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## Graphic Detour - unexpected destinations via unique Dutch collaboration

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*Graphic design is no longer what it used to be. The time when graphic design was still about ink on your fingers and individual skills seems to be ever farther behind us.*

Exploring this premise and the evolution of the discipline is an innovative collaboration with eight European graphic designers and eight local businesses. The exhibition at the Graphic Design Museum in Breda (The Netherlands) seeks to further cement BrabantStad's reputation as one of the pre-eminent cultural cities of Europe.

Guest curator of *Graphic Detour*, Erik Kessels (creative director and co-founder of communications agency KesselsKramer), will exhibit the resulting work in a travelling exhibition throughout Europe featuring the work of designers who have crossed the boundaries of graphic design.

Various artists, including Damien Poulain from France, Tod Hanson from the UK, Marti Guixé from Spain and the Dutch artist Koen Taselaar, have worked for companies such as confectionery company Jamin and the European Ceramic Workcentre.

Kessels believes current techniques have made the profession more transparent and more accessible,



Tod Hanson, UK

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meaning that a lack of professional knowledge is no longer a problem but a lack of good ideas is. "Disciplines such as fashion, photography, painting, architecture, advertising and design have also become porous," he said on the museum's website. "Designers now make use of different disciplines and in this way, fascinating cross fertilisations arise. Artists now regularly make detours *past* graphic design while graphic designers move increasingly *toward* the direction of art," he said.

Kessels said the participants were modernisers with distinctive ideas.

"By offering various companies a 'blind date' with a creative thinker, the new graphic design gets an extra dimension. It becomes a meeting between artists and ceramicists, printers, carpenters and even sweet manufacturers. The result is a collection of 'detours' that can lead us to a completely new territory," he said.

*Graphic Detour* also exhibits recent work by the artists and thus provides not only an even further insight into how the boundaries of graphic design are becoming increasingly blurred, but as it was intended, showcases the creative and cultural strength of Brabant abroad.

You can see detailed images and information on the artists and work involved [here](#).

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