemble, at this open workshop users will be able to start off by choosing a level of difficulty before mounting there



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own pack. The website also offers the user explanatory videos, assembly tips and useful advice.

Come, see and vote. All day. Sala Win.

Become a part of the story of the book. With your vote, we offer you the possibility of deciding the best project for each category of the Selected A yearbook. During Friday 12 and Saturday 13 March all the projects in the Graphic Design category which were chosen by the annual's selectors will be showcased at an exhibition.

Drop by and see it and you will be able to place your vote to the best Pack, Logo, Corporate Identity or Editorial design, amongst other categories. You will also take part in the raffle of various prizes which will be handed in during the conferences' break at 6 pm on Saturday 13 March.

You will be part of the story of the book because your decision, as a part of the popular vote, will later have its own section in the yearbook. You can also be a Selector!



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PRICES AND TICKETS

To buy tickets you can visit www.selectedeurope.com and choose from **single tickets** to attend a 2-day workshop or 1 day of conferences, or from the **Combo Pack** combined tickets to save on the admission fee.

Tickets bought **before 31 January** will benefit from a special discount. Also, those who buy tickets by way of another attendee will allow their friend to get a free copy of the book *[Symbols, Pictograms & Silhouettes](#)*.

All conferences and workshops will be held in the **Auditorium** of the **Axa Convention Center**, located in the grounds of L'illa Diagonal shopping mall.

Axa Convention Center

L'illa Diagonal
Diagonal, 547 / Deu i Mata, 111
Barcelona - SPAIN



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ABOUT INDEX BOOK

INDEX BOOK is a publishing house founded in Spain in 1993, specialized in books on Graphic Design and Visual Communication. Its subject matters cover from packaging to illustration, corporate identity, logos, fashion, interiors, retail, interactive design, typography, advertising, photography, professional guidance, product design, urban art, lettering or stationery, among many others.

INDEX BOOK titles are available in book shops and retail stores worldwide while also shipping internationally from its own on-line book store at www.indexbook.com.

Also, designers have the opportunity to have their work featured in many of INDEX BOOK's [new titles](#) which are constantly being produced.

As a design-specializing publisher, every year INDEX BOOK launches the renowned Spanish design annual, [Select. Graphic Design From Spain](#). Currently entering its 9th edition - **Select I** - the yearbook showcases a selection of the best design projects completed in Spain during the previous year.

For the first time, INDEX BOOK is now taking this editorial project further by extending it to the rest of the continent with the forthcoming launch of its European edition, [Selected A: Graphic Design from Europe](#).

INDEX BOOK regularly takes part in design-related events of allsorts – conferences, meetings, tradeshow, presentations, exhibitions... – inviting all their registered users to also take part with them.

In order to keep updated with INDEX BOOK's news and activities don't forget to [sign up](#) to receive its regular e-mail [newsletter](#) at www.indexbook.com.

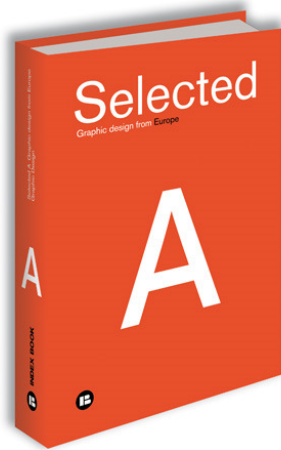


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www.selectedeurope.com

Official website of the event

Selected: Graphic Design from Europe
Conferences, Workshops & Activities
Barcelona, 12-13 March 2010

www.indexbook.com/selected

Official website of the European design yearbook

Selected A: Graphic Design from Europe

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Official website of the Spanish design yearbook

Select I: Graphic Design from Spain

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