

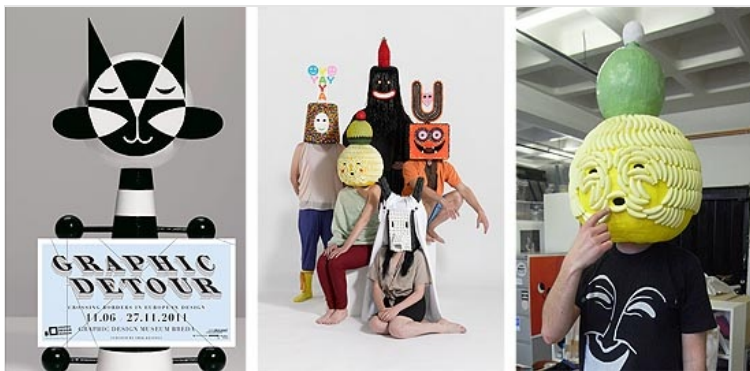
ARTS | BLOG

Posted in Graphic Design, Visual Communication

by Calum Ross

02
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2011

Graphic Detour, Breda



Damien Poulain

The diverse and ever-shifting boundaries of Graphic Design are examined and explored at the Graphic Design Museum's latest unique exhibition.

At Graphic Detour, a selection of exceptionally talented designers have been challenged to create exciting, innovative work which truly pushes Graphic Designer further forward.

The organisers have paired each designer with a company, matching the creative thinkers with candy shops, ceramic workshops, printers and woodworkers with incredible results.

French designer Damien Poulain (who usually specialises in print-based projects such as books, record sleeves and other publications) was paired with Dutch candystore Jamin. Using several kilos of candy along with papier mache and plastering techniques, Damien produced a series of delicious looking 'tribal' masks inspired by ancient Pagan and Shaman costume.

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Tod Hanson/ Joachim Schmid

Artist Tod Hanson teamed up with textile producers Vlisco to produce a patterned fabric installation while Joachim Schmid and NPN Printers created a book which tests the accuracy and efficiency of internet search engines. Joachim conducted a Google image search for "Coach House Toronto", the home of writer Marshall McLuhan, and of the first 908 relevant images which the search provided him with, only 9 held any relation to the specific subject!

To see more examples of the incredible work on show at Graphic Detour, visit the Graphic Design Museum Breda [website](#).

Graphic Detour runs from 11 June – 27 November 2011 at the Graphic Design Museum, Boschstraat 22, 4811 GH BREDA

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